



**MINDSTATE®**



We use behavioral science to uncover new, smart, actionable insights that drive brand growth and your organizational impact

### Our Business:

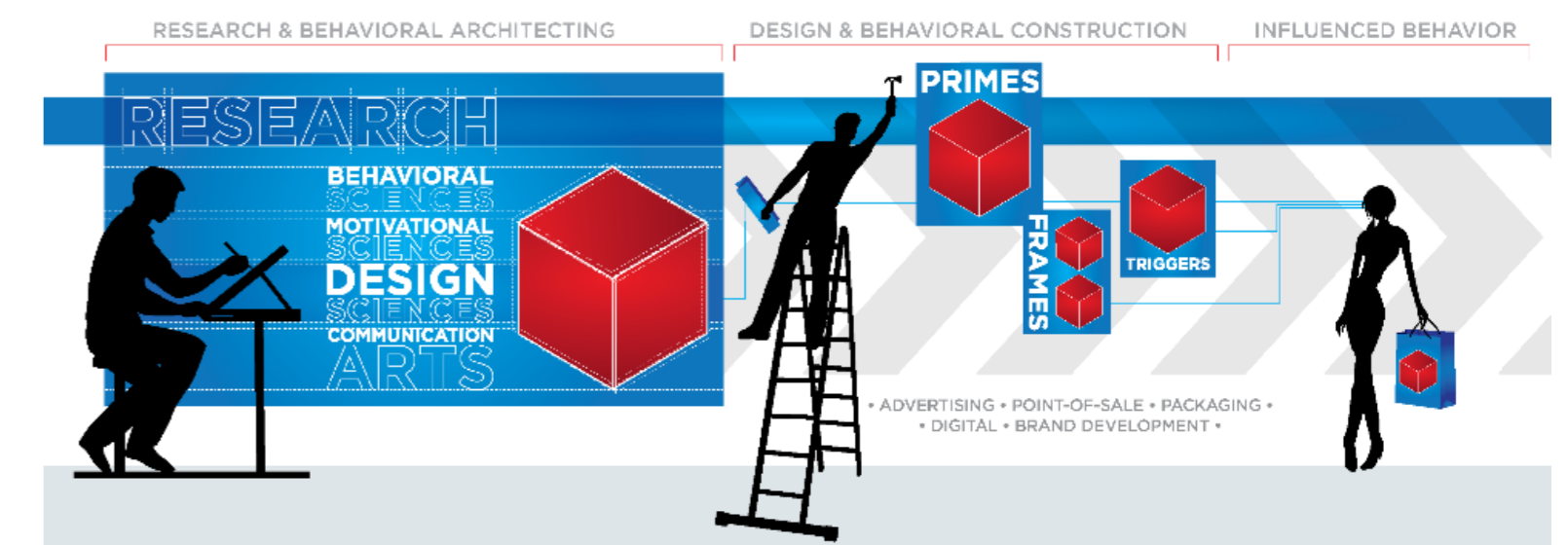
We are a **behavioral science-based market research firm** specializing in uncovering and activating the subconscious mindstates driving consumer decisions, making our insights highly actionable for increasing sales and organizational impact.

### Our Expertise:

We utilize behavioral science-based market research methods to gain a deep understanding of consumer decision-making. More importantly, we use these behavioral insights to create customized, AI-enabled customer personas, thereby increasing your organizational impact and reducing your team's workload.

Simply put... **We help brands grow through behavioral science.**

### Our Structure:



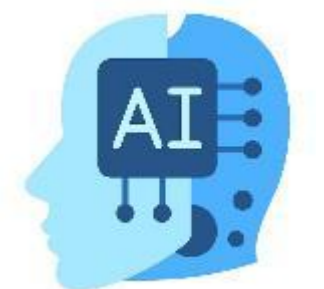
### Our Services:



