5

USEFUL TIPS FOR

EFFECTIVE
EMOTION MEASUREMENT

Emotional marketing is the trend of this year. That's why neuromarketing services such as emotion measurement will be in demand. This infographic with tips will help you to measure emotions effectively.

TEST EMOTIONAL MESSAGES

1

Only emotional messages will provide emotional feedback. Seems obvious, yet many marketing professionals forget about it. The object of testing should be emotionally appealing. There is no sense in testing emotionally neutral advertising messages, images or videos. You will receive neutral emotional feedback from respondents and thus results of emotion measurement won't be of great use for you.

CONSIDER PERSONALITY OF CUSTOMERS

2

Personal and cultural background, race, religion, gender, education – all these factors can influence the way a person expresses his or her emotions. So always consider these factors when profiling respondents for participation in your emotion measurement tests. In this way, your average emotion will be representative of your sample.

KEEP SECRETS FROM YOUR CUSTOMERS

3

Don't tell customers what you are going to show them. People are capable of adjusting their facial expressions when they are provided with background information on the subject. Start with showing consumers visuals unrelated to the subject of your test and only then show materials you want to test.

ONE SHOT – ONE HIT

4

Remember that you can get genuine emotional feedback from a person to the video, image or message only once. When people look at the same picture or video for the second time they know what to expect and try to control their emotions.

COMBINE TECHNOLOGIES TO VERIFY RESULTS

5

Verify the data obtained from emotion measurement with EEG, for example. It can provide you with an understanding of the person's attitude towards these or that subject of measurement. Use a survey and just ask people how did they feel. Cross-analyze and see if what people declare they feel is true to their real emotions.

Discover what consumers feel!

COOL TOOL