

Enhancing Imageability with Emotional Data

Using sensory stimuli to track the shopper's emotional behaviour

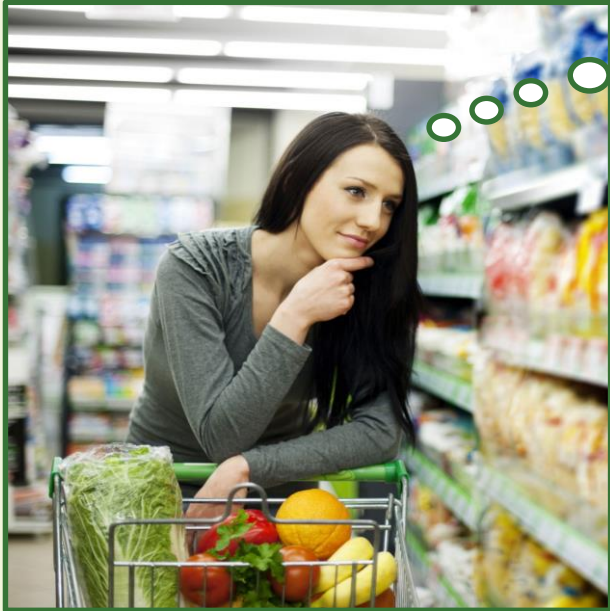


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Using sensory stimuli to track the shopper's emotional behaviour