BEHAVIORAL  
SCIENCE-BASED  
MARKET RESEARCH



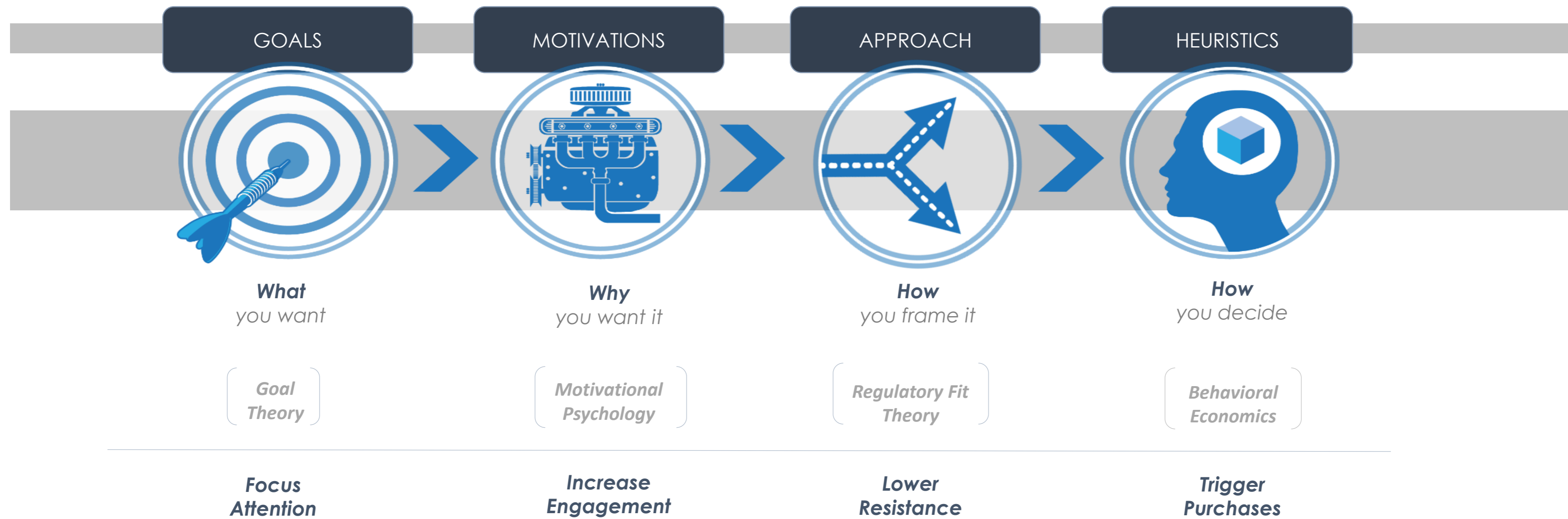
BEHAVIORAL  
SCIENCE-BASED  
BRAND CONSULTING



BEHAVIORAL  
SCIENCE-BASED  
AI BRAND PERSONAS

# The Mindstate Behavioral Model

Human behaviors can be broken into four psychological factors which can be leveraged to increase the effectiveness of your brand strategy, innovations, and marketing.

