

# MOOD CONSUMPTION® THEORY

## A HUMAN-FOCUSED MARKETING TOOL

Mette Kristine Oustrup  
Mike Jeanes

### MOOD CONSUMPTION® THEORY

#### Introduction

Today, many consumers refuse to act according to their demographic segments and have little respect for traditional branding strategies. The pattern of consumption is becoming a reflection of emotions and state of mind. In pursuit of personal happiness people follow their own agenda, going against former modes of authority, status and ideology. They

consume whatever they feel is an expression of their personality. What has led to the changed behaviour of today's consumer?

The table below summarizes the major social shifts that can be identified since the beginning of this century, and which have led to different consumption models. We have identified these periods as Mass Consumption, Marketing led Consumption and Mood Consumption®.

FIGURE 1

	MASS CONSUMPTION	MARKETING LED CONSUMPTION	MOOD CONSUMPTION®
<b>WORLD</b>	<b>Nations</b> The world is organized in nations and run by local governments.	<b>Regions</b> The world is organized in ideological blocks and military areas of influence well as local communities	<b>Global and Local</b> The global world is moved by ad hoc alliances and trans-national groups as well as local communities
<b>SOCIETY</b>	<b>Social Class</b> Individuals are part of a pre-defined and inherited class structure with focus is on their local environment.	<b>Social group</b> Individuals create groups based on their status and national, religious and political aspirations	<b>Individualism</b> All opportunities are open. Individuals shift their social groups depending on the situation at hand.
<b>TECHNOLOGY</b>	<b>Low-Tech</b> Technology leads to the mechanisation of simple human tasks.	<b>High-Tech</b> Technology improves the welfare of daily life and mass communication rules.	<b>Enhanced life</b> Technology merges and integrates with the mind, body and nature.
<b>CONSUMPTION</b>	<b>Status</b> The industrial age produces new products and emerging brands for consumers who are lucky to afford them.	<b>Lifestyle</b> The more choices - the better. The manufacturers' offer brands that meet consumers diversified lifestyle choices.	<b>Choice fatigue</b> Material overexposure has left consumers unsatisfied. The service economy engages the consumer by immaterial values.

### Mass consumption

The less complex of the periods is Mass Consumption, where the world is organized in Nations with fixed borders around them. The Nations are driven by a strong national identity which can easily create war and conflicts (as shown in the two world wars in the beginning and middle of the century). The societal structure of your life is more or less pre-defined by your social class. If your family is working class, you and your kids will probably stay working class. Your father is the village baker? Then you will probably end up running the village bakery, or at least marry a baker. Families follow traditions and the individual follows the family.

The Mass Consumption period symbolizes a shift from farming communities to low tech industries. These low tech industries help in producing mass market products with much higher efficiency than the old ways. Henry Ford replaced the horse with his mass produced automotive vehicle. The production was streamlined, workers were not allowed to tell jokes (just work hard!) and the result was a revolutionary number of the same car in the same colour to thousands of mass consumers.

The Mass Consumers are hungry for products; especially those that can make them stand out from the crowd and give status to themselves and their family. They do not expect to have many choices, but are very conscious of the product functions, price as well as the brand.

Mass Consumption typically follows an agricultural society. In Europe and the United States, Mass Consumption dominated the time from beginning of 1900 to the 1950s. At the moment we see large parts of the world entering Mass Consumption with the BRIC countries (Brazil, Russia, India and China) in the lead. We are often asked if the BRIC countries will stay in Mass Consumption as long as the western countries did. The answer is definitely No!

There are already BRIC consumers who think and act more as Marketing led and MOOD consumers and their numbers will only grow as the standards of living rise.

### Marketing led consumption

The period following Mass consumption is Marketing led consumption. National governments begin to work together based on ideology ending up creating large regions of power. An example is the NATO military network and the founding of today's European Union. Similar movements are being copied or created in Southern Africa (SACU), Asia (ASEAN) and South America (MERCOSUD).

Instead of being a member of a specific social class from cradle to grave, people start moving within social groups based on their demographic profile, interests and value set. Each of the social groups has their own aspirations and expresses their group membership by buying into brands.

