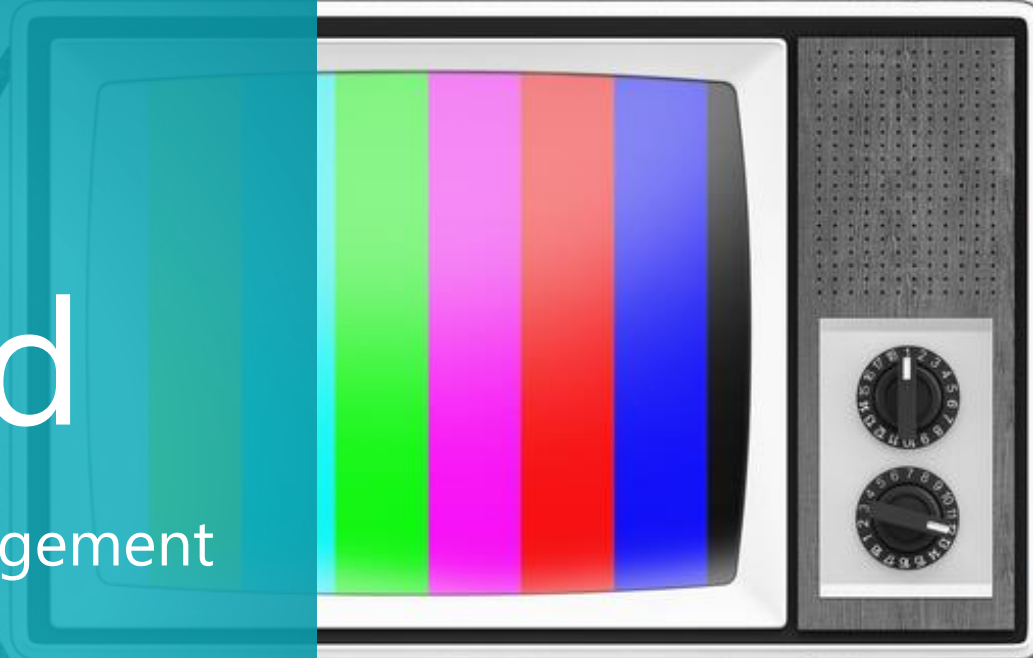


# Viewer Disrupted

The Psychology of Engagement

Quirks Brooklyn 2020



# Consumer Empowerment is a Paradigm Shift



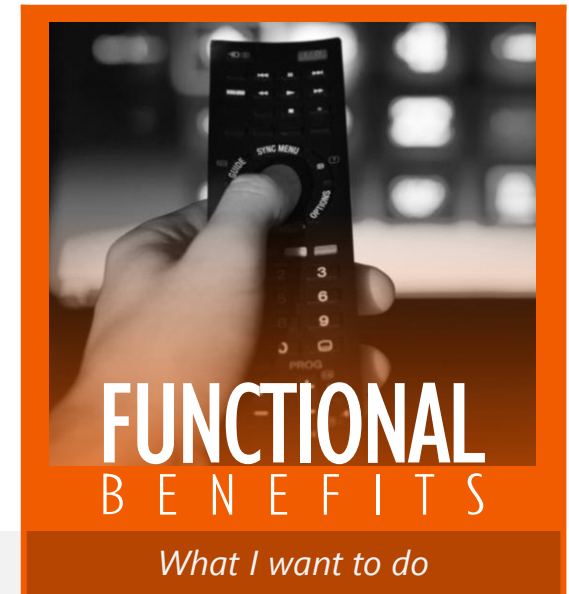
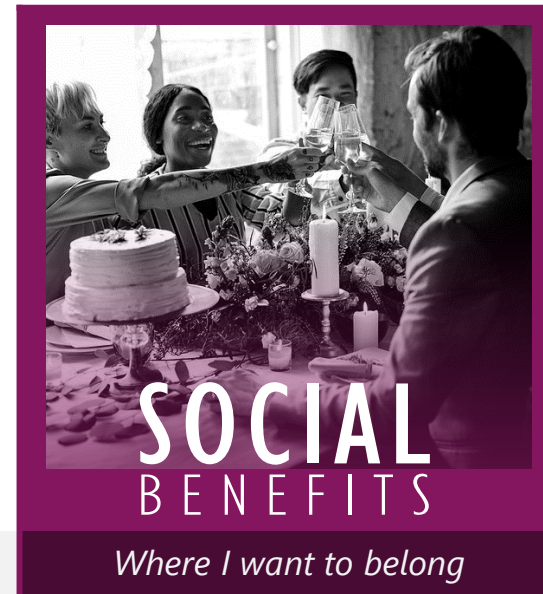
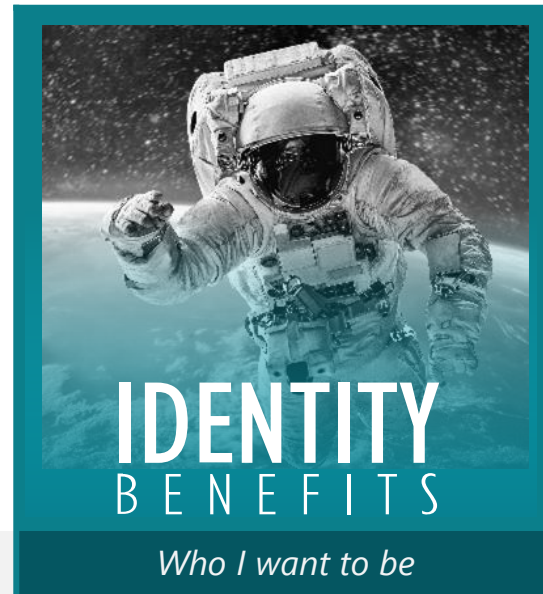
