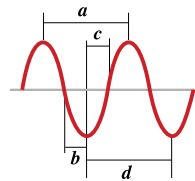




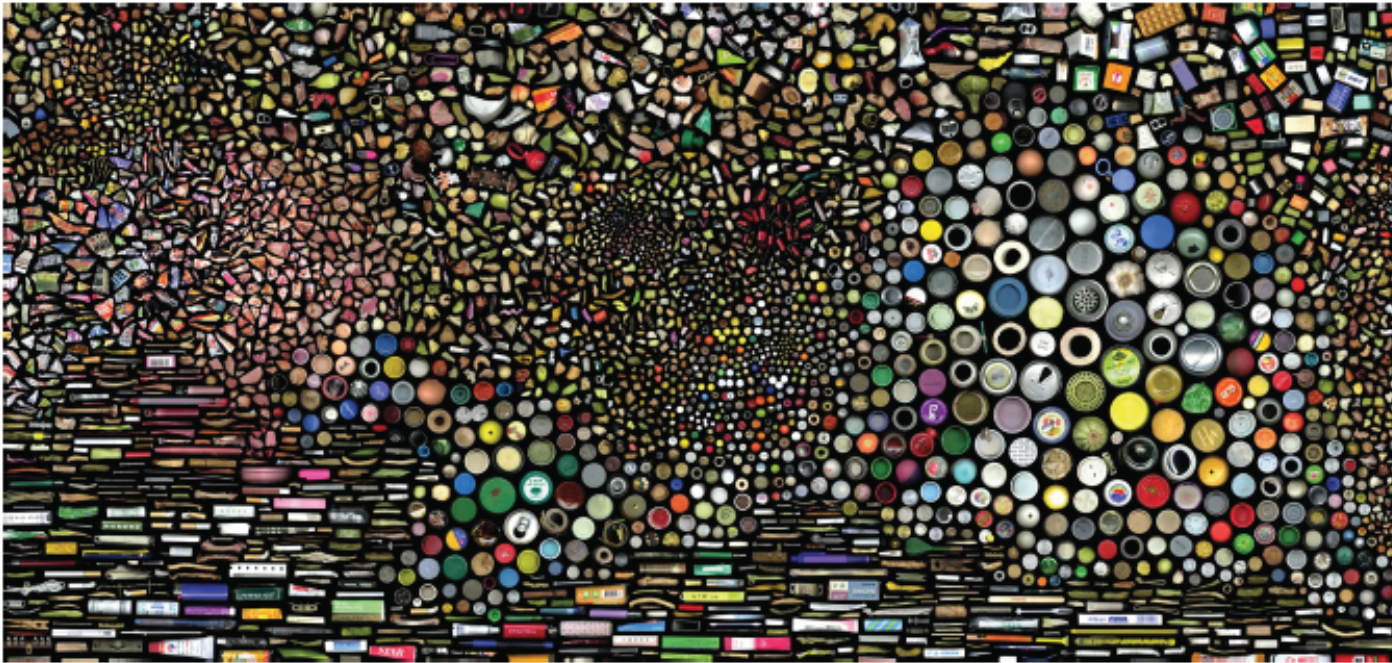
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Brand EQ

High-Impact Motivators
Top 10 Emotional Motivators
Spanning All Market Categories

**Harvard
Business
Review**



CUSTOMERS

The New Science of Customer Emotions

by Scott Magids, Alan Zorfas, and Daniel Leemon

FROM THE NOVEMBER 2015 ISSUE

High-Impact Motivators

Hundreds of “emotional motivators” drive consumer behavior. Below are 10 that significantly affect customer value across all categories studied.

	I am inspired by a desire to:	Brands can leverage this motivator by helping customers:
1	Stand out from the crowd	Project a unique social identity; be seen as special
2	Have confidence in the future	Perceive the future as better than the past; have a positive mental picture of what’s to come
3	Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
4	Feel a sense of freedom	Act independently, without obligations or restrictions
5	Feel a sense of thrill	Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events

**I am inspired
by a desire to:**

Brands can leverage this motivator by helping customers:

- | | | |
|-----------|-----------------------------------|---|
| 6 | Feel a sense of belonging | Have an affiliation with people they relate to or aspire to be like; feel part of a group |
| 7 | Protect the environment | Sustain the belief that the environment is sacred; take action to improve their surroundings |
| 8 | Be the person I want to be | Fulfill a desire for ongoing self-improvement; live up to their ideal self-image |
| 9 | Feel secure | Believe that what they have today will be there tomorrow; pursue goals and dreams without worry |
| 10 | Succeed in life | Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures |

SOURCE SCOTT MAGIDS, ALAN ZORFAS, AND DANIEL LEEMON

FROM "THE NEW SCIENCE OF CUSTOMER EMOTIONS," NOVEMBER 2015