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









# Emotional intelligence underpins our belief system

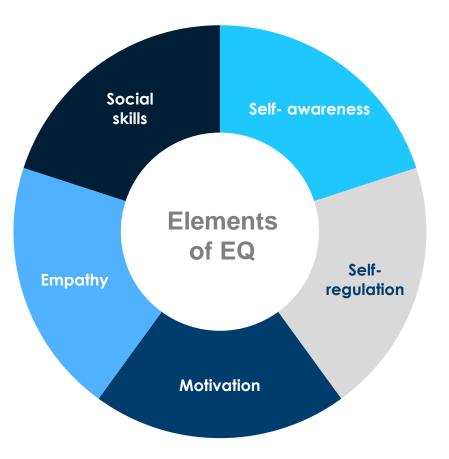
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## We matched EQ qualities to everyday questions about brands





**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."

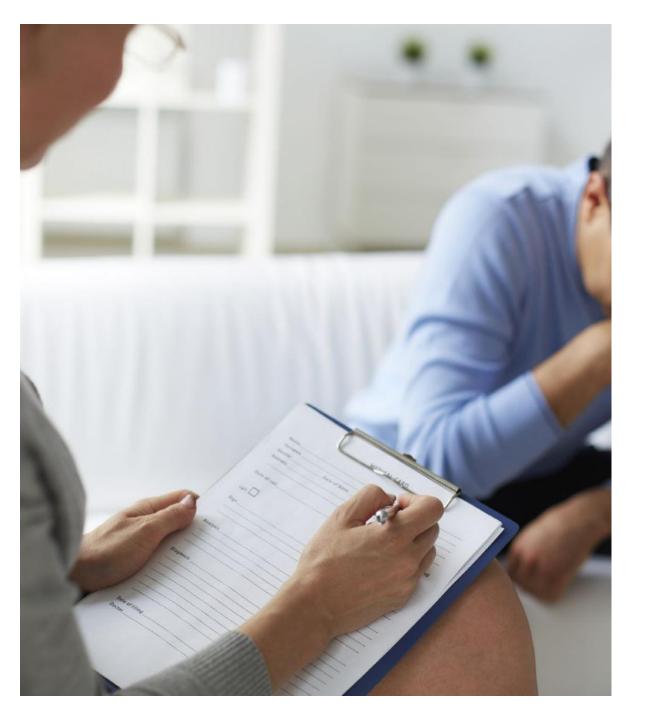
Empathy

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

**Social Skills** 

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

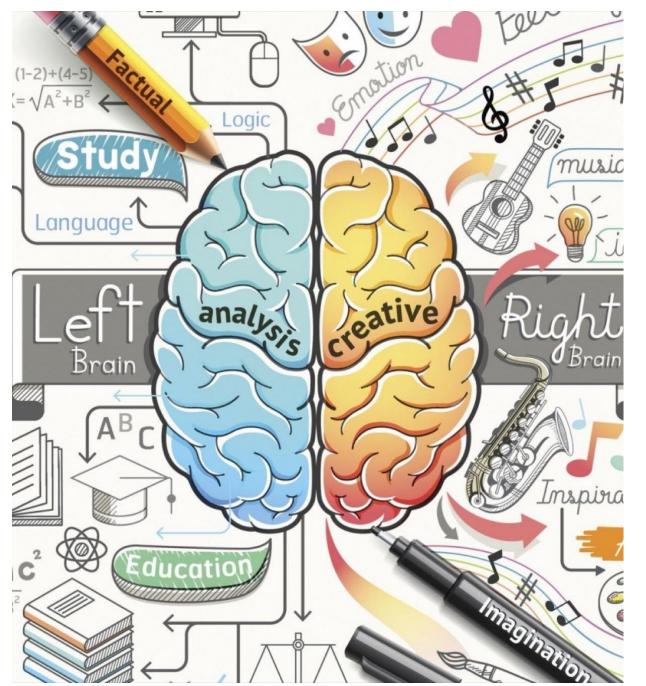




A very important friction in today's market research is the lack of understanding the why behind the data.







