

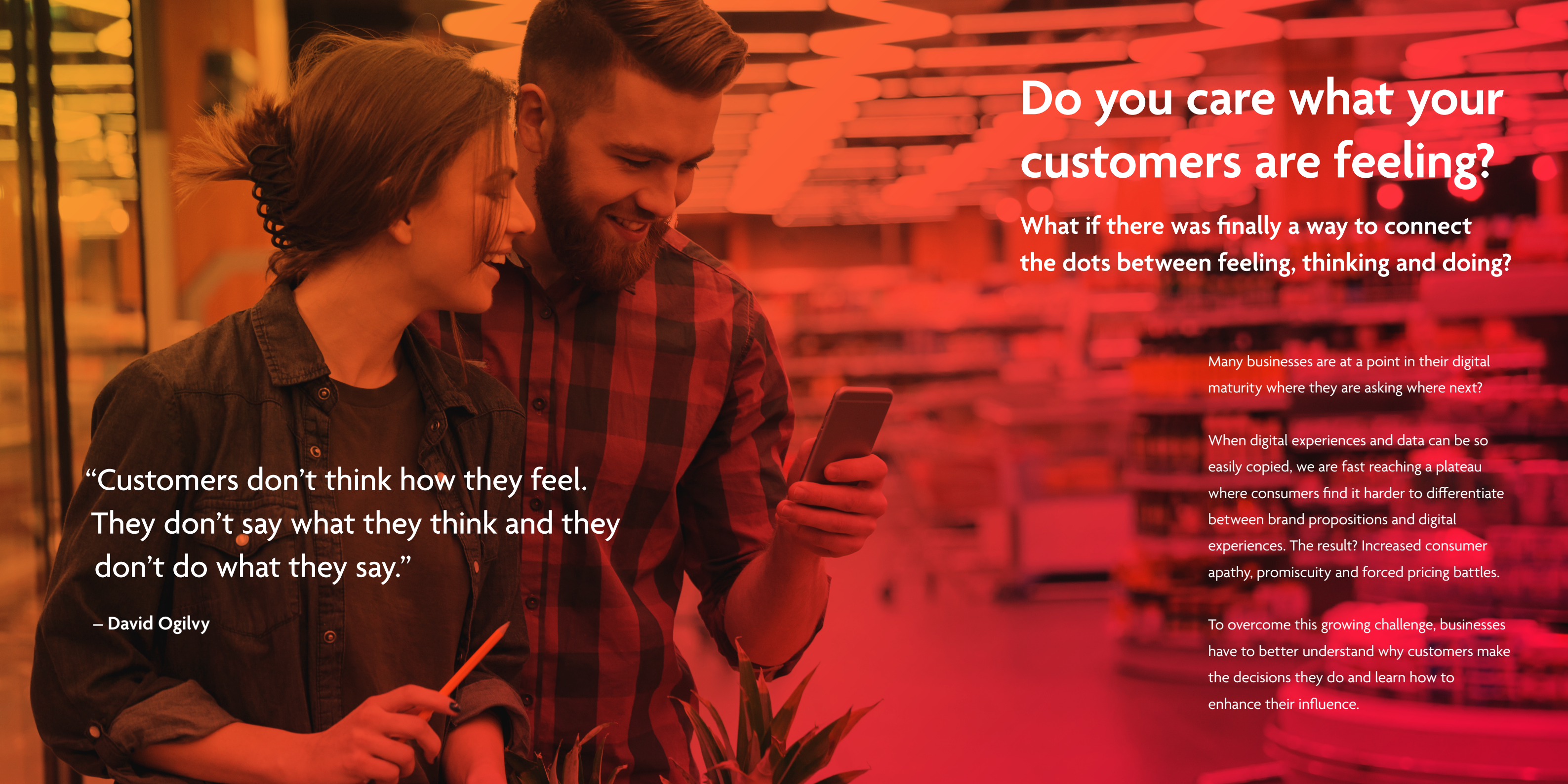


Emotional  Ignition<sup>TM</sup>

# Deeper Digital Insights

Answering the questions you never thought possible



A man and a woman are looking at a smartphone together in what appears to be a cafe or office setting. The man is holding the phone, and both are smiling. The background is blurred, showing shelves with books or products. The entire image has a red color overlay.

“Customers don’t think how they feel.  
They don’t say what they think and they  
don’t do what they say.”

