FORTUNE mood check®

Europe and Asia

December 2004

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Executive Summary

This report provides you with an emotional portrait of Fortune readers in Europe and Asia.

Mood Consumption Introduction
The pattern of consumption is becoming a reflection of inner psyche. In pursuit of our personal happiness we follow our own agenda, going against former modes of authority, status and ideology: we consume whatever we feel is an expression of our personality.

There are three major shifts in consumer behaviour and consumption that can be identified, since the beginning of this century.

We have gone from Mass consumption to Marketing led consumption. Style-Vision now believe that we are entering into a new phase: the Mood Consumption era. There are four main macro trends contributing to Mood Consumption: Globalization, Individualism, Technology and Choice Fatigue (product and information overload).

Mood Consumers can be segmented into four Style-Vision Moods, built upon psychology, semantics and senses.

Mood Check Results
Analyzing the results of the Psychological questions in the survey, it showed that 65 % of Fortune readers are conceptual, rather than material in their vision of the world. They appreciate innovative concepts to meet their visionary mood. 67 % are more logical and facts driven than emotional and people-driven in their thought process.

The main mission of this survey was to determine which of the Style-Vision Mood segments the Fortune readers belong to.

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 23% of non Fortune readers belong to the Innovation Mood.

Fortune readers are:

41% Innovation Mood
24% Intuition Mood
21% Perfection Mood
14% Satisfaction Mood

Moods & Advertising
Analysing the results of the favourite images and word expressions of readers shows that their visual preferences are:

Visionary concepts & multi-cultural icons
Cutting-edge product ideas
Unlimited horizons
Refreshing and energizing colours
Protective and warm touches

Readers showed a strong attraction to following types of word expressions:

Angel or devil?
Outgoing
Imagination exchange
Endless experiments
Dynamic

Based on the style of advertising from recent Fortune magazines, we qualified the moods of the adverts. The conclusion is that advertising campaigns in Fortune could be more focused on the Innovation mood in order to make more successful emotional connections with the readers.

(see next page)

Facts about the survey: 1633 online Mood check questionnaires were completed by declared Fortune readers from Dec.16th - 22nd 2004 on a dedicated Fortune Mood Check website hosted by Style-Vision. 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 a comparison possible between readers and non readers. The Fortune Mood Check contained 72 questions related to psyche, semantics and senses.

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Executive Summary continued

INNOVATION MOOD

Seeking for experience
41 % of readers
23 % of ads

Example of Ads for this mood:
ACCENTURE: High performers create their own opportunities.
DEGUSSA: No night is complete without speciality chemicals.
HP: How to light up a supply chain.
IBM: Middlewhere is Everywhere. Can you see it?
TOYOTA: With two seasons of F1 racing behind us, we're preparing for the future.

INTUITION MOOD

Seeking for compassion
24 % of readers
25 % of ads

Example of Ads for this mood:
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"?
UBS: You and us. Is this the world's most powerful two-person financial firm?

PERFECTION MOOD

Seeking for efficiency
21 % of readers
34 % of ads

Example of Ads for this mood:
DASSAULT FALCON: Why Generals have always ridden best steeds into battle.
FPD SAVILLS: The Knightsbridge. The Address.
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 for pleasure
14 % of readers
18 % of ads

Example of Ads for this mood:
DoCoMo: She's calling for the world at the touch of a button. We're answering.
ORBIS: I used to lead. Now I follow.
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.

Moods & Demographics
The final part of this report will allow you to compare Mood segments using traditional demographic segmentation.

Interesting to note is that 53% of readers fall into groups of higher income versus only 23% of non readers. When it comes to job positions, 63% of readers are in higher positions versus 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%).

Looking at Mood and Gender, women tend to slightly less logical (Innovation 35%) than the males (Innovation 43%). Likewise Asian tend to be slightly more logical (Innovation 43%) than Europeans (Innovation 39%). Innovation is in general the main mood segment until readers reach 65 years of age when Perfection takes over with 44% of the readers. The higher the job position the more Innovation Mood with CEO's scoring 45%. However, Board Directors seem to take a more pleasure oriented approach to life with 30% in the Satisfaction mood.