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



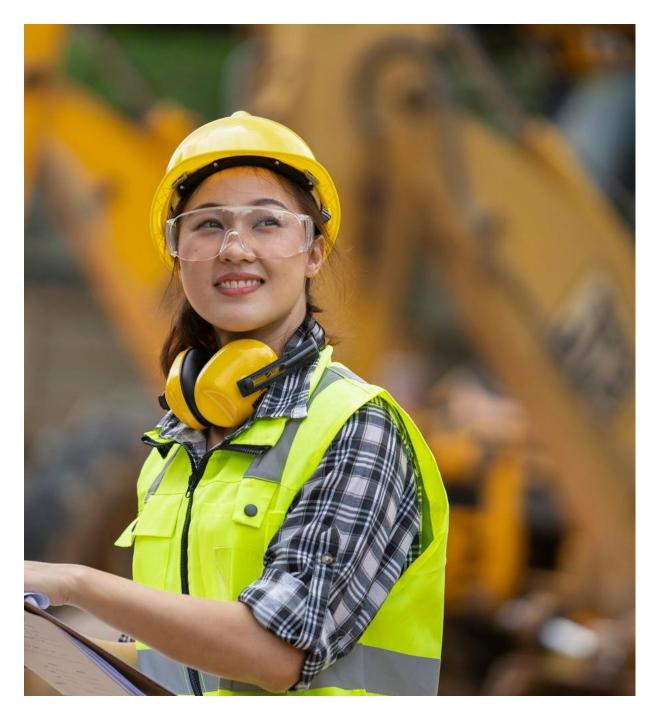






"The problem with market research is that people don't think how they feel, they don't say what they think and the don't do what they say"

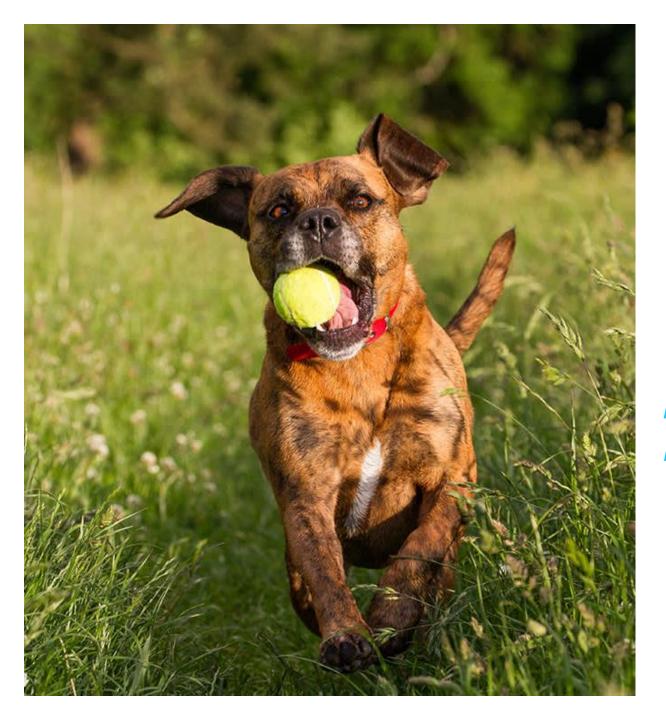




# "If history were taught in the form of stories, it would never be forgotten"

Rudyard Kipling

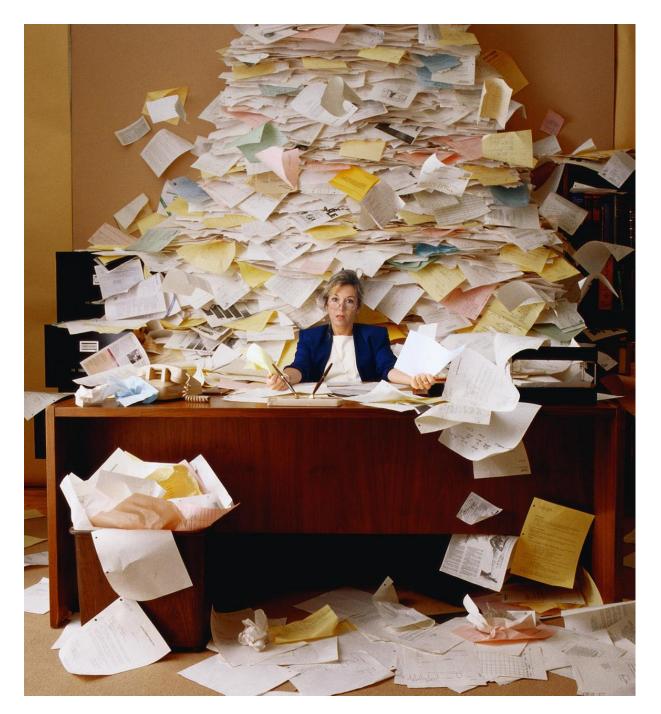




What if dogs bring the ball back because they think you enjoy throwing it?







