

emotional logic 

 MRS™ Awards 2021  
Winner  
Business Impact  
of the Year – UK



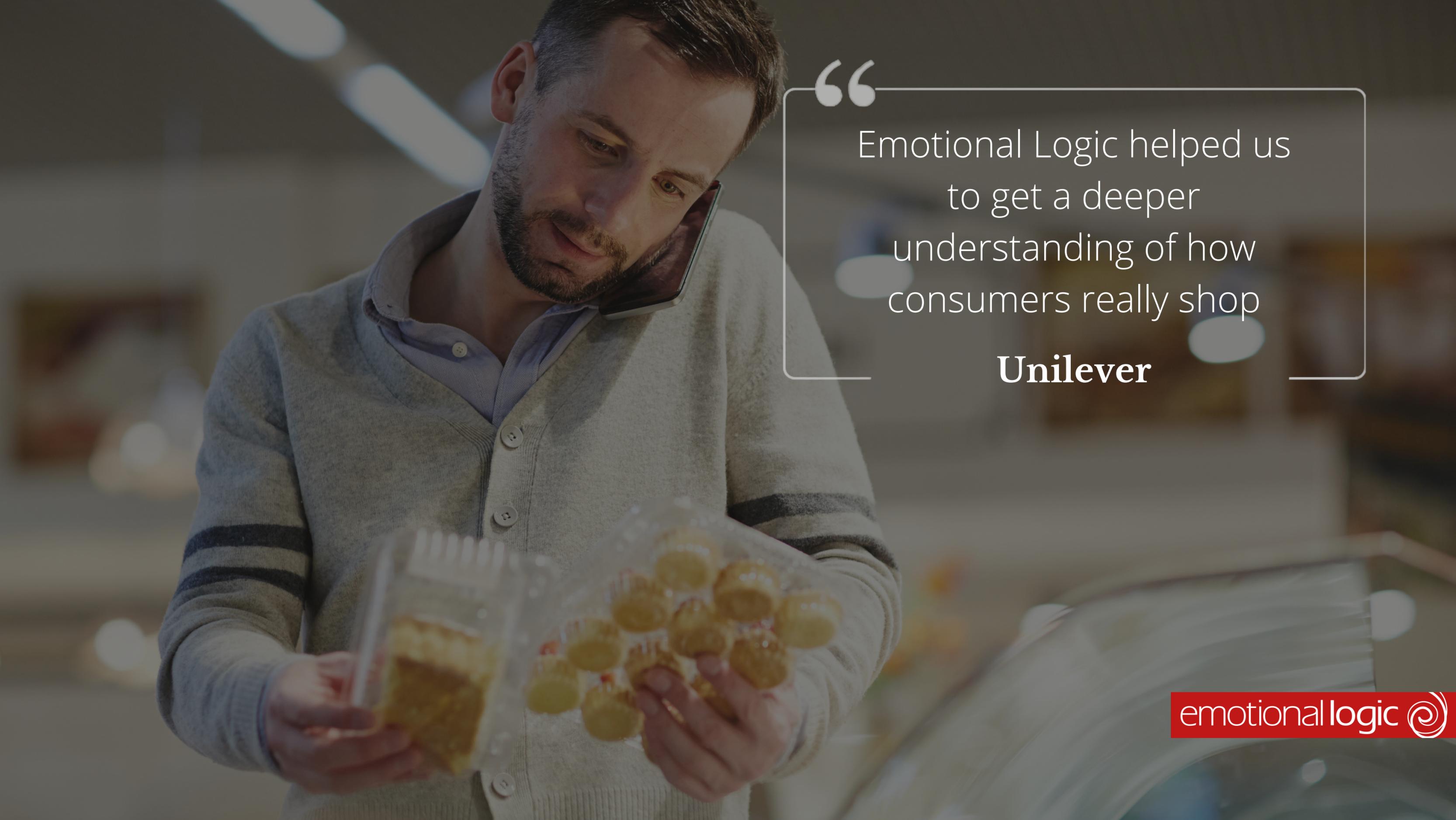
Dive into the  
Unconscious

# Quirks London, 2022

This year's theme is all about diving into the unconscious mind... or should we say, your consumers' unconscious mind. Did you know that the reason why we humans don't take up our desired behaviours is because unconscious emotional drivers are keeping us trapped in our current habits?

To truly change behaviour, we need to understand the psychology of our audience.

