



TRENDS · INSIGHTS · METHODS

A PUBLICATION OF THE FORBES CONSULTING GROUP

REVEALING EMOTIONAL IMPACT

Communications Testing with Physicians

by John Burns, Ph.D.

People make decisions and take actions for reasons that are fundamentally emotional, even though they talk about their reasons afterward in terms that seem very rational. For a long time, psychologists have written about the importance of emotion in decision making. Now, advances in neuroscience have demonstrated what many psychologists have long postulated: emotions move us from thinking about buying or using something to feeling that we need to buy or use it.

UNCOVERING EMOTIONS

Today, new techniques are becoming available that more directly access and measure emotions, providing powerful new tools to guide the development of marketing communications. At Forbes, we have developed such a proprietary technique: MindSight®. Below we summarize a recent client

experience where MindSight® uncovered the authentic, subconscious emotions motivating physicians in their choice of medication for their patients.

PHYSICIANS AND EMOTIONS

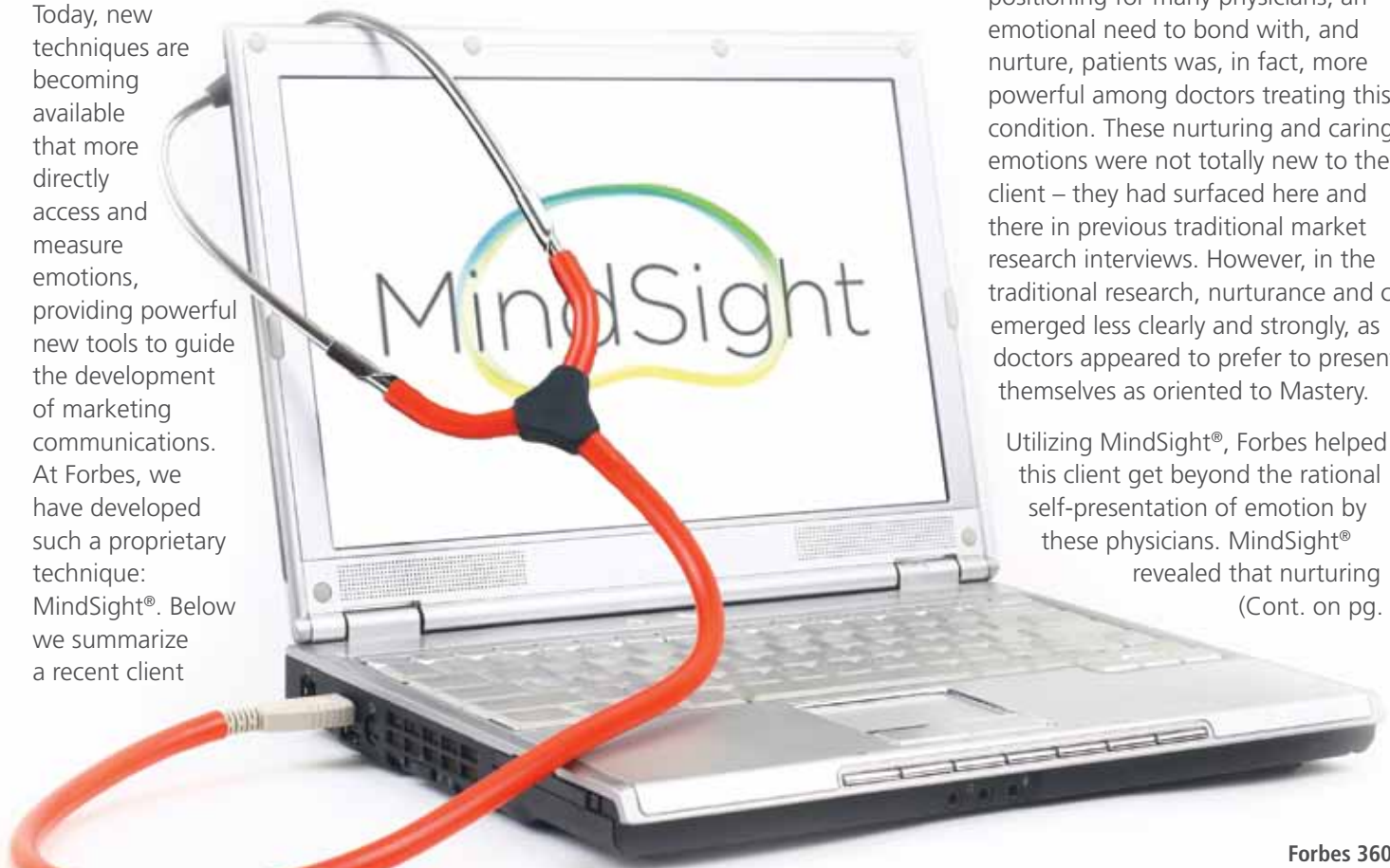
Using traditional market research techniques, brand managers for a leading pharmaceutical brand identified a dominant emotional need among physicians in a specific disease space – focusing on gaining a sense of mastery through successful treatment of a tough-to-treat condition. Using

this insight, the client developed communications that portrayed the use of their drug as a “smart” choice. Within the company, however, some debate remained about whether this was the right communication theme to emphasize in order to connect emotionally to physicians and differentiate the brand. The client turned to the Forbes MindSight® technique for help.