A good example of Marketing led consumers are the "yuppies" – short for "Young Urban Professional" – who emerged in the 1980s as an echo of the earlier "hippies". A yuppie belongs to a demographic group of people generally between their late twenties and early thirties. Yuppies tend to hold jobs in the professional sector, with incomes that place them in the upper-middle economic class. However, the stereotype "yuppies" has come to refer to more than just a demographic profile: it describes a set of behavioural and value based attributes.

According to this stereotype, yuppies are more conservative than the preceding hippie generation. Yuppies tend to value material goods (especially trendy new things) and are also supposed to buy expensive things for the sake of buying expensive things. In particular this can apply to their travel bags (Louis Vuitton), automobiles (typically BMW, Mercedes-Benz and Porsche), secondary houses (Hampton's and St. Tropez), and audio and video

products (Bang & Olufsen). Sometimes, they will move every few years to where their job goes, straining their family. This fast-paced lifestyle has been termed a rat race.

Heavily influenced by a competitive corporate environment, “yuppies” often value those behaviours that they have found useful in gaining upward mobility and hence income and status. They often take their corporate values home to their spouses and children. According to the stereotype, there is a certain air of informality about them, yet an entire code of unwritten etiquette can govern their activities from golf and tennis to luncheons at trendy cocktail bars.

The enemy of a yuppie is a punk! Beginning in the late 1970s and continuing to the present, there has evolved a distinctive and largely cohesive system of thought associated with the punk subculture: Individualism, anti-authoritarianism, political anarchism, free thought are concepts, among others, that are addressed by this philosophy. Punks hate the establishment and view the world and most that are in it as deeply corrupt and wrong, while Yuppies integrate and make the most of it.

Here, technology is on the rise and mass communication is the key marketing platform combined with “lifestyle” channels, such as magazines. If you want to target a special group, create a product and a marketing campaign that fits their lifestyle.

The question is whether one person could live a lifestyle as hippie one day, yuppie the next and a punk during the week-end? Not under Marketing Led Consumption. Yes, under MOOD consumption.

### **MOOD Consumption®**

MOOD Consumption® takes the assumption that people change their social and lifestyle groups according to their mood, meaning state of mind. Another criterion for MOOD Consumption® is that

demographics are less efficient and consumers are overwhelmed with choices. Basically: Luxury brands are selling to secretaries, mobile phone companies are hiring fashion designers, seniors are acting like teenagers, young men are spending more time on their looks than girls, expensive mass advertising has lost its edge and consumers are fed up with choosing from a hundred types of toothpaste.

And this is not just mature markets. We see signs of the MOOD consumer in countries like India and China. This is a story from Shanghai, called “Goodbye LV, Hello DIY”:

Individuality? You gotta make it for yourself! Ask any fashion designer what they think of Shanghai style and the answer rarely varies: “Here, they just copy trends. And they’re very brand conscious.” But maybe said designers have never met Vivid Zhao or Yelu Wu, two Shanghai fashionists who are taking their clothes into their own hands. Literally.

They are part of a growing contingent of the young and trendy – mostly university students and those in the design community – who are eschewing the labels at Plaza 66 for individualistic pieces that they modify or create themselves. It’s Do It Yourself, Shanghai-style.

DIYs look totally different from those finished products in stores. “The reason why I spend time to make these rather than buying stuff from shops is because I really enjoy the sense of accomplishment once I make something beautiful. I enjoy the process – and it feels great knowing that it’s the only one in the world.”

On the following page is a short summary of the three types of consumption: Mass, Marketing led and MOOD Consumption® with their different consumer drivers, segmentation models and macro trends affecting consumption.

FIGURE 2

2. TRENDS AFFECTING CONSUMPTION			
<p><b>1. CONSUMER DECISION DRIVER</b></p> <p><b>Situation</b> It is depending on the situation at hand. What is important right now?</p> <p><b>Brands</b> It is a lifestyle choice. Will this brand make you belong to the group?</p> <p><b>Products</b> It is a necessity or a status symbol. Can you afford it?</p>	<p><b>Local Trends</b></p> <p>Social Class Low-Tech Status</p>	<p><b>Regional Trends</b></p> <p>Social group High-Tech Lifestyle</p>	<p><b>Global Trends</b></p> <p>Individualism Enhanced life Choice fatigue</p>
	<p><b>MASS CONSUMPTION</b></p> <p><b>Income</b></p> <p>Your social and income class.</p>	<p><b>MARKETING LED CONSUMPTION</b></p> <p><b>Demographics</b></p> <p>Your demographics and lifestyle.</p>	<p><b>MOOD CONSUMPTION®</b></p> <p><b>Mood</b></p> <p>Your personality and taste.</p>
3. TYPE OF SEGMENTATION MODEL			

**What is a MOOD?**

With all these new MOOD consumers around, does it mean that segmentation and marketing communication is outdated?

