



When Insights Influence

Applying Behavioral AI to build Emotionally Intelligent (EQ™) personas that think like your customer - and work like your teammate

Mindstate Group

Executive Summary

The market research industry is under pressure to do more with less: less time, fewer dollars, and tighter tolerance for “nice-to-know” insights. Traditional methodologies and research deliverables, while useful, often fall short of providing the strategic impact needed in today’s business environment. Enter EQ Brand Personas—emotionally intelligent, behaviorally grounded, AI-powered personas that don’t just describe your consumer, they *think, feel, and act* like them.

Unlike static personas or dashboards that go stale, EQ Brand Personas work alongside you like actual team members—answering strategic questions, testing creative, and helping you make better, faster, more consumer-centric decisions daily.

Grounded in proprietary behavioral science and infused with your custom insights and brand’s unique voice and priorities, these customized personas allow your insights to scale across your organization—empowering researchers, marketers, and executive leadership to make decisions with customer empathy and take action with confidence.

The Problem: Surface-Level Insights and Static Deliverables

Market research professionals today are caught in a frustrating bind. Despite the large spending on research and technology, they often find themselves providing:

- Surface level insights that lack psychological depth
- Poorly crafted recommendations that don't get acted on
- Insights that are too late to make a difference

Together, these can make research professionals roles be reduced to “order-taker,” unable to influence the real strategic work happening inside brand and innovation teams.

And yet, they know there’s so much more they can do. They know that with the right tools they can become their brand's "go-to expert"... strategic, trusted, and recognized for being their brand's growth architect that drives its profit and value.



Introducing Bevi: The Behavioral AI Agent That *Thinks,* *Feels and Acts* like Your Consumer

Bevi is a Behavioral Intelligence Agent that repurposes your existing research and brand strategy decks into always-on, emotionally intelligent customer personas who simulate real consumer thinking—complete with deep emotional understanding, and behavioral insight into the real “why” behind their decisions.

Powered by Your Data, Trained on Your Brand

Each EQ Brand Persona is custom-built through four stages:

1. **Consumer Foundation:** Synthesizing your existing research to reveal hidden motivations, values, and mindstates driving your customers decisions and behaviors.
2. **Brand Foundation:** Next, *Bevi* learns your brand's strategy, positioning, and value proposition to ensure your persona reflects your unique customer-brand relationship and dynamics.

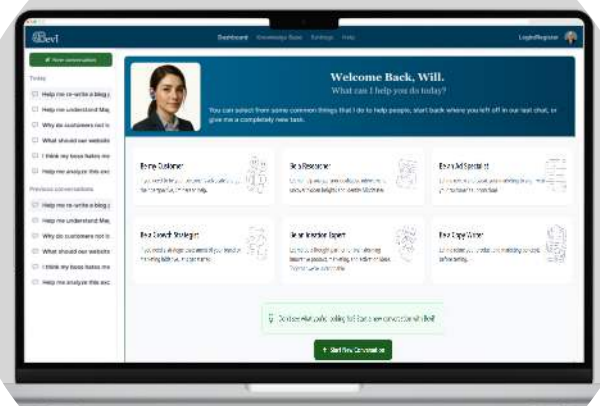
3. **Behavioral Engine Activation:** Finally, we integrate the Mindstate Behavioral Engine—a proprietary blend of motivational psychology, goal theory, and behavioral economics—into your personas to build psychological depth and intuition.

4. **Secure Delivery & Access:** Personas are accessible 24/7 by anyone on your team through a highly secure, guided conversational interface that mimics human interaction.

The Result?

Emotionally intelligent personas that:

- Provide feedback on ideas, messaging, creative, and concepts
- Act as embedded team members in your innovation and marketing processes
- Help you uncover deeper insights hidden in your qualitative data
- Enable your team to test, iterate, and refine ideas in real-time
- and much more...



Actionability By Making Research Interactive When Decisions Happen

Make Research Actionable

Instead of burying insights in slide decks, your team interacts directly with custom-trained personas who can:

- Simulate reactions to new messaging or campaigns
- Explain “why” behind consumer preferences
- Offer psychological framing guidance for better engagement

Supercharge Creative and Innovation

Ask Your Persona to:

- Review and optimize new ideas or ads
- Offer emotionally resonant language for copy
- Brainstorm product extensions or campaign hooks

Empower the Researcher as Strategic Partner

Bevi arms researchers with:

- Instant access to behaviorally grounded responses
- Deeper consumer empathy through persona conversations
- Tools to influence executive decisions with clarity and confidence

Bridge Research and Strategy

Because Bevi is grounded in behavioral science and trained on your actual brand and consumer data, it helps:

- Marketers create more targeted campaigns
- Product teams design with real human insight baked in

Click to watch the EQ Personas video below



Proof Points: What Happens When EQ Personas Enter the Room

- **Speed:** Decisions accelerated from weeks to minutes.
- **Accuracy:** Messaging refined with psychological resonance before it hits consumers.
- **Confidence:** Researchers now influence executive meetings with actionable, validated insights.
- **Engagement:** Brand teams use research *proactively* instead of reactively.

Want to See Bevi in Action?

Schedule a demo to see a custom EQ Persona in action.

Contact: will.leach@mindstategroup.com

Website: <https://mindstategroup.com>