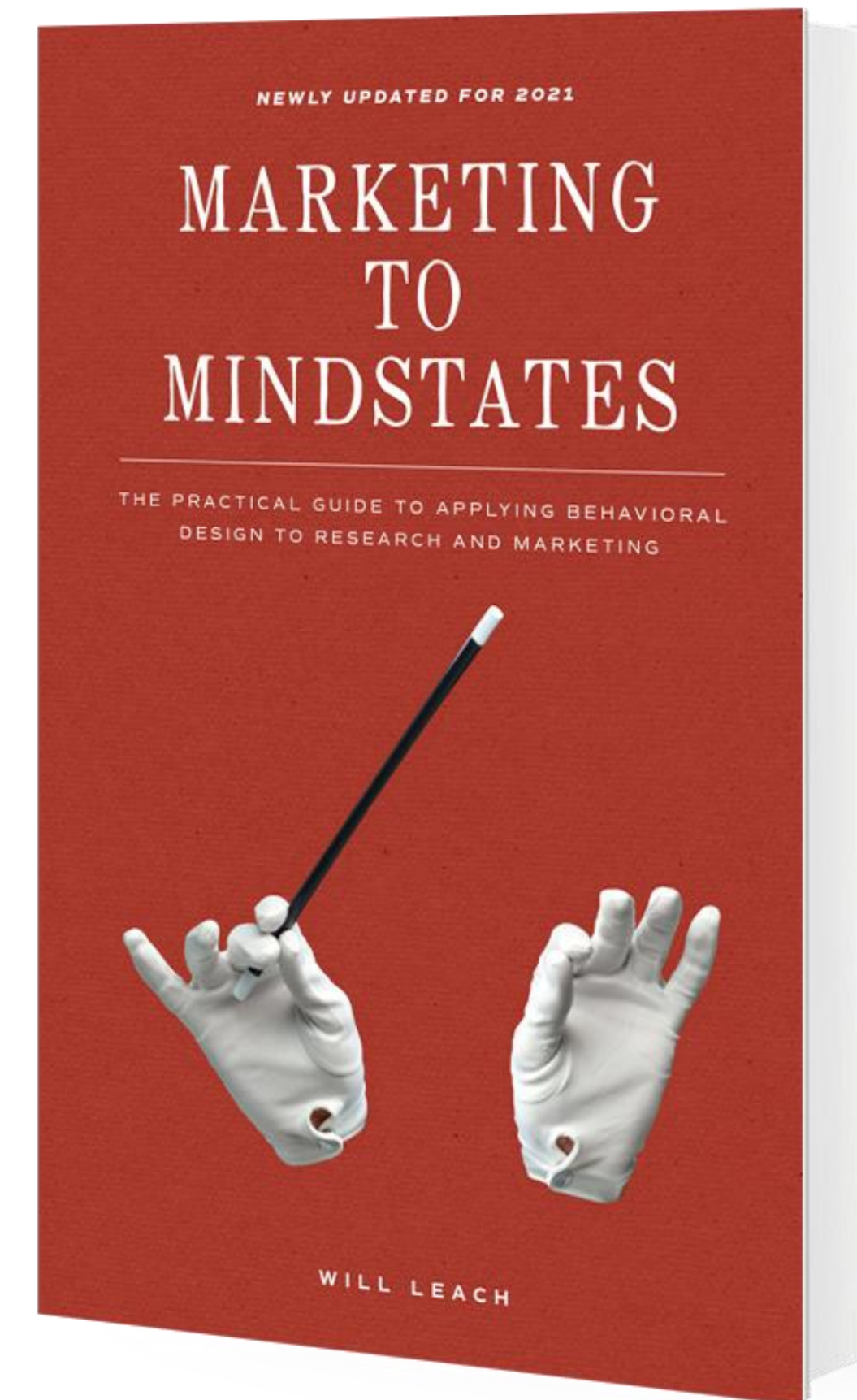


# Mindstates?

“Mindstates” are activated in temporary moments of high emotional arousal or *hot states*. When in these mindstates, people are **more susceptible to influence** because they rely more on System 1, non-conscious, “emotional” processing in purchase decisions and behaviors.

- The **science** behind emotional insights and emotional marketing
- Mindstate insights are **significantly more effective** at driving consumer behavior because they engage “*the heart*” and “*the mind*”
- Overlays onto any brand model to **increase brand consideration and drive consumer choice**
- Each mindstate has a unique Mindstate Activation Blueprint that include the **psychological profile and behavioral marketing guidelines** needed for psychological influence