The trial experience in the shopper's mind: Imageability

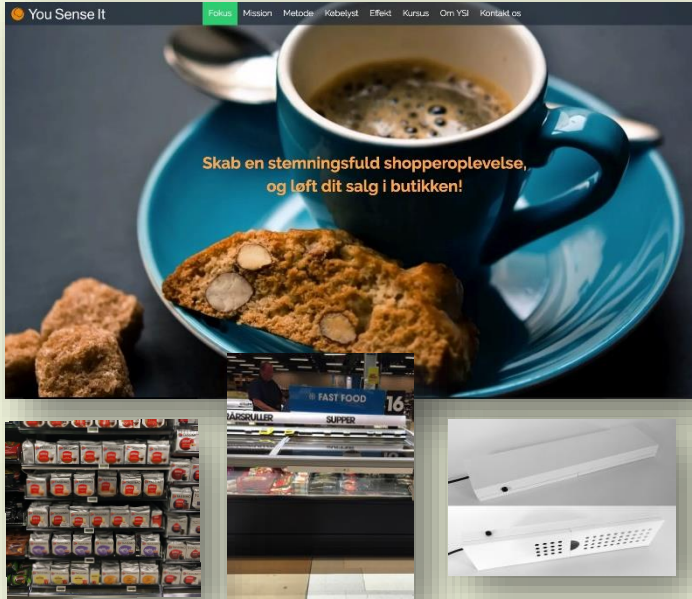


The trial experience in the shopper's mind: *Imageability*

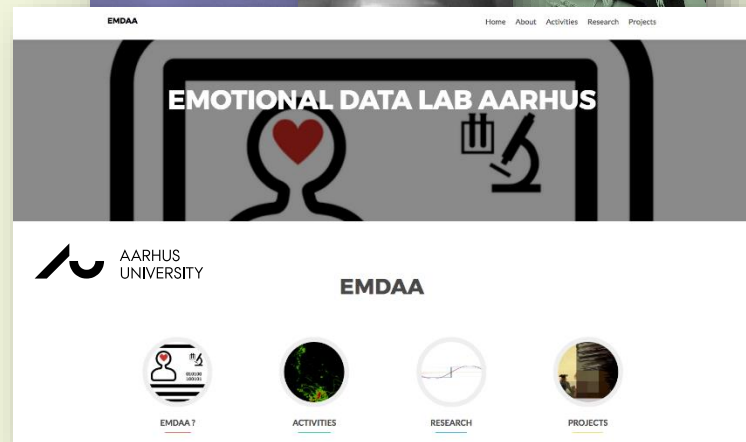


How words, sounds
and qualities of
objects arouse a
sensory experience

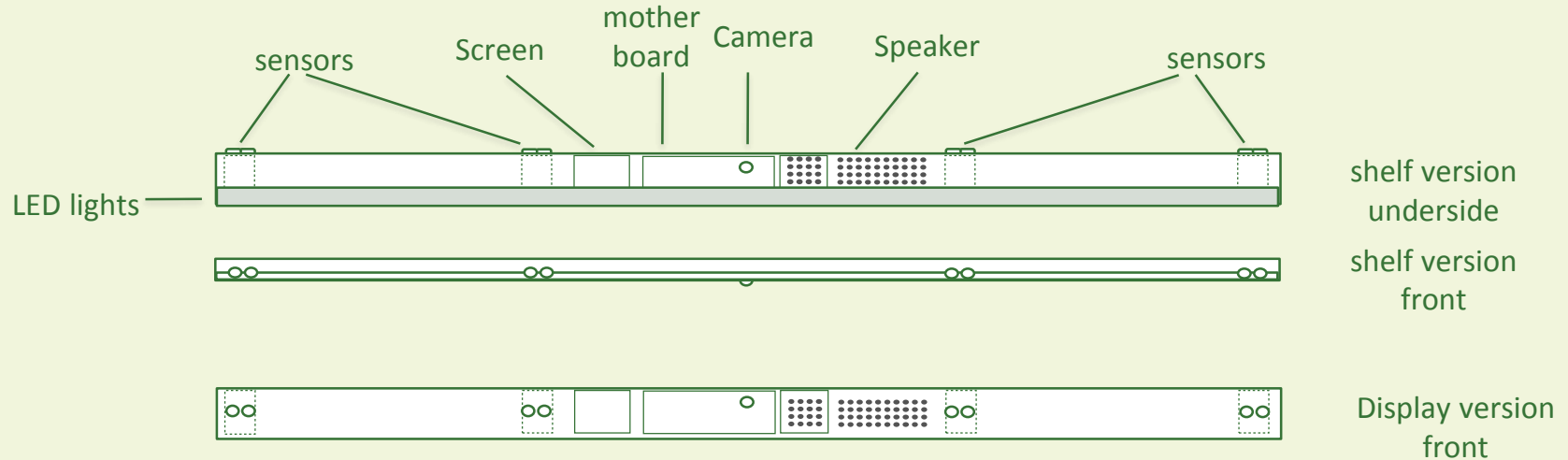
You Sense It + Emotional Data Lab



You Sense It + Emotional Data Lab

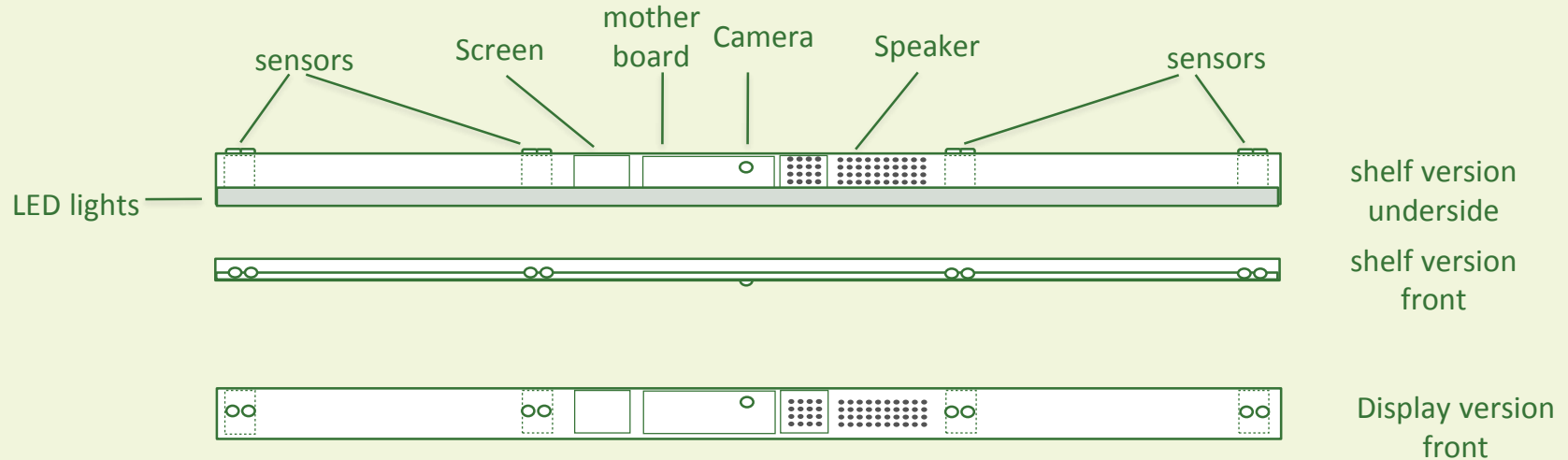


The Intelligence Shopping Panel



H 20 / W 50 / L 90 mm

The Intelligence Shopping Panel



H 20 / W 50 / L 90 mm

Approach

Neuro Shopper Marketing + Emotional Data



Consumer
Neuro Science

Neuro Shopper
Marketing

Shopper
Marketing
Insights



Approach

Neuro Shopper Marketing + Emotional Data

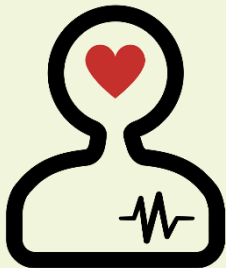


