



Measuring emotion and the validation of Lovemarks

When Peter Cooper and John Pawle of QiQ International took up my challenge at ESOMAR, they started a fascinating journey with Saatchi & Saatchi. QiQ International have investigated Lovemarks theory by finding new ways to measure emotion, to measure Mystery, Sensuality, and Intimacy, and to measure Love and Respect—and to tie them all into measurable business results. The most significant finding? “There is conclusive evidence that creating a Lovemark will increase sales.” Saatchi & Saatchi and QiQ International have now completed several Lovemarks research studies and have many more in progress with clients in industries ranging from consumer finance to pharmaceuticals, packaged goods to beverages. John and Peter have also had a paper on Lovemarks published in the Journal of Advertising Research in March 2006 called “Measuring Emotion: Lovemarks, the future beyond brands.” They prepared the following paper to set out how they have validated the idea of Lovemarks. KR

The Lovemarks research challenge

To create a Lovemark, marketing strategy needs to focus on increasing Love and Respect for a brand by maximizing the consumer's emotional connection with it. Our research focused on diagnosing how to achieve these emotional connections by obtaining an in-depth understanding of the brand-person relationship.

QUALITATIVE AND QUANTITATIVE TECHNIQUES

Conventional research separates qualitative and quantitative approaches: qualitative for assessing emotion in-depth or in groups and quantitative for measuring behavior and surface attitudes in questionnaires. To measure Lovemarks we combined implicit, emotional, and unconscious effects with explicit, conscious, rational effects, and produced metrics for both.

Specific evidence in favor of a radically holistic approach comes from contemporary neuroscience, which demonstrates that the brain itself functions holistically, and that emotions play a previously unrecognized part in determining behavior. Neuropsychologist Antonio Damasio states that “over 85 percent of thought, emotions, and learning occur in the unconscious mind.”

BETA TESTING OF LOVEMARKS

In 2003 we undertook the beta testing of Lovemarks theory based on our techniques. The sample was drawn from a panel with a US membership of 175,000. Three hundred respondents were selected to explore different aspects of car and food categories.

The main objectives for the tests were:

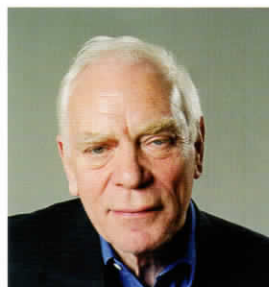
- to establish for what proportion of users the brand being measured was a Lovemark;
- to estimate the increase in sales volume when the number of users for whom the brand is a Lovemark increased;
- to provide insight into critical dimensions on which the brand needs to strengthen the brand-person relationship.

The beta test fieldwork was conducted entirely online. Our experience shows that computer self-completion interviewing has many advantages. Without an interviewer present, respondents feel more spontaneous, honest, and willing to explore sensitive issues. The Lovemark measures of emotion are adapted from qualitative in-depth techniques including word and picture associations, guided dreams, and “bubble” pictures. These work well with an interactive computer interface and give us rich detail through open-ended responses.

THE PATHWAYS MODEL

We developed the Pathways Model for understanding and measuring the role of emotion in brand-person relationships.¹ The model demonstrates how brand messages are routed through a rational pathway and an emotional pathway, and shows how they are integrated through the “executive function” of the ego.

From this model the current brand-person relationship can be defined along with specific emotions that depend on socio-cultural codes. The methods we have described for understanding the process and which



Peter Cooper (top) and **John Pawle** (bottom)—putting numbers to emotion.