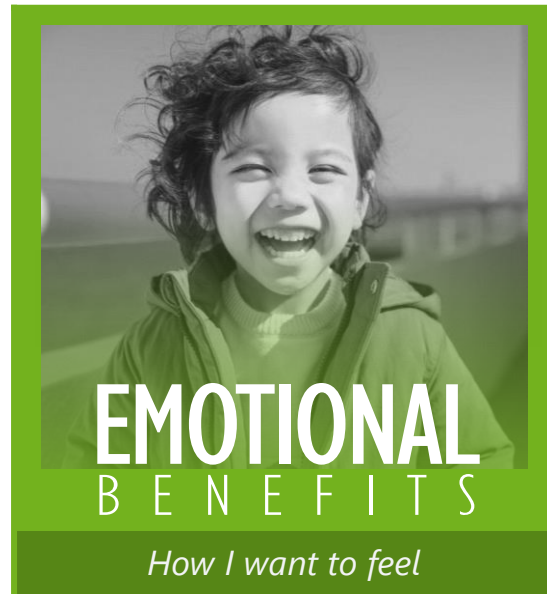




We can't build  
consumer-centric brands  
with brand-centric  
measurement

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# BrandFx: Four psychological benefits drive brand engagement



HOW WELL DOES YOUR BRAND HELP PEOPLE...