**FROM** Market Researcher... **TO** Behavior Designer





# Our Friends and Promise

## Our Clients:



## Our Promise:



### DEEP CONSUMER EMPATHY

- Psychological & Contextual •



### MASSIVE COLLABORATION

- Partner with your Specialists •



### SCIENCE-BASED DESIGN

- Blend Science & Design •



**MINDSTATE<sup>®</sup>**

# Mindstate<sup>®</sup> Research and Activation Solutions





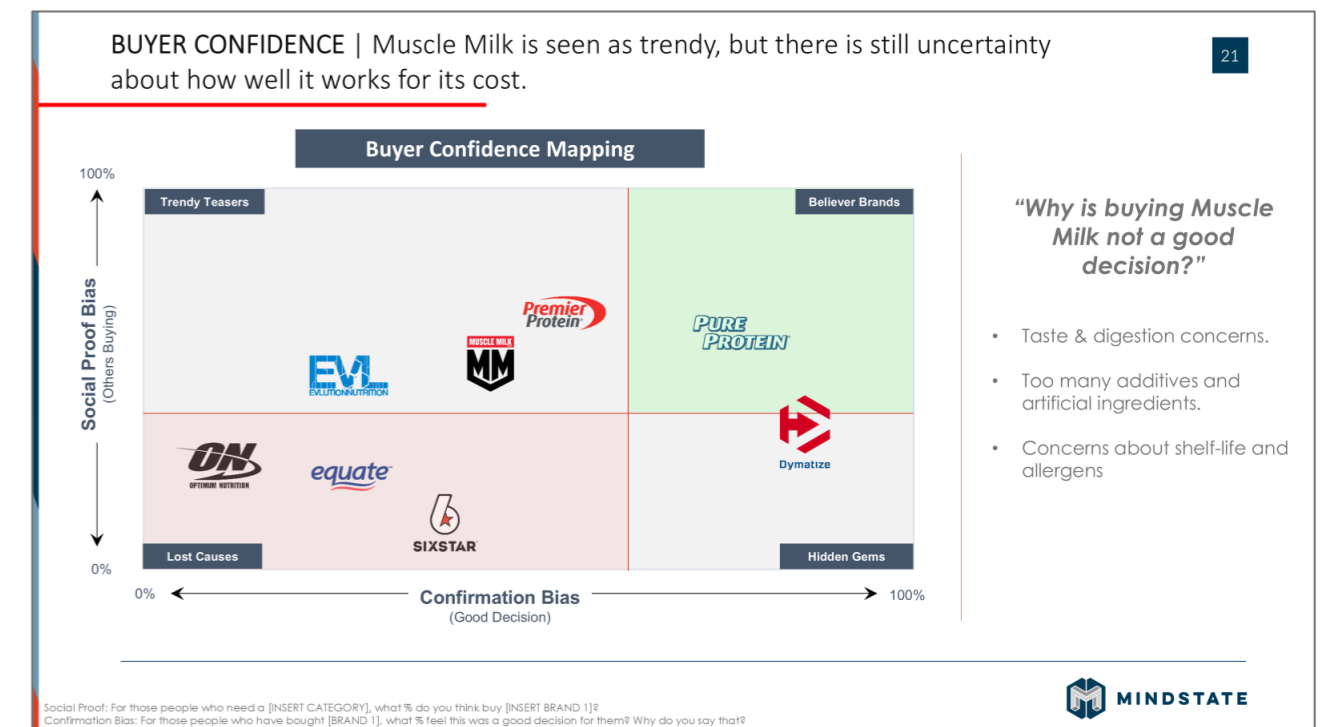
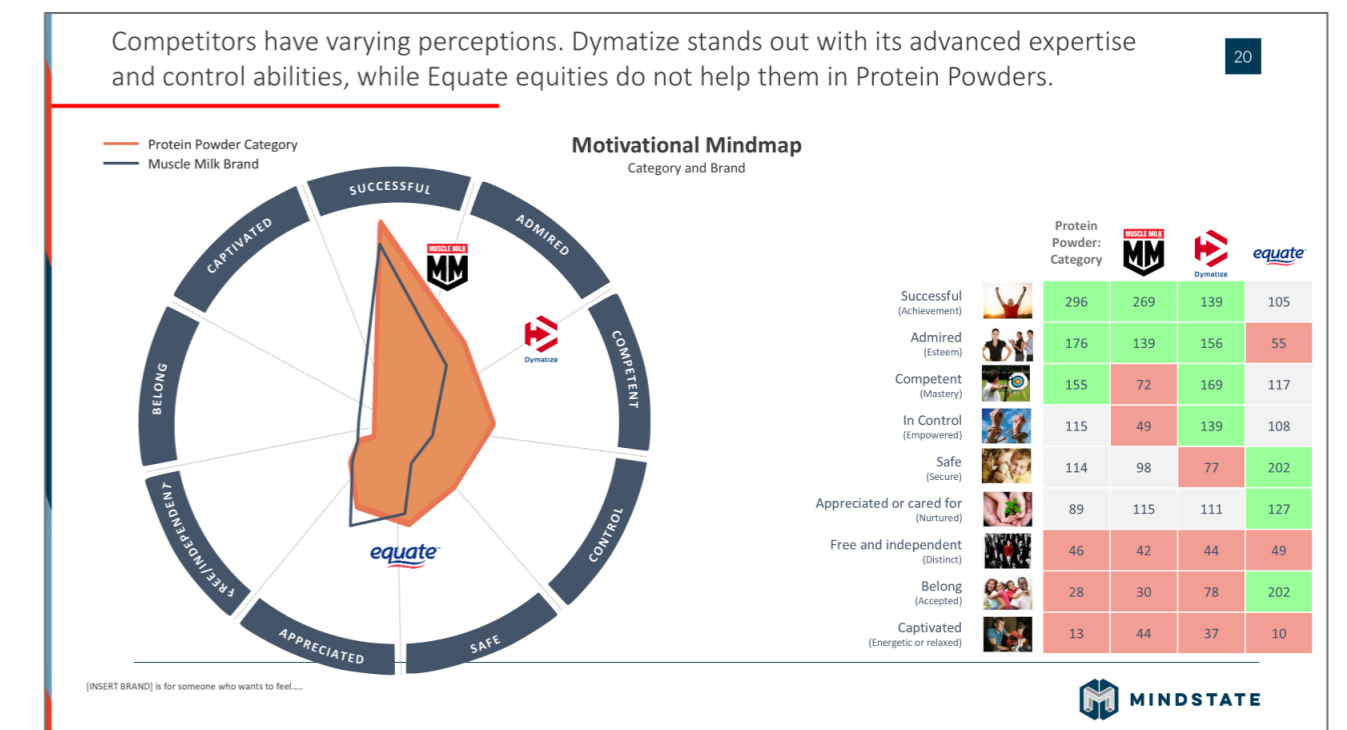
# Decision Landscape Studies: Behavioral Science Market Research + AI for Transformative Insights behind Consumer Decision Making

