

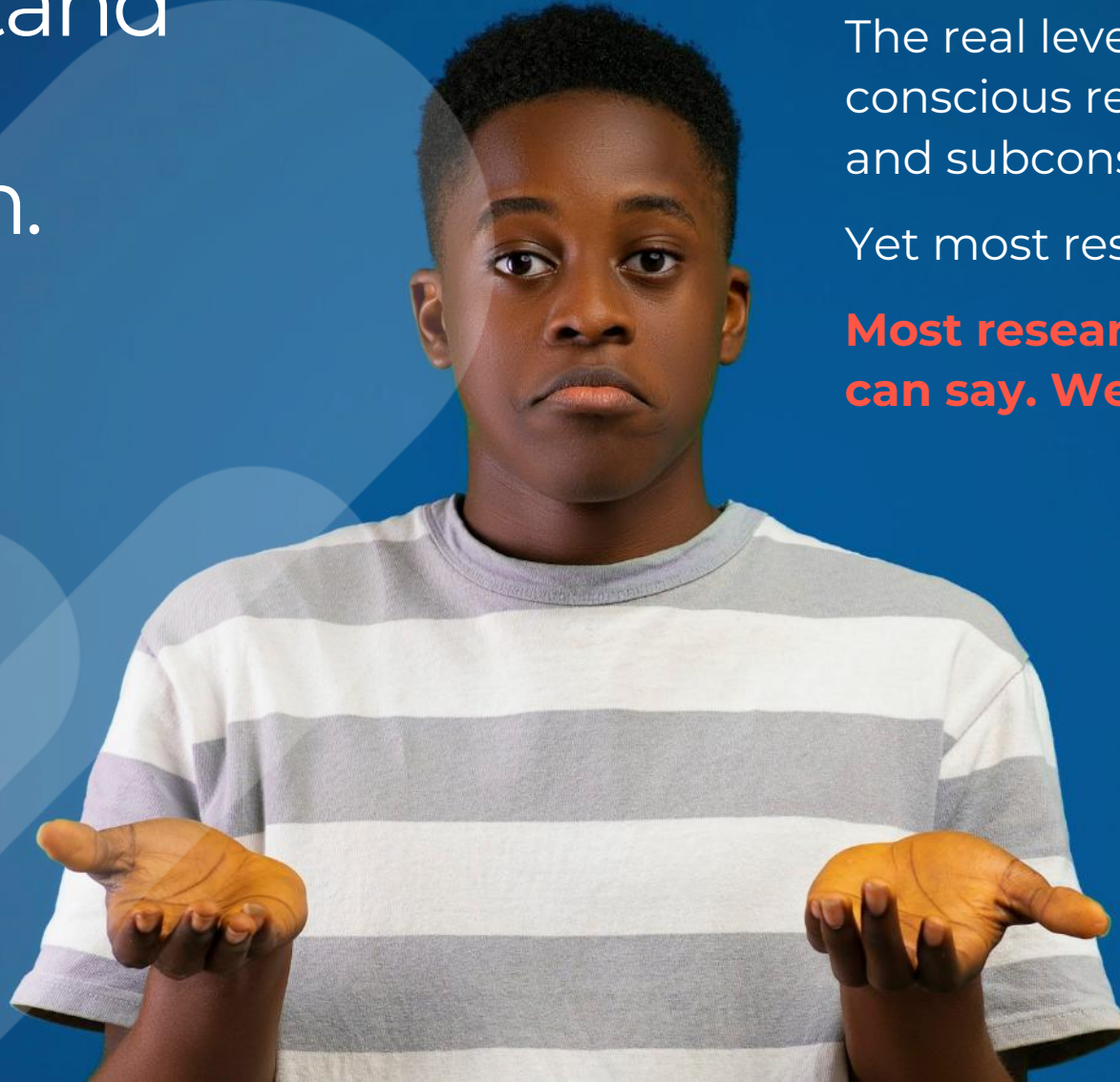
# THE DECISIONS PEOPLE CAN'T EXPLAIN

(& how to  
uncover them)



Most brands think  
they understand  
why people  
choose them.

