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Forbes Consulting Announces Revolutionary Applied
Neuroscience Technology MindSight®

*Breakthrough Proprietary Market Research Technique Identifies
Key Emotional Drivers of Buying Behavior*

LEXINGTON, Massachusetts – November 2, 2011 – Forbes Consulting Group (www.forbesconsulting.com) today announced the availability of MindSight®, an innovative research technology that identifies and explains the specific subconscious emotions motivating consumers and professionals to buy. MindSight® can be used in small, qualitative studies as well as large-scale, quantitative studies with thousands of globally dispersed respondents. It delivers real-time results, cost-effectively, and can be deployed on mobile devices. Poised to revolutionize market research, MindSight® uses a patent-pending technique of applied neuroscience to obtain authentic emotional insight from people before their conscious mind can edit responses.

“Leveraging our 30 years of research experience, MindSight® is a breakthrough technology for our clients to gain a better understanding of the specific emotions that influence buyers’ decision-making,” said David Forbes, Founder and CEO of Forbes Consulting Group. “It allows us to talk directly to the emotional brain.”

How MindSight® Works

MindSight® explains emotions using Forbes Consulting Group’s Unified Model of Human Motivation™, which identifies nine categories of emotions that motivate

behavior. This model was recently published in the *Review of General Psychology*. MindSight® rapidly exposes a proprietary and statistically validated library of emotionally evocative images for respondents to react to – each image is linked to one of the categories found in the Model of Human Motivation. New insights from neuroscience confirm that visual images - and controlling response time – provide a powerful new path to emotional learning. MindSight® displays images in a proprietary rapid-exposure / rapid-response technique to access The Emotional Discovery Window™, which forces emotional responses without time for editing by the rational mind.

“MindSight® is a very innovative technology that uncovers deep emotional motivations,” said Lew Cashman, President of L.J. Cashman Consulting and former Vice President of Global Market Research at Bristol-Myers Squibb and Kraft Foods. “It provides companies with a competitive edge by quickly and cost effectively delivering critical knowledge and insights into how consumers emotionally connect with their brands, products, advertising, packaging, and in-store marketing,” added Cashman.

Forbes Consulting has successfully used MindSight® in dozens of qualitative and quantitative studies across major industry categories, including leading global brands in consumer packaged goods, pharmaceuticals, financial services and advertising.

Key Benefits of MindSight®

- Provides deeper and more authentic insights about the emotions that motivate behavior than traditional or neuromarketing research methods
- Deploys online to large quantitative or smaller qualitative samples
- Enables cost-effective global research that transcends cultural biases and delivers results in real time

About Forbes Consulting Group

Founded in 1985 and based in Lexington, Massachusetts, the Forbes Consulting Group is a strategic and innovative market research company providing clients with deeper levels of insight about emotions and motivations – and helping them gain strategic market advantage on the strength of this insight. In its 26-year history, Forbes Consulting Group has become a valued resource for Fortune 500 companies. For more information, including the opportunity to receive a demo of MindSight®, please contact sales@forbesconsulting.com.