maximize good feelings  
and minimize bad ones

enhance self-image,  
pride and self-esteem

connect and cultivate  
social relationships

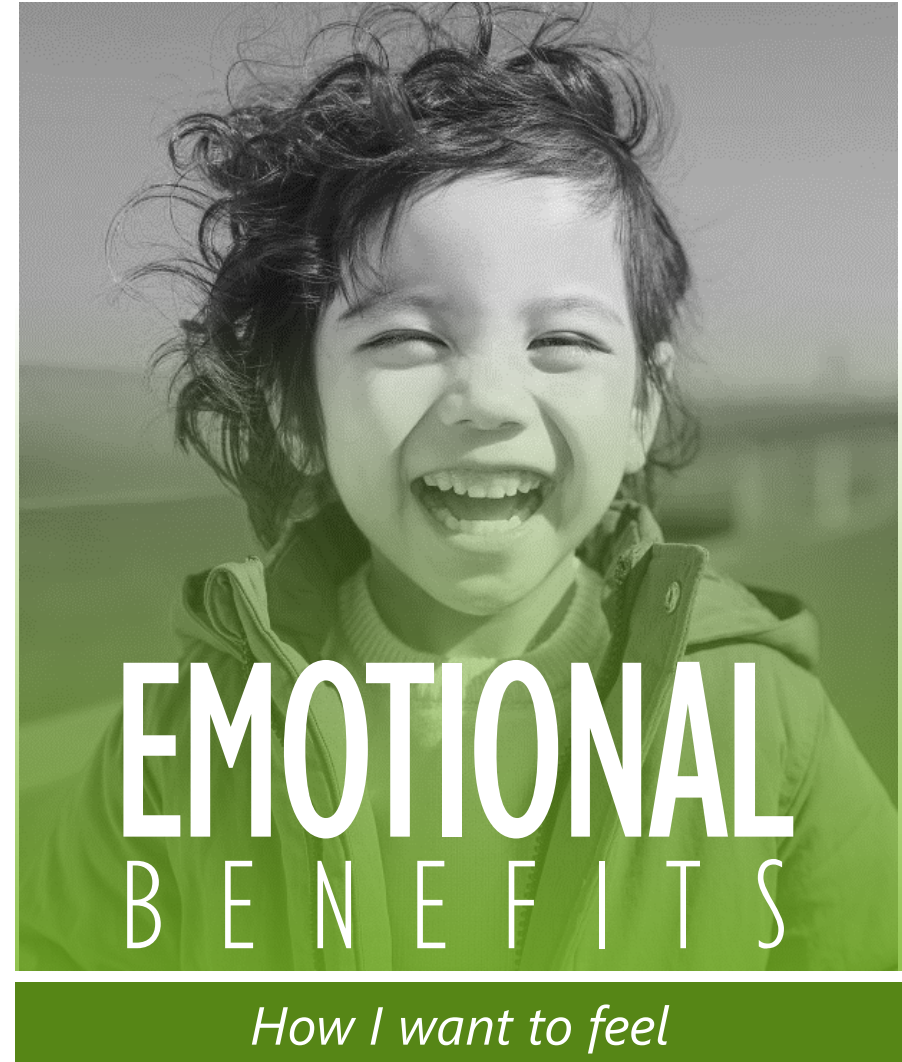
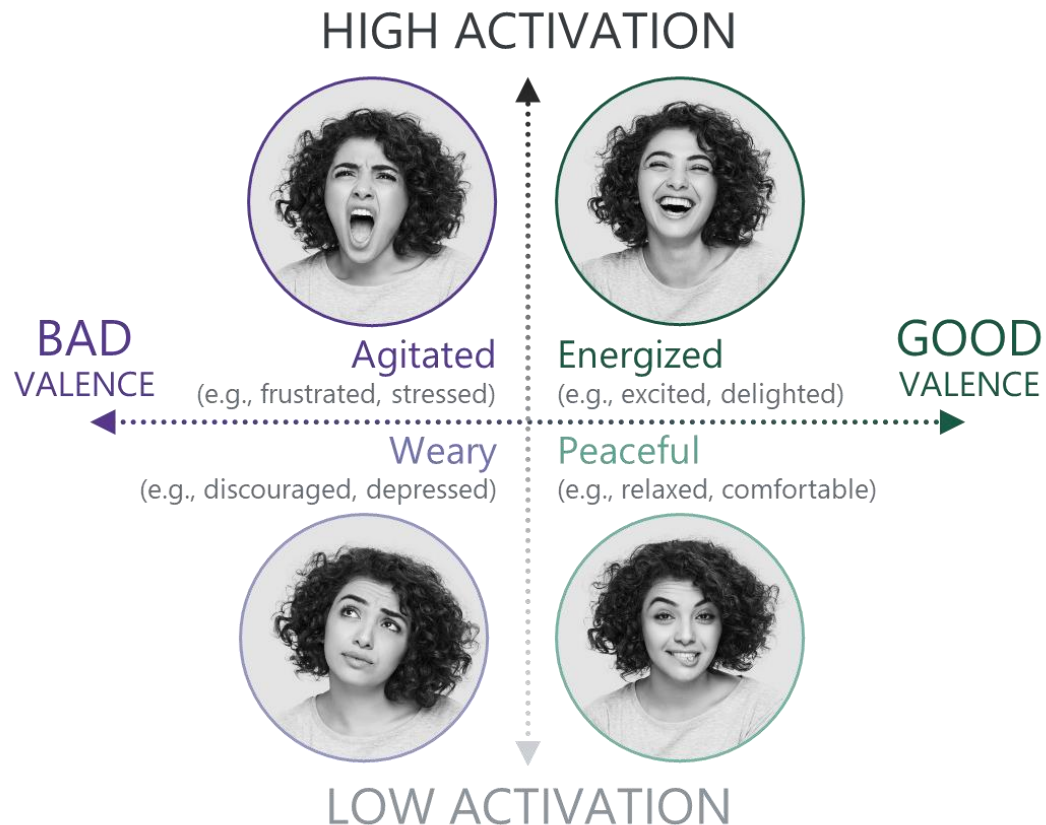
efficiently achieve goals  
and jobs to be done



