

MOMENTS, MEMORY AND EMOTIONS: LEVERAGING BEHAVIORAL ECONOMICS TO RE-CREATE REAL WORLD EXPERIENCES

Chris Cable, Diageo

Anders Bengtsson, Protobrand

DIAGEO
protobrand



OBSERVE

ASK QUESTIONS

Please indicate to what extent you agree with the following statements regarding Brand X

Satisfies my needs	1	2	3	4	5	6	7
Is a high quality brand	1	2	3	4	5	6	7
Is a unique brand	1	2	3	4	5	6	7
Is a brand I would recommend	1	2	3	4	5	6	7
It would be my first choice	1	2	3	4	5	6	7
I would expect to pay more for this brand	1	2	3	4	5	6	7
Is a brand that provides value for money	1	2	3	4	5	6	7
Is a brand that is better than other brands	1	2	3	4	5	6	7
Is an innovative brand	1	2	3	4	5	6	7
Is a safe choice	1	2	3	4	5	6	7
Fits my lifestyle	1	2	3	4	5	6	7
Makes my life better	1	2	3	4	5	6	7
I would buy this brand	1	2	3	4	5	6	7

A photograph of four young women sitting around a wooden table in a modern, brightly lit indoor space, possibly a cafe or a lounge. They are all laughing and looking towards the right side of the frame. The woman on the far left is wearing a blue denim jacket. The woman next to her is wearing a white t-shirt with a graphic. The woman next to her is wearing a light blue shirt and sunglasses. The woman on the far right is wearing a dark blue dress and sunglasses. The background shows large windows and modern interior design. The entire image is overlaid with a semi-transparent hexagonal grid pattern.

HOW DO WE CAPTURE THE MULTISENSORY AND EMOTIVE ASPECTS OF PEOPLE'S EXPERIENCES

THE PROBLEM:

WHAT ARE THE UNDERLYING EMOTIONAL DRIVERS UNDERPINNING CONSUMPTION OF OUR BRANDS?

Categorizing
our portfolio



Consumer Choice
Framework

19,800 INTERVIEWS

30,884 REAL WORLD CONSUMPTION SITUATIONS

**NATIONALLY REPRESENTATIVE OF THE US
(AGE, GENDER, INCOME ETC.)**

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FOUR GROUPINGS OF MOMENTS EXIST

11 unique occasions were identified by the Consumer Choice Framework (CCF)

11 Occasions generated by CCF

Familiar Moments

Everyday Evening at Home

Fun Relaxing at Home

Moments to relax and reset, shifting gears in a familiar company and surroundings, with a drink I know and love.

Moments worth Enhancing

Indulgent Moment at Home

Planned Special Meal

We're Out to Impress

Moments to treat yourself and others, in which drinks are chosen to complement the company or venue.

Moments to Connect

Easy-going Hangout at Home

Family Meal Together

Good Company, Good Drinks Out

Moments with the people that matter most to you, in which connecting is paramount: drinks are chosen to facilitate connection

Upbeat Moments

High Energy Hangout at Home

Fun Meal at Home

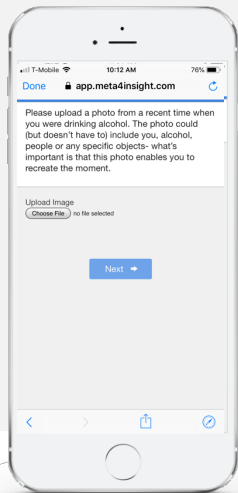
Party Night Out

Moments that are energetic, upbeat and social, with drinks that match the feeling

PHOTO ELICITATION + METAPHOR ELICITATION

STEP 1

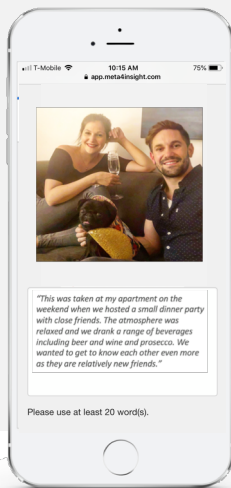
Upload an image from a recent time when you were drinking



STEP 2

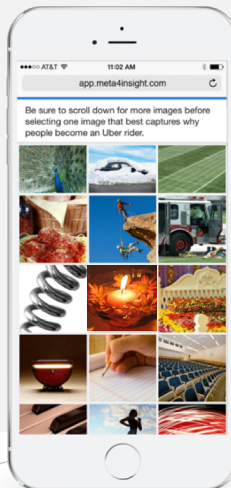
Tell us the story of this photo...

"This was taken at my apartment on the weekend when we hosted a small dinner party with close friends. The atmosphere was relaxed and we drank a range of beverages including beer and wine and prosecco. We wanted to get to know each other even more as they are relatively new friends."