THE PATHWAYS MODEL

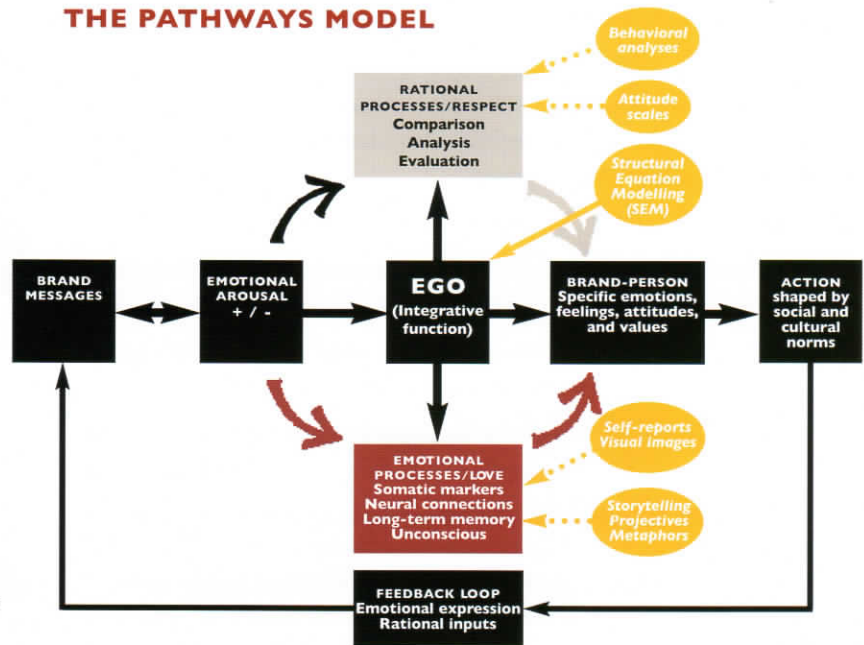


Fig.1 QiQ International, 2005

How brand messages are routed through a rational pathway and an emotional pathway.

mechanisms they tap are shown in Fig.1. They are brought together in the analysis of the brand relationship and current consumer action.

The output is the market research feeding back into the brand, indicating which emotional and rational factors need to be increased, and which factors need to be reduced, to enhance the brand relationship.

In measuring the emotional processes shown in the Pathways Model, we take two routes. First we ask respondents for emotional and visual associations with each brand being tested. These are fed into our structural equation model that tracks what is happening in the "executive function" of the ego. Secondly, we use projective techniques for a psychological analysis of what is driving the brand's equity.

MEASURING THE BRAND-PERSON RELATIONSHIP

Respondents first need to entertain the idea that brands are like people. Some people you are passionate about while you are indifferent to others. The relationship types we use are similar to those described by Susan Fournier.²

Respondents are asked to sort brands into the relationship categories and to rate the Respect they have for each brand. Visual association is then used to further diagnose the nature of the relationship. This generates a position for each brand on the “Love/Respect Axis” (see Fig.2).

LOVE/RESPECT AXIS

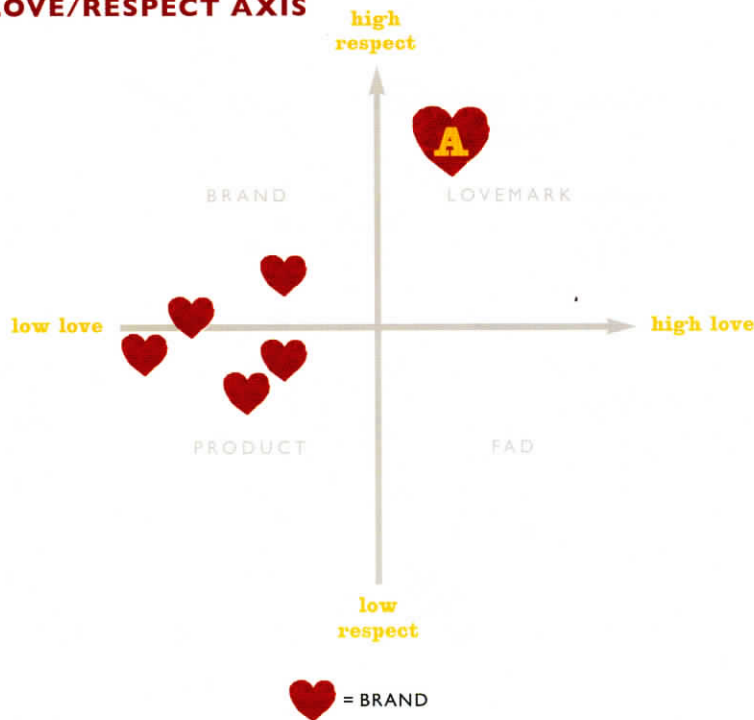


Fig.2 QiQ International, 2005

Locations generated in the food category beta test clearly show that Brand A is a Lovemark because it is strongly loved and respected. Most other contenders in this market remain brands because they are respected but not yet loved, or products because they are neither strongly loved nor respected.

