

MMEYE  THOUGHTscape

The origins of

THOUGHTscape

Neuroscience tells us that a brand, communication, product or organisation will be more successful if it is able to engage emotionally as well as rationally with people

Thus a need to be able to measure and understand emotional responses

THOUGHTscape has been developed as a bridge between non-verbal neuroscience techniques and over-rationalised, prompted scales



What is

THOUGHTscape



Stream of consciousness
interviewing, eliciting a more
sub-conscious, emotional response
and collecting a rich repository of
diagnostic verbatim

Quantified for robust metrics with
qualitative understanding



What does

THOUGHTscape do ?



Measures emotional engagement with
brand, company, communication or
product

Allows freedom of speech, not the
confines of scales

Works for any target in any country

Qualitative diagnostics that can be
quantified, mapped, modelled,
tracked and benchmarked

What does this mean for your company



Engages end users in a way that tick
boxes don't

Transparent information with clear
understanding

Uncovers things that could be missed
with predefinition

Opportunities to keep digging



Case Study 1: Values enforcement

With a global business the communication and enforcement of brand values is always a challenge, particularly when your strategy depends on clients recognising these values within the service you offer.

THOUGHTscape client satisfaction work overlaid the client value proposition onto the verbatim comment, identifying clear gaps in spontaneous association.

A strategy to enhance perceptions of the brand as innovative and consultancy focused was put in place.

THOUGHTscape identifies gaps and differences between spontaneous and prompted association

Prompted, rational scales can force people to judge things they wouldn't naturally think about

Sometimes we miss key information that the target audience wants to talk about, but doesn't because it's not one of the prompts on offer

Case Study 2: A warning shot

Client account managers who get on with the clients seems like a good thing, and usually is. But not if they don't understand potential threats to the relationship.

In a global THOUGHTscape Client Satisfaction study, a seemingly strong market scored poorly. A surprise to everyone, particular senior management in that market.

Analysis of the verbatim clarified that whilst the relationship was strong and positive there was a lack of dynamism and innovation, undermining perceptions of the brand and potentially threatening future market share.

THOUGHTscape gives an unbiased opinion

For an audience that is overall positive towards a brand or organisation the temptation is to over-rate when offered prompted scales, a halo effect, missing warnings from negative emotions that could be addressed before they become a major problem

Case Study 3: Call to action

Organisational restructuring usually means some negative impact on clients in the immediate aftermath, but hopefully the restructure will quickly result in improvements to service levels.

A B2B THOUGHTscape brand evaluation showed a big negative shift in client emotion YoY, much higher than expected, even with the restructure. And much higher than had been expected based on pre-coded attribute ratings.

But with words such as Hate, Anger, Rage, Frustration, Irritation and Annoyance dominating response it was impossible to ignore the obvious dissatisfaction. Action required NOW!

THOUGHTscape allows freedom of expression

If people feel strongly about something they like to express their feelings in as free a form as possible, enabling them to say things in the words they choose to use

These strong emotions give research more impact within an organisation and help drive action

The world is not static, nor are those who live in it. Why should research be?

We need to be able to capture everything that matters when it matters, giving meaning to changing emotions.

THOUGHTscape enables this through its unconstrained approach to questions, semantic coding and flexible analysis.

Alison Phillips

MM-Eye Limited

63 Barnsbury Street
London, N1 1EJ

W: www.MM-Eye.com

T: +44 (0) 20 7700 6363

F: +44 (0) 20 7700 6633

E: Alison.Phillips@MM-Eye.com

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