MindSight® revealed something traditional research had not. Although a “smart choice” was a motivating positioning for many physicians, an emotional need to bond with, and nurture, patients was, in fact, more powerful among doctors treating this condition. These nurturing and caring emotions were not totally new to the client – they had surfaced here and there in previous traditional market research interviews. However, in the traditional research, nurturance and care emerged less clearly and strongly, as doctors appeared to prefer to present themselves as oriented to Mastery.

Utilizing MindSight®, Forbes helped this client get beyond the rational self-presentation of emotion by these physicians. MindSight® revealed that nurturing

(Cont. on pg. 3)



PRESENTING FORBES . . .



FORBES IN PRINT

Forbes Consulting is pleased to announce the publication of David Forbes' article entitled Toward a Unified Model of Human Motivation in the Review of General Psychology, a journal of the American Psychological Association.

This paper proposes a single model that places motivational concepts from past work within a comprehensive model, akin to the periodic table of elements in chemistry. Starting from the precept that all human motivation is a search for change, the model identifies two key questions: "Change where (within the self, within the material world, within the social world)?" and "What type of change (change in potential/expectations for life, change in process/experience of living, and change in outcomes/evaluation of life activities)?" The result is a 3 x 3 matrix with nine motivational domains and the foundation to the Forbes MindSight® product.

For copies of the article, please contact John Burns at jburns@forbesconsulting.com.



Dr. Jeremy Pincus was named Marketing Researcher of The Year by PMRG for his outstanding contributions in quantitative market research segmentation. He is the first supplier to have ever received this award.

ASK SIGMUND

Q

Dear Sig,

- As a Brand Manager for a prescription medication about to go into clinical trials, I'm worried that when we ultimately go to market we won't understand which benefits will motivate patients to mention this to their doctors, and which benefits will motivate physicians to prescribe...and to make matters worse, even if we do find out what's important, I'm having terrible dreams that the FDA won't let us talk about the most important benefits.

Sincerely,
Sleepy in Saratoga

A

Dear Sleepy,

- I know things move fast in your industry so kudos for your forethought, dear reader. Luckily, I know a lot about dreams and what they mean... and, as it turns out, I've dabbled in pharmaceutical marketing, too.

Right before I turned 30, I researched the medical effects of coca. I started my project by first talking to my town physician and my neighbors. We sat in my living room together and talked about wellness and medical ailments. I then came up with a short list of points I thought were worthy of communicating about coca and how it can improve the body. I asked the mayor, Andreas, to approve my ads for use in a few gathering places. Since I could tell him the community leaders came up with the list, and promise to encourage its infrequent use, he was on board.

In your case, of course, you need to determine the most salient benefits for your drug, and you need to do so now. Before the drug goes to clinical trials, I would advise you to put patients and doctors "on the couch" pronto. Sit back, have some extra bold hot coffee, and listen. You need to explore all possible benefits and how they ladder up to key motivators, before designing your clinical trials. If you don't explicitly measure these benefits in the beginning, the FDA may give you trouble when you attempt to address them in marketing messages.

Now wipe those sleepies from your eyes and dust off the couch. It's time to listen for benefits.