– David Ogilvy

# Do you care what your customers are feeling?

What if there was finally a way to connect  
the dots between feeling, thinking and doing?

Many businesses are at a point in their digital maturity where they are asking where next?

When digital experiences and data can be so easily copied, we are fast reaching a plateau where consumers find it harder to differentiate between brand propositions and digital experiences. The result? Increased consumer apathy, promiscuity and forced pricing battles.

To overcome this growing challenge, businesses have to better understand why customers make the decisions they do and learn how to enhance their influence.





# What would you do with the answers to questions like these?

**How can we improve the decisions customers are making?**

**Are consumers willing to spend more on a brand that offers a meaningful digital experience?**

**Does an emotional connection really improve customer lifetime value?**

## What happens when we know the ‘why’?

- Increased purchasing influence
- Greater customer loyalty and advocacy
- More efficient development cycles
- Reduced risk in innovation

As pioneering enterprises and market disruptors have successfully proven, taking a deeper look into human behaviour has substantially increased their commercial results.

We can no longer rely on data and analytics alone to inform how we design our digital experiences.

We need to know more than ‘what’ decisions people have made, we need to know ‘why’.

To find out the why, we need to get closer to customers and delve deeper into how emotions drive their decision making.



# Ei<sup>TM</sup> tells you why

Emotional Ignition<sup>TM</sup> is a multi-method approach fusing neuroscience, data analysis and contextual analysis to turn evidence into insight.

By measuring emotions, behaviours and subconscious responses we can understand:

- Why people choose the products that they do
- Why they hold the beliefs they do
- Why they react and respond towards brands in the ways they do



## Brand Diagnostics

Increase brand engagement and understanding how to improve competitive differences.

## Digital Experience Testing

Identify areas of improvement, opportunities and optimisation.

## Content Testing

Measure emotional reactions and the strength of marketing content.

## Customer Research

Achieve a deeper understanding of your customer behaviours and profiles.

Combining Pomegranate's design methodology with our leading testing facility, we are able to help you ask the right questions and provide you with the accurate answers needed to improve your brand, CX strategy, user experience and product.

## Businesses change by:

- Learning Faster
- Reducing Risk
- Getting Deeper

Our testing and analysis frameworks are assisting brands around the world in obtaining the accurate answers they need to get ahead quickly.



Getting to the heart of what matters

# How we do it

We have combined the most effective testing technologies to give you the most comprehensive understanding of how your digital experience is really performing and what customers really feel.



## Monitoring Brain Activity

Electrical impulses tell us how the brain reacts to stimuli.



## Tracking Eye Movements

Find out what people are looking at as well as what they are not looking at.



## Recording Heart Rate

Changes in heart rate helps us to contextualise emotional responses.



## Measuring Skin Response

Changes in skin conductivity inform us of an emotional response.