STEP 3

Select one image that captures the mood of the moment

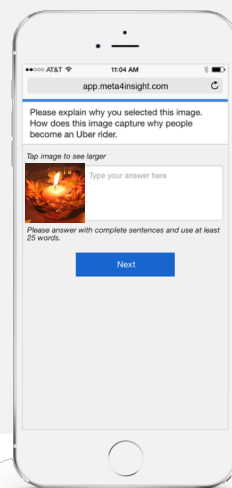


STEP 4 & 5

Describe the image, how does it capture the mood of the moment?

"A warm, single candle laying in a bed of flowers. The candle light emits a beautiful feeling."

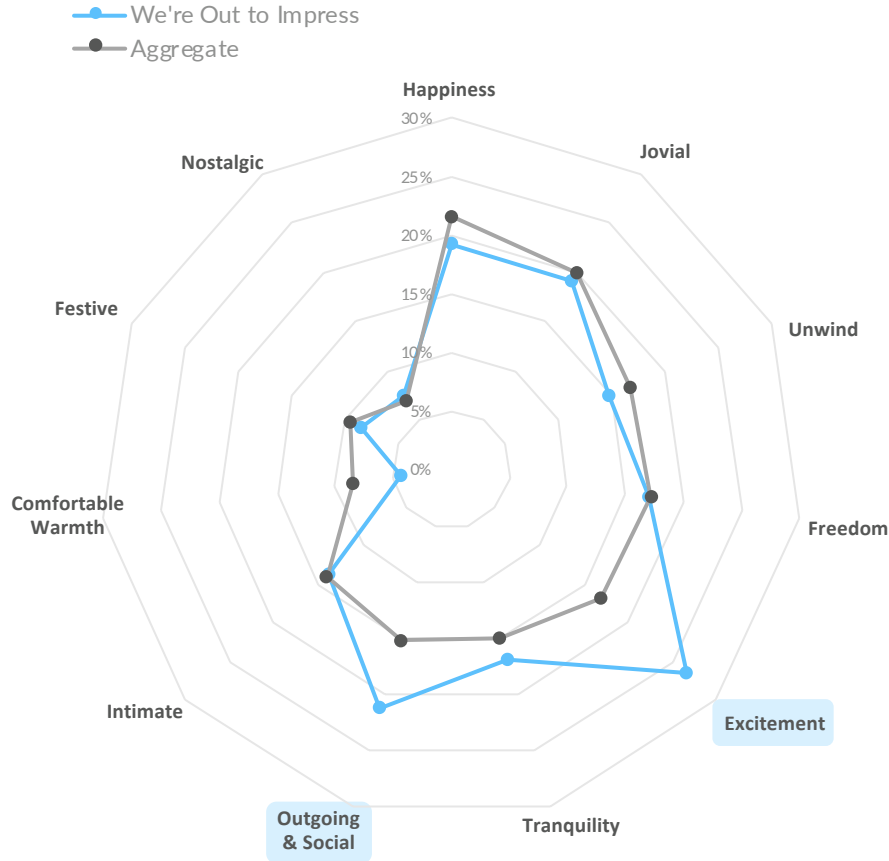
"We attempted to create an atmosphere similar to the one in the photo with our friends. We wanted it to be a warm and inviting atmosphere where people felt comfortable."



WE'RE OUT TO IMPRESS – ONE OF 11 OCCASIONS



WE'RE OUT TO IMPRESS



	We're Out to Impress	Index
Happiness	19%	88
Jovial	19%	95
Unwind	15%	87
Freedom	17%	99
Excitement	27%	168
Tranquility	17%	115
Outgoing & Social	21%	146
Intimate	14%	99
Comfortable Warmth	4%	48
Festive	9%	90
Nostalgic	7%	107

Q204. Take a moment to think about how you felt in the moment of the photo you shared, and how you feel now, reflecting back on it. On the following page you will select one image that best captures **the mood of the moment**.

EXCITEMENT- 27% ACTIVATION, 168 INDEX TO AGGREGATE



Semiotic Analysis of Imagery

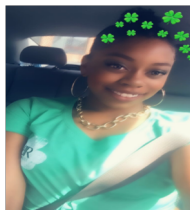
<i>Signifier</i>	<i>Interpretation</i>
Rapid movement	High energy situations
Upward, forward objects through focus	Optimism, heading in a good direction- positivity
Blurred lines, overlapping angles	Rapid pace of the occasion and moment
Unclear direction of objects	Variable situations of change, somewhat unpredictable

We're out to impress

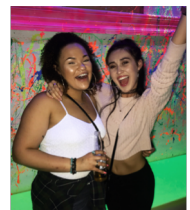
Photo Elicitation



"At a bar called Social and I was with friends and strangers. Its very modern and it was just a Friday night out . It was loud and smelled like people."



"I was on my way to the St. Patrick's day bar crawl with my friends and cousin. We started the day drinking early and had it last until 11:00 pm that night."



"This photo was taken a few weeks ago when my close friends and I went out to some local bars. We were there to let loose and have a good time; escaping the stress of life. They have live rock bands, hip hop DJs, rave/house music, and much more."



"We were at Logboat brewing with some friends enjoying the release of some new beers being made at the brewery."