# Helps people feel the *key positive emotions* that motivate them

How does the brand make people feel on the two **core dimensions of emotion**

> **VALENCE** (bad to good) and **ACTIVATION** (low to high)



# Help people enhance their *self-image, pride* and *self-esteem*

How well does the brand fuel the two primary types of identity benefits:

## PERSONAL IDENTITY

How much using the brand fuels personal pride

## SOCIAL IDENTITY

Strength of identification with the brand tribe



# Help people *connect* and strengthen their *social relationships*

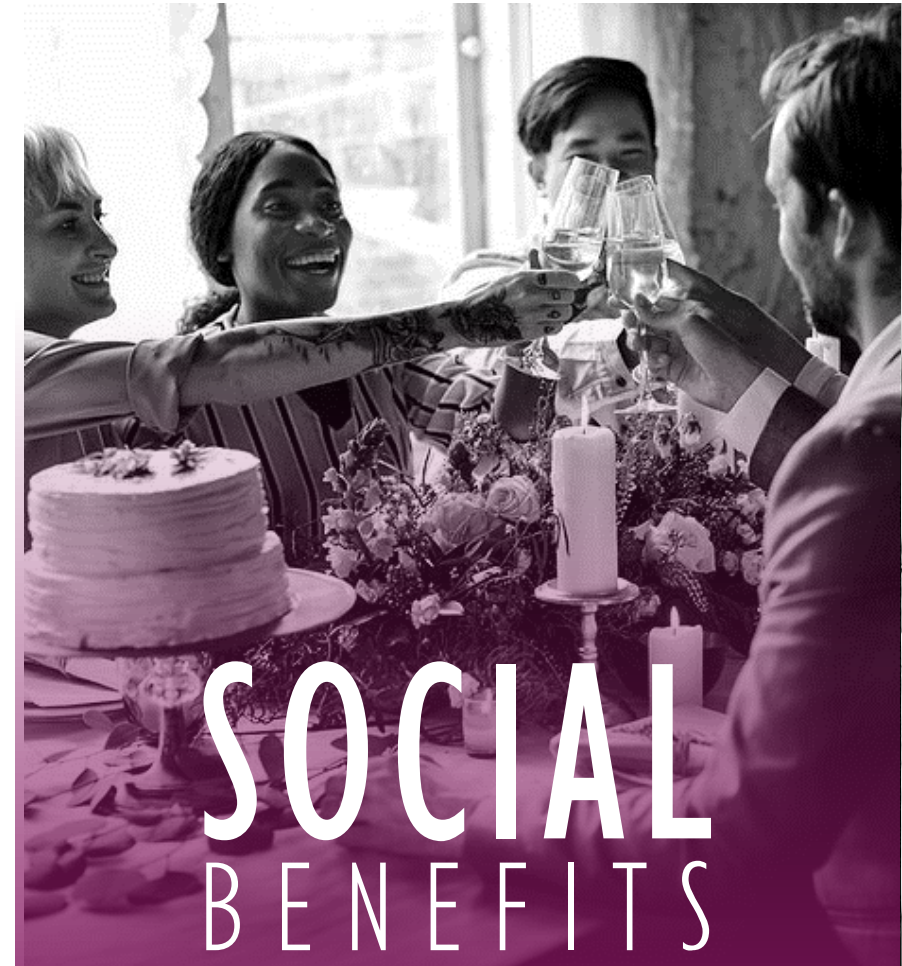
How well does the brand spark and strengthen social bonds by facilitating:

