

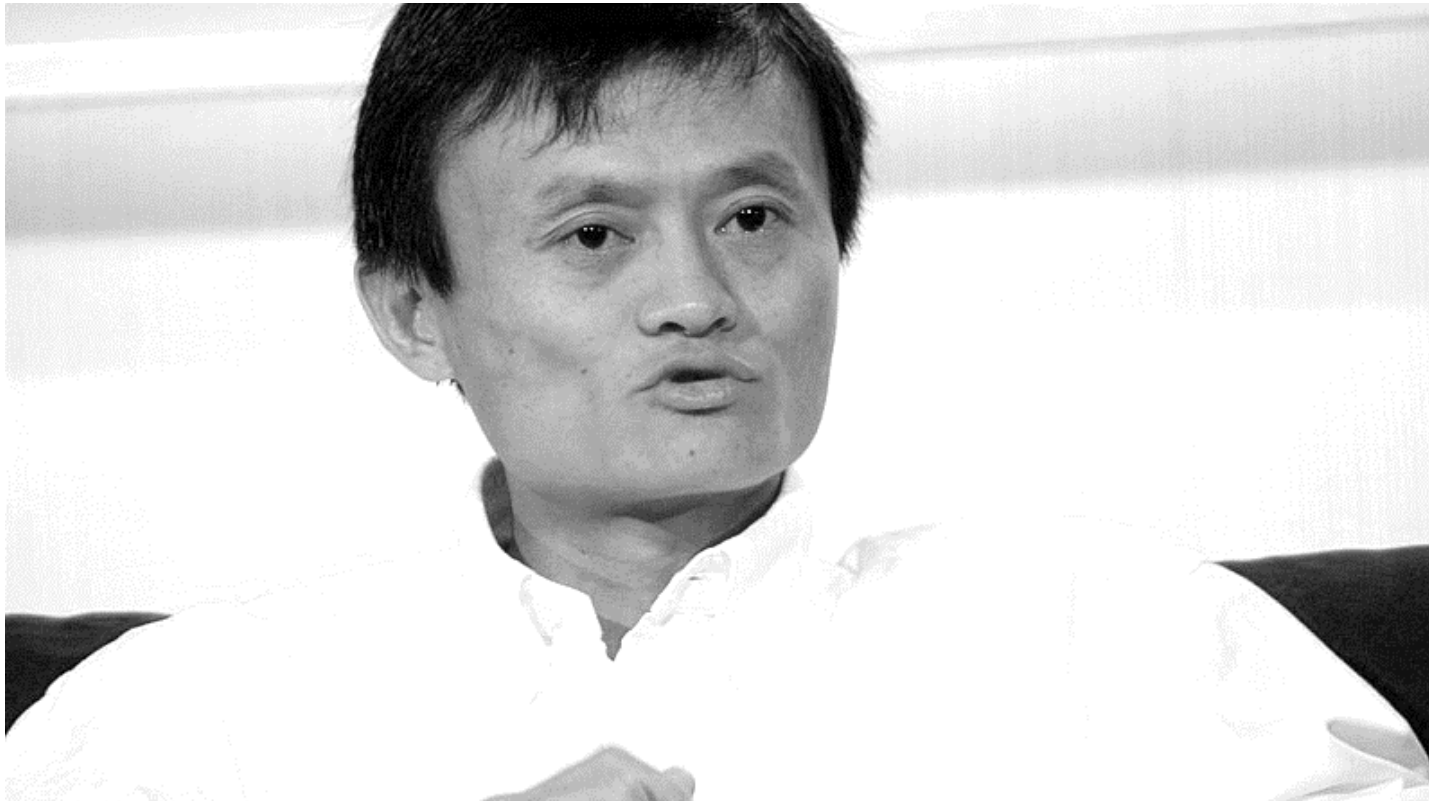
A black and white photograph of a group of seven people sitting in a circle on the floor of a large, bright room with floor-to-ceiling windows. They are all in a meditative pose, with their hands resting on their knees. The room has a high ceiling, a large brick wall, and a tiled floor. The windows are large and multi-paned, letting in a lot of light. The overall atmosphere is calm and focused.