Consumer
Neuro Science

Shopper
Marketing
Insights

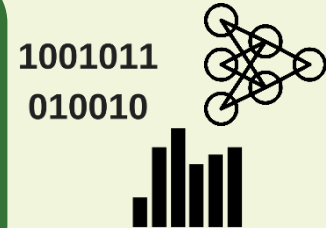


Neuro Shopper
Marketing
driven by
Emotional Data



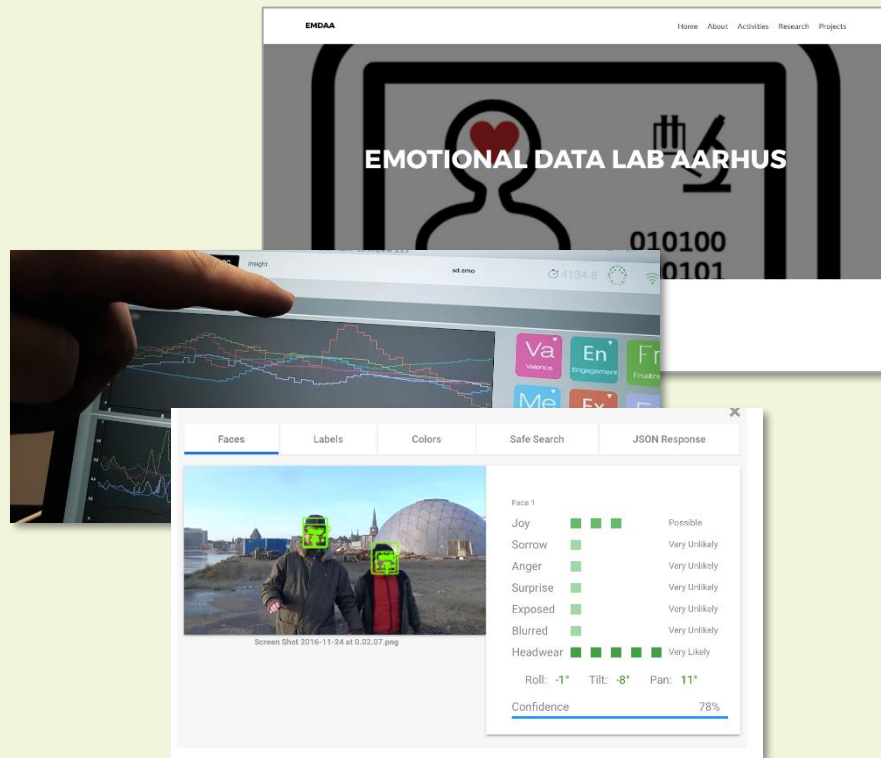
Emotion and
Affect data
detection

Machine
Learning
analytics

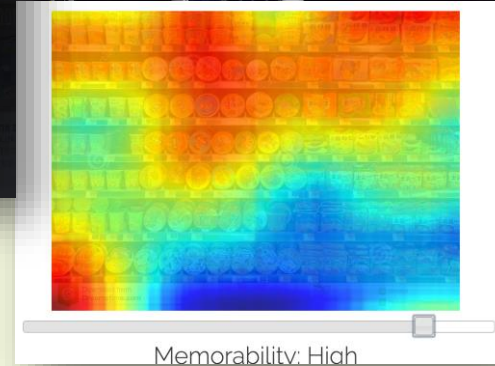
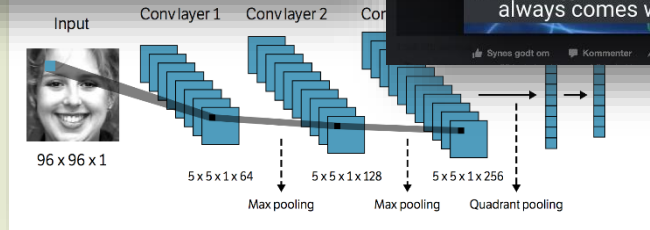


Emotional Data ?

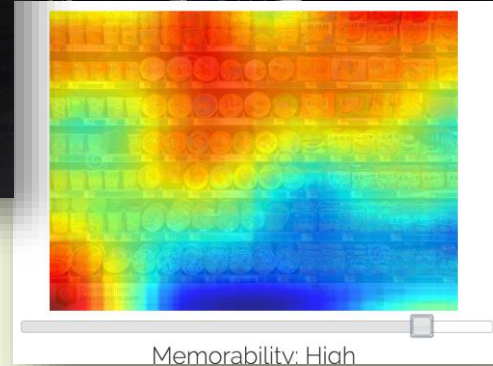
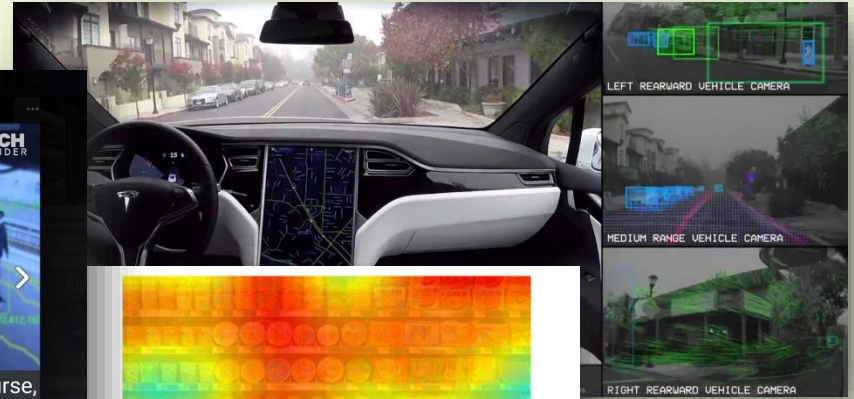
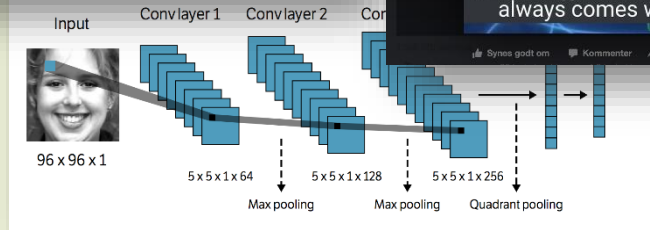
The measurement,
detection, analysis,
computation etc...
of human
emotions!



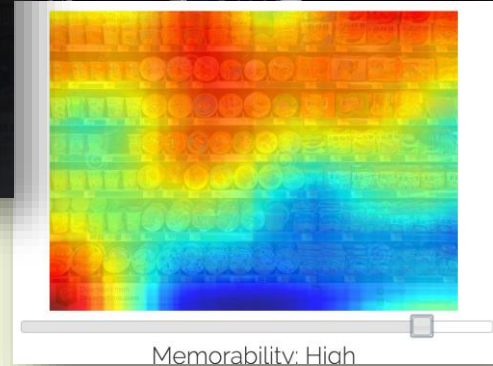
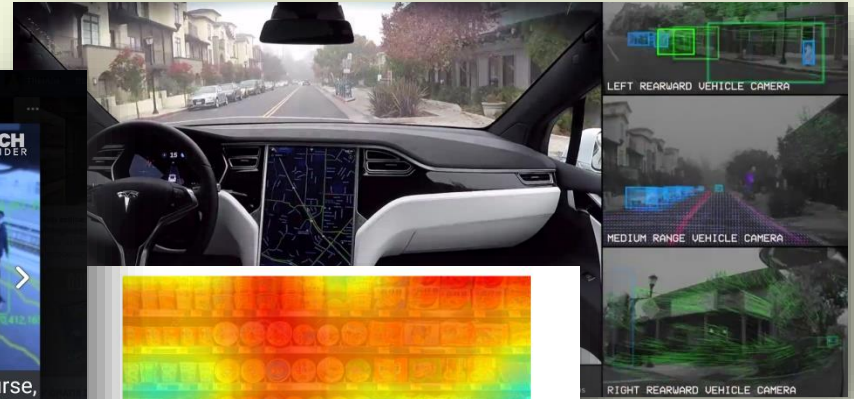
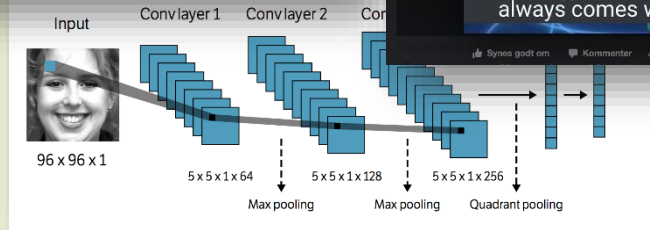
Computer vision & machine learning analytics → retail shopper behaviour ← sensory stimuli