Whatever your mood, please enjoy this report.
Mette Kristine Oustrup
Managing Partner, Style-Vision

Facts about the survey: 1633 online Mood check questionnaires were completed by declared Fortune readers from Dec.16th - 22nd 2004 on a dedicated Fortune Mood Check website hosted by Style-Vision. 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 a comparison possible between readers and non readers. The Fortune Mood Check contained 72 questions related to psyche, semantics and senses.

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Mood Consumption Introduction

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The 3 major shifts of Consumption

The theory that consumers are less influenced by mass-oriented marketing is becoming a reality. Today, consumers refuse to act according to their demographic segments and sometimes lose faith in traditional branding strategies. The pattern of consumption (or anti-consumption) is becoming a reflection of their inner psyche. In pursuit of their personal happiness they 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 behaviour of today's consumer?

The table below summarizes the major shifts in consumer behaviour and consumption that can be identified, since the beginning of this century. These shifts have resulted in the current complex world of consumption:

	Mass consumption	**Marketing led consumption**	**Mood consumption**
World	**Nations** The world is organized in nations and run by local governments.	**Regions** The world is organized in ideological blocks and military areas of influence.	**Globalization** The global world is moved by ad hoc alliances and trans-national groups of interest.
Society	**Social Class** Individuals are part of a pre-defined and inherited class structure with focus is on their local environment.	**Social group** Individuals create groups based on their status and national, religions and political aspirations.	**Individualism** All opportunities are open. Individuals shift their social groups depending on the situation.
Technology	**Low-Tech** Technology leads to the mechanisation of simple human tasks.	**High-Tech** Technology improves the welfare of daily life and mass communication rules.	**Enhanced life** Technology merges and integrates with the mind, body and nature.
Consumption	**Status** The industrial age produces new products and emerging brands for consumers who are lucky to afford them.	**Lifestyle** The more choices – the better. The manufactures offers brands that meet consumers diversified lifestyle choices.	**Choice fatigue** Material overexposure has left consumers unsatisfied. The service economy engages the consumer by immaterial values.

Source: Style-Vision

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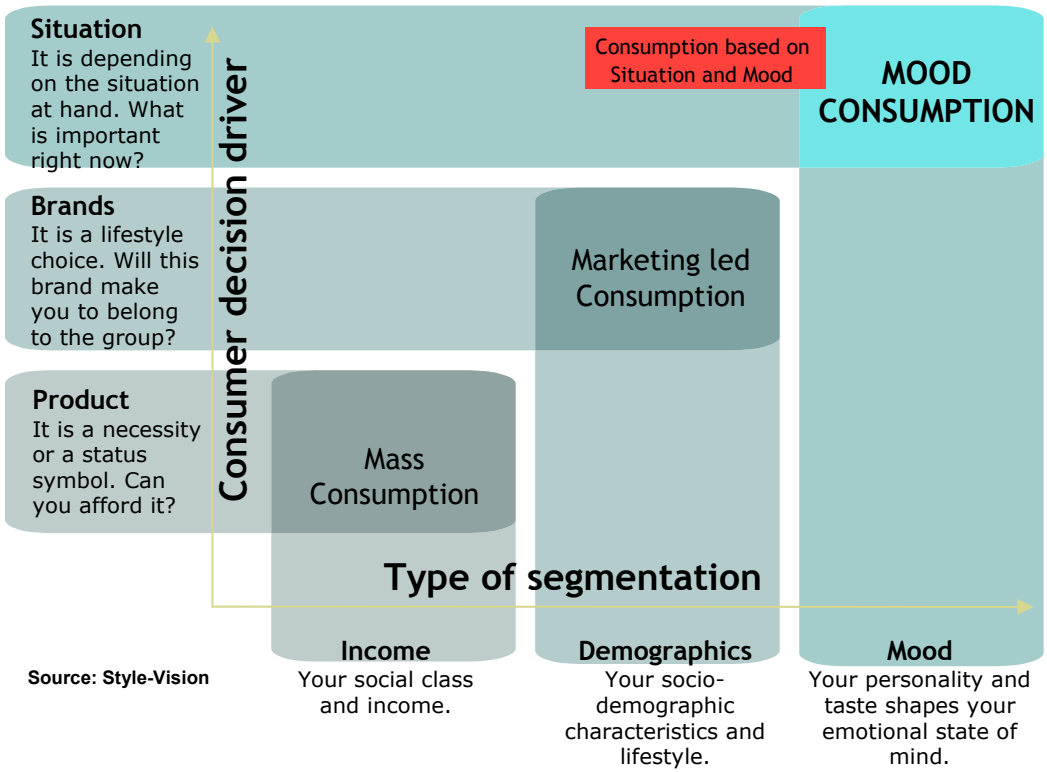
Navigating successfully by Mood Consumption