No, it does not. But it does mean that we need new methods and ways of looking at consumers. We believe that MOOD Consumption® allows us to rediscover the basic fundamentals of consumerism from the time before Mass and

Marketing led consumption. In those days, most people shopped at the local grocery store where the shopkeeper knew them by name.

*“Hello, Mrs. Coleman – how are you today? How is little Sirius? Oh, and I have just got a new product which I am sure that you and Mr. Coleman will like!”*

The shopkeeper knew the personality of his client, he knew her preferred conversation topics and he understood her taste. This is what the MOOD

PART 12 / ALL ABOUT RESPONDENTS

segments are built upon. Just like the shopkeeper we try to understand the communication patterns, taste preference and personality of our consumers.

We define a MOOD as Communication, Taste and Personality. (See figure 3)

Through most of human history, it has been assumed that people come in four basic personality types, or “temperaments”. This was noted by the great Greek physician Hippocrates as long ago as 400 BC. Hippocrates named the four temperaments “Melancholic”, “Sanguine”, “Choleric”, and “Phlegmatic” (after various human body fluids which he believed influenced personality). Hippocrates systematically described the four temperaments as “humours” (moods). Each was based on the four elements of fire, air, water, and earth and was believed to be responsible for a different type of behaviour.

With a theory based on the four elements, by the Middle Ages, health was thought to depend on a balance of the four fluids, or humours, in the human body: fire corresponded to blood; air to yellow bile; water to phlegm; and earth to black bile. We still say that people can be in a “good humour” or a “bad humour,” and terms derived from the Greek or Latin names of the humours are still sometimes used to describe moods, attitudes, or personalities.

As in so many other cases, the use of the word as it is found today has diverged from the original meaning, but one would expect a kernel of truth in the current usage. Even though the “humours” fell out of use, personality types and temperaments have remained important through today, as shown in the list on the following page.

FIGURE 3

<p><b>1. Communication</b></p> <p>evolving communication and motivations</p> <p><b>How do you communicate?</b></p> <p>Meanings and expressions, messages and words mirroring the motivations of the person in one’s communication as well as how one perceives communication, branding and advertising.</p>	<p><b>2. Taste</b></p> <p>design and sensorial evolution: sight, smell, taste, touch</p> <p><b>What is your taste preference?</b></p> <p>Taste is based on design, perception of the environment, relationship with the object and the material world We translate and update the MOODs using the sensorial dimensions which shape one’s taste.</p>	<p><b>3. Personality</b></p> <p>psychological and emotional state of mind</p> <p><b>... and what’s on your mind?</b></p> <p>The translation of the MOODs into psychological dimensions is inspired by classic theories of personality types and temperaments which we have applied to the consumer world.</p>
---	---	---