Our award-winning Decision Landscape studies combine qualitative projective techniques with quantitative max/diff to unlock the real needs and motivations that drive customer purchases. Our multi-agent analyses provide incredible depth into the psychology driving category, brand and product choices in protein bars.

*Decision Landscape Studies answer three questions every brand team needs: What psychological mindstates are driving purchase decisions in your category? How strongly are you and your competitors associated with those mindstates? And what features and messages do you need to strengthen that association and win more customers?*

## WHAT'S INCLUDED?

- 1. Category Mindstate Drivers:** Identify the emotional goals, core motivations, and psychological mindstates that subconsciously drive purchase decisions in your category – and the relative weight of each driver.
- 2. Brand Associations:** Map how strongly your brand and key competitors are psychologically associated with those mindstate drivers – revealing where you have an edge and where competitors are capturing demand you're missing.
- 3. Features & Messaging Priorities:** Pinpoint which specific features, benefits, and messages to emphasize to strengthen psychological association with your target mindstates – and close the gap on competitors who own them.
- 4. In-Depth Reporting:** Get insights beyond the basics. Our reports reveal your customers' functional, emotional, and aspirational goals and core motivations. Each study includes a Psychological Profile and Mindstate Activation Blueprint, equipping you to embody the authentic "customer voice" in strategic discussions.





# Behavioral Discovery Interviews: Qualitative, Interactive Deep Dives for Psychological Depth

Qualitative longitudinal, projective research to deeply understand conscious and nonconscious drivers of behavior.

Longitudinal, projective research to deeply understand the psychological drivers of behaviors and how to best influence them.

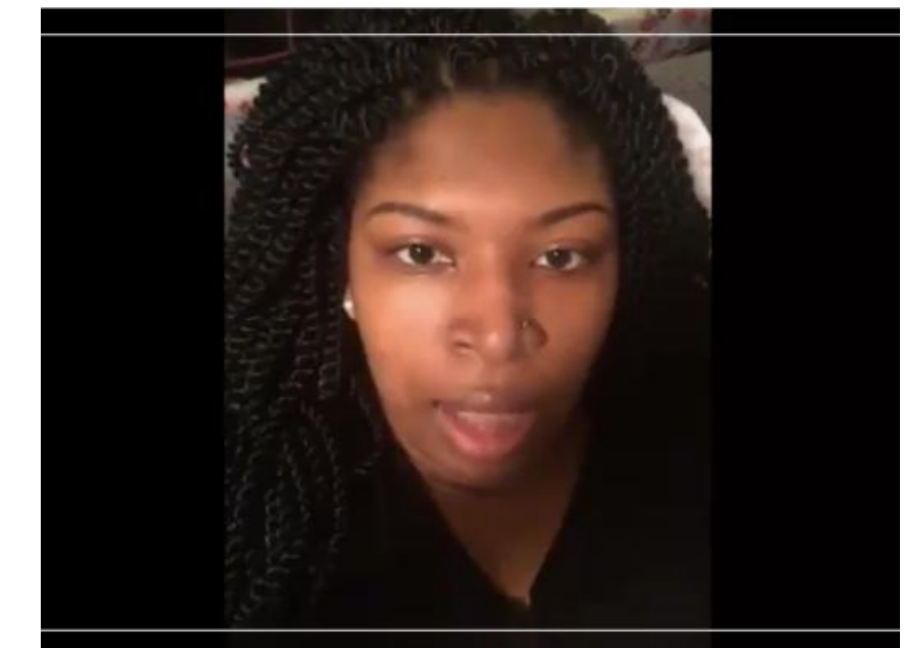
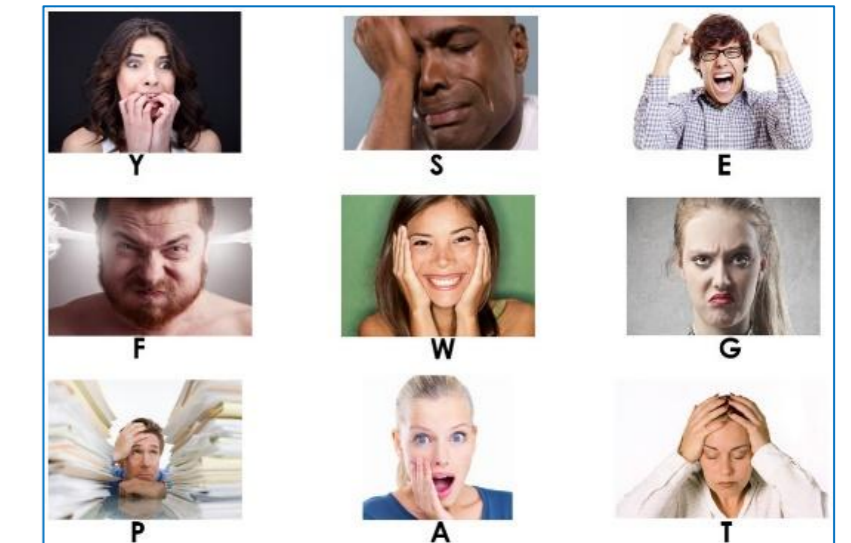
Projective activities hosted on digital platforms for several days.