Starting around the 1900's we saw the beginning of mass consumption; one product to everybody as long as the basic need for that product exists and you can afford it. About 50 years later, facing more diversified consumer lifestyles, companies found product extensions a way to increase their market impact. Until the 1990's consumer segmentation could be, more or less, successful using demographic criteria, such as gender, age or income and extensive market/consumer research. These consumers were highly influenced by branding and advertising. Today, the formula seems to have reached its limit in many markets.

Following their emotions the consumers affirm their preferences, or reveal their inner contradictions, they act according to their mood and current situation, influenced by a global context. They want to be excited about a product, price or service and they are more mature and demanding than ever before.



Source: Style-Vision

The Mood Consumption© theory can segment consumers. This segmentation enables us to observe, explain and anticipate how the person reacts depending upon one's mood and the situational need.

As the name Mood indicates, it is a flexible segmentation model where people can change Moods in different situations. However, our research the last two years indicates that 80-90% of people stay with-in the same major Mood Segment.

As seen in the graph Mood Consumption© is determined by the situation of a consumer and the mood of that consumer.

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What is a mood?

A Mood is a flexible profile or SEGMENT determined by the three following factors: psyche, semantics and senses.

PSYCHE

psychological & emotional state of mind

what's on my mind?

The translation of the moods into psychological dimensions are based on the theories of personality by Jung, Myers-Briggs and Keirsey which we have applied to the consumer world.

See next page.

SEMANTICS

evolving communication & motivations

how do I communicate?

Semantics are meanings and expressions, messages and words mirroring the motivations of the person in one's communication. Emerging concepts are also translated into words and messages from etymology, literature and linguistics.

SENSES

design & sensorial evolution sight, smell, taste, touch

… and how do I sense?

Senses are sensuality, perception of oneself and of the environment, relationship with the object and the material world. We translate and update the moods using the sensorial dimensions which shape our perception.

Source: Style-Vision

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The theories that lay the foundation

The mood segments derive from a type of psychological profiling that has been used for many years in various business environments (i.e. Human Resources). "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." However, these theories have never been used in consumer analysis or media research until the Mood Consumption Theory by Style-Vision.

1921

Carl Gustav Jung's "Psychological Types«

Psychological Axis:

Introversion vs. Extraversion

Sensing vs. Intuition

Feeling vs. Thinking

Conscious vs. Unconscious

1942

Isabel Briggs Myers

Myers-Briggs Type Indicator (MBTI).