FIGURE 4

THEORY AND CONCEPT				
Hippocrates' humours (c. 400 B.C.)	Phlegmatic Air	Choleric Water	Melancholic Earth	Sanguine Fire
Plato (c.340 B.C.)	dianoetic	noetic	pistic	iconic
Aristotle (c. 325 B.C.)	dialectical	ethical	proprietary	hedonic
Galen (c. 190 A.D.)	phlegmatic	choleric	melancholic	sanguine
Paracelsus (c. 1550)	sylphs (curious)	nymphs (inspired)	gnomes (industrious)	salamanders (changeable)
Adicke (c. 1905)	skeptical	doctrinaire	traditional	innovative
Spränger (c. 1914)	theoretic	religious	economic	aesthetic
Kretchmer (c. 1920)	anesthetic	hyperesthetic	depressive	hypomanic
CG Jung (1921)	Psychological Types: Introversion vs. Extraversion, Sensing vs. Intuition, Feeling vs. Thinking, Conscious vs. Unconscious			
Fromm (c. 1947)	marketing	receptive	hoarding	exploitative
Myers-Briggs (cognitive functions) (c. 1958)	NT intuitive thinking	NF intuitive feeling	SJ sensory judgement	SP sensory perception
Keirsey (temperament) (1978 & 1998)	Rational INTP Architect ENTP Inventor	Idealist INFP Questor ENFP Journalist INTJ Scientist	Guardian ISTJ Trustee ESTJ Administrator INFJ Author	Artisan ISFP Artist ESFP Entertainer ISFJ Conservator
ISTP Artisan	ENTJ Fieldmarshal	ENFJ Pedagogue	ESFJ Selle	ESTP Promotor
Mood-Consumption® (2003)	Innovation knowledge seeking	Intuition identity seeking	Perfection security seeking	Satisfaction sensation seeking

PART 12 / ALL ABOUT RESPONDENTS

With the most recent addition of the MOOD theory, one might say that “humours” in the meaning of mood has been brought back to life after a “short break” of two and a half millennia.

The most recent theories by Myers and Keirsey are both based on the theory created by Jung in 1921 with his eight personality “functions”. The greatest subsequent development of Jungian typology came with Isabel Myers and Katheryn Briggs (her mother) and their MBTI™ – perhaps the most popular method, which is taken by over four million people annually, in over 16 different languages.

*“Today, most FORTUNE 500 companies use the test in some form or another, including 89 of the FORTUNE 100”* says CPP Inc., publishers of Myers-Briggs.

Motivated by her observation of the waste of human potential in WWII, Myers further developed the ideas into a system to provide an easy way for everyone to understand and appreciate the Jungian types. Their take on the “functions” was rather different than Jung’s, since they added another set (“judging” and “perceiving”) and believed that an individual did not have a single primary function but instead was typed with a preference on each of the four (including introversion and extraversion) dichotomies. All the possible combinations then give us sixteen kinds of

people. Each of the sixteen can be indicated with a four letter code, like INTP, for the “introverted, intuitive, thinking, perceiving” type.

Later, Dr. Keirsey began to assemble these psychological traits into groups calling them the impulsive Artisans and the spiritual Idealists, the logical Rationals and the dutiful Guardians.

Now, you might wonder why we would not use the excellent groups by Dr. Keirsey instead of creating new ones?

The main reasons for this are:

1. We needed a more flexible method that allows people to change segments. In the tradition of personality types and temperaments people stay in their groups for years and perhaps forever. As the name MOOD indicates, it is a flexible segmentation model where people can change MOOD in different situations.
2. We wanted to develop communication patterns and especially taste in design, which did not have any links with existing theories, as these links simply did not exist before.
3. We would like to create an innovative segmentation method, which could be used more holistically: on employees and consumers alike as well as concepts like an advertising campaigns and new product designs.

The table below illustrates how we have been inspired by Jung, Myers-Briggs and especially Keirsey, whose

FIGURE 5

	<b>Abstract</b> (Jung: Intuition)	<b>Abstract</b> (Jung: Intuition)	
<b>Logical</b> (Jung: Thinking)	<b>Innovation Mood</b> (Keirsey: Rationals)	<b>Intuition Mood</b> (Keirsey: Idealists)	<b>Emotional</b> (Jung: Feeling)
<b>Organized</b> (MBTI: Judgment)	<b>Perfection Mood</b> (Keirsey: Guardians)	<b>Satisfaction Mood</b> (Keirsey: Artisans)	<b>Spontaneous</b> (MBTI: Perception)
	<b>Concrete</b> (Jung: Sensing)	<b>Concrete</b> (Jung: Sensing)	

Rationals become Innovation, Idealists become Intuition, Guardians become Perfection and Artisans become Satisfaction.

How do we determine a MOOD? These are examples of questions we use:

- Concrete: I am realistic, not idealistic, when solving a problem – yes or no?
- Abstract: I wonder about mankind and our destiny – yes or no?
- Logical: I prefer decisions based on logical thinking – yes or no?
- Emotional: I am easily affected by other people's emotions – yes or no?
- Organized: I take pleasure in putting things in order and giving instructions – yes or no?
- Spontaneous: I manage things at the last minute – yes or no?