To understand key **goals** driving consideration, we often use storytelling as a way to understand what consumers and shoppers really want and what is important to them. We also utilize standard lines of questioning to understand why people use a brand/product most often and what could make it better.

To understand **motivations** driving consideration and choice, we would use the image sort to help them identify what and how they want products or experiences delivered for them.

To identify the **desired emotional experience** for consumers and shoppers, image identification helps them articulate positive and negative emotions they feel for the category/brands.

To understand past and new psychological **associations**, free association techniques can be used where participants will be asked to draw shapes on paper to completely clear their minds before being asked for their initial, gut impressions of categories/brands/creative, etc.





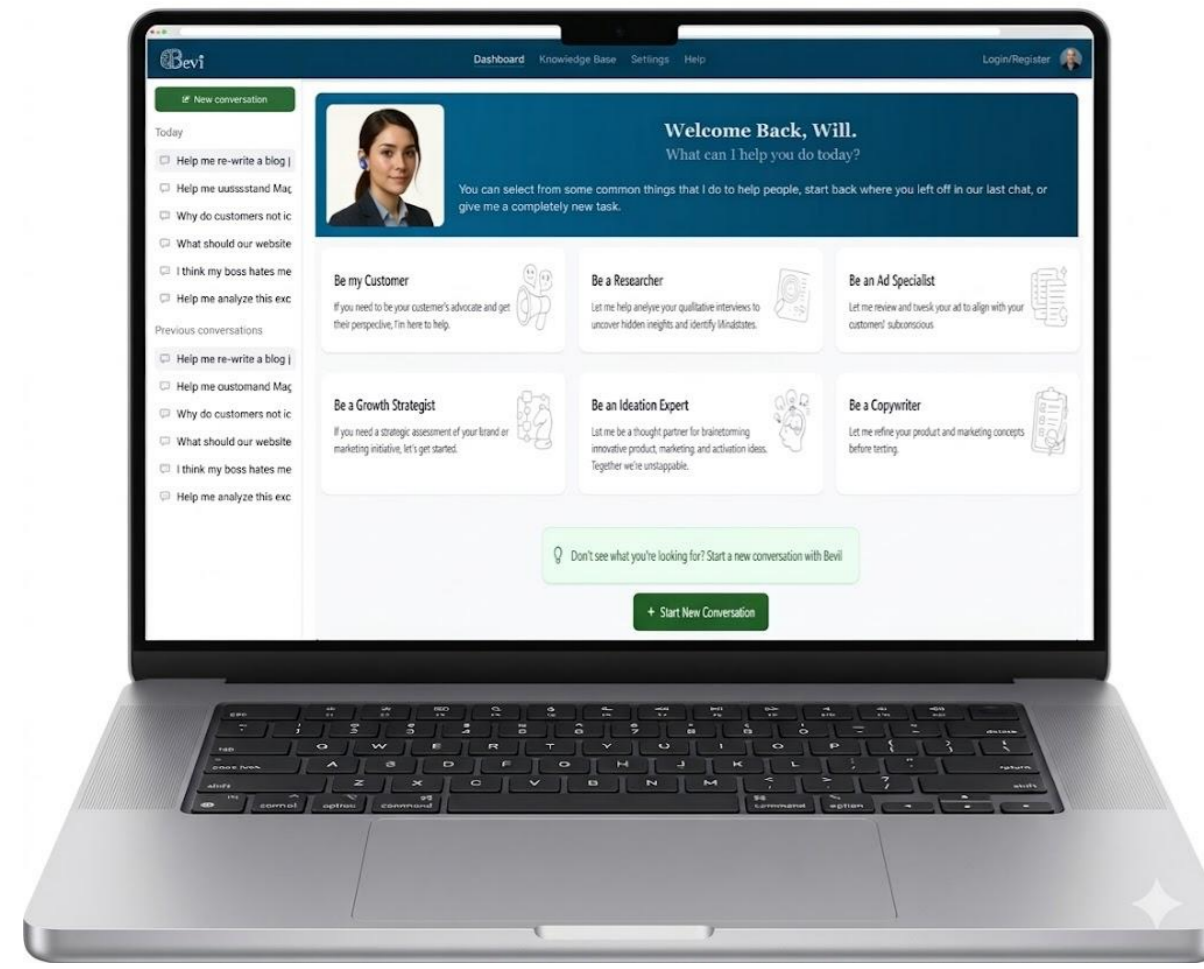
**MINDSTATE<sup>®</sup>**

# Mindstate<sup>®</sup> Activation Blueprints and Custom Behavioral Science-trained AI Research Assistants



# Meet Bevi – Your Emotionally Intelligent (EQ) Customer Persona™

– Make every marketing decision with your customer in the room.



## What it is:

**(EQ) Brand Personas™**— AI-powered, “Emotionally Intelligent” Personas that think, feel, and act like real customers.

Bevi doesn’t simulate what your customer says. She simulates how they decide – the subconscious motivations, emotional triggers, and psychological mindstates that drive purchases - so you can make daily decisions with your customer in the room, 24/7.

## How it Works:

- 1. Build the Consumer Foundation:** We identify your customers’ subconscious, emotional decision drivers using your existing data to build your persona’s emotional depth and decision models.
- 2. Lay the Brand Foundation:** Next, we will lay a brand foundation for your persona to become an expert on your brand via Brand Discovery sessions.
- 3. Integrate the Behavioral Engine:** Afterwards, we infuse your customer persona with proprietary mindstate insight - built on decades of behavioral science research.
- 4. EQ Persona Delivery:** After testing, your custom EQ Brand Persona goes live in a secure portal for you to work with –always on, always helping, always learning from every interaction.

## What it does:

- 1 Be my Customer**  
If you need to be your customer's advocate and get their perspective, I'm here to help.