Psychological Axis:
Introversion vs. Extraversion

Sensing vs. Intuition

Feeling vs. Thinking

Judgment vs. Perception

Result:

16 types of personality ESFJ, ISFJ, ESTJ, ISTJ, ESFP, ISFP, ESTP, ISTP, ENFJ, INFJ, ENTJ, INTJ, ENFP, INFP, ENTP, INTP

1978 - 1998

David Keirsey

Keirsey and Bates's Please Understand Me

Psychological Axis:
Introversion vs. Extraversion

Sensing vs. Intuition

Feeling vs. Thinking

Judgment vs. Perception

Result:

Rationals = Intuition/Thinking (ENTJ, INTJ, ENTP, INTP)

Idealists = Intuition/Feeling (ENFJ, INFJ, ENFP, INFP)

Artisans = Sensing/Perceiving (ESFP, ISFP, ESTP, ISTP)

Guardians = Sensing/Judging (ESFJ, ISFJ, ESTJ, ISTJ)

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The four Moods in the Mood Consumption Theory

Psychological Axis:
Introvert vs. Extravert

Conceptual vs. Material

Emotional vs. Logical

Organized vs. Spontaneous

Result:

Innovation = Conceptual & Logical (ENTJ, INTJ, ENTP, INTP)

Intuition = Conceptual & Emotional (ENFJ, INFJ, ENFP, INFP)

Satisfaction = Material & Spontaneous (ESFP, ISFP, ESTP, ISTP)

Perfection = Material & Organized (ESFJ, ISFJ, ESTJ, ISTJ)

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FORTUNE mood check®

CONCEPTUAL

LOGICAL

INNOVATION MOOD
Seeking for experience

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 of. They think the real world is a flexible network of logical possibilities, moved by skills.

INTUITION MOOD
Seeking for compassion

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. They can be warm, sympathetic friends. The essence of their character is to constantly try to self-actualize.

EMOTIONAL

ORGANIZED

PERFECTION MOOD
Seeking for efficiency

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.

Perfection people are the most practical, in the sense of following tradition, of the four moods. They trust what is 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.

SATISFACTION MOOD
Seeking for pleasure

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, observant, physically skilful, impatient, easily bored and good with tools and art. They read minds, by observing people. They are egalitarian, and go out of their way to make sure everyone gets their fair share.

SPONTANEOUS

MATERIAL

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Mood Check Results

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Fortune Readers Total Group Profile

As a group, the Fortune Readers are:

- **65 % are conceptual**, rather than material in their vision of the world. They appreciate innovative concepts to meet their visionary mood.
- They are as likely to be organized (50%) as spontaneous (50%).
- **67 % are more logical and facts driven** than emotional and people-driven in their thought process.
- 62% are more introvert than extravert in their relationships with others.

Fortune Readers measured on personality types:

Material	35 %	**65 %**	**Conceptual**
Organized	50 %	50 %	Spontaneous
Logical	**67 %**	33 %	Emotional
Extravert	38 %	62 %	Introvert

Psychological Axis:

Material vs. Conceptual:
Material: based on reality, the 'here and now' and sensory data.
Conceptual: based on the bigger picture, interrelationships, "ideas".

Organized vs. Spontaneous:
Organized: needing closure, completion, decision
Spontaneous: looking for new information; keeping the question open.

Logical vs. Emotional:
Logical: measures information in relation to logic.
Emotional: measures information in relation to people and relationships.

Introvert vs. Extravert:
Introvert: concerned with inner facts, experience and reality.
Extravert: concerned with outer world.

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Fortune Readers results:

CONCEPTUAL

LOGICAL

EMOTIONAL

INNOVATION MOOD
Seeking for experience

41%

Non readers: 27%

INTUITION MOOD
Seeking for compassion

24%

Non readers: 32%

PERFECTION MOOD
Seeking for efficiency

21%

Non readers: 23%

SATISFACTION MOOD
Seeking for pleasure

14%

Non readers: 18%

ORGANIZED

SPONTANEOUS

MATERIAL

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Fortune readers individual mood segments:

INNOVATION MOOD

TOTAL: 41%

+ INNOVATION
7%
Assertive, dynamic, decisive, leading, well-informed, innovative and frank mood.

+ INTUITION
13%
Reserved, theoretical, sharp, logical, original, creative, individual and scientific mood.

+ PERFECTION
13%
Independent, sceptical, determined analytical, leading and original mood.

