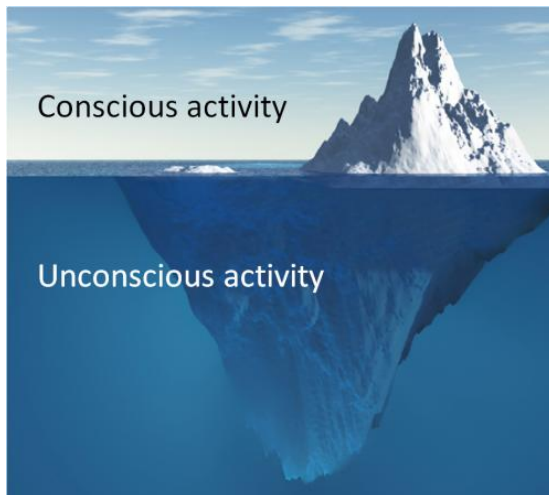




# Filter Map Study

## An advanced interview technique to identify conscious and unconscious motivational drivers



It is not that consumers don't want to tell us their true behaviours and motivations – it's that very often they are not aware of them themselves. Many **everyday behaviours** (such as grocery shopping), have become routine patterns that **happen unconsciously**. They are ingrained into the consumer so that they can be completed quickly and efficiently and that time can be spent on more pleasurable activities. Decisions that are made routinely become unconscious and **specialist research techniques** are required to dig underneath the rationalised 'stock answers' consumers have learnt to offer in order to avoid spending time thinking about things they deem of low importance.

### Key Benefits of the Filter Map Technique

- Methodology developed from psychology and coaching techniques
- Works in harmony with consumers cognitive processes
- Discovers significantly more data than traditional focus group and survey work
- Uncovers unconsciously held data from the consumer's mind
- Uncovers how different emotional and thought patterns influence each other

### Why should brands apply this?

This technique allows brands to understand what is going on in the consumers' minds both on a conscious and unconscious level which makes it possible to more directly influence consumer behaviour. We will identify which emotional drivers are impacting on purchase decisions so that brands can apply those drivers to generate sales. This new level of consumer insight constitutes an advantage over competing brands that are attacking merely surface drivers. Most of our clients apply the technique to stimulate new insights, ideas and innovation rooted in consumer demand to stay ahead of the competition as well as to strengthen the positioning of their brands.

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## How do we get the added insight and unconscious information?

The human mind is a fantastic tool. It can store huge amounts of information. However, the conscious part of our mind is limited in capacity – and so any information that is not deemed important is filtered out from our perception. However, the information is still there – in our unconscious mind.

Psychoanalysts have developed techniques to unlock information within the unconscious mind by building up deep levels of rapport with subjects and analysing their body language. This way the analysts can see whether a person is telling the truth and when to 'probe' them to get them to reveal more information. Through this process information that is buried in the unconscious mind will be brought back to the surface.

Emotional Logic has adapted those techniques for use within consumer insight and market research and thereby enables clients to add a new, deeper layer of consumer insight to their knowledge databanks.

### The Process

Consumers will be briefed about the technique ten days to two weeks prior to the interview. This 'gestation' period allows the unconscious mind to bring up any issues or thoughts involved in the subject area. Over the same period consumers are asked to collect images that show how they feel about the subject (e.g. 'lager').

The interview itself lasts 90 minutes and is recorded. This leads to very in-depth data on the subject through high levels of rapport. The interview is unstructured to allow consumers to 'tell their story' about the product category and uses the images consumers have collected to unlock symbolic meanings and metaphors in the unconscious mind.

A large amount of qualitative data is generated (equivalent to 15-20 focus groups) which is then analysed using our unique methodology first on an individual basis and then collective basis. Results are fed back in an interactive workshop format to allow for immediate implementation.

### Outputs and Applications of the Research

**Filter Map and Triggers**– the filter map shows the key emotional triggers consciously or unconsciously held by the consumer with regards to the product category. This explains which emotional reactions are desired by the consumer and how they are expressed in this product category. Emotions make people act and the filter map highlights which trigger points need to be hit to achieve emotional fulfilment for action.

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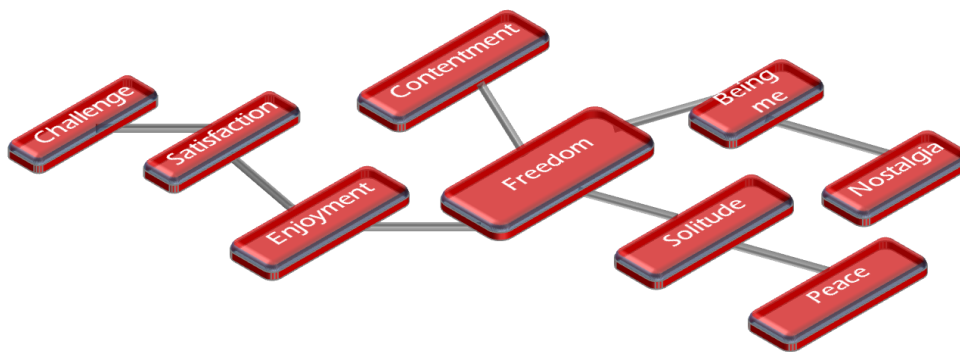
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**Symbols** – the unconscious mind stores information in symbolic form. Words can be connected to those symbols however actual use of the symbols is more powerful and direct. This study will identify which stories and symbols are related to the product category, and how the different triggers are linked to the symbols. This will then help us identify symbols that can be used to trigger memory recall and can stimulate relevant emotions in a purchase situation.

**Consumer Profile** – the research will add deeper understanding to the target audience by revealing their motivations for current behaviours and what emotional needs they are seeking to fulfil with their purchase / choices. This will enable even more effective segmentation.

**Drivers for brand choice** – From the research results we will also identify what the core drivers are for the purchase of specific brands (both for the studied brand and for competitor brands) – and which needs are fulfilled through this brand.

**Interactive workshop** – the results will be provided in a report. However, an interactive workshop is critical as part of the study in order to allow results to be discussed and subsequently implemented. This research is very deep and rich in detail and will be fed back in layers – an overview of the results will identify the core drivers and motivators and behind this, deeper layers of information and data are available. A workshop (or series of workshops) is the best way to get the most out of your results. We would recommend that key parties attend this workshop –including the insight, planning and brand team members.

### What to do next:

To find out more about filter maps or any of our advanced quantitative or qualitative tools please check out our website [www.emotional-logic.co.uk](http://www.emotional-logic.co.uk) or contact Annett Pecher on +44 (0) 191 265 3248 or via email [apecher@emotional-logic.co.uk](mailto:apecher@emotional-logic.co.uk)

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