THE FACTORS THAT TRANSFORM A BRAND INTO A LOVEMARK

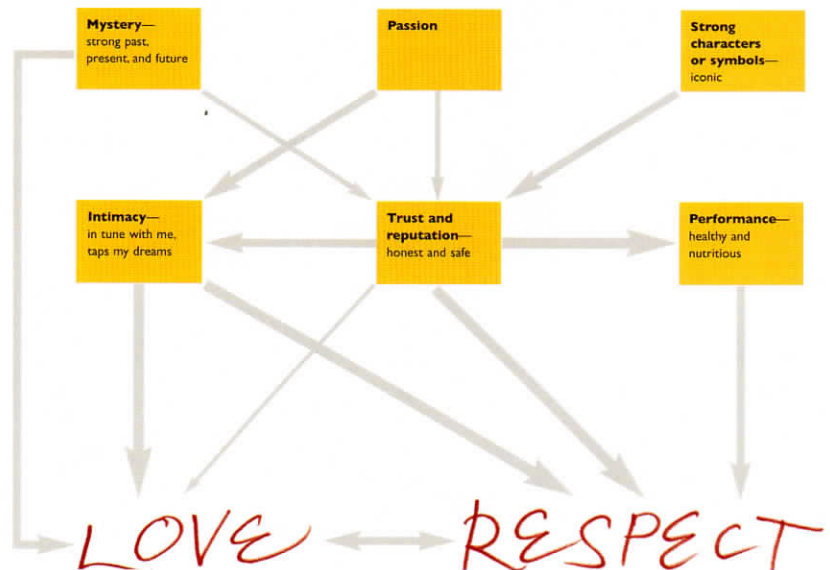
Current concepts of brands pay careful attention to the rational and symbolic aspects of brands, but often overlook their sensory, experiential, or synaesthetic aspects.³ After Intimacy and Mystery, Sensuality is critical in building a passionate relationship. All five senses influence how brands are perceived.

We use association techniques and guided dreams as powerful creative techniques that can be quantified. The analysis of the brand-person dialogue provides powerful insights into both left brain (cognition) and right brain (feelings). Storytelling is a fundamental means by which consumers make sense of the world. It is also integral to Lovemarks theory.

NETWORK OF INFLUENCES ON LOVE AND RESPECT

Fig.3 QiQ International, 2005

The degree of correlation between the factors of Love and Respect in the food category beta test indicates the order of influence. Line thickness shows the strength of a correlation. Where there is no line between factors there is a negligible correlation.



Psychologist David Schiffrin writes, “We dream in narrative, daydream in narrative, remember, anticipate, hope, despair, believe, doubt, plan, revise, criticize, gossip, learn, hate, and love by narrative.”⁴

We find that stories are major ways in which Lovemarks resonate with people’s everyday lives. Consumer stories about Lovemarks are often several hundred words long, indicating their rich and guiding roles.

We use the skills and intuition of professional psychologists to diagnose our various interactive techniques. They produce a set of analyses based upon small subsets, which are then coded and quantified by trained analysts. For example, psychologists diagnose storytelling using archetypal story analysis (ASA) to identify brand archetypes.⁵

INTEGRATING THE EMOTIONAL AND FUNCTIONAL

Lovemarks research identifies functional processes mainly through rating scales. These determine how hot, warm, or cold respondents feel about brands in terms of trust, respect, performance, and category-specific attributes. We also include conventional behavioral questions on buying habits and future propensity to purchase. This data allows us to explore how emotional processes link to functional processes as set out in the Pathways Model (Fig.1).