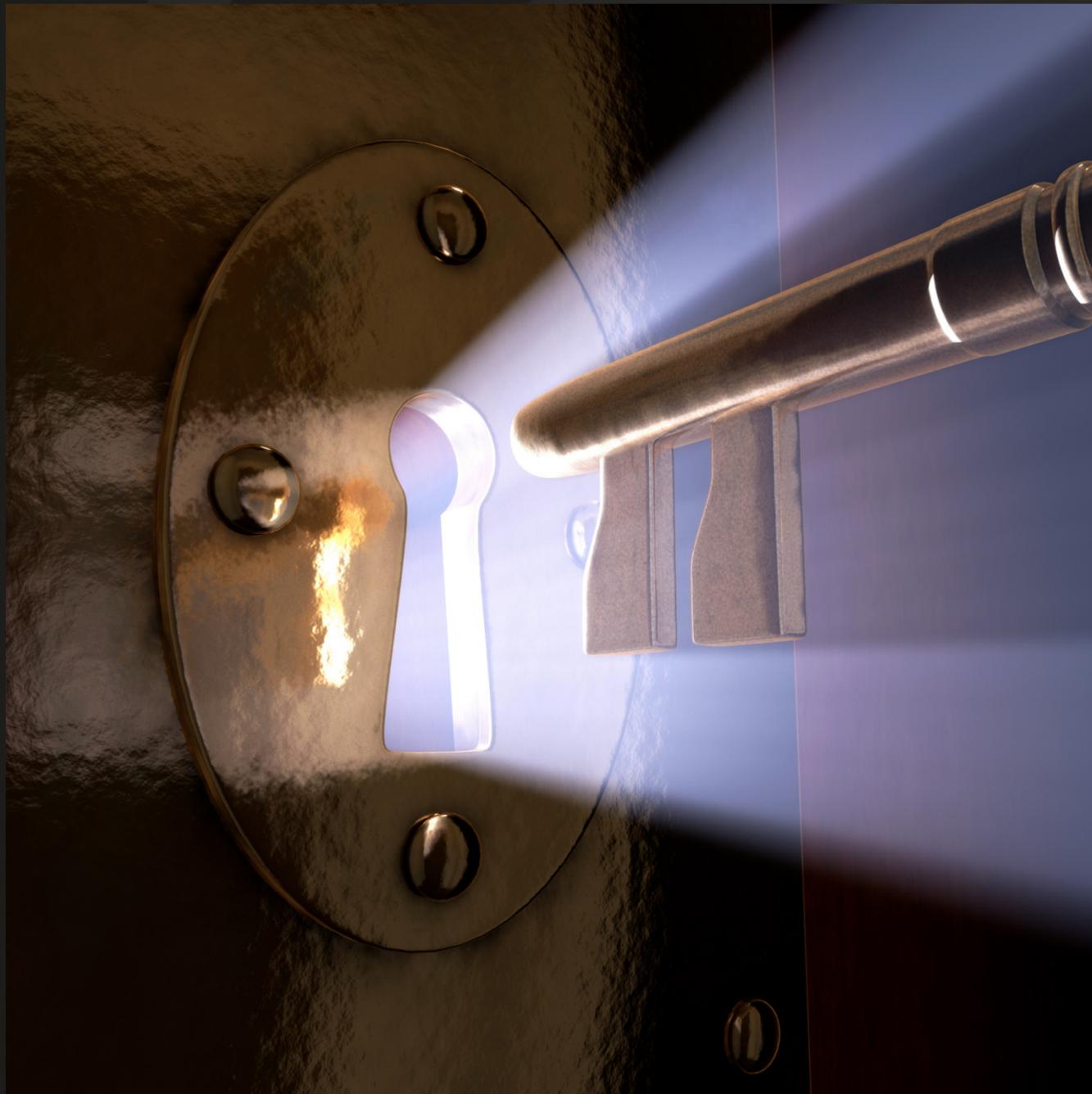




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Emotional Logic helped us  
to get a deeper  
understanding of how  
consumers really shop

**Unilever**



## Uncover your brand's truth

Emotional Logic is a specialist market research agency that applies Behavioural Science to deliver better consumer insight. Never has understanding behavioural shifts been more important than in these unprecedented times. As people are adapting to their circumstances new habits are forming. Some of those habits are here to stay.

The way we all live, shop and think are changing – our research helps you adapt your strategies to the new normal.

# Delivering more

We have been delivering award-winning research solutions that go deeper than surface opinions for more than a decade.

Independent tracking research has shown that our research insight delivers at least **44% more sales impact** than traditional market research. Meaning your brand, destination, new product launches, marketing strategies, and digital communications will have much more impact.