**They don't.**



Most people choosing your brand can't fully explain why?

The real levers of value often live below conscious recall, in instinct, emotion and subconscious association.

Yet most research never reaches them.

**Most research captures what people can say. We capture what they can't.**



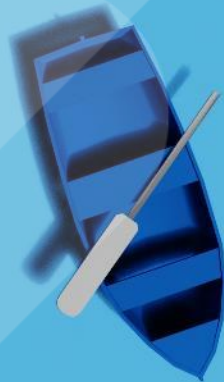
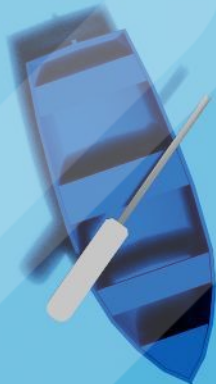
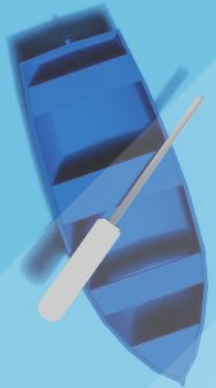


ThoughtScape™  
**uncovers what people  
can't always say**

It captures instinctive  
reactions at scale and  
turns them into  
structured, decision-  
driving insight



# What makes it **different**



Most research rationalises decisions.  
ThoughtScape goes deeper.

## **We don't ask people to explain**

We let them express what comes naturally through a stream-of-consciousness, triggering their episodic memory.

## **We capture what comes naturally**

What they mention, matters to them. What they don't say probably isn't that important.

## **We model what actually drives behaviour**

So, you can prioritise the emotional and commercial levers that drive choice, willingness to pay and strengthen loyalty.

# The **scale** of understanding

In a recent study, we asked 800 consumers what came to mind when they thought about 3 different brands, and how each one made them feel.

The result?

**36,000 words**  
(that's 4.5 hours of non-stop reading)

And that's just the starting point.



# Turning **words** **into meaning**



## **ThoughtScape gives structure to depth**

AI + human intelligence combine to build frameworks from the bottom-up. Unique to every project, unfiltered and grounded in real language and sentiment.

## **ThoughtScape prioritises action**

Modelled against intended outcomes to identify what changes behaviour.

## **ThoughtScape delivers**

- A clear map of what drives choice
- Prioritised commercial & emotional levers to act on
- Evidence to justify your decisions



# ThoughtScape takes you from **surface to substance**



If you want to move from 'better' to 'best', you have to **go beyond what people say** and uncover what really drives them; **commercially and emotionally.**

Focus only on delivering product excellence or building an emotional connection and you fall short.

Get both right and you justify your premium, build loyalty and drive growth.

**ThoughtScape reveals both. Not just what people think, but how they feel about it.**



# Where ThoughtScape **creates advantage**

ThoughtScape is a flexible framework designed to tackle a wide range of business challenges. Below are a few examples of how it's been applied before, but if you're facing something new, we'd love to explore it with you. Chances are, ThoughtScape can unlock it.

## **BRAND**

Identify what truly builds premium perception

- Brand Health
- Brand Strategy

## **INNOVATION**

Design what people instinctively want

- Ideation
- Concept development
- Product development

## **COMMS**

Create messaging that resonates and converts

- Development
- Evaluation

## **STRATEGY**

Define what value really means to your audience

- Consumer definitions of non-tangible topics such as value, quality etc.



If you want to move from 'better' to 'best', you need to understand what actually drives choice. That's what ThoughtScape™ reveals.

ThoughtScape enables you to identify the true drivers of brand value, prioritise what *actually* drives behaviour and strengthen both emotional pull AND commercial performance.

You can find out more at [www.mm-eye.com](http://www.mm-eye.com) or get in touch at [info@mm-eye.com](mailto:info@mm-eye.com)



Whatever  
your  
business  
needs, we  
can help you  
elevate  
from 'better'  
to 'best'