## CONNECTION

How much the brand enables connections and community

## EXPRESSION

Use of the brand to exhibit personality, tastes or values



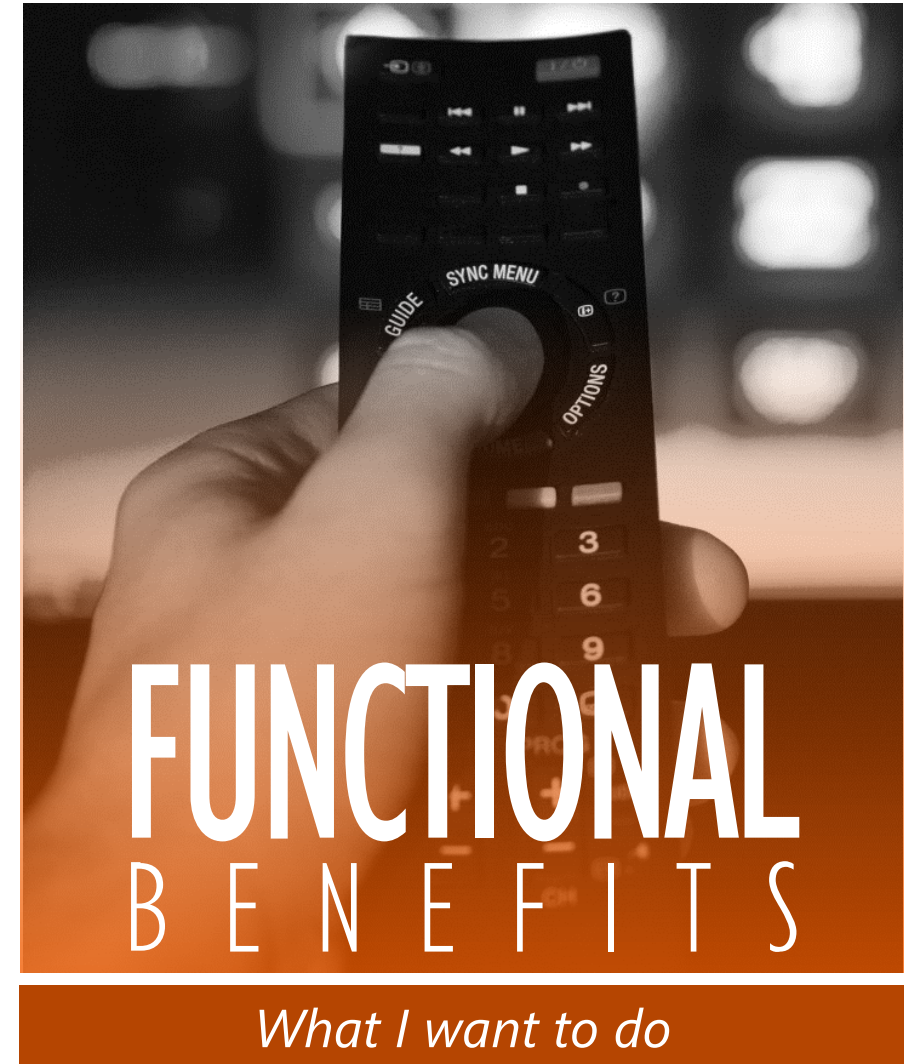
*Where I want to belong*



# Help people *efficiently* and *effectively* achieve their *goals*

How well does the brand support “jobs to be done”, including:

EXPECTATIONS	Delivering on expectations and promises
GOALS	Accomplishment of goals, responsibilities or to-dos
TIME	Saving time and/or providing ease and convenience
MONEY	Saving money and/or offering good overall value





# BrandFx: Methodology

20,000+ respondents evaluated 87 brands in:

