

Revealing the
world's most
emotionally
intelligent brands
through
AI-powered
Mass Qual



CARAT
Designing for People



Emotional intelligence underpins our belief system

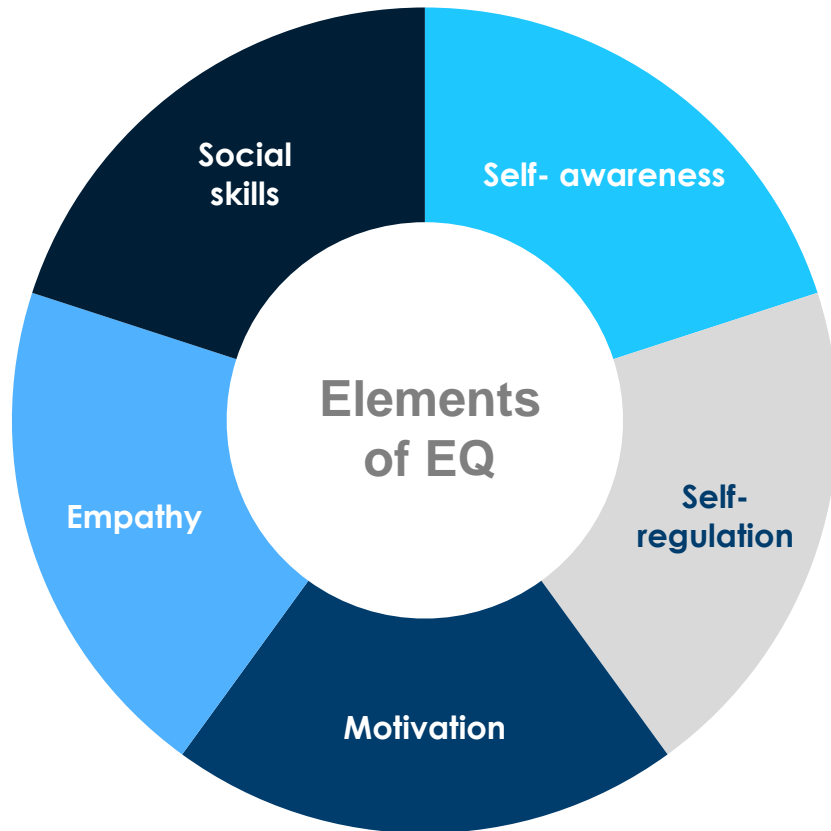


15,000 people in 15 markets about 51 brands in 9 categories





We matched EQ qualities to everyday questions about brands



Self Awareness

"This brand seems to know what it stands for."

Self Regulation

"This brand behaves with honesty and integrity."

Motivation

"This brand tries hard to deliver a good experience."

Empathy

"This brand understands people like me and what we need."

Social Skills

"This brand always communicates in a clear and meaningful way ."



A very important friction in today's market research is the lack of understanding the why behind the data.



A better understanding comes from asking the right questions in combination with doing the right analysis, at the same time