The next stage is to show how these influences interact. Structural Equation Modeling (SEM) draws inferences about emotion from statistical analyses of verbal and nonverbal rating scales, and verbal and visual brand association techniques. SEM can be used to identify the quantitative contribution of functional and emotional factors, and to examine the effects of modifying components of each in “What if...?” creative scenario planning.

This analysis results in a description of the web of bonds that underpins the person-brand relationship. Typically, the main factors that drive Love for a brand are purely emotional, whereas the factors driving Respect are more functional, performance-related attributes.



Fig.4 QiQ International, 2005

Percentages reflect the weight of each element in the total relationship in the food category beta test.

Our analysis shows that the dominant factors are Intimacy and Mystery, which influence both Love and Respect, and Trust, which mainly influences Respect. Intimacy is how closely in tune a respondent feels with the brand, how relevant and empathetic it is to them. Mystery also plays a part in influencing Love, and strong characters and symbols influence Trust.

Two functional factors, Trust (reputation, honest, and safe) and Performance (healthy and nutritious), influenced Respect in the food category beta test. But as noted, Respect is also influenced by Intimacy.

Intimacy is invariably the most important influence on purchasing across all categories we have measured. Intimacy is, of course, highly emotional, and is in turn driven by another emotional factor: passion. Subsequent research has shown that passion is often a strong element of Intimacy or, as in this case, a strong underlying factor.

THE VALIDATION OF LOVEMARKS

Other Lovemarks research studies carried out across many different categories confirm the contention of Lovemarks that the key factors that influence Love are Intimacy, Mystery, and then Sensuality, and the key factors that influence Respect are Trust, Reputation, and Performance.

The major deviation from Lovemarks theory shown by the research is that consumers do not normally see Love and Respect as separate factors. They are correlated to various degrees according to the product category. The specific contribution of Love and Respect factors varies as we investigate more categories.

The Sensuality of a brand is worth noting. It is often a key factor as measured by the images it creates in consumers' minds—sounds, music, texture, colors, tastes, and smells: the total sensory experience. Sensuality tends to have a direct influence on Intimacy and hence on Love.

THE INFLUENCE OF EMOTIONAL AND FUNCTIONAL FACTORS ON BRAND-PERSON RELATIONSHIPS

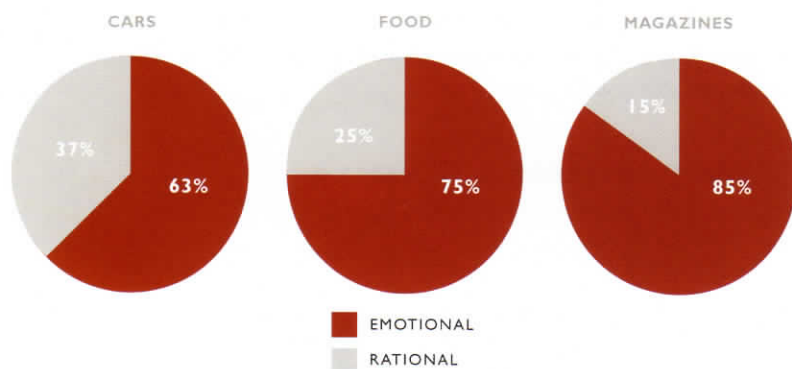


Fig.5 QiQ International, 2005

THE POWER OF EMOTION

Using multiple regression we can estimate the degree of influence of emotion. Fig 5 shows the extent to which emotional factors influence the closeness of the relationship. We can also see the degree of influence on rational factors, for the three beta-test studies.

This is strong evidence that the relationships people have with brands are much more heavily influenced by emotional than by rational factors. Our impression is that rational factors mainly help to justify decisions driven by emotions.