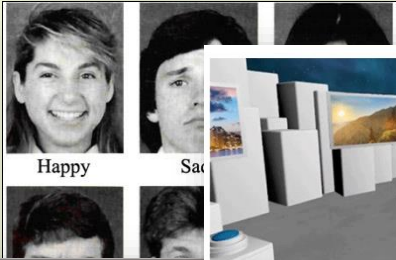
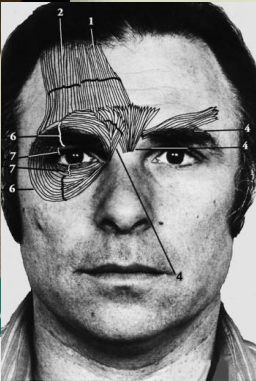
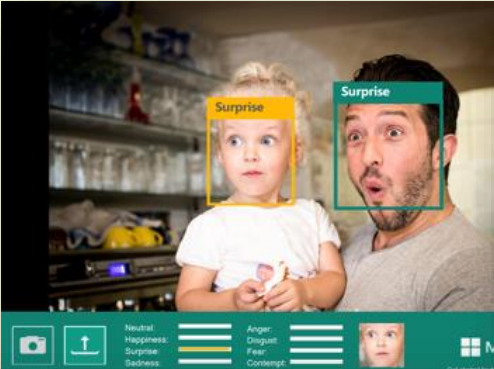
Computer vision & machine learning analytics → shopper behaviour



Computer vision & machine learning analytics → shopper behaviour



Emotions – right in your face!



real eyes Emotions Results Get started Sign in

Know exactly what your audience is feeling
Measure people's emotions from any webcam.

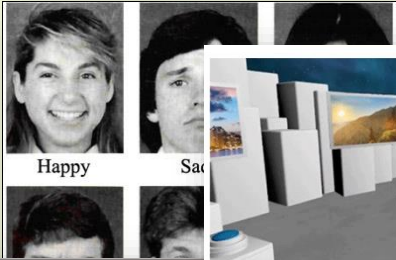
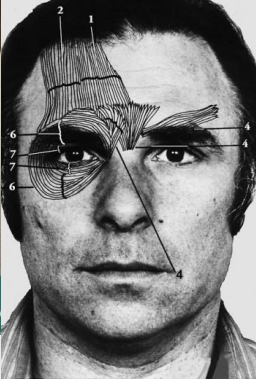
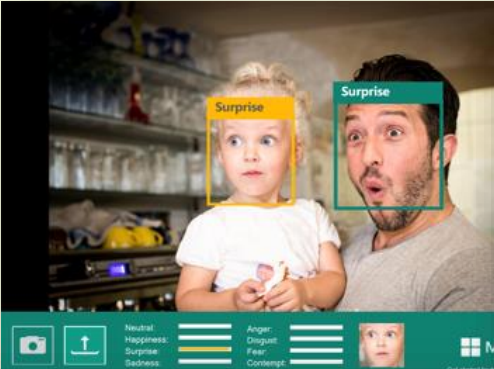
[Get Started](#)

WHAT YOU CAN DO

COLLECT INSIGHT INTO UNFILTERED CONSUMER EMOTIONAL RESPONSES. MAKE APPS AND DIGITAL EXPERIENCES EMOTION-AWARE.

[LEARN MORE](#)

Emotions – right in your face!



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[Forside](#)[Gode Gerninger](#)[Gode juleråd](#)[Julefilm](#)[Nytårsmenu](#)

Sammen om at få smilet til at brede sig

Julen er lig med glæde og smil. Men det glemmer vi tit, når to-do-listen bli'r for lang – og der er for kort til den 24. december. Derfor er vi i SuperBrugsen, Kvickly og Dagli'Brugsen gået sammen om at få danskerne til at smile lidt mere.

Del

Sammen om at få smilet til at brede sig | detgodeijulen.dk

Hvad kan mon få dig til at smile endnu mere i julen?



Super
Brugsen

Kvickly

Dagli'
Brugsen

”Let’s put a smile on our faces – together”



Forside

Gode Gerninger

Gode juleråd

Julefilm

Nytårsmenu

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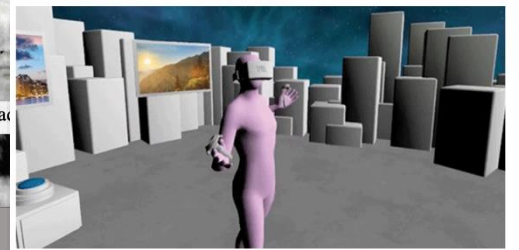
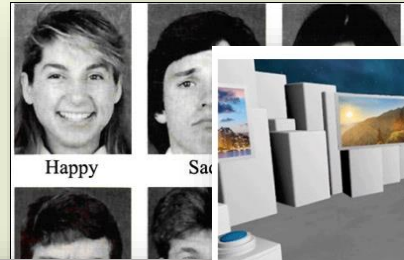
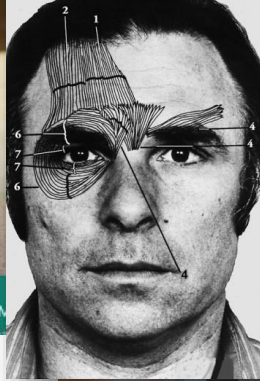
Kvickly

Dagli’
Brugsen

”Let’s put a smile on our faces – together”



Emotions – *right* in your face?



8/24/2017
Isobar Creates VR Emotional Measurement Platform
ISOBAR US
NEWS

real eyes
Emotions Results Get started Sign in

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Measure people's emotions from any webcam.

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A close-up of a woman's face, smiling. A digital overlay of a face with points and lines is superimposed on her face, illustrating the emotion detection technology.

A hand holding a tablet that displays a close-up of a person's face. The background is a blurred outdoor scene.

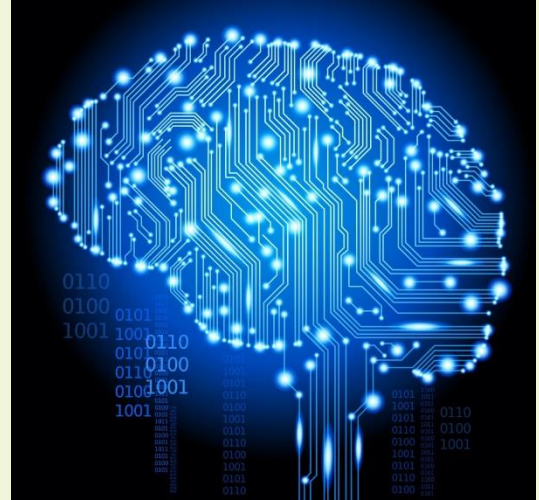
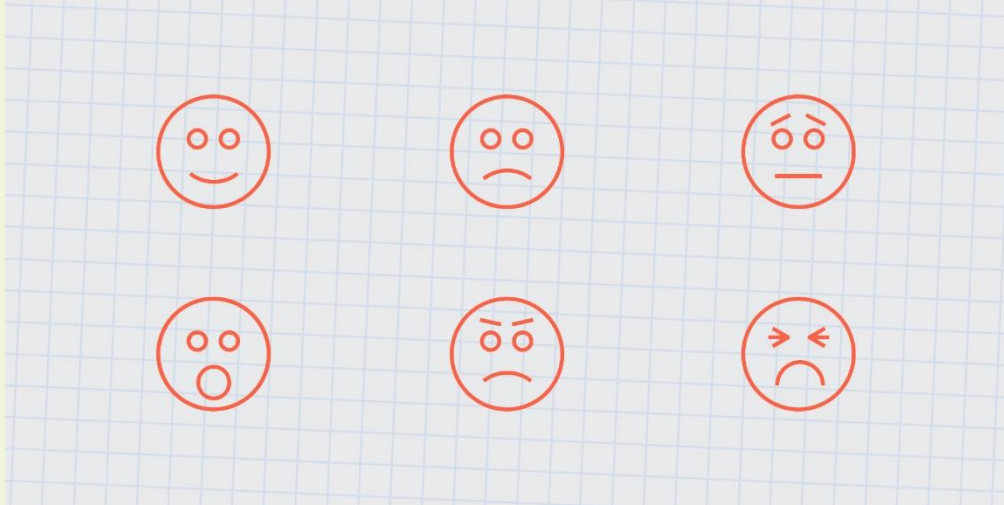
Judah Friedlander for TechCrunch