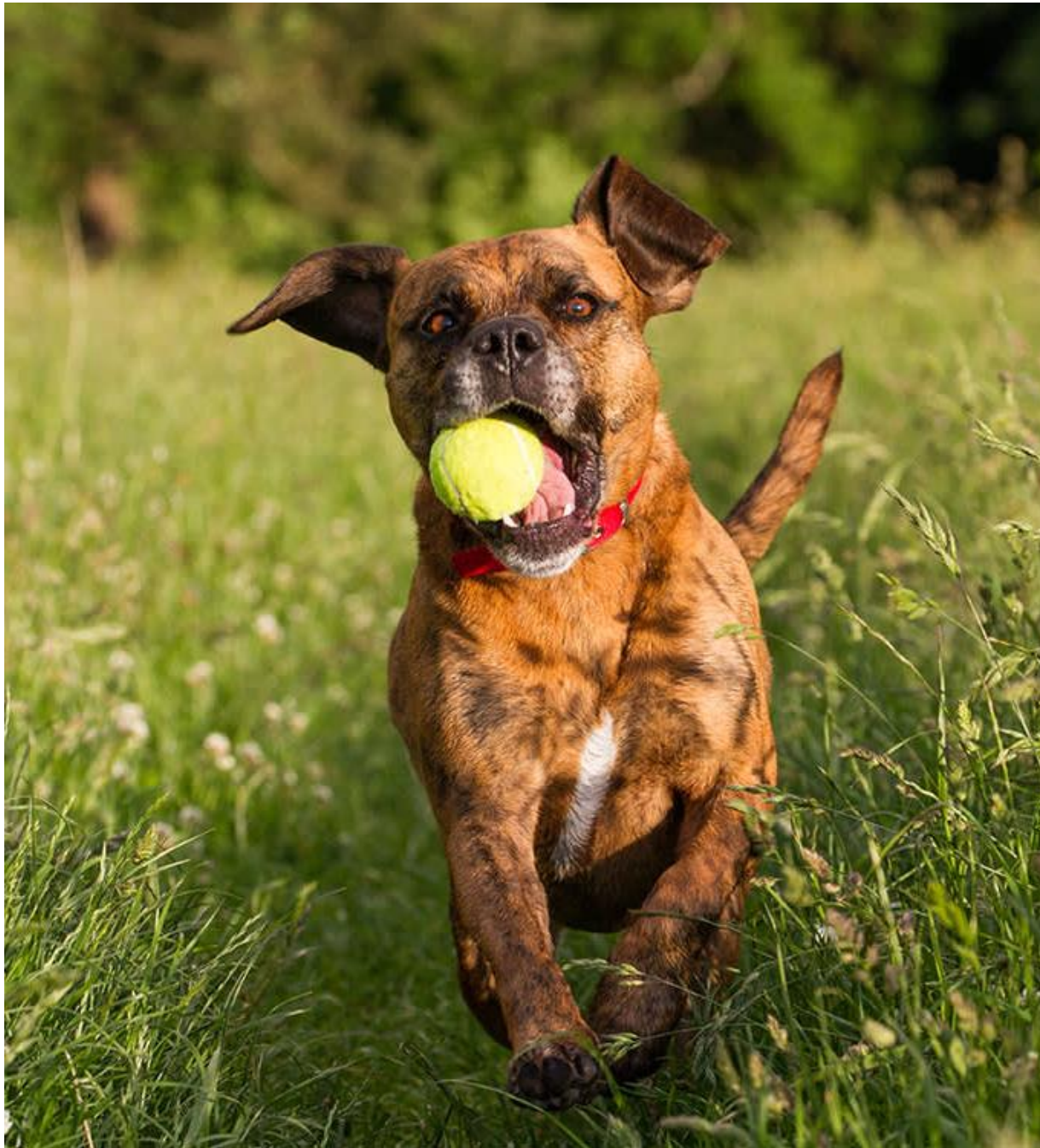


"The problem with market research is that people don't think how they feel, they don't say what they think and the don't do what they say"



"If history were taught in the form of stories, it would never be forgotten"

Rudyard Kipling



What if dogs bring the ball back because they think you enjoy throwing it?