# 15,000 Stories

1,000,000 Associations

..and thousands of data points





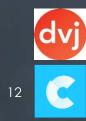


# **The Power of Al**





# Some highlights



## The most emotionally intelligent brands grow faster

#### Share price change 2010-2022 (end of fieldwork)

MMMM 1/4/2014 1/4/2015 1/4/2010 1/4/2011 1/4/2012 1/4/2013 1/4/2016 1/4/2017 1/4/2018 1/4/2019 1/4/2020 1/4/2021 Dow Jones — DAX — FTSE 100 — Brand EQ top 20 average





# The brand rankings – Tech shows high EQ!



Top 20 Brands

G	SAMSUNG	adidas	Disney	Microsoft	amazon	PayPal	<i>L</i>	(oca:Cola	IKEA®
VISA	NIVEĂ	M	Ć	NETFLIX		Gillette	mastercard.	PHILIPS	<b>Panasonic</b>
	(Mercedes-Benz		OFIO	KFC	Pampers	Kellvyg's	HONDA	NISSAN	
<sup>→</sup> HEINEKEN	HEINS ESTO 1860	HaM	Intel	ebay	NESPRESSO.	LAND= = ROVER	facebook.	DEL	TESLA
<i>SUBWAY</i>	ZARA	Uber	CHEVROLET	AMERICAN EXPRESS	BURBERRY	Budweiser	vodafone	••• <b>T</b> ••Mobile•	📣 Santander
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# **Brand examples**

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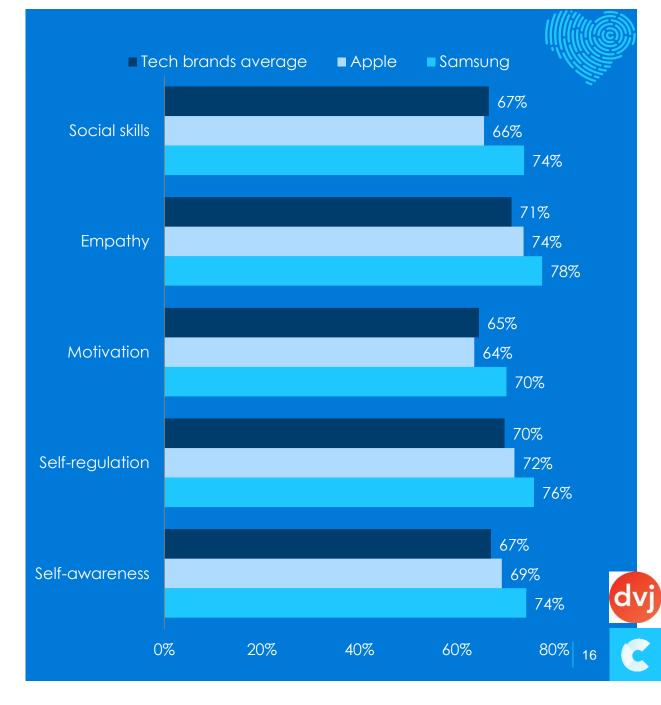
SAMSUNG



# **Samsung outperforms Apple**

# Samsung and Apple's EQ profiles differ most in social skills





"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	OIII	+8	Panasonic	+8	
OIII	+13	HaM	+7	HEINZ	+6	
KFC	+12	KFC	+5	DELL	+6	
	+10	$\otimes$	+5	NIVEA	+5	
Uber	+10					
H.M	+9					
SUBWAY*	+6					
(oca:Cota	+5					
NETFLIX	+5					
ZARA	+5					

# Stories and free associations gave us more depth



18

## **Example - automotive**

#### **18-24 Key Emotional Associations**

trafficamily freedom \_audicoolwant easy libertv drivina ive enginetrave safetv excitemen happ money dood Sluxury gasoline accident **EX** adrenalin mercedes convenient transport transportation hàp comfortable honda

#### 25-34 Key Emotional Associations



#### 35+ Key Emotional Associations



I like to travel alone because I play the music loud and sing along, I enjoy the car. Spain Female 49

When I drive and listen to music, I feel free and am in a very good mood Germany Female 27

Driving along the Italian motorway at night, with a full moon and a pleasant climate, listening to music Italy Male 56 Many times the car has represented a special form of freedom and independence, a way of escaping from the prison of sedentariness and habits. Italy Female 59

# Takeaways





## **Context is King**

• The what without the why only tells half the story

#### Humans can't do everything

• Al 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



# Interested in more insights?