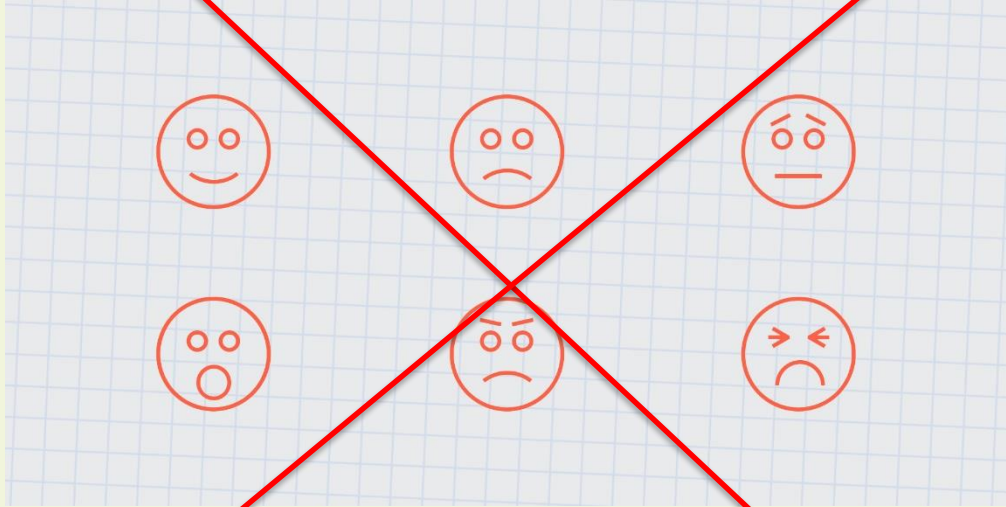




Judah vs. the machines







Enhancing the trial experience / imageability

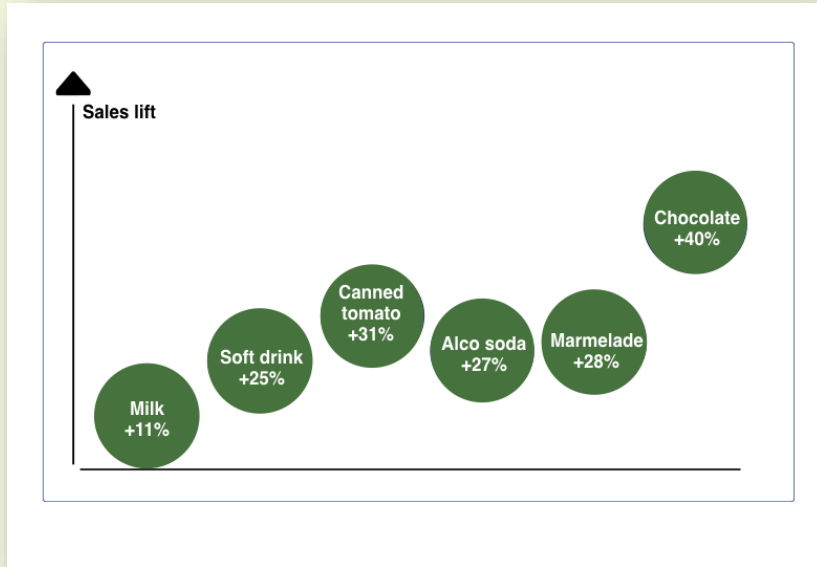


Imageability
triggered by
sensory
stimuli

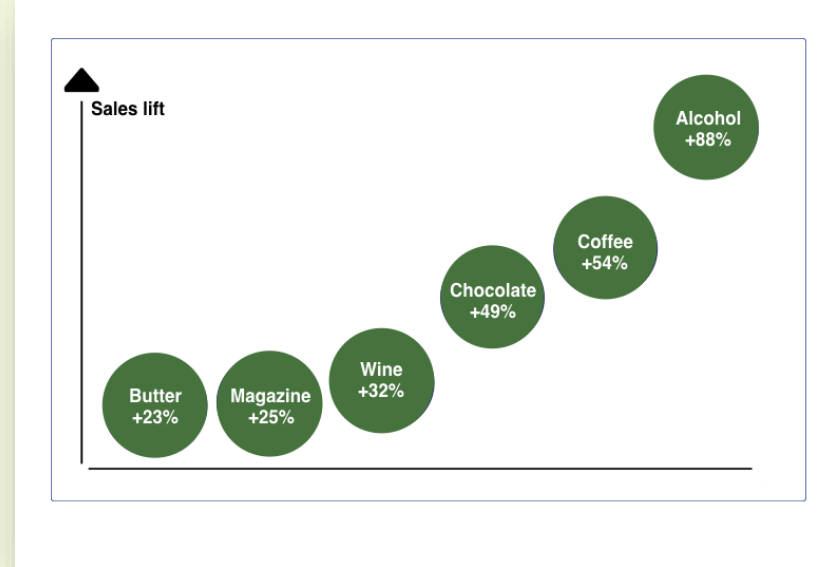


Previous sensory stimuli trials and evaluations

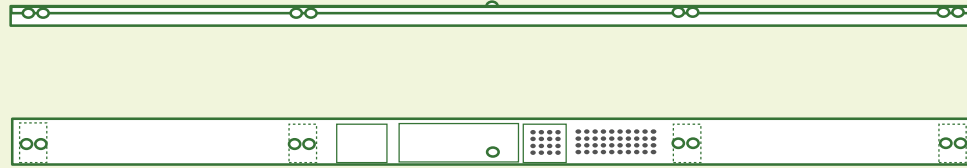
Targeted actions/stimuli
on category shelf and cooler displays



Targeted actions/stimuli
on campaign displays



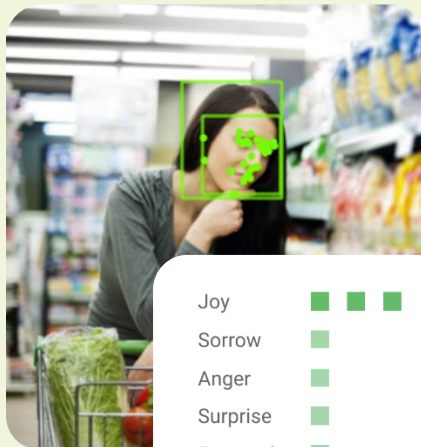
Enhancing the trial experience / imageability



Detect level
of imageability
via emotional
responses



Enhancing the trial experience / imageability



Joy	■ ■ ■	Possible
Sorrow	■	Very Unlikely
Anger	■	Very Unlikely
Surprise	■	Very Unlikely
Exposed	■	Very Unlikely
Blurred	■	Very Unlikely
Headwear	■	Very Unlikely

