



# Emoti\*Vators



## Inspire. Engage emotionally and drive results.

Emotions matter. They influence consumer reactions to your brand and they influence the behaviors that follow. In fact, they often determine whether any action follows at all. Ipsos ASI's Emoti\*Vators is a practical tool grounded on extensive research that demystifies these visceral reactions, affording you the ability to understand, motivate, and persuade consumers like never before. Emoti\*Vators quantifies the strength of your brand – and those of your competitors – across fifteen distinct and discriminating emotional drivers. The result:

- A complete view of your competitive landscape
- A brand footprint with insight on how to maximize your strengths and minimize your weaknesses
- An assessment that pinpoints unexploited areas of differentiation and opportunity
- Actionable recommendations on how to connect with your customers on a deeper level

### **We don't just tell you what is happening, we tell you why... and, what to do about it.**

What attracts consumers to your brand – especially as products are commoditized? It's not your product features. Good product performance is the cost-of-entry. It's the emotional connection that really drives results. Use Emoti\*Vators to:

- Understand how emotions influence brand motivation and sales
- Understand market behavior and the motivations behind brand choice
- Assess consumer sentiment of the brands within your competitive set
- Determine what drives consumers to buy one brand over another
- Explore what characterizes and differentiates your brand
- Uncover meaningful differences that will set your brand apart
- Optimize your brand positioning

### **Why Ipsos ASI Emoti\*Vators?**

Our data shows that there is a direct, statistically significant correlation between a campaign that improves a brand's relation to specific emotional drivers and the increased interest to buy the brand. Ipsos ASI's Emoti\*Vators is:

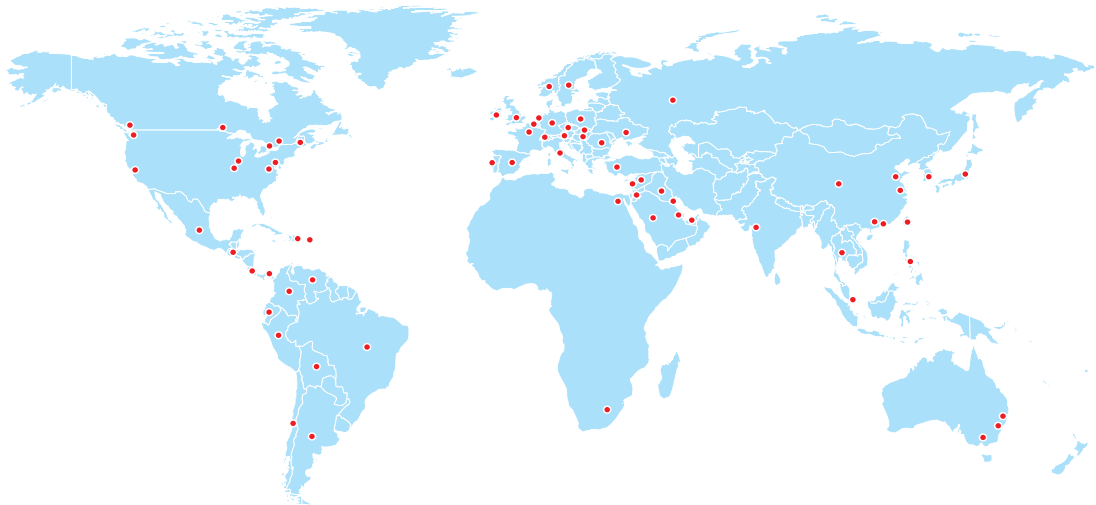
- **Unique.** Others focus on consumer perception. We focus on what drives consumer behavior.
- **Diagnostic.** Insight into when and why consumers purchase one brand over another.
- **Instructive.** We quantify the strength of your assets and pinpoint opportunities to improve.
- **Complete.** A quantified assessment of where you are – and where you should be.

## About Ipsos ASI

Ipsos ASI offers marketers state-of-the-art advertising research built on more than 40 years of experience using measures predictive of in-market performance. We offer a full-range of solutions across all media – at any stage in the creative process – from equity assessment to strategic development, advertising testing, and tracking. Our research is backed by a dedicated team of advertising research specialists whose mission is to deliver the answers that will add value to your business anywhere in the world.

## About Ipsos

Ipsos ASI is a member of the Ipsos Group, a leading global survey-based research company. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. With offices in 55 countries, the Paris-based company was founded in 1975.



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