Online communities:

A HOME TO BUILD EMPATHY WITH CONSUMERS

Alina Emelyanenko
Ipsos MORI

BRANDS INCREASINGLY TALK ABOUT EMPATHY



Jack Ma from **Alibaba**
talks about:

Love Quotient
or
LQ

BRANDS INCREASINGLY TALK ABOUT EMPATHY



“Empathy is, among other things, a key source of business innovation. Although many regard it as a “soft skill”.

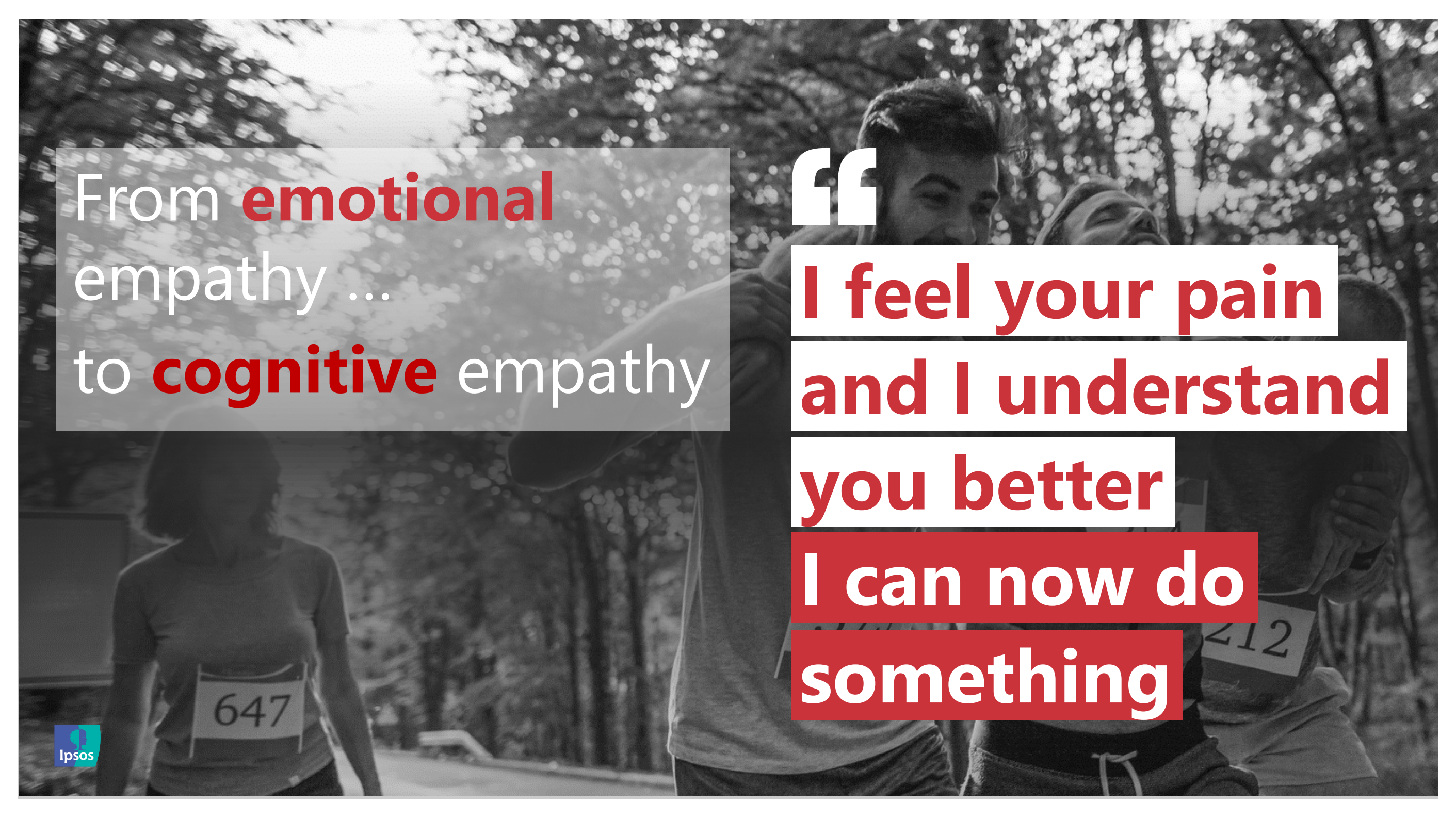
Microsoft CEO
Satya Nadella

BRANDS INCREASINGLY TALK ABOUT EMPATHY



Marie Kondo:

**Cultivating empathy for
the things that surround
us.**



From **emotional**
empathy ...
to **cognitive** empathy

“
**I feel your pain
and I understand
you better
I can now do
something**

WORLD OF
ENTERTAINMENT Community ▾ Search

World of Entertainment

LIVE
SHOW

Three, two, one - action!