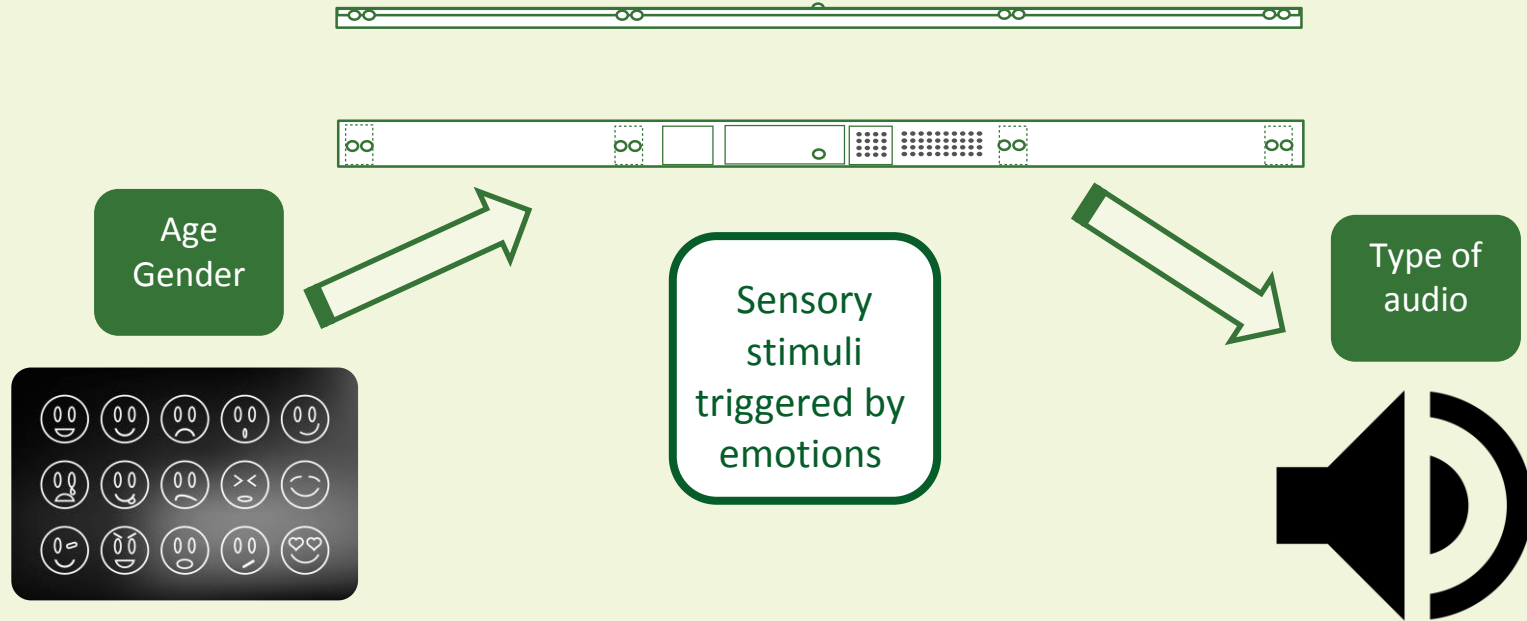
Roll: 25° Tilt: -5° Pan: 42°

Confidence 98%

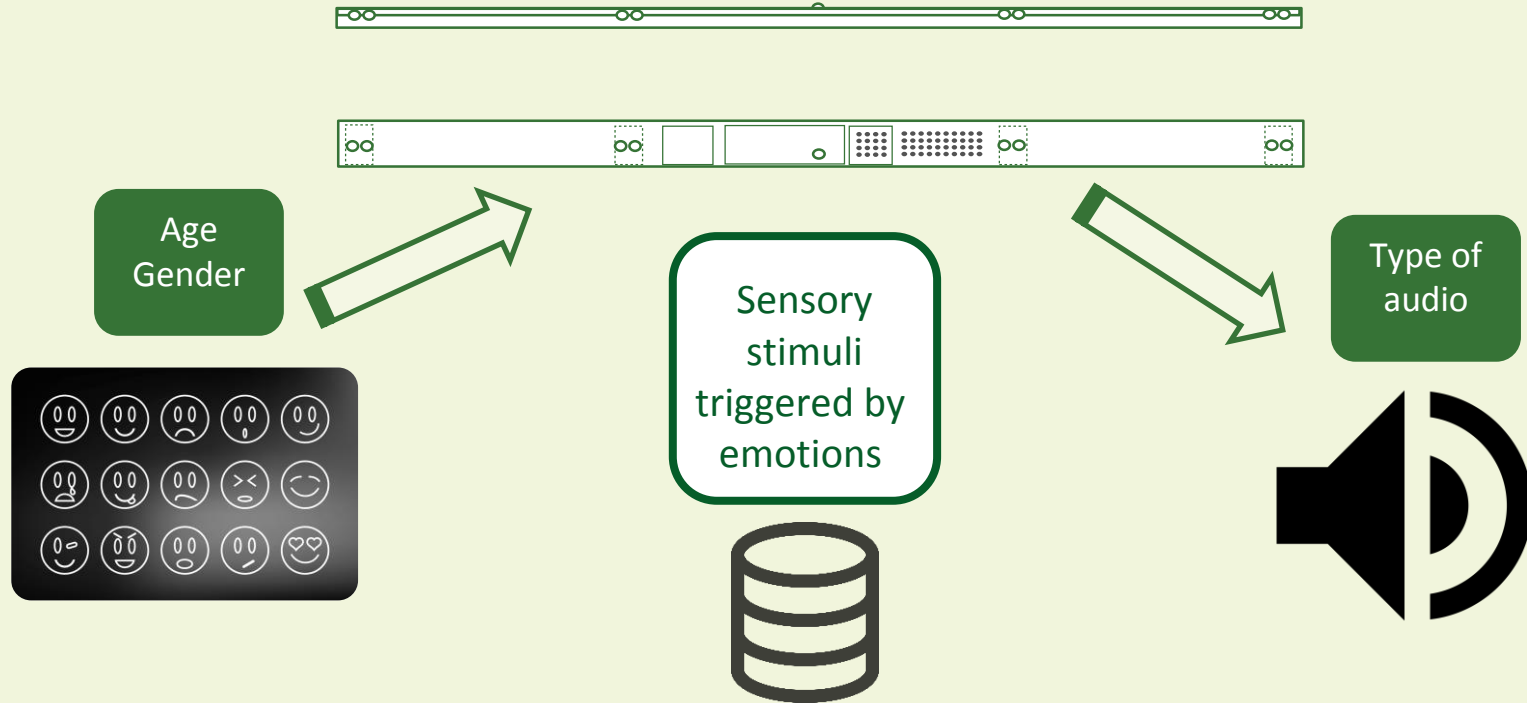
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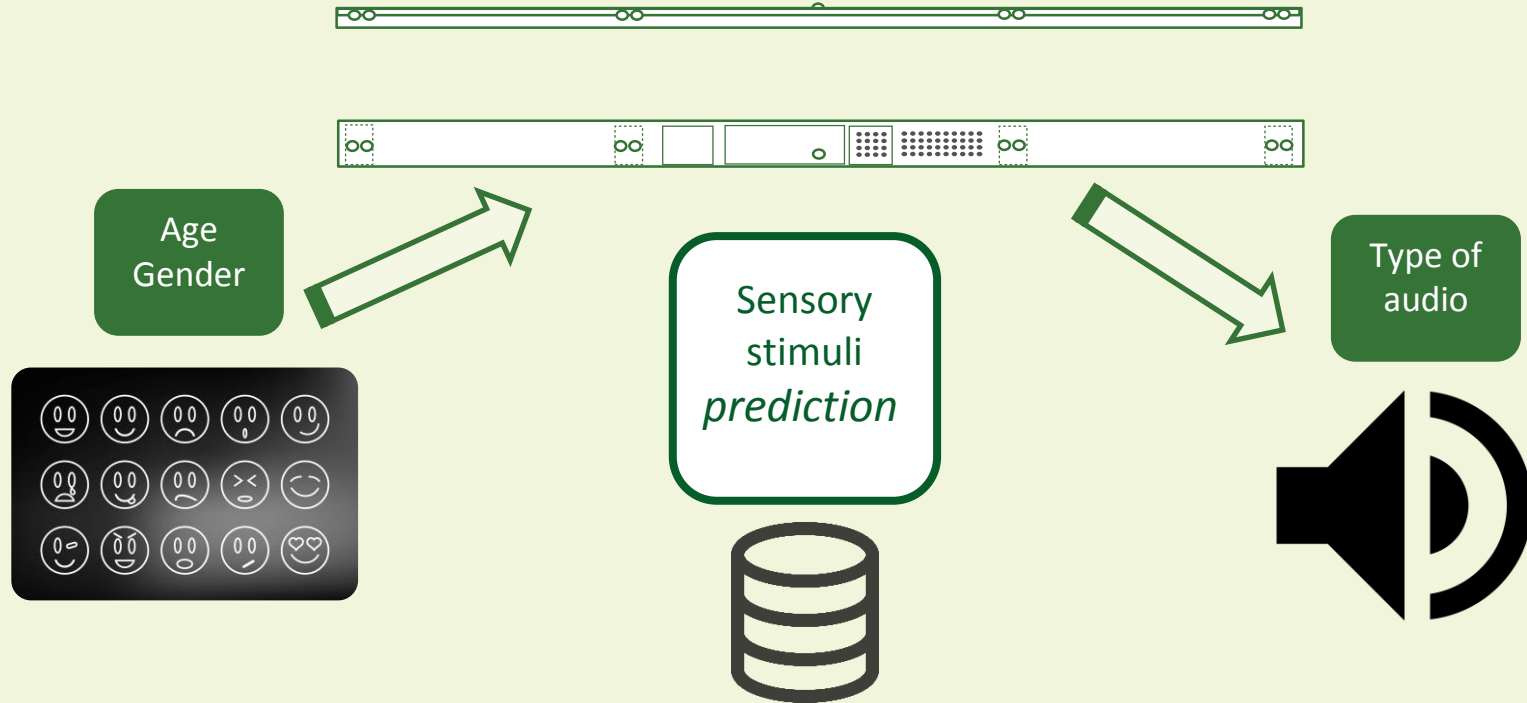
Auto-adjusting the sensory (audio) stimuli



Auto-adjusting the sensory (audio) stimuli



Auto-adjusting the sensory (audio) stimuli



The 'resting shopper face' challenge!