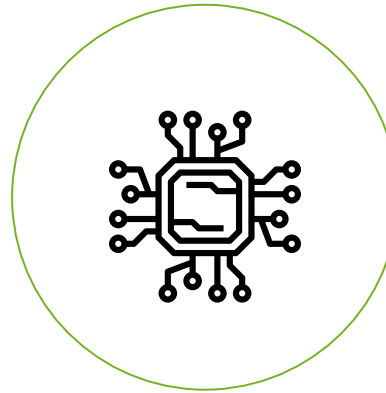


## MEDIA

*Umbrella brands*

*Streaming*

*Franchise / IP*

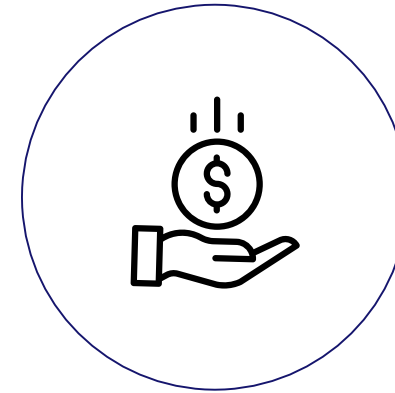


## TECHNOLOGY

*Cable/ISP*

*Social Media*

*Ride Share*



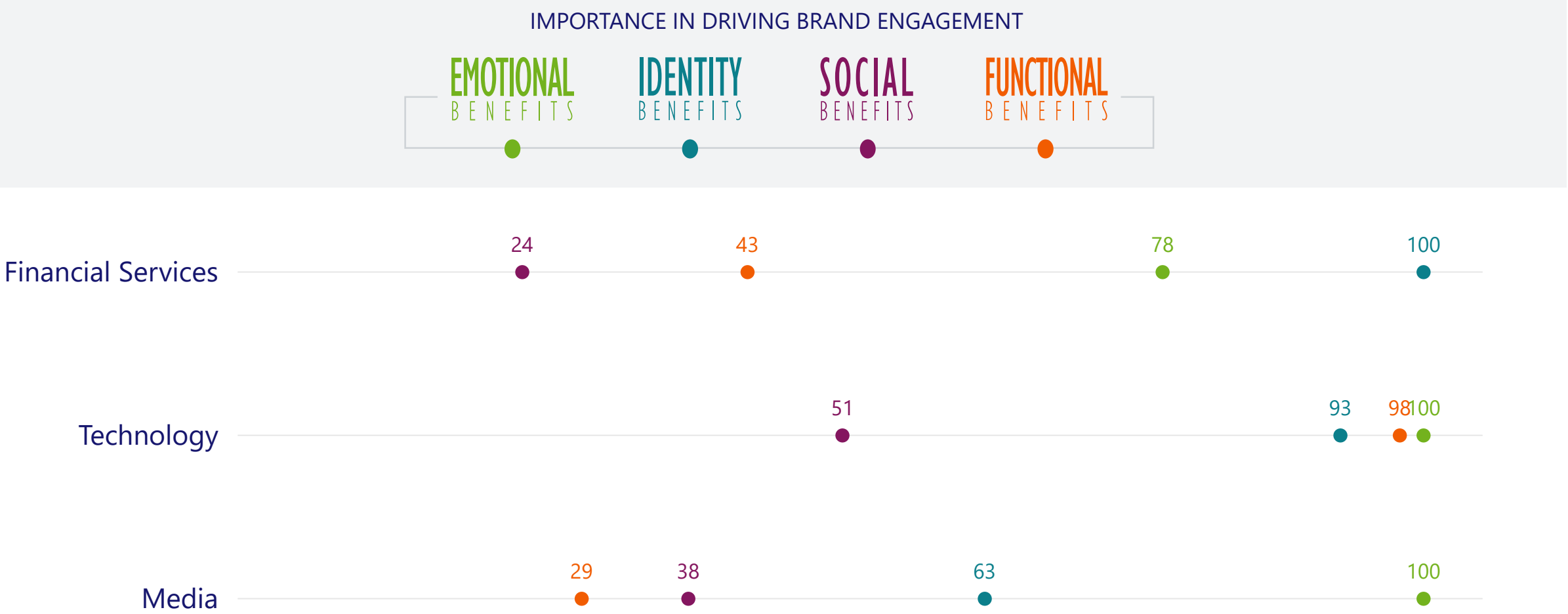
## FINANCIAL SERVICES

*Banking*

*Credit Cards*

*Investment Firms*

# Motivations differ across industries



Results of models predicting brand engagement are shown as importance scores. The most powerful predictor gets a score of 100; all other benefits are scored relative to that (e.g., a benefit with a score of 50 is half as important as the one that gets 100).