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Emotional Logic helped us  
unlock the motoring  
purchasing journey

**Top Gear Magazine**

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# Get Results, not Jargon

Emotional Logic's insights are statistically proven to be twice as strongly linked to real consumer behaviour. We can help you achieve your targets through Behavioural Science...

**4x  
more  
persuasive**

*Make your advertising  
and communication  
4x more persuasive*

**66%  
more  
sales**

*Develop packaging  
that converts up to  
66% more sales*

**200%  
more  
engaging**

*Make websites and digital  
content up to 200% more  
engaging*

**20%  
more  
shoppers**

*Make shopping and leisure  
destinations perform 20%  
above benchmark*

# A decade of experience

As one of the pioneers of Behavioural Science-based consumer research we conduct face-to-face and contact-free fieldwork in more than 30 markets world-wide from office locations in the UK, Germany and China.

We have unrivalled experience across several categories, markets and applications. For example, brands, retailers, charities, destinations and the public sector.



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Emotional Logic delivered tailored research packages that have been used as a vital part in driving our future product design and development success.

**Flymo**

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# Award-winning

We have won 6 research awards for different projects in the last 4 years. This includes the Market Research Society Award for Business Impact of the Year in 2021, as well as New Consumer Insight in 2018.



# High client satisfaction

At the end of each project, we conduct a client satisfaction survey and have consistently achieved high scores. Our current Net Promoter Score is 81%.

2021	
★★★★★	4.9 Delivery against brief
★★★★☆	4.7 Well organised process
★★★★☆	4.7 New insights delivered
★★★★★	4.8 Actionable results
★★★★★	4.8 Value for money
★★★★★	4.9 Overall satisfaction

Client Satisfaction Survey



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Emotional Logic has added a lot of value to a research project that was very important to us

**Save the Children**



## A methodology to fit your brief

No two projects are the same - all our methodologies are flexible and tailored to your specific requirements. Each project measures conscious and subconscious factors using innovative techniques to deliver new insights that give you an edge over the competition.

Base your decisions on how consumers really act, rather than what they say is important to them.

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The study delivered insight that went on to be incredibly useful and fed into our brand model redevelopment

**Jaguar Land Rover**

# Behavioural Change Research

We are all creatures of habit. Our behaviour is driven by unconscious influences (System 1 reactions) that cannot be tackled with traditional messages.

Audiences suffer from confirmation bias – they hear and see what fits with their current beliefs and filter out or distort messages that don't fit. In order to truly change behaviour we need find the root cause and shift the beliefs that hold it in place.

Emotional Logic's unique Behavioural Change Model will help you do just that. It works every time – whether you are looking for a small or momentous shift in behaviour.





## Packaging Development Research

Reactions to packaging are mostly unconscious – shoppers react to colours, shapes and words without conscious thought to focus on the products they desire.

Our Packaging Optimiser allows you to understand how your pack performs within the retail context and in comparison to competitors.