► *Metaphor Elicitation*



"Because I was at the beach and not doing too much. We had a relaxing day eating drinking and playing games."



"This picture best represents St. Patrick's day with the color scream and bright but subtle style. My bar crawl experience was full of bright people and fun times."

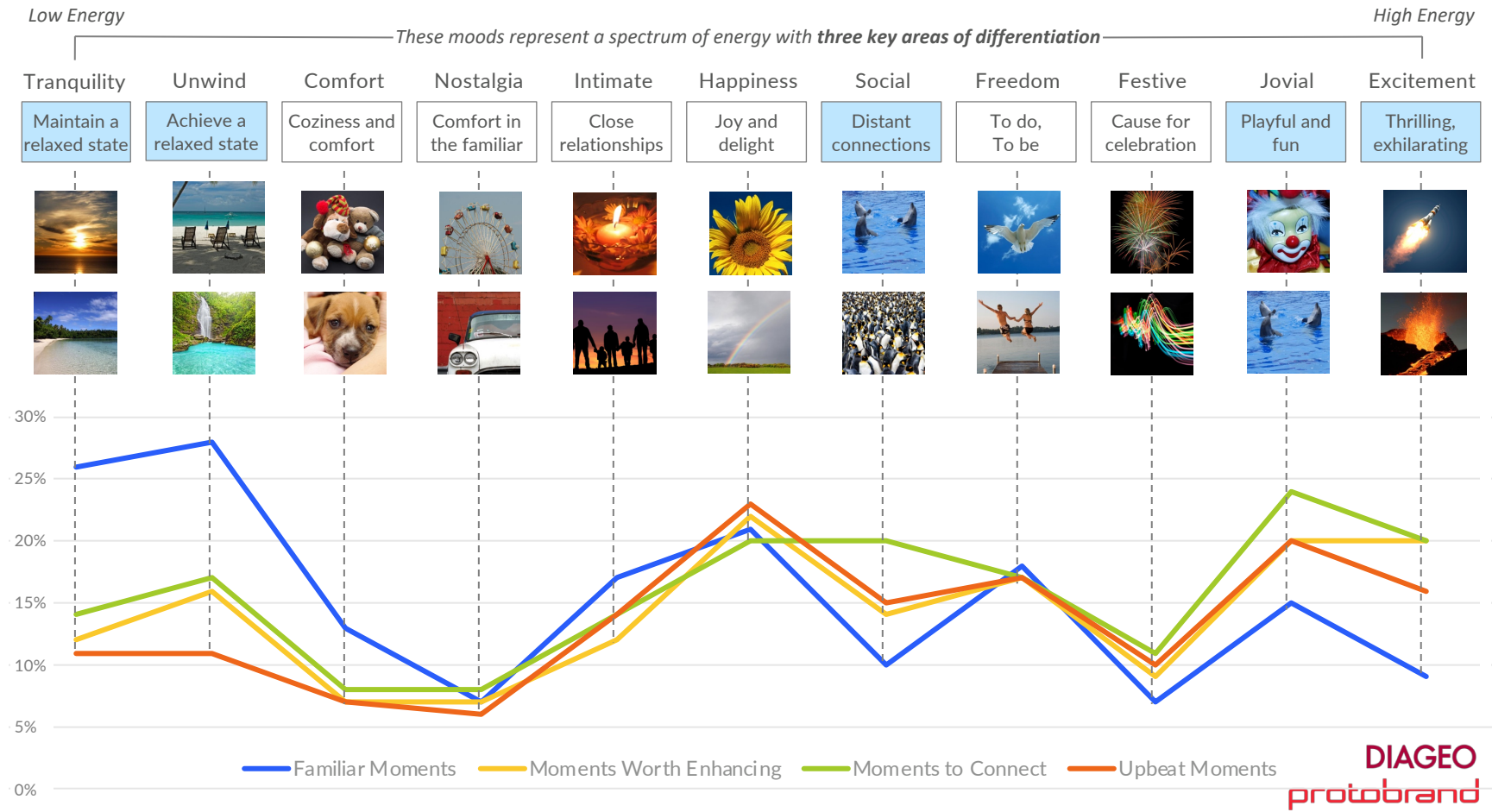


"An electrifying surge of colors and excitement. Similar to the feeling of a rainbow of adrenaline running through your veins."



"The refreshing drink and the rush of feelings of friendship made me feel like we were on a rollercoaster. The sunshine and cool breeze are reminiscent of speeding along the tracks."

THE MOOD OF OCCASION MOMENTS ARE, IN GENERAL, MORE SIMILAR THAN DIFFERENT



Research Technology for System 1 Insights

- Meta4 Insight captures people's deep-seated thoughts and feelings
- Rejuvenates traditional quantitative research by adding deeper level insights and help explain the "why"
- Yields both qualitative and quantitative data through a single research process
 - Captures the the symbolic, emotional and experiential (non-functional) aspects of brands through images, text and video
 - Yields qualitative data, systematically quantified with AI powered text analytics
 - Globally scalable, works in 47 languages



THANK YOU!

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