

# C+R's Partnership With The Rational Heart Measures Emotional Responses for Deeper Insights



## Why Measure Emotional Response?

Brands that cut-through the noise and drive action do so because they give more consideration to the power of Emotion. Why? Because emotion drives memory and decision-making. Brands that tap into consumer emotions are more successful.



## Who is The Rational Heart?

The Rational Heart incorporates advanced measurement and modeling techniques to assess emotional response from respondent memory that delivers consistent, actionable, and valuable insight into consumer emotion.

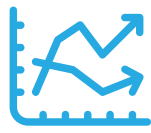


## How does it work?



Robert Plutchik's  
Psycho-Evolutionary  
Model

+



Behavioral  
Economics'  
System 1 Thinking

+



Bayesian Statistical  
modeling  
techniques

**3-min Web-based** tool can be applied across survey platforms

**Forced Gut Reaction** (~2.5 secs) based on Behavioral Science principles

**Measure and Model Basic and Complex Emotions** using a modified MaxDiff study design and associated Bayesian statistics

When I think about...

**"Client" Brand**

I Feel...



Stimulus may be this brand, my condition, these events, or this product, etc.

## Marry Cognitive (Traditional Research) With Emotional Response for a Holistic Understanding

When you partner with C+R Research, The Rational Heart can elevate insights for:

- Brand health tracking complement (point in time or ongoing to trend shifts in brand sentiment)
- New product/concept development
- Segmentation complement to understand emotions felt about category/brand and influence targeting/messaging strategy
- Understanding more behind drivers of behavior or attitudes (A&U, drivers analyses)



For more information about C+R's partnership with The Rational Heart, contact Erin Barber at [erinb@crresearch.com](mailto:erinb@crresearch.com).