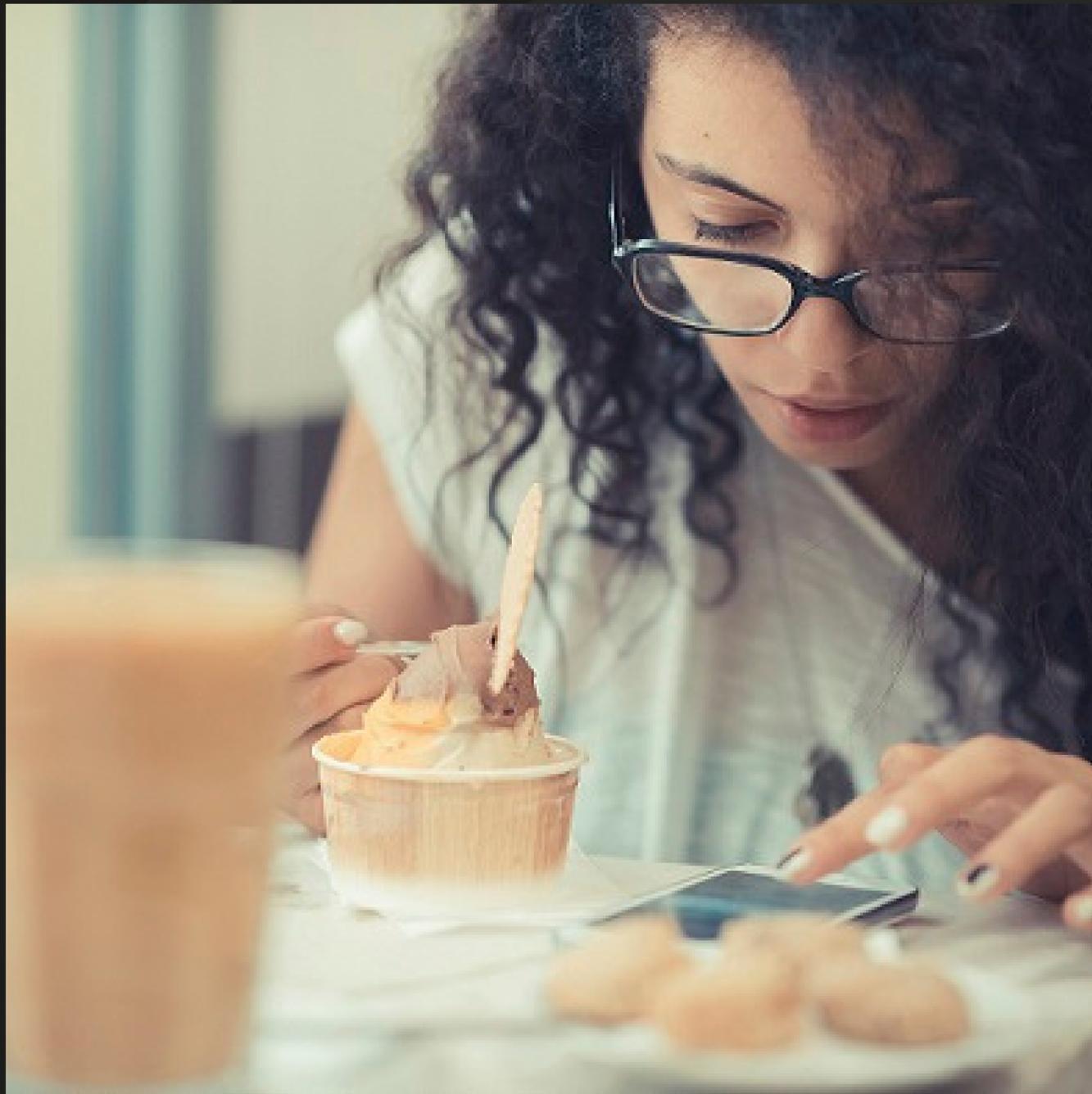
For example, a typical supermarket carries around 39,500 products that are all competing for your consumers' attention - ensure your pack connects within those crucial 2 seconds and capitalise on behavioural nudges to have the maximum chance of success.

## New Product Development Research

The majority of new products fail to find long-term success. Will your new innovations make it past the 12-month mark?

To achieve long-term adoption of a new product requires consumers to change their current behaviours. Our digital tool suite helps you generate ideas for innovation, screen innovation concepts, accurately predict future sales and refine product features and packaging to maximise appeal. Our tool can be implemented 100% online and delivers deep insight including implicit purchase drivers in a fast, easy accessible format and with directly actionable results.





## Web Development & Testing (UX).

Currently, more than one out of every four people is an online shopper, and sadly, most of the online browsing process happens subconsciously. Interviewing people about their experience reveals only a fraction of what actually happened - this is why we use we use neuroscience and implicit tools to help media owners, brands and retailers understand more deeply how their content is processed by audiences.

Get more attention and engagement by building nudges into your site based on Behavioural Science to get shoppers to buy and users to stay.

## Brand research

Our Motivation Deep Dive enables you to identify those emotions that definitely drive sales and loyalty even across culturally diverse markets. It quantifies the impact of those emotional drivers so you can prioritise factors that will grow market share and get results faster.

Companies who use Motivation Deep Dive have been able to gain a competitive advantage, stimulate growth through activating category drivers and connect with consumers across diverse markets.

The end result is a brand proposition that drives growth and increases customer loyalty.





## Retail and Tourism Destination Research

We support your destination development with accurate and insightful data that will keep you informed about spend potential, consumer behaviour and competitive benchmarking. This ensures your destination aligns with the needs of users and visitors to maximise footfall and commercialisation. Now and in the future.

Our combination of real time behavioural data, transactional spend, lifestyle profiling and economic forecasting ensures your new development is based on what audiences want right now and delivers long-term ROI by adjusting your offering to changing habits and emerging trends.

# Start a conversation now

Whether you have a project in mind or just want to find out how we could help you get better insight from your research budget - get in touch now and let's have a chat.

Annett Pecher (Director)

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