+ SATISFACTION
8%
Adventurous, stimulating, fast-moving, outspoken, creative, clever, curious and theoretical mood.

INTUITION MOOD

TOTAL: 24%

+ INNOVATION
4%
People-focused, active, sociable, expressive, loving, tactful and straight-forward mood.

+ INTUITION
7%
Immaterial, independent, absorbed, quiet, reflective, loyal and idealistic mood.

+ PERFECTION
4%
Caring, complex, intuitive, forceful, concerned, hard working and firm mood

+ SATISFACTION
9%
Enthusiastic, idealistic, creative, high-spirited, imaginative, and improvising mood.

PERFECTION MOOD

TOTAL: 21%

+ INNOVATION
5%
Practical, business oriented, traditional, organized, leading and matter-of-fact mood.

+ INTUITION
3%
Stable, accurate, loyal, considerate, warm, generous, dependable and sensitive mood.

+ PERFECTION
12%
Serious, orderly, well organized, responsible, capable, logical, reasonable and effective mood

+ SATISFACTION
1%
Active, energetic, controlling, dutiful, talkative, detailed oriented and conscientious mood.

SATISFACTION MOOD

TOTAL: 14%

+ INNOVATION
2%
Friendly, adaptable, action-oriented, on-the-spot, material, no worries and impatient mood.

+ INTUITION
3%
Quiet, serious, sensitive, kind, following, artistic, modest and reserved mood.

+ PERFECTION
7%
Reserved, analyzing, observing, uncomplicated, generous, trusting and receptive mood.

+ SATISFACTION
2%
People-oriented, fun-loving, outgoing, easy-going, friendly, adventurous and joyful mood.

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INNOVATION MOOD + intuition (13%)

How do readers generally feel in this mood?

Reserved, theoretical, sharp, logical, original, creative, individual and scientific. People in this mood tend to be quiet, independent and private; unemotional; ingenious and innovative, global thinkers; curious and driven to increase their competence; casual and adaptive; nonconforming and unpredictable.

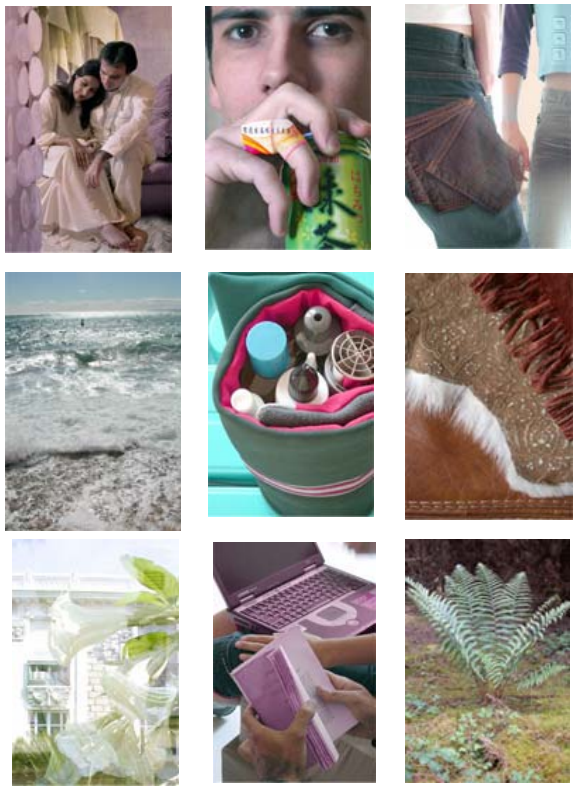
How will they behave?

