

Market Research Gains an Emotional Advantage

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Leading online research and survey technology provider, Toluna, today announced a strategic partnership with innovative market research provider, BrainJuicer®, to provide more accurate predictions through the measurement of emotions.

Toluna will deploy BrainJuicer's groundbreaking proprietary solution, FaceTrace®, which uses facial expressions to measure emotional responses to products, websites, people, packaging, advertising and more. By integrating the FaceTrace® technology into its global survey platform, Toluna will be able to offer easy measurement of respondents' emotional reactions to various stimuli, concepts and messaging. The methodology uses photo images of faces "representing the seven basic human emotions" to predict respondents' behaviour from their initial emotional responses to insights, products and communications. "FaceTrace® uses the fundamentals of behavioural economics and social psychology to help our clients understand how their customers make decisions. Emotion drives our behaviour, often unconsciously", explained Alex Batchelor, BrainJuicer COO, "And of course, faces are universally recognisable, so the technology delivers a validated measure of emotion in any market." Using facial expressions as a measure allows businesses to access emotions and better predict people's subsequent behaviour. Paul Twite, Managing Director UK, Toluna commented: "We are delighted to integrate FaceTrace® technology into our global survey platform. Clients will benefit enormously from the improved predictability of consumer response to their marketing. Using the FaceTrace® approach allows brands to turn emotional understanding into a real business advantage." For more information please visit: <http://eu.toluna-group.com>.