We're so glad you could join us to discuss all things entertainment. From your favorite fictional characters to your thoughts on the latest movies in theaters - we'll be covering it all. Our goal is to provide you with a platform where you can get excited about the next big thing in entertainment, and... [Read more](#)

[View All](#)

ACTIVITIES



Let's Talk Genres

Which genres are you drawn to?



Your Debut Performance

Introduce yourself and meet your fellow community members!

Latest Post: [Hi Maoy, and every other World of Entertainment...](#)

Posts: 5 | New: 0

Community Moderator
Macy[About Me ▾](#)

NEW HERE? GET STARTED »

POLLS

Do you prefer TV shows or movies?

- ☐ TV shows
- ☐ Movies
- ☐ I don't have a preference

[Vote](#)

TOP LIKED AUTHORS

**Love, the joy of
new beginnings,
connection and a
promise for the
future**



**Love with overlay
of fear and
desperation, the
joy of new
beginnings now
holds the
potential of a
bad ending**



Scuba diving

Time

System 1

Human approach

System 2



Time

System 1

Human approach

System 2

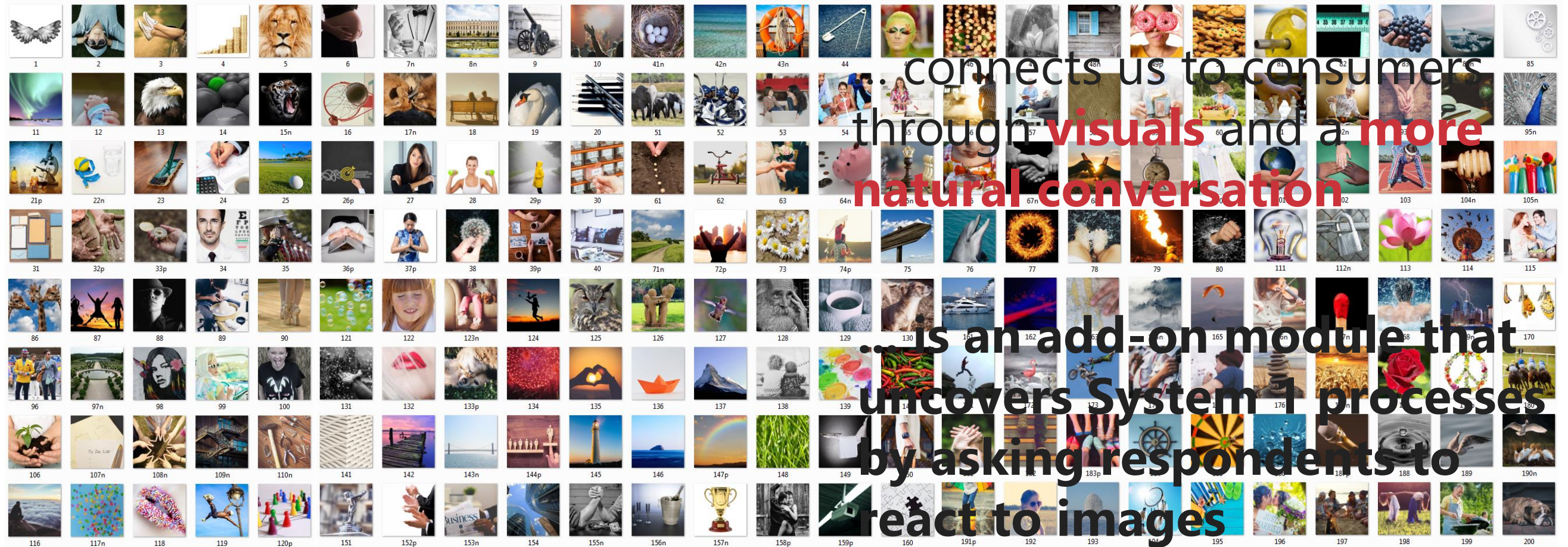
Snorkelling



Scuba diving

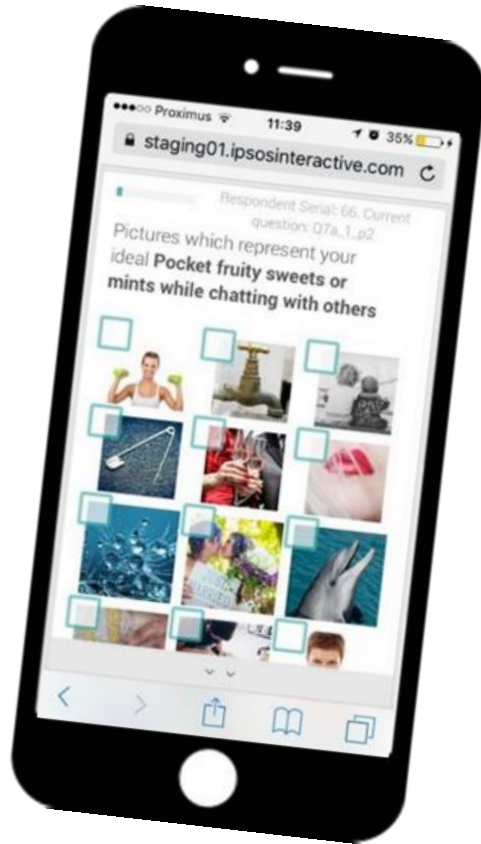


CENSYDIAM METAPHORS



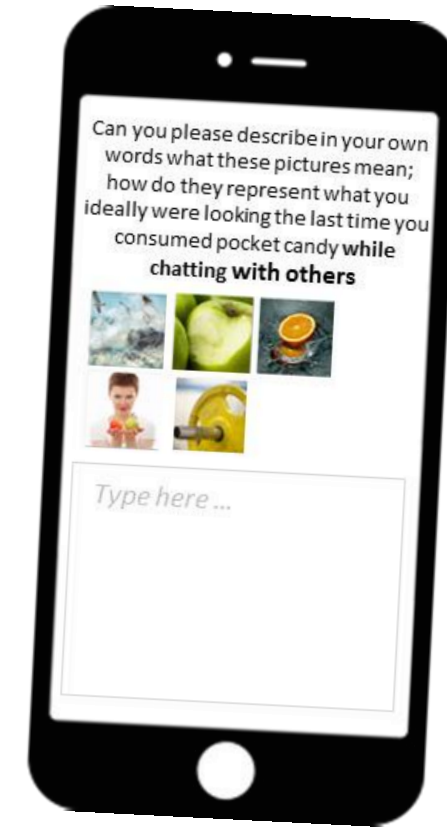
CENSYDIAM METAPHORS

Step 1:



Scroll through up to **200** pictures

Step 2:



Interpretation of visual

WELLBEING TEA



Business issue

Brand X wanted to develop compelling **new propositions** in the wellbeing tea space

Our solution

Understanding via

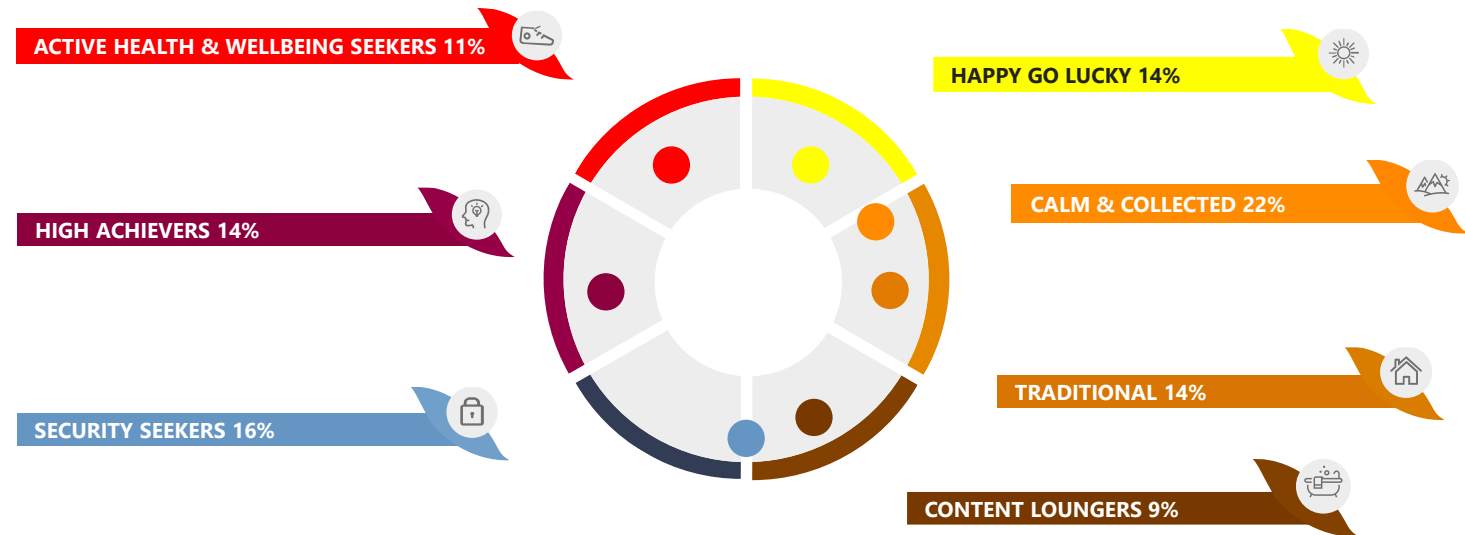
- visual & verbal description
- tea's contribution to wellbeing