The 'resting shopper face' challenge!

IRL more like...



People staring at computers



The 'resting shopper face' challenge!

IRL more like...



The 'emotional baseline' challenge



The 'emotional baseline' challenge



The 'emotional baseline' challenge

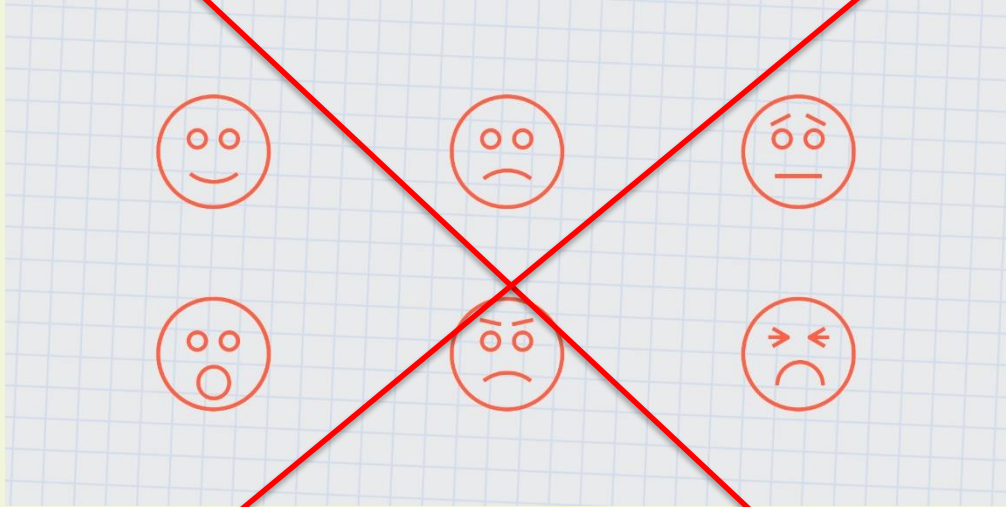


Auto-adjusting the sensory (audio) stimuli

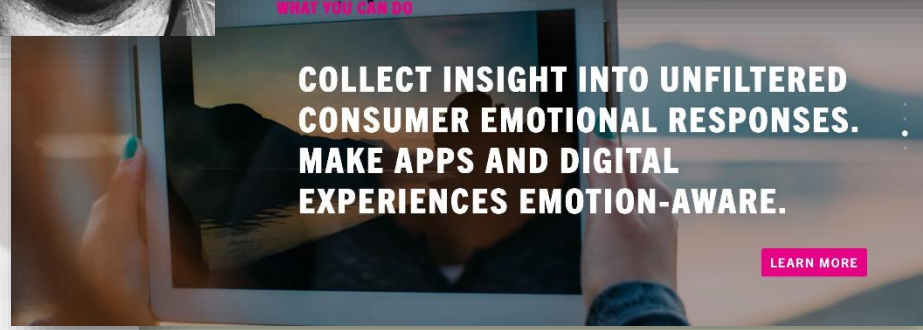
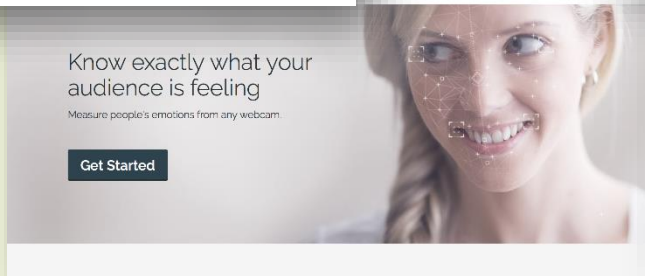
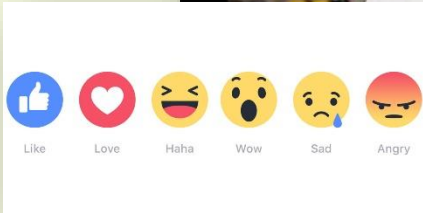
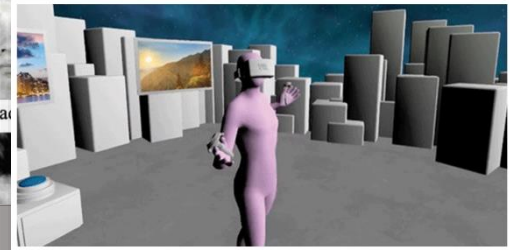
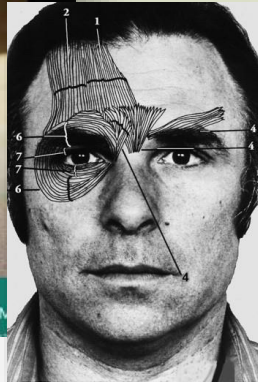


Auto-adjusting based on storage and machine learning





The market is happening!

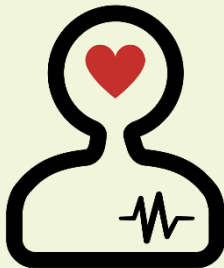


Mission

From real time shopper data to targeted sales lifts



Consumer
Neuro Science



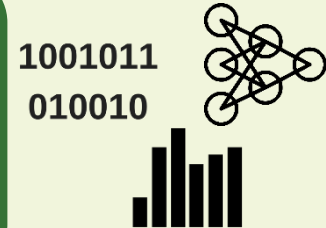
Emotion and
Affect data
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Neuro Shopper
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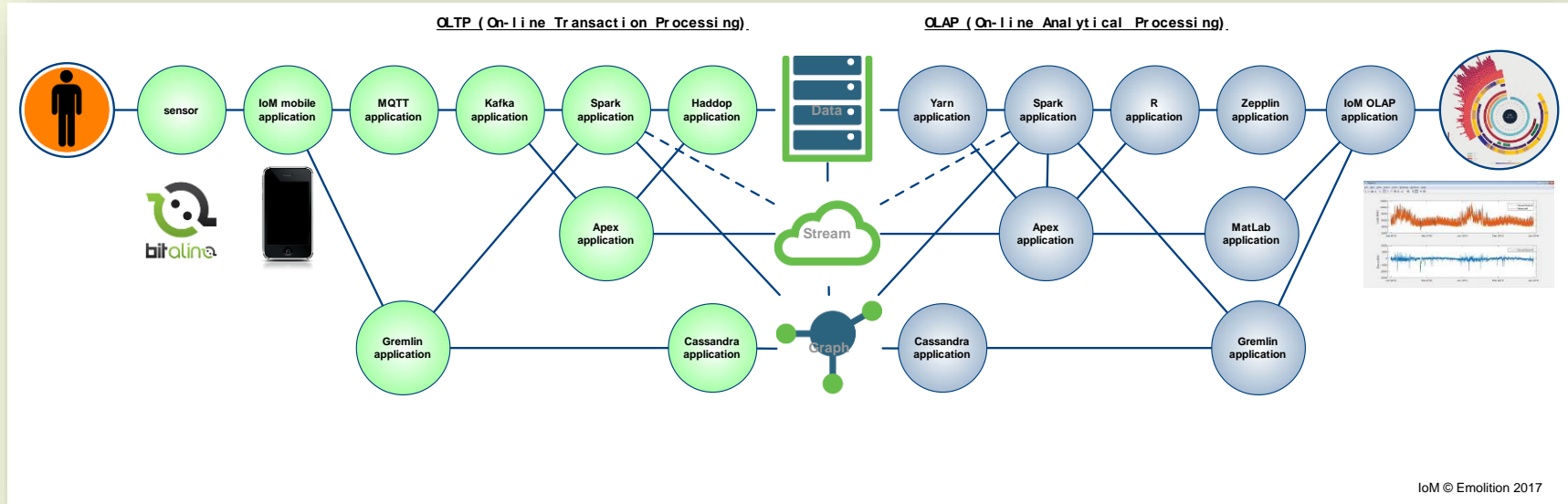
Shopper
Marketing
Insights