If a person answers yes to being Abstract (wondering about mankind and destiny) plus yes to feeling Emotional (easily affected by other people's emotions) then this person would be categorized in the Intuition MOOD. If the person answers no to being Abstract, but yes to feel Concrete (realistic, not idealistic) and Organized (take pleasure in putting things in order) then the person belongs to the Perfection MOOD.

This paper concentrates on the four major MOOD segments. However, in most studies the four major segments are broken down to 16 smaller segments, each containing a major and a minor mood. To illustrate this: a person might be Abstract, Logical, Spontaneous and Extravert. In our system this combination works out to be: Major MOOD: Innovation (Abstract, Logical) and Minor MOOD: Satisfaction (Spontaneous, Extravert). If this person changes and becomes introvert, the Major MOOD will still be Innovation, but the Minor MOOD will change to Intuition (Spontaneous, Introvert).

The way we calculate a Minor MOOD is:

- Extravert: Innovation and Satisfaction
- Introvert: Perfection and Intuition

- Spontaneous: Intuition and Satisfaction
- Organized: Perfection and Innovation
- Logical: Innovation and Perfection
- Emotional: Intuition and Satisfaction.

In our experience, most people (80% - 90%) stick to their Major MOOD, but do occasionally change their Minor MOOD depending on the situation at hand. Think of the world famous New York architect, Ron Pompei, who is always in the Major Intuition MOOD, but who keeps changing between Innovation Minor and Satisfaction Minor depending on how organized or spontaneous he feels.

## THE FOUR MOODS

The four MOODs are defined in more detail.

**Innovation Mood:** *Knowledge seeking*

*"I'm not using those lessons just for theorizing about the future, I am betting on it."* Bill Gates – Innovation Mood

*Defining characteristics:* In the Innovation MOOD, people tend to plan, to invent and to configure. The MOOD is about being competent, autonomous, strong-willed and forever in search of new knowledge and understanding. They are most concerned with 'how it works' and 'does it make sense?' They are eager to constantly improve situations that they find they can be in control. They think the world is a flexible network of logical possibilities, moved by skills.

*Strategic intellect:* Long range thinker essential to a plan of action. Self-image is based on ingenuity, autonomy, and willpower.

*Way of choosing products and services:* They tend to be attracted to product design based on minimalist elegance and if possible, a classical edge over temporary fanciness. With regards to services, Innovation is strongly against bureaucracy and anything unnecessarily complex. They yearn for achievement, trust reason and appreciate respect and deference.



*Effective communication:* Focus on ideas and 'the big picture'. Preferred time is an interval of past, present and future. It is about asking questions rather than giving answers. We suggest a strong emphasis on thought, ideas and intellectual pursuits of one sort or another. The advertiser should communicate and express these new ideas with mental agility.

*Language:* Calm. Deductive reasoning: conclusion follows necessarily from the logical arguments.

**Intuition:** *Identity seeking*

*You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty.* Mahatma Gandhi – Intuition Mood

*Defining characteristics:* In the Intuition MOOD, people are often teaching, counseling and tutoring. The MOOD is about deep and meaningful relationships, interpersonal integration, being empathetic and authentic. They understand people, literally from the inside out. They're always aware of people's feelings. The essence of their character is to constantly try to self-actualize.

*Diplomatic intellect:* marked by tact and sensitivity in dealing with others. Self-image is based on empathy, benevolence, and authenticity.

*Way of choosing products and services:* People in the Intuition MOOD are not only closely in touch with their feelings; they are also in tune with the nuances and subtleties in their environment that others won't even notice. They go for a style that is warm, romantic and sometimes sentimental. They are strongly into books, art, dance, music, poetry and photography. They yearn for romance, trust intuition and appreciate recognition.

*Effective communication:* Focus on ideas and 'the big picture'. Preferred time is the future. Show them that you approach life and understand it through your emotions, and you're really at your best when you "play your hunches." You don't intellectualize about things; you respond exactly how you feel. Close emotional relationships are essential to their well-being and

happiness. Don't be superficial. Let the heart rule, not the head.

