

# FEELINGS DON'T LIE

It's not what consumers say,  
but **what they feel** that makes them  
choose or refuse an offering.

## Introducing Emotions Analytics:

The innovative market research method  
that's got everybody talking, literally.

# IMAGINE IF YOU KNEW WHAT CONSUMERS WERE REALLY FEELING...

(In addition to what they say)



## GET THE MARKET RESEARCH METHOD THAT'S GOT EVERYONE EMOTIONAL:

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### 1. **Gain better insight**

Get a richer, deeper, more accurate understanding of how consumers truly experience brands, products, concepts, promotions, etc.

### 2. **Giving you valuable business knowledge**

Provide key emotional data for better decision-making processes.

### 3. **Create more effective campaigns**

Leverage emotional data findings to help you successfully:

- Identify, leverage and repeat successful campaign elements
- Remove/change negative emotional response elements
- Understand an offering's position vs the competition

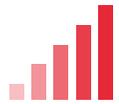
### 4. **Benefit from market research's most cutting-edge technology**

Increase your competitive edge with the innovative, integrated market research offering that provides unprecedented insight.

# EMOTIONS ANALYTICS

Helping you understand consumers - better

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## Valence

The amount of positivity or (lack thereof) on a scale of 0 -100



## Arousal

From placid to excited on a scale from 0-100



## Temper

Measures dominance from reclusive and gloomy to domineering and confrontational on a scale from 0 -100



## Mood Groups

Get information on 11 major mood groups divided into four categories:

Depressive



Self-control/practical



Embracive



Aggressive



# HOW DOES IT WORK?

With just a simple microphone and emotionally eliciting questions, Beyond Verbal's Emotions Analytics technology extracts a person's full set of emotions and character traits, based on raw vocal intonations as they speak.

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Ask questions



Record Responses



Submit to  
Beyond Verbal



Receive report



Discuss results



Provide invaluable  
insight!

# TAKE YOUR MARKET RESEARCH BEYOND THE VERBAL TODAY!

Understand consumer emotions and attitudes towards brands, products, concepts and promotions more accurately and extensively than ever before!

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- Brand Studies
- Concept Studies
- Advertising Effectiveness
- New Product Design
- Custom Studies



5 patents



20 years of  
research



40 languages



170 countries



+1,000,000  
voice samples

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## CALL US NOW FOR A FREE CONSULTATION!

Beyond Verbal Communication, Ltd. 125 Yigal Alon Street, Tel Aviv, 67443 Israel  
T: +972 3 575 87 75 F: +972-3-5497082 W: [www.beyondverbal.com](http://www.beyondverbal.com) M: [research@beyondverbal.com](mailto:research@beyondverbal.com)