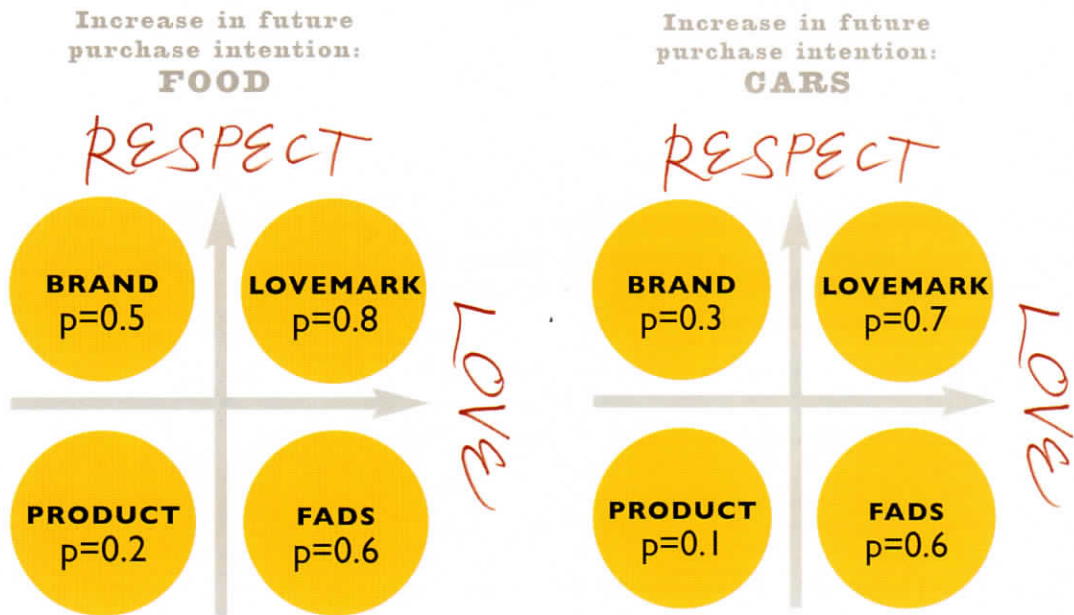
THE IMPACT OF EMOTION ON BRAND VOLUME

Does building Love and Respect for a brand increase its sales volume? Making this connection was a vital role of our beta test of the Lovemarks theory. From the following example and many others, our work has made this critical connection.

In the examples in Fig.6 and Fig.7, Lovemark consumers are between four and seven times more likely to purchase a Lovemark than a product, and between 1.6 and 2.3 times more likely to purchase a Lovemark than a brand. This effectively means that moving a brand from being highly respected to a Lovemark position, where it is both loved and highly respected, can double volume.

RESULT OF BEING A LOVEMARK

Fig.6 and Fig.7 QiQ International, 2005



p= increase in future purchase intention

OVERALL CONCLUSIONS

- Intimacy, Mystery, and Sensuality as well as Trust, Reputation, and Performance do exist and, furthermore, they emerge from multivariate analysis as the main influences on Love and Respect for brands. The factors that most influence buying intention are the emotional factors that drive Love—in particular Intimacy, followed closely by Mystery, and underpinned by Sensuality.
- Consistently, the key emotional triggers in strengthening the brand-person relationship and creating brand intimacy are, across different product categories, the need to make the brand highly relevant and to invite consumers to feel more closely in tune with and passionate about a brand.
- The second most important factor is Mystery, which means the brand must tap consumer dreams by being iconic and having great stories associated with it.
- Sensuality, although less of a direct influence on buying intention, is a strong trigger for closer Intimacy and a stronger sense of Mystery. Sensuality is about creating a richer and fuller brand experience by developing brands that touch all the senses.
- There is conclusive evidence that creating a Lovemark will increase sales. Growing Love and Respect can increase buying intention by as much as seven times. Once a product has built Respect and thus become a brand, it can increase its volume by up to two times by increasing Love and becoming a Lovemark.