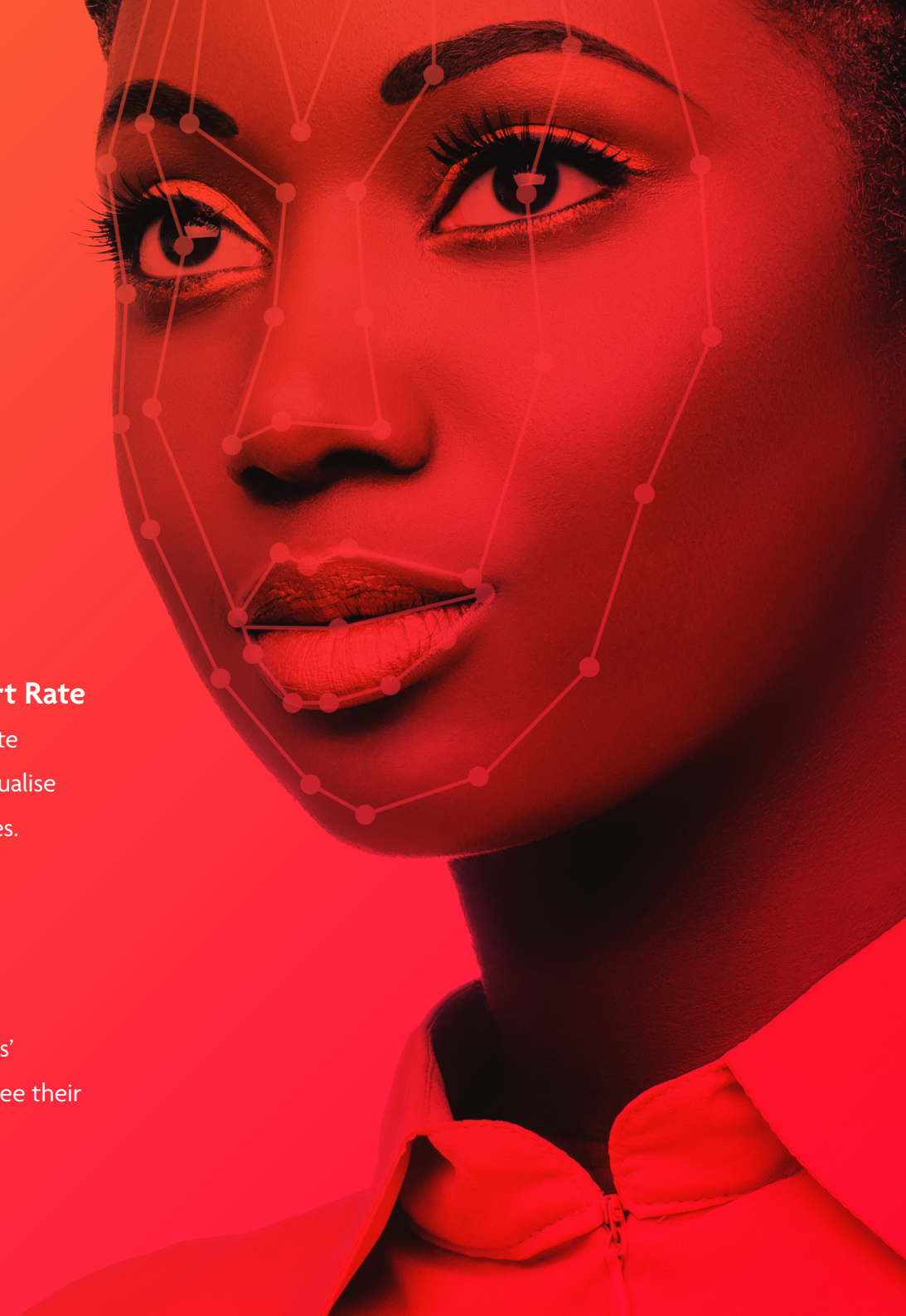
## Analysing Facial Expressions

Deep learning algorithms trained on 9 million faces help analyse human emotions.



## Mapping Interaction

Assessing customers' digital journeys to see their primary emotions.





# Full support

We support researchers, designers and directors in many ways, assisting in pure emotional testing through to advanced design capability. Whatever your challenge, we have a solution.

## Three ways of working with us

1

### The Lab:

Use our lab to ask your own questions.

For the seasoned professionals, with specific hypotheses.

2

### Research design and Lab testing:

For those new to using neuro technology. Our talented team will help transform your questions into testing frameworks and help manage your research in the lab.

3

### Research into Recommendations:

For digital marketers and UXers who are looking to the bigger challenges or ways to discover new opportunities. We support end to end, from research design to deliverable solutions.


Companies we  
have helped:

ogury

Whirlpool  
CORPORATION

les  
Roches  
GLOBAL HOSPITALITY EDUCATION

Ortho  
Clinical Diagnostics

A man and a woman are shown from the chest up, wearing EEG headsets with numerous electrodes. They are both smiling and looking at a smartphone held by the woman. The background is a warm, orange-toned interior with a grid-like pattern, possibly a window or a wall panel.

“People will forget what you say,  
they will forget what you do,  
but they will never forget how  
you make them feel.”

– Maya Angelou





Ei™ and Ei Labs™ are brought to you by Pomegranate.

With over 15 years invested into researching, designing and progressing experiences for the digital world, we combine our extensive CX and UX knowledge with the latest technology to support progressive businesses in their path to ultimate success.

Whatever your stage of discovery, Pomegranate can enhance your digital direction with Ei™.

If you are looking for better answers to your CX questions, we will be happy to tell you why Ei™ can help.

**Request a free demonstration:**

**Call:** 0207 336 7322

**Mail:** [duncan@pomegranate.co.uk](mailto:duncan@pomegranate.co.uk)

**Stay in touch:**

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