Best regards,

Sig



BETTER CONCEPT TESTS: THE POWER OF MEASURING EMOTIONAL IMPACT

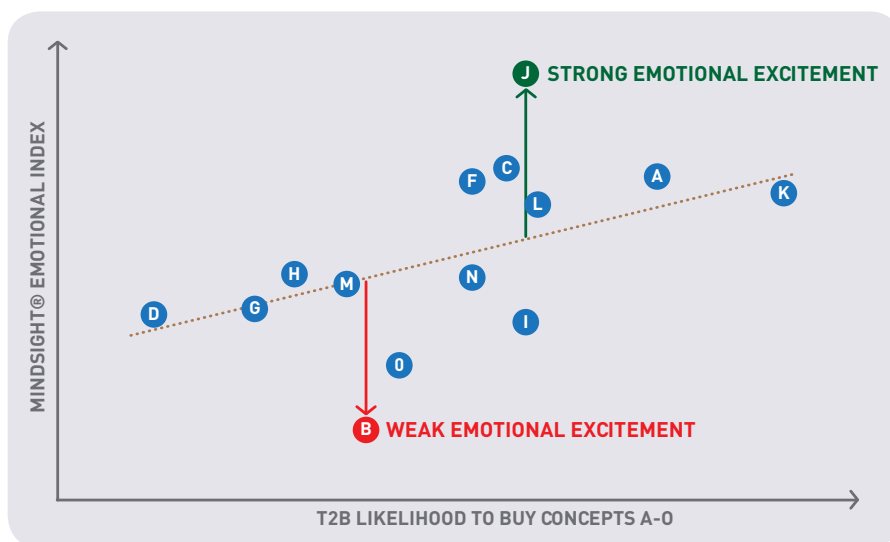


BACKGROUND: Quantitative concept testing traditionally has involved exposing respondents to a written description of a new product or service and measuring responses to the description using a set of diagnostic scale measures. A major drawback of this approach is its total reliance on rational evaluation (volumes of research have demonstrated that emotions are as strong, or stronger, than reason as a force driving purchase behavior). In order to demonstrate the significant potential of emotional impact measurement in concept testing, we used our proprietary MindSight® emotional assessment technique side-by-side with traditional stated measures.

RESEARCH METHOD: A total of 4,563 respondents were shown one of 15 food or beverage concepts (approximately 300 completed interviews per concept). Respondents were directed to concepts within categories that they already shop. In response to the concept, each respondent completed both a MindSight® emotional assessment and traditional diagnostic measures.

FINDINGS: Results showed a significant positive correlation between the MindSight® Emotional Index and a traditional scale measure of purchase intention. However, the MindSight® Emotional Index differentiated concepts with the same purchase interest scores, as a function of overall positive emotional excitement evoked by each concept. The concept showing overall highest emotional impact, Concept J, was a food product that offers potentially life saving heart-health benefits; this concept's MindSight® profile showed that its emotional appeal arose from the hope of being able to be more in control of heart health for oneself and one's family. In contrast, the food concept with weakest emotional impact, Concept B, offered an existing product in a different package, providing a dubious convenience benefit. It appeared to suffer from an emotional aura of being "boring and ordinary."

CONCLUSION: Evidence suggests that the use of emotional impact measures provides critically important insights into the true appeal of concepts to consumers, whereas elements can be missed when exclusively relying on stated measures of rational appeal.



REVEALING EMOTIONAL IMPACT (CONT.)

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was indeed a much stronger emotional need. The client, accordingly, changed the product positioning to one that emphasized the delivery of a more nurturing experience to the patient using the new drug – to take better care of them and make them feel more cared for. Subsequent traditional quantitative testing demonstrated that these new communications far outperform those focusing on mastery and "a smart choice." Quantitative MindSight® testing actually documented how these new advertisements were more exciting overall, and how this excitement was rooted in promises of a more nurturing

experience for patients. **MindSight® succeeded in uncovering an emotional reality that traditional techniques could not access.**

THE MINDSIGHT® ADVANTAGE

The MindSight® technique utilizes patented rapid-exposure and rapid-response image-based discovery methods. These methods are designed to get responses from subjects while the emotional brain is active, and before the rational brain has a chance to analyze or edit these responses. The images themselves have meanings that have been validated against a powerful new model of emotional

motivation that allows for interpretation of subjects' responses independent of their explanations. By circumventing the rational processing of the subject and providing direct access to their emotions, MindSight® opens up an opportunity for more profound and authentic insights about emotions than has been available to date with traditional market research.

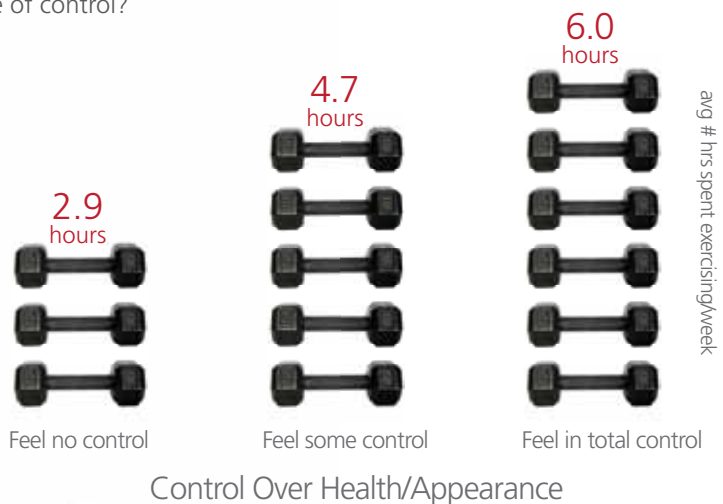
The results in this client case demonstrate how MindSight® makes it possible to uncover emotional needs and wants that have traditionally remained hidden to researchers, and illustrates how access to these hidden emotions can help clients develop more compelling and deeply motivating communications.

PHYSICAL & PSYCHOLOGICAL WELL-BEING... WHICH COMES FIRST?

Does a strong sense of control over one's health encourage more exercise?

OR

Do the endorphins of gym-goers create that sense of control?



Source: Forbes Consulting Group, July, 2011



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BEYOND RESEARCH AS USUAL