- Richly imaginative and creative, they love new ideas and become very excited over abstractions and theories. Their distant goal is often to rearrange the environment somehow, to shape, to construct, to devise, whether it be buildings, institutions, enterprises, or theories.
- They are usually very independent, unconventional and original and not likely to place much value on traditional goals such as popularity and security. They are very skeptical of others who are undertaking new beginnings. They are able to pour cold water on others burning enthusiasm. They try to keep others from being passionate as they consider strong emotions to be harmful.
- They look after their health and pay a lot attention to hygiene and sanitation. For example, they may wash their hands more often than others do. They look after their clothes and homes, which they know well how to compose and combine. They usually work slowly, paying a lot of attention to detail.
- In their activities they show a strict logic, that can sometimes become very pedantic and scrupulous. For example, they may check that all home appliances are off many times before leaving.

How to attract them?

For them, the most important thing is their privacy and the opportunity to solve complex problems in unique ways.

Some Images and words selected in the mood check:



Keywords:
imagination exchange , non stop living, endless experiment, outgoing dynamic , intellectual challenges, experimental life, idealistic, protective rituals, reflection.

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INNOVATION MOOD + perfection (13%)

How do readers generally feel in this mood?

Independent, skeptical, determined analytical, leading and original. People in this mood tend to be autonomous, aloof and intellectual; imaginative, innovative and unique; critical, analytical and logical; intellectually curious, driven to learn and increase their competence and knowledge; socially cautious and reserved; organized and definitive.

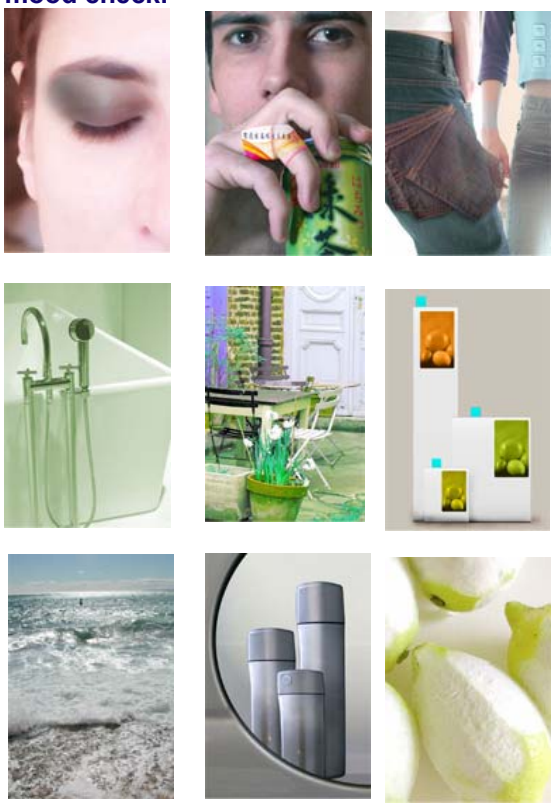
How will they behave?

• In a sense, they approach reality as they would a giant chess board, always seeking strategies that have a high payoff and always devising contingency plans in case of error or adversity. They are generally extremely intelligent and capable.
• They are ambitious, self-confident, deliberate, long-range thinkers; who value clarity and efficiency, dislike messiness and inefficiency and anything that is muddled or unclear. They take their relationships and commitments seriously and their constant quest to improve everything may be taxing on relationships.
• Their clothes are not usually very striking, but long lasting. They do not like to attract excessive attention to themselves and most of the time they stick to classics, often wearing the same style and composition for a long time. In general, they prefer to keep silent rather than give an opinion on a subject to which they are indifferent.
• They care about finer things in life such as food and drink, but when involved in something interesting they can completely forget that they need to eat. No idea is too far-fetched to be entertained - if it is useful. They are natural brain-stormers, always open to new concepts and, in fact, aggressively seek them.

How to attract them?

• Give them their independence, to enable them to live according to their own high standards.

Some Images and words selected in the mood check:



Keywords:
imagination exchange , adventure
angel or devil?, outgoing
dynamic, logical
curiosity, customized privacy, cleaning up,
rational creativity, seriousness.

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PERFECTION MOOD + perfection (12%)

How do readers generally feel in this mood?