# Differences within media sub-categories

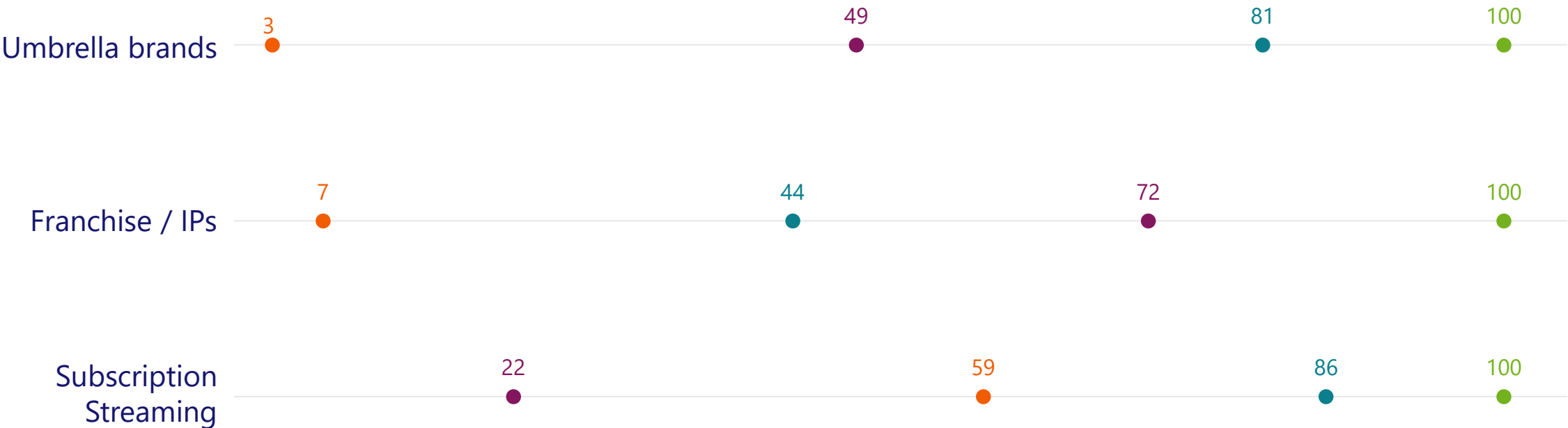
IMPORTANCE IN DRIVING BRAND ENGAGEMENT

EMOTIONAL  
BENEFITS

IDENTITY  
BENEFITS

SOCIAL  
BENEFITS

FUNCTIONAL  
BENEFITS



Results of models predicting brand engagement are shown as importance scores. The most powerful predictor gets a score of 100; all other benefits are scored relative to that (e.g., a benefit with a score of 50 is half as important as the one that gets 100).







Disney  
**THE MUPPETS**



**STAR WARS**  
A NEW HOPE™

The classic  
adventure that  
started it all



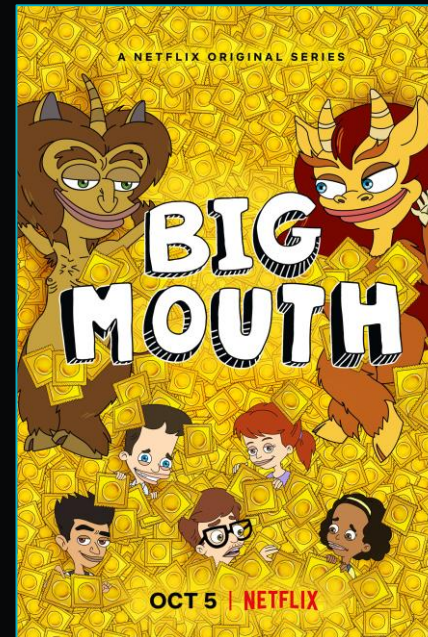
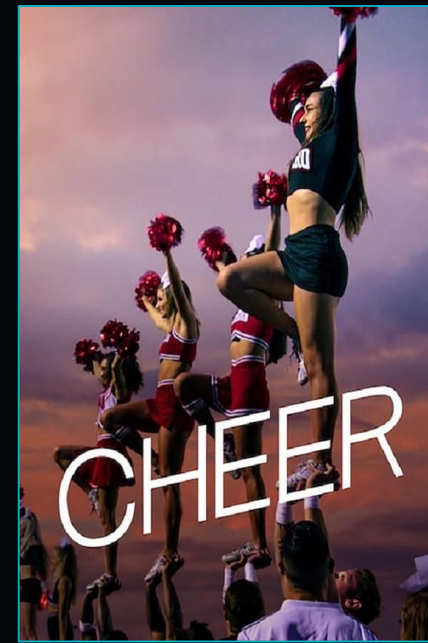
Formerly titled *Star Wars: From the Adventures of Luke Skywalker*  
**George Lucas**