*Language:* Enthusiastic. Inductive reasoning: conclusion is likely to follow from emotional arguments.

**Perfection:** *Security seeking*

*"If you speak of solid information and sound judgment, Colonel Washington is undoubtedly the greatest man present."* George Washington – Perfection Mood

*Defining characteristics:* In the Perfection MOOD, people are often filtering, inspecting and protecting. The MOOD is about being reliable, respectable and well-prepared, doing ethical, correct deeds in an organized manner. The Perfection MOOD is the most practical, in the sense of following tradition, of the four MOODs. They trust what are familiar and real things that have happened before. They have a strong need for belonging and because of this have a keen sense of social placement/order.

*Logistical intellect:* marked by intensive planning, especially details and logistics. Self-image is based on reliability, service, and respectability.

*Way of choosing products and services:* People in the Perfection MOOD tend to choose products and services by being cautious, conventional, and dependable. They are attracted to design that is practical, correctly priced with a lasting quality. As customers they are responsible, if a bit rigid, methodical and detail-conscious. Pragmatic, they don't often gamble or take unnecessary chances in return for newness, and are instead attracted by classic luxury and status. They yearn for belonging, trust authority and appreciate gratitude.

*Effective communication:* Focus on reality and the 'here and now' or the past. Think "down to earth", pragmatic, no-nonsense. A strong concern for the material world and blind adherence to rules and regulations makes them very much the realist. Portray yourself as the powerful organizer, a builder, and a hard-worker. The communication should be predictable without fancy surprises or conceptual speculation.

*Language:* Concerned. Associative recall: acquired by a process of learning and reflex backed by common sense.

**Satisfaction:** *Sensation seeking*

*"It takes a lot, a lot of time to be young."* Pablo Picasso  
– Satisfaction Mood

*Defining characteristics:* In the Satisfaction MOOD, people are usually promoting, displaying and composing. The MOOD is about being spontaneous and adaptable in action, preferring outgoing sensations in the here and now. They are fun loving, impatient and easily bored. They are egalitarian, and go out of their way to make sure everyone gets their fair share. However, for all the natural generosity displayed, they are also famous for the big egos they frequently demonstrate.

*Tactical intellect:* simple and high level of short-term significance. Self-image is based on action, bold spirit, and adaptability to circumstance.

*Way of choosing products and services:* Entertainment, Entertainment, Entertainment. People in the Satisfaction mood have great faith in themselves and in the concept of shopping and material possessions. As consumers they are the most enthusiastic of the four moods. When it comes to new trends, the Satisfaction mood is usually the first to try it out and share it with their friends. They yearn for impact, trust impulse and appreciates generosity.

*Effective communication:* Focus on reality and the 'here and now'. Think cheerful, confident; optimistic. Aim for their assertive, individualistic, active personality. They have a feeling of being constantly out front or "on stage" and need to be recognized and admired for their attainment and accomplishments. Nothing hurts more than being ignored. Copy their sense of straightforward and child-like honesty.

*Language:* Excited. Harmonic melody: Pleasing to the ear by peaceful and catchy constructions.

## FORTUNE MOOD CHECK®

The following pages describe how the theory was put into action by one of the world's most renowned business publications, *FORTUNE* magazine. Mike Jeanes, Research Director for Europe, Middle East and Africa, ran a MOOD Check® on a section of the readers to determine their major and minor mood.

### Facts

Online MOOD Check® questionnaires (1,663) were completed by declared *Fortune* readers from December 16th - 22nd, 2004 on a dedicated *FORTUNE* MOOD Check® website. The link to the online questionnaire was e-mailed to the respondents with a possibility to forward this link to a friend. An additional sample of 701 non-readers responded to the MOOD Check®, making possible a comparison possible between readers and non-readers.

The *FORTUNE* MOOD Check® contained 72 questions related to communication, taste and personality as well as traditional demographics. Interesting to note is that 53% of *FORTUNE* readers fell into groups of higher income vs. only 23% of non-readers. When it comes to job positions, 63% of readers are in higher positions vs. 39% of non-readers. The majority of the readers in this survey are male (76%) under 45 years old (72%) and living in Asia (68%).

For *Fortune*, the study offered an opportunity for advertisers and ad agencies to look at media consumers in a different way, adding colour to standard demographics.