Serious, orderly, well-organized, responsible, capable, logical, reasonable, and effective. People in this mood tend to be cautious, hard working, conservative, and quiet; literal, realistic and practical; careful and precise; logical, honest and matter of fact; resistant to change and comfortable with routine.

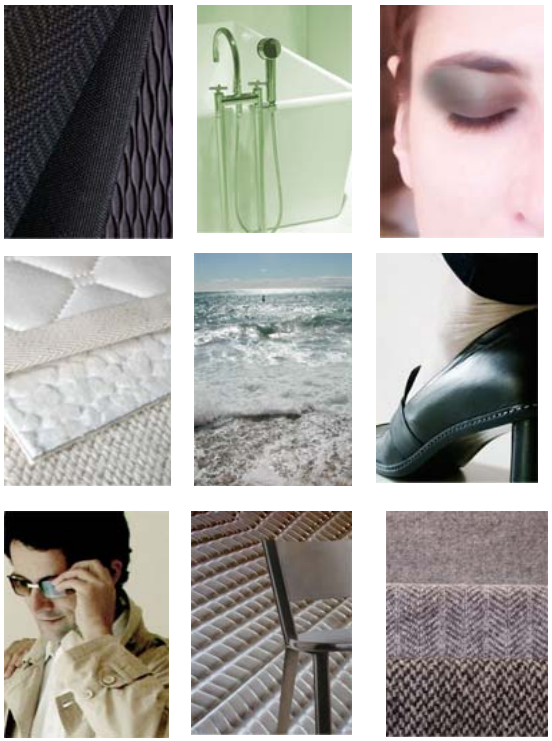
How will they behave?

- They have a distaste for, and distrust, of over fanciness in speech, dress, and living space. Their words tend to be simple and down-to-earth, not showy or high-flown; their clothes are often classic and conservative rather than the latest fashion.
- Their home and work environments are usually neat, orderly and traditional, in simple colours and high quality. In their choice of personal property (cars, furnishings, jewellery, etc.) price and durability are just as important as appearance. They are rather conservative with spending money. Even on vacation, they tend not to be attracted by exotic foods, beverages or locales.
- They honour their commitments and take their roles very seriously, but have a tendency to believe that they're always right. Their value for structure may seem rigid to others, but they are able to handle constructive criticism well.
- They are usually able to communicate what's on their minds with precision, able to tolerate conflict situations without emotional upheaval, but not naturally in-tune with what others are feeling.

How to attract them?

Let them see you are being of service, working hard and are responsible in every detail. Keywords are: Simplicity, trustworthiness and stability; cleanliness, seriousness, efficiency and strong principles.

Some Images and words selected in the mood check:



Keywords:
imagination exchange , dynamic, outgoing endless experiment, logical, optimized, simplicity, stability; cleanliness, seriousness, efficiency, sustainable principles and branding/logo free.

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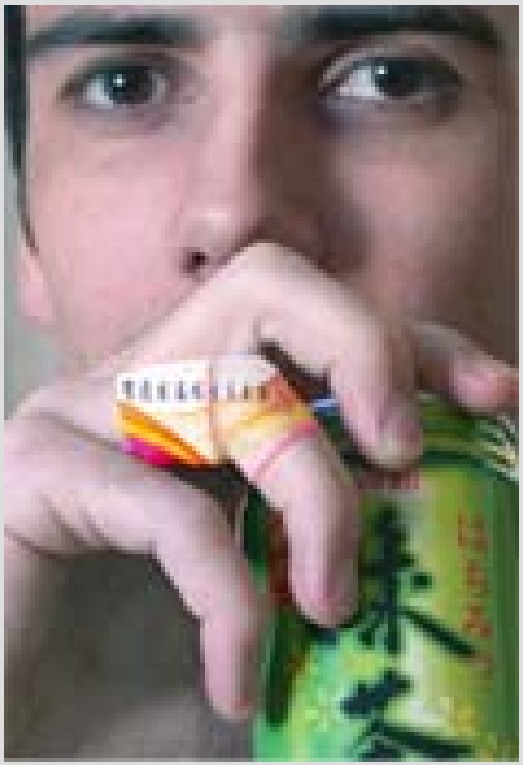
Moods & Advertising