THE OFFICIAL MOVIE SPECIAL

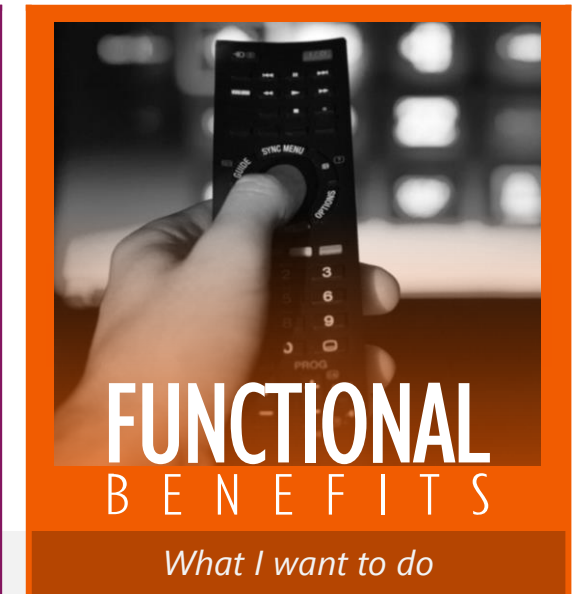
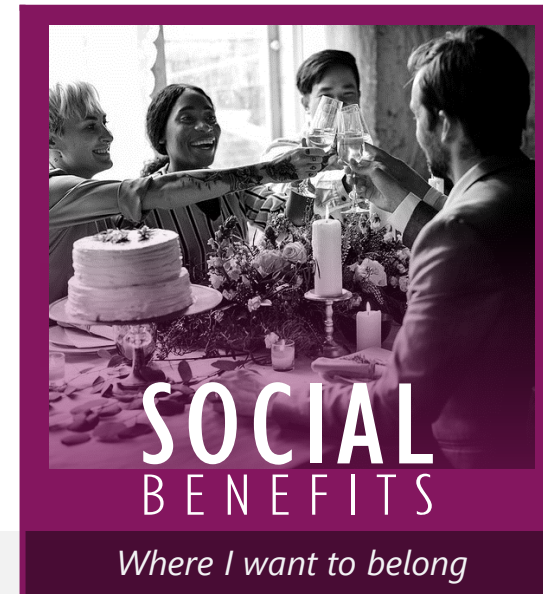
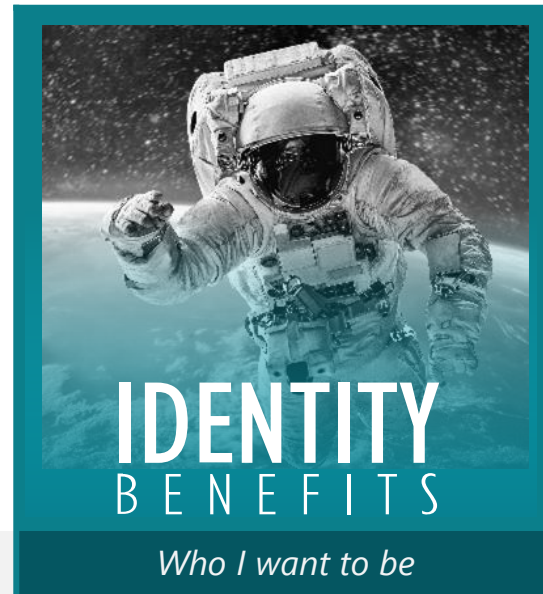
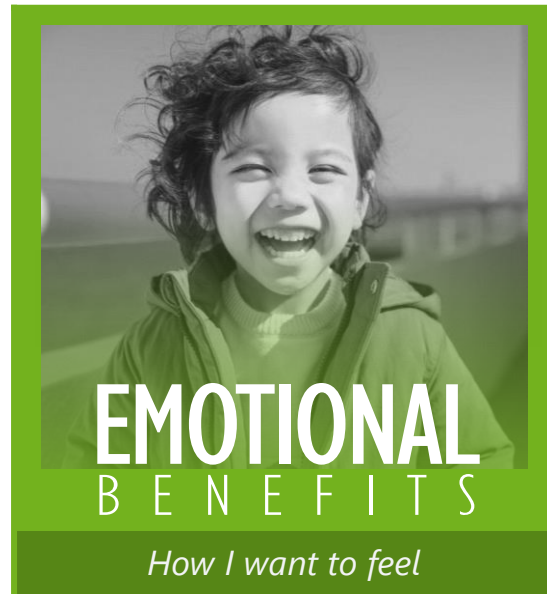
Disney  
**FROZEN II**







# Opportunity amid disruption in the media space



Move beyond nostalgia to capture a broader array of emotions

Create/leverage IP "tribes"

Deliver the content that activates FOMO

Build ease of use, effective algorithmic personalization





It's time your measurement  
put the viewer  
in focus

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Mark Doherty

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VP, eCommerce + Media

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