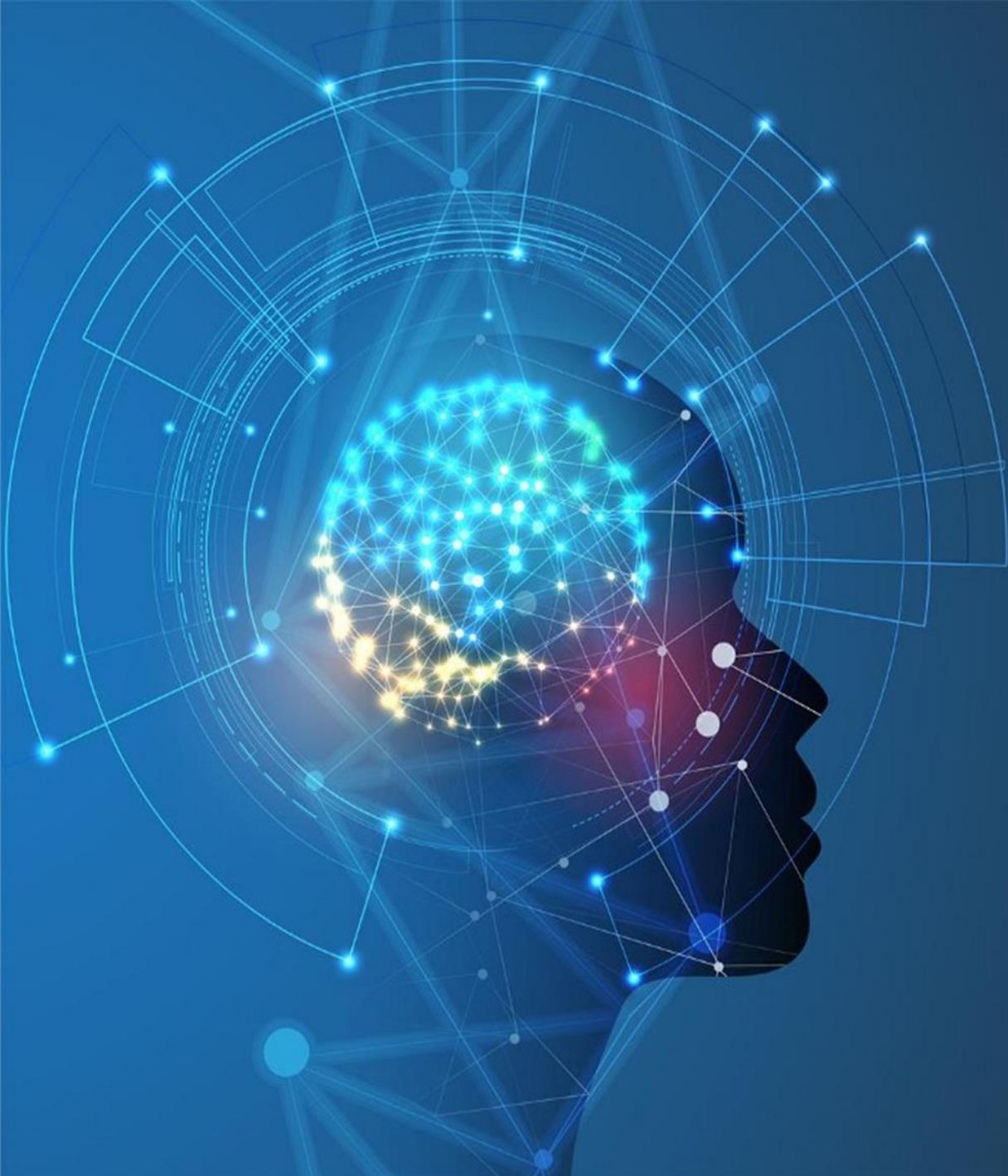
15,000 Stories

1,000,000 Associations

..and thousands of data points



The Power of AI





Some highlights



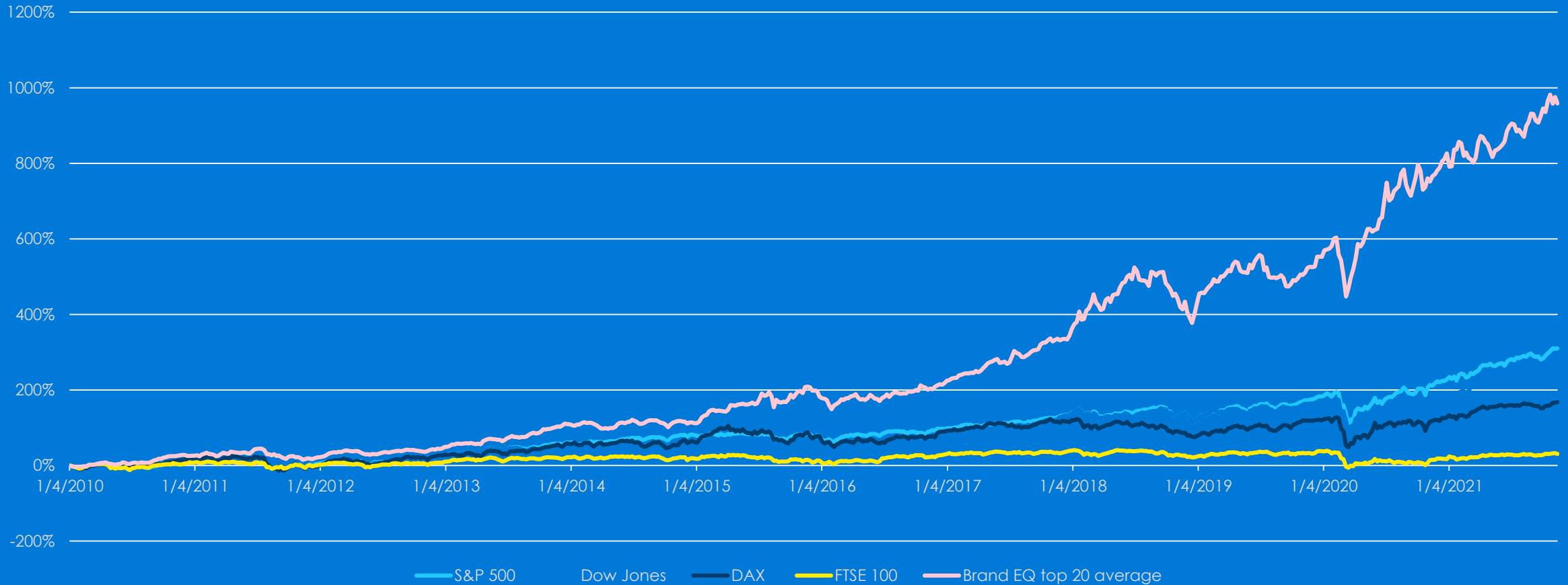
The most emotionally intelligent brands grow faster



Share price change 2010-2022 (end of fieldwork)

+910%

EQ Top 20 growth 2010 to 2022



The brand rankings – Tech shows high EQ!



Top 20 Brands

			Disney		amazon	PayPal			
VISA	NIVEA			NETFLIX		Gillette		PHILIPS	Panasonic
				KFC		Kellogg's			
HEINEKEN	HEINZ ESTD 1869	H&M	Intel	ebay	NESPRESSO		facebook.		TESLA
SUBWAY	ZARA	Uber		AMERICAN EXPRESS	BURBERRY			..T..Mobile..	



Brand examples



“Generation brands” – the brands with extra cohort-level emotional resonance – show the potential challenge to refreshing relationships with young people

Difference in ranking to average

Gen Z (18-24)		Millennials (25-34)		35+	
Standout brands*	Cohort EQ Power*	Standout brands*	Cohort EQ Power*	Standout brands*	Cohort EQ Power*
TESLA	+14	OREO	+8	Panasonic	+8
OREO	+13	H&M	+7	HEINZ	+6
KFC	+12	KFC	+5	DELL	+6
Starbucks	+10	VW	+5	NIVEA	+5
Uber	+10				
H&M	+9				
SUBWAY	+6				
Coca-Cola	+5				
NETFLIX	+5				
ZARA	+5				

Take-aways



Context is King

- The what without the why only tells half the story



Humans can't do everything

- AI cut the analysis stage down by circa 90%



Emotions really *do* underpin everything

- Stories always contain emotions, humans just can't tell a story without them



Reflect the process

- It truly helps to step back from the "usual way" and understand the objective

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