Impact

- Workshop
- Current concept testing

WELLBEING TEA – IMPACT

Seven segments have been identified on their definition of wellbeing...



Doc Name | Month Year | Version 1 | Public | Internal Use Only | Confidential | Strictly Confidential (DELETE CLASSIFICATION)

21

IMPLICIT REACTION TIME

Select the answer choice that matches the word presented in the grey bar.

YES

NO

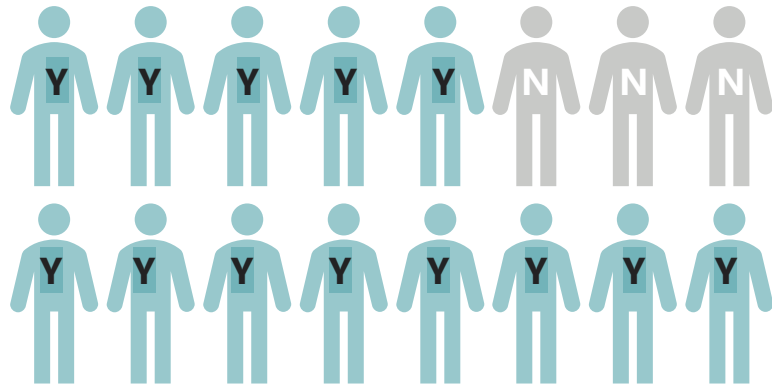
YES

IMPLICIT REACTION TIME

What does this tell us?

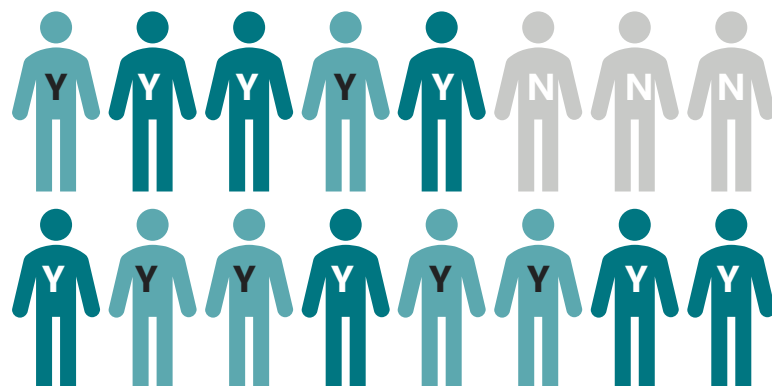
Explicit %

What does this tell us?



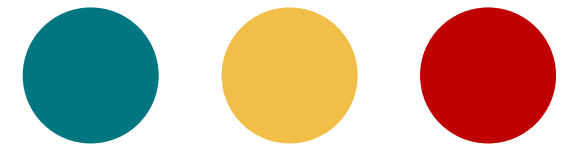
Emphatic %

How many people said yes **quickly**?