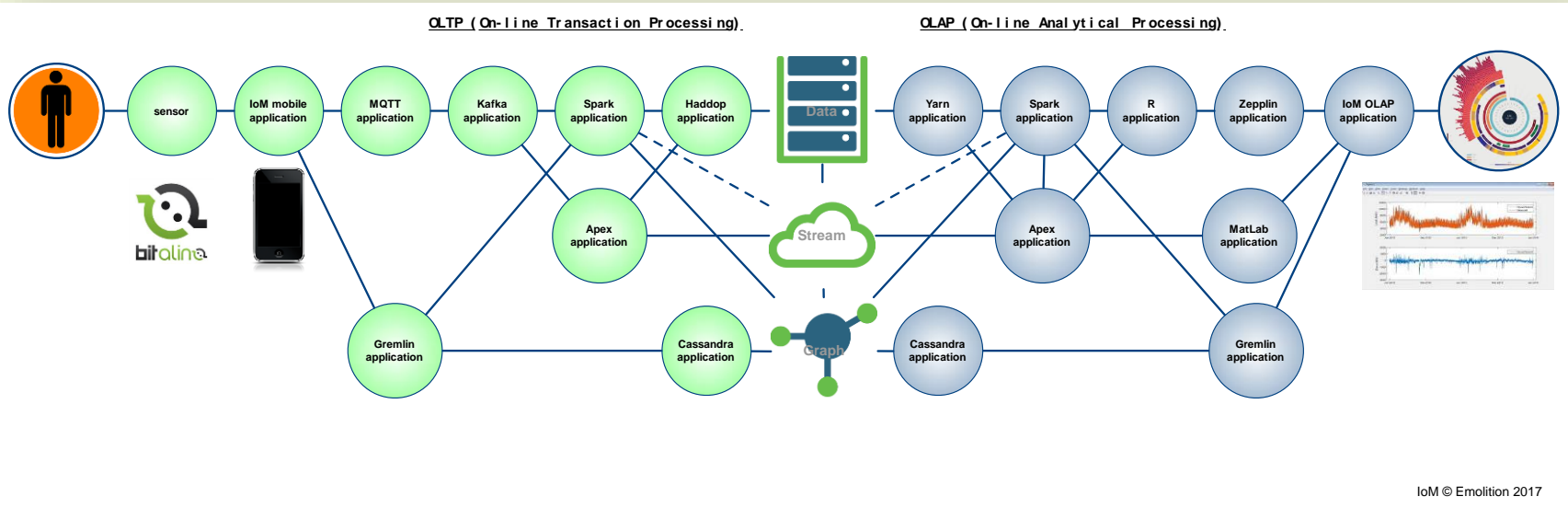
Machine
Learning
analytics



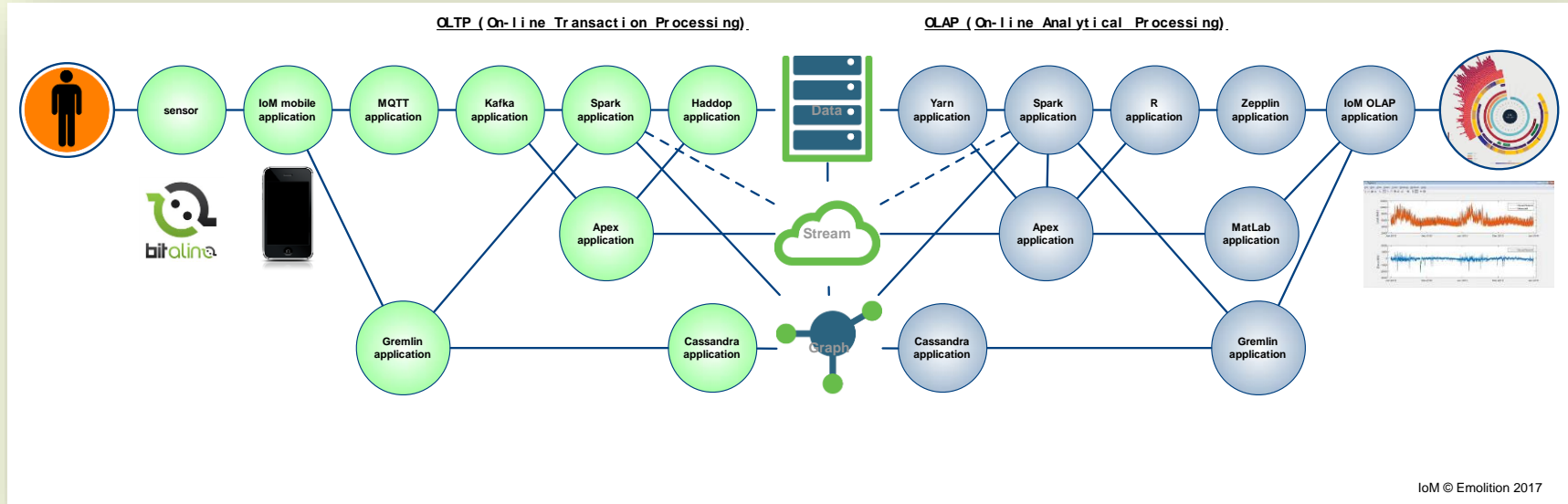
Mobile sensor streaming + rec system



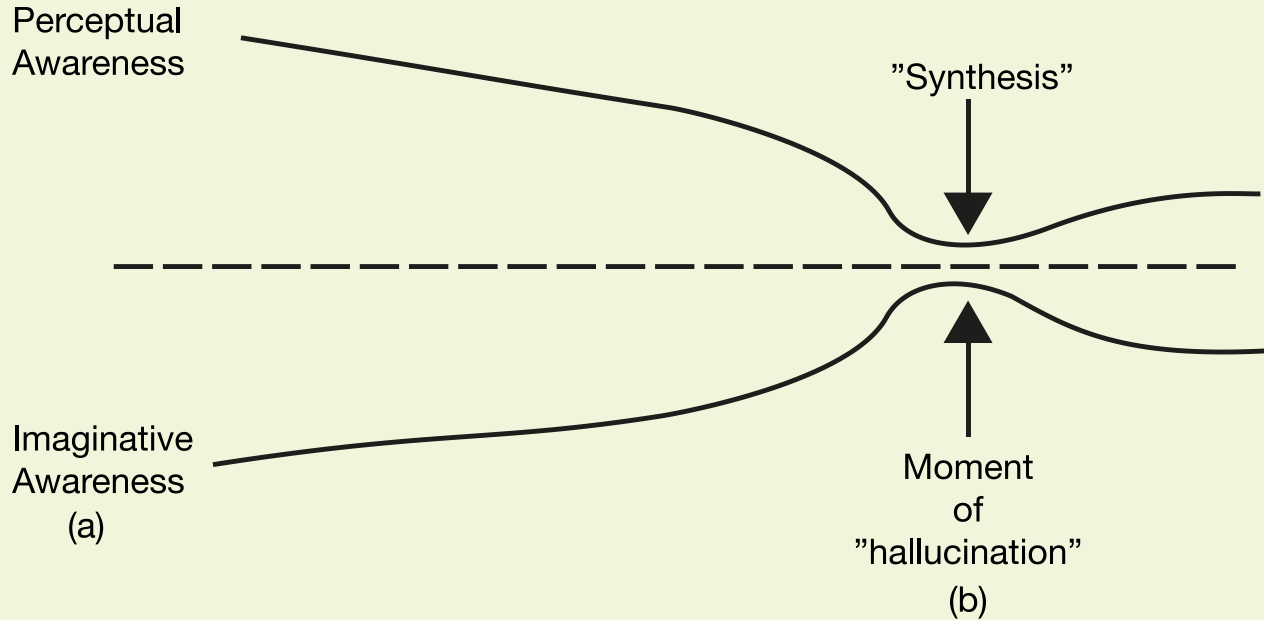
Mobile sensor streaming + rec system



Mobile sensor streaming + rec system

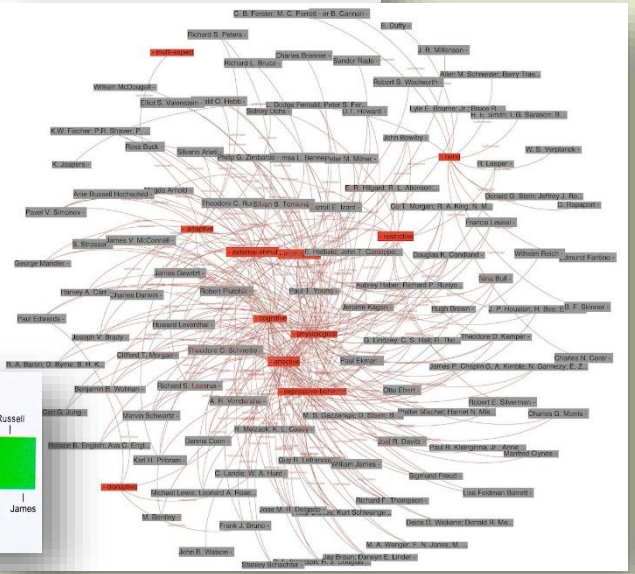
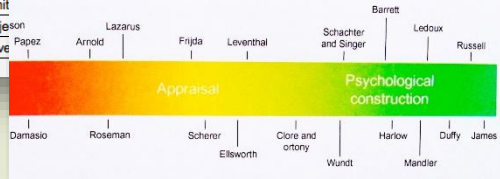
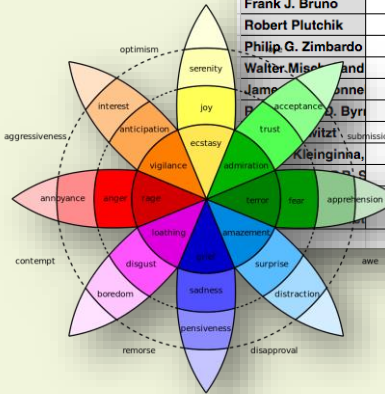


Audio imageability (cf. Don Ihde)



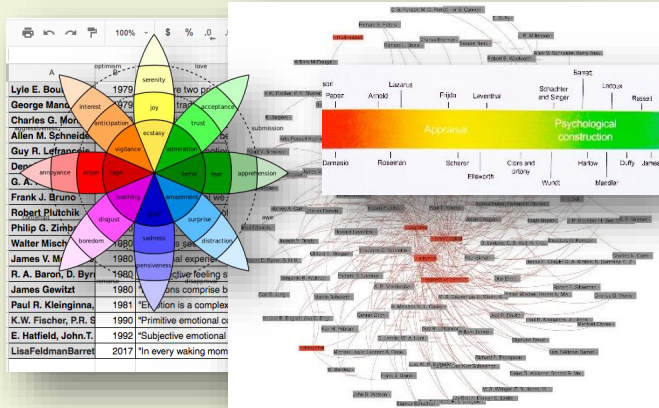
Mapping existing concepts of emotion

A	B	C	D	E
Lyle E. Bourne, Jr.,	1979	"There are two primary dimensions of emotion: (1) the qu	affective	
George Mandler	1979	"The two traditions (mental and organic) seem to have me	multi-aspect	
Charles G. Morris	1979	"An emotion is a complex affective experience that involve	affective	
Allen M. Schneider	1980	"Emotions can best be defined as feelings or sensations...	affective	
Guy R. Lefrancois	1980	"Definitions of emotion are based on what we presume to	multi-aspect	
Dennis Coon	1980	"There are a number of facets to any emotional experienc	multi-aspect	
G. A. Kimble, N. Ga	1980	"Emotional experiences can be qualitatively very different	cognitive	
Frank J. Bruno	1980	"On a formal level we shall define an emotion as follows: /	affective	
Robert Plutchik	1980	"The characteristics of emotion may be summarized in the	external stimuli	
Philip G. Zimbardo	1980	"Emotion. A complex subjective, psychological process, w	multi-aspect	
Walter Mischel and	1980	"Emotions seem to range from the mildest promptings to	affective	
James W. Penne	1980	"Emotional experiences seem to have three rather distinct	multi-aspect	
Robert Zajonc, Byron	1980	"A subjective feeling state involving physiological arousal,	affective	
Paul P. Pihl, submission	1980	"Emotions comprise both physiological components, gear	multi-aspect	
Richard D. Kleinman,	1981	"Emotion is a complex set of interactions among subjectiv	multi-aspect	
Richard D. Kleinman,	1990	"Primit		
Richard D. Kleinman,	1992	"Subj		
Richard D. Kleinman,	2017	"In eve		



Mapping existing concepts of emotion

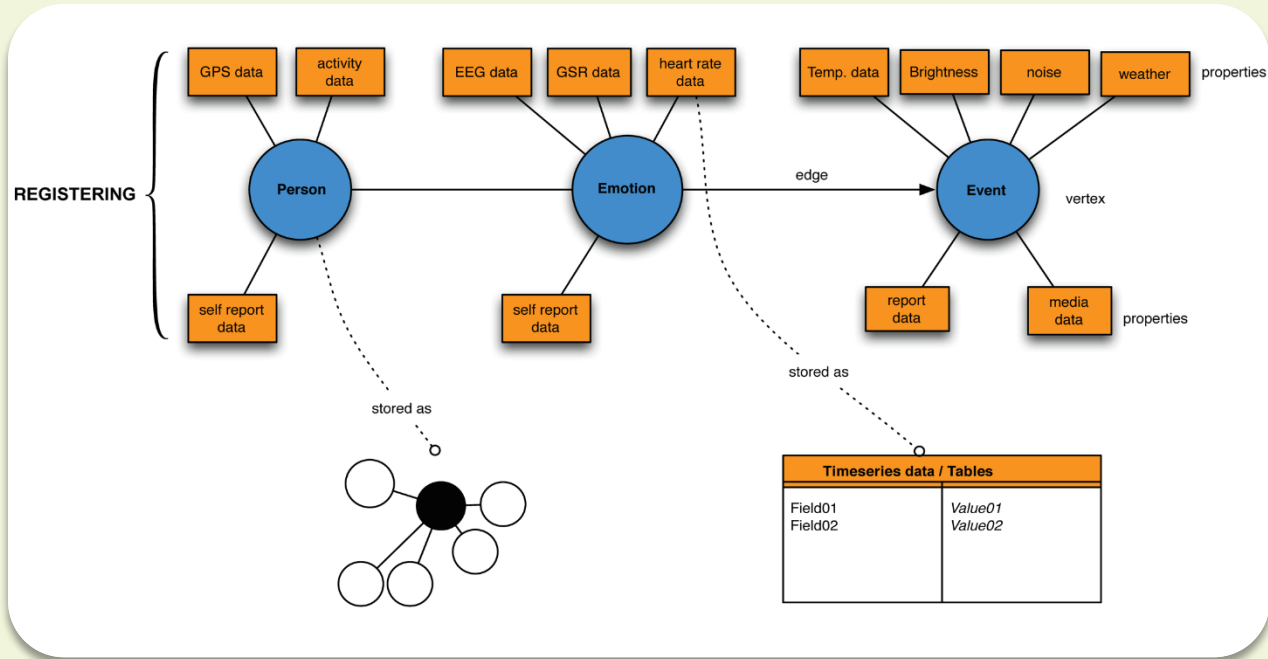
A taxonomy & common language for how to address 'emotions'



=

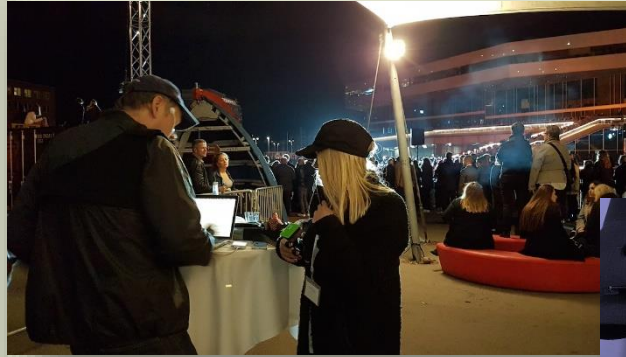


Context Aware Tracking System (CATS)



Emotion Data Tracking in the wild

Aarhus Walks on Water fashion event, 2017



Exploring emotional relationality in VR