- 2 Be a Researcher**  
Let me help analyze your qualitative interviews to uncover hidden insights and identify Mindstates.
- 3 Be an Ad Specialist**  
Let me review and tweak your marketing to align with your customer's subconscious
- 4 Be a Growth Strategist**  
If you need a strategic assessment of your brand or marketing initiative, let's get started.
- 5 Be an Ideation Expert**  
Let me be a thought partner for brainstorming innovative product, marketing, and activation idea Together we're unstoppable.
- 6 Be a Copywriter**  
Let me refine your product and marketing concepts before testing.

# Mindstate® profiles and activation blueprints: Increase the psychological effectiveness of your brand strategy and marketing by following behavioral science guidelines

A few of the slides you receive in your blueprint

**Optimistic Achievement**  
Mindstate Marketing Blueprint

**MINDSTATE**

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### MINDSTATE CHARACTERISTICS

Use this to develop greater empathy with the mindstate influencing their attitudes, beliefs, and behaviors at the moment of decision.

- Driven** to achieve a sense of accomplishment by being persistent and relentless to take the necessary actions to achieve their goals. In this mindstate, people will look for strategies to help them achieve their goal as quickly as possible, even if that means adding risk.
- Desire** to take chances and seize untapped opportunities that they feel will help them achieve their goal. Having a successful closure with reward is also highly desired.
- Value** the feeling of accomplishment that comes from their commitment to overcoming obstacles to reach the final reward. In this mindstate, the process of winning is just as important as the final moment of success itself.
- Believe** they're worthy and personally responsible for the outcomes of their efforts, versus circumstance or luck. Therefore, brands and products are important, but ancillary in the process of achieving their goals.
- Behave** by looking for opportunity, working quickly, consider many alternatives, and seek positive feedback to know that they are on the right track for success.
- Prefer** novel, innovative approaches/solutions that significantly increase their chance of success.

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### MINDSTATE OCEAN PERSONALITY PROFILE

Use this personality profile to better connect with your customers and ensure your marketing is written to fit their natural style.