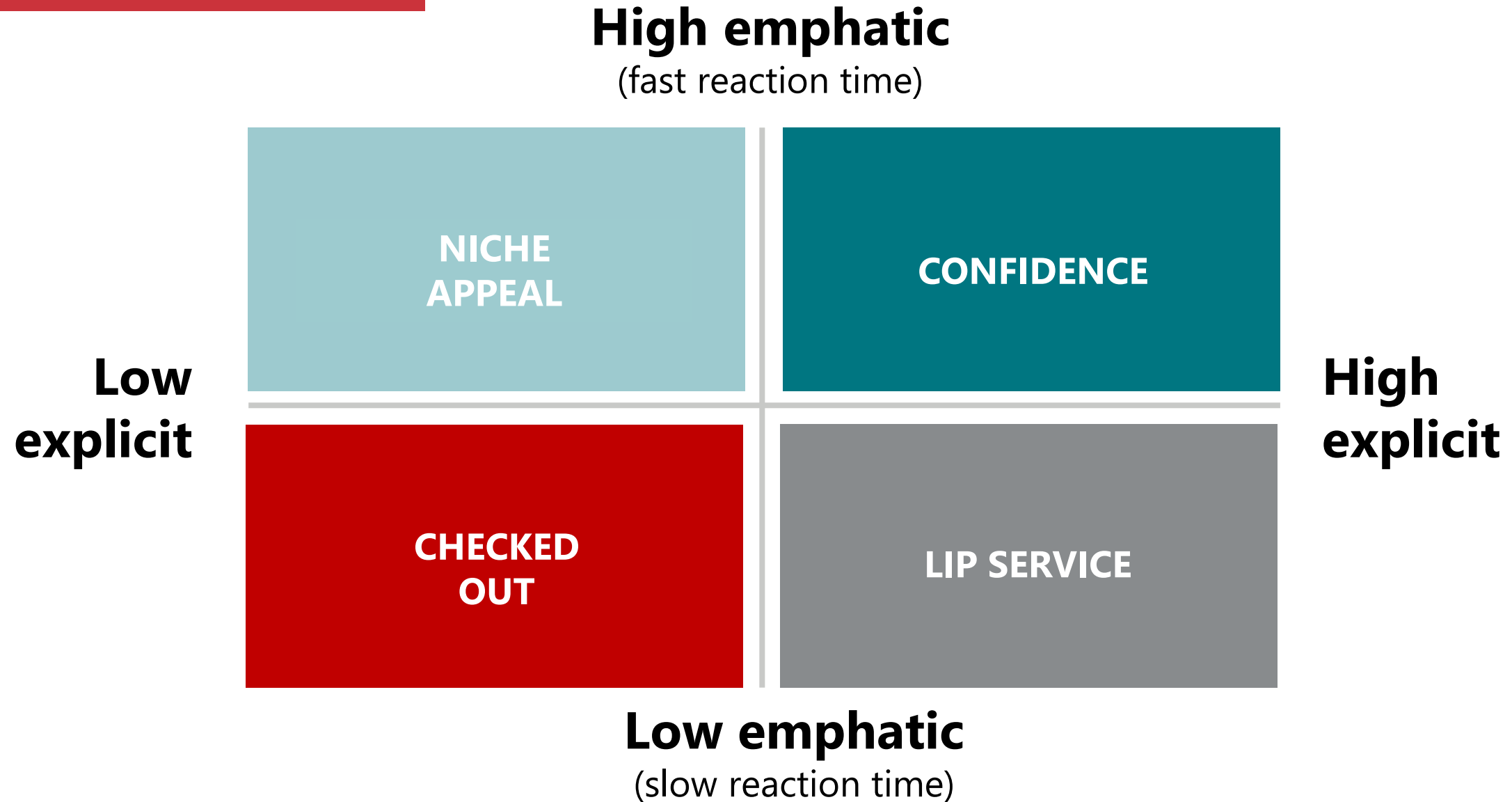
Index value

How fast is **fast**?