### MOOD Check® Results

The result showed that the majority of *FORTUNE* readers are Abstract, rather than Concrete in their vision of the world and that they are more logical and facts driven than emotional and people-driven in their thought process. The majority of the readers, 41%, belong to the Innovation MOOD, which is about being competent, autonomous, strong-willed and forever in search of new knowledge and understanding. (In comparison only 27% of non-*FORTUNE* readers belong to the Innovation MOOD.)

FIGURE 6

	<b>Abstract</b>	<b>Abstract</b>	
<b>Logical</b>	<b>Innovation Mood</b> Knowledge seeking Readers: 41%	<b>Intuition Mood</b> Identity seeking Readers: 24%	<b>Emotional</b>
<b>Organized</b>	<b>Perfection Mood</b> Security seeking Readers: 21%	<b>Satisfaction Mood</b> Sensation seeking Readers: 14%	<b>Spontaneous</b>
	<b>Concrete</b>	<b>Concrete</b>	

**Content analysis of adverts**

Based on the style of advertising from *FORTUNE* magazines during 2004, we qualified the MOODs of 100 adverts. We took each ad and analyzed its visuals and texts to link it with a MOOD segment. Take, for example, the campaign by IBM called “Middlewhere is Everywhere. Can you see it?” which is also the headline of the ad.

This two-page ad shows several situations – all at a car dealer. Each situation is marked with a number, which then leads to a number and an explanation. For example, in one of the situations you see a woman standing in front of her car talking to a man. This is number 1 and the text says: “Car notify owner for service”. Number 3 shows a truck driving in the horizon and reads: “Supplier ships parts immediately” while number 4 says “Dealer inventory adjusts in real time”! The ad is asking questions, as well as providing new (rational) knowledge to improve business operations in an untraditional photographic manner – all traits that fit the Innovation MOOD. This is a perfect Innovation advert.

A second example could be from FPD Savills: “The Knightsbridge. The Address.” In this one-page ad you see a classic symbol of class and heritage with two identical horses and a text talking about how safe and well-taken care of you will be if you move into

the Knightsbridge. This ad is classified as Perfection MOOD, with its respect for tradition as well as focus on Perfection elements such as status and security.

More examples and the result of the content analysis:

**Innovation Mood**

Seeking knowledge

Result: 41% of readers vs. 23% of ads

Examples:

- *Accenture*: High performers create their own opportunities.
- *Degussa*: No night is complete without speciality chemicals.
- *HP*: How to light up a supply chain.
- *Toyota*: With two seasons of F1 racing behind us, we’re preparing for the future.

**Intuition Mood**

Seeking identity

Result: 24% of readers vs. 25% of ads

Examples:

- *ABN AMRO*: “I want a bank rooted in the community. Not implanted.”
- *CapGemini*: “My first priority? Enhancing his phenomenal capabilities”
- *Malaysia*: Truly rewarding. Truly Asia.
- *Malaysia Airlines*: How often must he tell his son, “Daddy will be back in a week”?

### Perfection Mood

Seeking security

Result: 21% of readers vs. 34% of ads

Examples:

- *Dassault Falcon*: Why Generals have always ridden best steeds into battle.
- *IBM*: How to tell anyone anything without telling everyone everything.
- *Siemens*: Higher productivity – complete transparency and controlled quality.
- *UBS*: Is this the most powerful two-person financial firm? You and us.

### Satisfaction Mood

Seeking sensations

Result: 14% of readers vs. 18 % of ads

Examples:

- *DoCoMo*: She's calling for the world at the touch of a button. We're answering.
- *Make A Wish*: That's my wish!
- *Philips*: Technology should be as simple as the box it comes in.
- *Tourism Malaysia*: Business first. Pleasure always.

In short: 41% of readers belong to the Innovation MOOD, however only 23% of the advertisers create ads targeted to this MOOD. On the contrary, most advertisers were aiming at the Perfection MOOD (34% of the ads) but this segment only attracts 21% of the readers. Our conclusion is that advertisers and agencies should focus less on the security seeking Perfection MOOD and more on attracting readers in the knowledge seeking Innovation MOOD.