**OCEAN Personality Profile:**

- Openness (O):** Moderate to high level of openness, open to risk and novel approaches.
- Conscientiousness (C):** Moderate conscientiousness, prioritizing accomplishment but willing to take calculated risks.
- Extraversion (E):** Neutral in terms of extroversion or introversion, emphasizing personal responsibility.
- Agreeableness (A):** Moderately agreeable, open to innovative approaches.
- Neuroticism (N):** Moderate neuroticism, motivated by the desire for successful outcomes.

**Summary for Marketers:**  
This individual values rapid achievement and is open to taking calculated risks to reach their goals. Brand marketers should emphasize how their product or service offers innovative and unconventional solutions that significantly increase the chances of quick success. Messages should focus on seizing opportunities, personal agency, and concrete examples of successful closures with rewards.

Mindstate - Optimistic Achievement

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### TRIGGERS TO CONSIDER (Cognitive Heuristics):

Brainstorm ways to use these to bypass people's need for critical thinking/effort when making decisions. These help people make choices with less effort and that feel more intuitive.

- Peak End Rule:** The tendency to judge an entire experience largely based on how they felt at its peak (i.e., its most intense point) and at its end, rather than the entire experience in aggregate. This is very useful when showcasing the point of overcoming obstacles.
- Egocentric Bias:** The tendency to believe that positive results are the result of your individual actions vs. chance or other outside influence.
- Sunk Cost Fallacy:** The tendency to justify increased investment of money, time, lives, etc. in a decision, based on the cumulative prior investment. In this mindstate people are more likely to value the "sunk costs" associated with trying to achieve their goal.
- Self-Justification:** The tendency to justify a behavior and deny any negative feedback associated with the behavior to reach a goal.

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### VISUAL INSPIRATION

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### BRAND ARCHETYPE:

Use this to communicate your brand's personality and values consistently, helping to create a strong emotional connection with your customers and differentiate your brand effectively.

**HERO:** The Hero brand archetype is characterized by qualities such as determination, energy, persistence, and the pursuit of success against all odds. Heroes thrive on overcoming significant obstacles and value the journey toward their goals just as much as the final triumph. They often see themselves as supportive figures, assisting others in their journeys and feeling honored and inspired by their customers' unwavering commitment to their own goals.

This archetype resonates with the idea of being an unstoppable force, cherishing accomplishment through overcoming challenges, and playing a supporting role in the journey of others. The Hero archetype embodies qualities of strength, resilience, and a deep sense of purpose, which align with your brand's personality.

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For more information, see The Hero and the Outlaw. Visual courtesy of bettermarketing.pub. Copyright © 2016-2023 Will Leach All rights reserved. This document is offered by TriggerPoint, LLC, or its affiliates for personal use only and is protected by U.S. and international copyright laws. Any reselling, repurposing, modifying, copying, commercial or other unauthorized use is strictly prohibited.



**MINDSTATE<sup>®</sup>**

Contact me to see if this is a good fit for your insights needs.

[will.leach@mindstategroup.com](mailto:will.leach@mindstategroup.com)



## Our Work:

- Foremost authority in applying Behavioral AI to market research and brand marketing
- Two-time winner of the EXPLORE Award for innovation in behavioral research
- ARF David Ogilvy Award Winner; MR Podcast of the Year
- Amazon best-selling book in six categories; featured in Forbes, CNBC, and Ad Age

### FINANCIAL SERVICES

- Delivered over **30% increase in digital enrollments (+50% above goals)** for credit card enrollments and exceeded goals by 200% on lost acquisitions.
- Behaviorally-designed emails **reduced collections call volume by 25% post launch.**
- **4X lift** on email campaign designed to drive customers to contact their investment advisors and schedule their yearly financial check-up.

### CONSUMER PACKAGED GOODS ACTIVATION

- Delivered **double digit lift in cross purchases** for a global beverage and snack manufacturer by redesigning in-store activations.
- Increased new **product coupon redemptions by 200%** in national mailers.

### RETAIL ACTIVATIONS

- Deployed psychological priming interventions in a clothing retailer to **increase share of transactions by 4%** for a global credit card issuer.

### BRAND COMMUNICATIONS

- **Drove significant trial** for a new health and wellness brand, Wicked Crisps, by integrating behavioral design tactics into the development of the brand name, logo, packaging, POS, and website.

### HOSPITALITY

- **Increased impulsivity and variety ordering behaviors** for a fast-casual restaurant chain by changing the menu design and environmental primes leading to increased revenue and trip frequency.