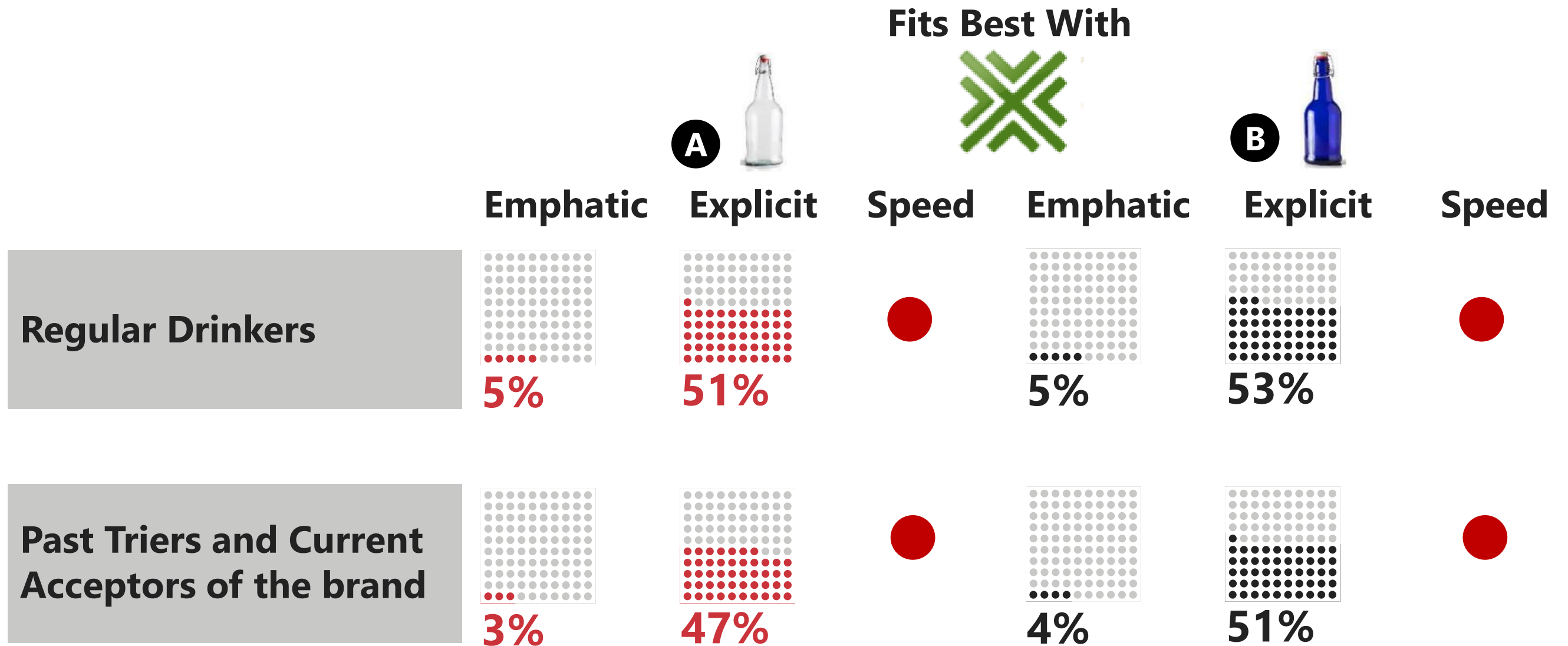


IMPLICIT REACTION TIME

What does this tell us?



IRT CASE STUDY: PACKAGE TEST



WE ESSENTIALLY STRIVE TO MIMIC THE DYNAMICS OF SOCIAL MEDIA



ASK:
YOU ASK THEM

LISTEN:
THEY TELL YOU

CO-CREATE:
WORK TOGETHER

DISCUSS:
TALK TOGETHER

SHARING DISCOVERING CONNECTING ENTERTAINING



EXPRESSING DISCUSSING CREATING ADVOCACY



BRIDGING THE GAP BETWEEN VIRTUAL AND REAL

Show respondents impact

1

**Demonstrate
& deliver
value**

2

**Show
impact**

3

**Recognize &
reward**

How? Make it **collaborative**

BRIDGING THE GAP BETWEEN VIRTUAL AND REAL

Conduct authentic research

4

**Build
relationships**

5

**Be
transparent**

6

**Involve the
brand**

7

**Refresh the
member base**

How? **Make it real**

BRIDGING THE GAP BETWEEN VIRTUAL AND REAL

Root content in System 1

8

**Write
engaging
content**

9

**Moderate
closely**

10

**Communicate
regularly**

How? **Make it *vivid***

FOOD FOR THOUGHT

- Seamless integration of video activities
- Gamification of tools (badges, 'less researchy' interface, collaborative activities)
- New ways of recruiting participants (e.g. passive)
- Algorithms for lead member identification (based on quality not quantity)
- Side by side behavioural data integration
- Voice commands/ services integration
- Integration of research platforms and messengers



Thank
you!