### HOW TO TRANSLATE MOOD RESULTS INTO ADVERTISING?

The study revealed the personality and taste of the majority of *FORTUNE* readers to be in the Innovation MOOD. In order to improve the creative executions advertisers place in this magazine, they now know that their future campaigns could be aimed at this segment in order to make a strong emotional impact. If this advertising is already aiming at the Innovation MOOD (e.g. Accenture, Toyota and HP), they will find

new inspiration in the detailed personality and taste portraits that the study contains.

If the advertiser wants to attract a smaller segment, like the Satisfaction MOOD, they might consider moving the campaign to another publication with a larger Satisfaction percentage. Alternatively they could make absolutely sure that any *FORTUNE* reader in the Satisfaction MOOD notice the campaign by aiming straight and direct at the personality and taste of this MOOD. Think cheerful, confident; optimistic.

### THE NEXT STEPS

During the last few months, the *FORTUNE* team has used the survey on a European tour to see advertisers and advertising agencies, including some mentioned in the study.

Several of these agencies have expressed interest in conducting a MOOD Check® on their current and future planned campaigns. They have also expressed strong interest in seeing more media titles using the method in order to place the right message in the right media.

For now, *FORTUNE* is the first media title ever to have conducted this survey and it would be interesting to be able to compare the MOOD differences between e.g. *FORTUNE* and *Time* with competing titles such as *The Economist*, *Newsweek* and *Harvard Business Review*.

Mike Jeanes, Research Director, *Time* and *FORTUNE*:  
“The results have been presented to a range of advertisers and agencies that have been fascinated by the approach and the results. In addition, the response to the circulated press release has been exceptional with over sixty companies responding. In addition, other media owners including *Time* are reviewing the initiative with a view to potentially commissioning MOOD Check® analysis.”

Andy Bush, Publishing Director of *FORTUNE*:  
“Advertisers have long been looking for a new way

to assess media value and we at *FORTUNE* have discovered a new approach that fits their needs. This study explores the personality and psyches of our readers in a new way and offers ad agencies and advertisers a greater understanding of both media consumption and behaviour”.

The latest development of this methodology is the discovery that the MOOD segment can be determined by asking only four questions, which opens up limitless opportunities to add on the model to current segmentation models and qualitative surveys. As well as players in media and advertising, the MOOD theory is currently being applied to sectors such as hair care, home decoration, mobile phones and home electronics as a refreshing add-on to more conventional qualitative methods.

So, dear Reader, what is your MOOD now?

## References

### Books

*Briggs-Myers, I. (1962).* The Myers-Briggs type indicator. Educational Testing Service.

*Jung, C.G. (1971).* Psychological Types (Collected Works of C.G. Jung, Volume 6), Princeton University Press.

*Kant, Immanuel. (1764).* Observations on the Feeling of the Beautiful and Sublime.

*Keirsey, David.* Please Understand Me II, Temperament Character Intelligence; [www.keirsey.com](http://www.keirsey.com)

*Keirsey, D. and Bates, M. (1984).* Please Understand Me: Character and Temperament Types. Prometheus Nemesis Book Co Inc.

Yuppie and Punk ideology: From Wikipedia, the free encyclopedia.

### Websites

[www.8days.sh](http://www.8days.sh) “Goodbye LV, Hello DIY”

<http://developers.sun.com/toolkits/articles/history.html>

[http://www.theintrovertzcoach.com/sanguine\\_melancholic\\_choleric\\_phlegmatic.html](http://www.theintrovertzcoach.com/sanguine_melancholic_choleric_phlegmatic.html)

<http://www.friesian.com/types.htm>

Copyright (c) 2003 Kelley L. Ross, Ph.D.

<http://www.theadvocates.org/quiz-score/quiz.php>

<http://www.astrology-numerology.com/elements.html>

[http://en.wikipedia.org/wiki/The\\_four\\_humours](http://en.wikipedia.org/wiki/The_four_humours)

<http://www.thinkingshop.com/Thiel/logic/chap1.htm>

<http://dictionary.reference.com>

### The authors

*Mette Kristine Oustrup is Managing Partner, Style-Vision, France.*

*Mike Jeanes is Research Director - Europe, Middle East & Africa, Time & Fortune, France.*