QIQ INTERNATIONAL CONSUMER EMOTION CHECKLIST

**Ten key insights about emotion
to aid understanding of the
consumer's response
to marketing**

1. Brand emotions are felt mental and/or physical experiences of arousal directed towards changing consumer behavior, or if not behavior, changing a view, value, disposition, or attitude towards a brand.

2. Brand emotions and the feelings associated with them originate from the brand and its total communications. Over time they can also arise from long-term memory images and associations via neural connections in the brain known as somatic markers.

3. Brand emotions can be personal, private, and difficult to articulate. They are communicated through words, behavior, body language, and metaphors for the emotional experience.

4. There are certain basic and universal emotions, but emotional expression is subtle and highly variable. Expression is also dependent on cultural context, and needs interpretation to understand local nuances.

5. Brand emotions generate conscious feelings and rational judgments, but there are typically unconscious connections, too, that play major parts in brand relationships and behavior. To obtain the full picture they need to be identified by projective methods.

6. The way people express emotions in an interview is subject to social rules about what is appropriate or not. This can distort actual feelings. The most effective method is interviewing that is free of prejudice or influence, making computer self-completion a useful technique.

7. Although there are an almost infinite number of shades of feelings, for practical purposes emotions are limited to those which are conventionally coded and understood in everyday life.

8. There are two pathways in response to the emotional stimuli in brand communication: one cognitive, the other emotional. These are integrated via an "ego executive function" which seeks to optimize a person's satisfaction in the context of personal, social, and cultural values.

9. Emotional responses to brands, purchasing, and consumption in modern life are also the result of increasing pressure on time, brand differentiation, and attention. Emotionally-based brand decisions are increasing as a result of these pressures, while cognitive functions are often on "auto-pilot" to simplify decisions. This trend, however, is responsive to the economic development of a market.

10. Emotional pathways in many product fields are usually rapid and impulsive. They bypass the cognitive functions of rational judgment and lead to direct action. The role of rationality is to justify decisions—often in the eyes of other people.

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1. Cooper and Pawle, 2005
2. Fournier, 1998
3. Cooper and Branthwaite, 2002
4. Schiffrin, 1996
5. Booker, 2004

THE NEW YORKER

Imagine my delight when in January 2004 my favorite magazine, *The New Yorker*, agreed to become QiQ International's first commercial client on a Lovemarks research project. Could there be a better Lovemark to explore the power of the methodology?

The New Yorker was first published in 1925 and over the decades has continued to be serious, funny, intelligent, penetrating, and relevant. Editor David Remnick describes *The New Yorker* as a collection of human voices, and this insight reveals much of the magazine's long-lived appeal.

Considered intuitively, *The New Yorker* tracks high on many Lovemarks characteristics, such as great stories and icons, inspiration, and empathy. The publishers wanted to get beyond intuition, however, to prove to their advertisers that *The New Yorker*

was special, and to explain why. In short, they wanted to identify the value of their Lovemark status. Their goal was to understand more about their readers and to develop insights which would help differentiate *The New Yorker*, reinforce the loyalty of subscribers, and attract new readers. Finally, they wanted to compare *The New Yorker* with key competitive media.

QiQ International conducted online research using its proprietary Lovemarks question bank and storytelling methodology. The sample was split between 300 *New Yorker* readers, half of them subscribers. Both samples were representative of the reader profile.

The results were outstanding and clearly demonstrated that *The New Yorker* was a Lovemark to its subscribers. In fact the figures showed that subscribers read *The New Yorker* with 15 times the

amount of Love and five times the Respect they applied to competitive titles. This result put *The New Yorker* into Lovemarks' top right-hand quadrant of the Love/Respect Axis and competitive titles into the brand or commodity quadrants.

The value of being a Lovemark was beyond dispute. *The New Yorker's* Lovemarks status drives reading frequency. In media, the shift from brand to Lovemark increases readership by 155 percent.

A further useful finding was the fact that *The New Yorker* has a stronger "emotional halo" than its competition. Readers of other titles do not have the same intensity of relationship. This makes *The New Yorker* a unique medium with positive benefits for advertisers and other partners. KR