© Style-Vision 2001-2005

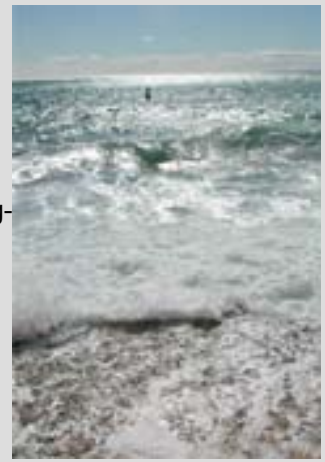
Senses: Top 5 Fortune readers images

In the MOOD CHECK all readers were asked to pick their favourite images. Here is the list of the five most selected:

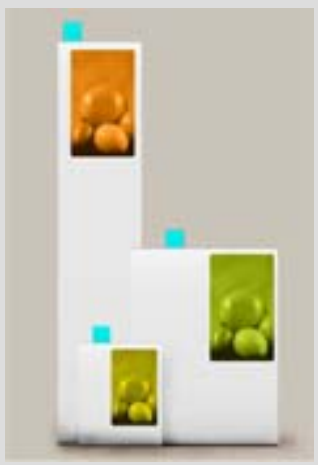


1. Visionary concepts with **multi-cultural** icons.

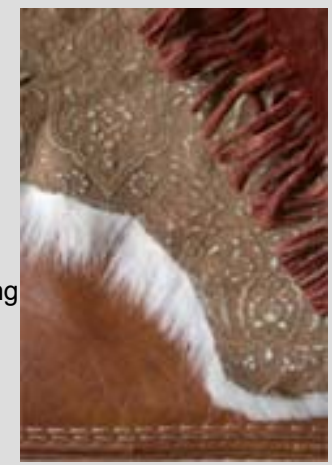
2. Cutting-edge product ideas.



3. Unlimited horizons



4. Re-freshing and energizing colours



5. Protective and warm touches

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Semantics: Top 5 Fortune readers expressions

In the MOOD CHECK all readers were asked to pick their favourite expressions. Here is the list of the five most selected:

1. angel or devil?
2. outgoing
3. imagination exchange
4. endless experiments
5. dynamic

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How to translate the mood results into relevant advertising?

We selected 100 adverts from recent Fortune magazines and based on their style (both visuals and texts) we qualified the moods of these adverts. Our conclusion is that the ad campaigns could focus more on the Innovation mood.

INNOVATION MOOD

41 % of readers

23 % of ads

INTUITION MOOD

24 % of readers

25 % of ads

PERFECTION MOOD

21 % of readers

34 % of ads

SATISFACTION MOOD

14 % of readers

18 % of ads

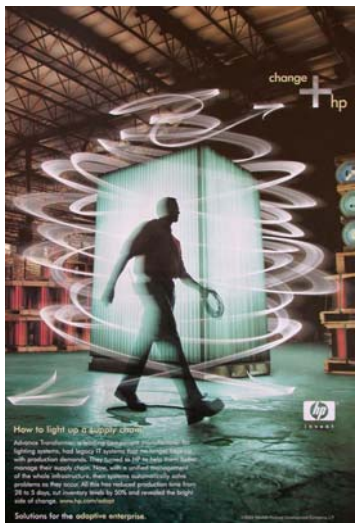
© Style-Vision 2001-2005

INNOVATION MOOD

© Style-Vision 2001-2005

Great ads for the INNOVATION MOOD

SUCCESS: Ads in the mood; experience, high speed and creativity



© Style-Vision 2001-2005

Ads for the INNOVATION MOOD (23%)

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 of. They think the real world is a flexible network of logical possibilities, moved by skills. Seeking for experience.

	Company	Title	Why classified in the mood?
1	ABB	Downtime is not an option.	Constantly improving situations.
2	ABN AMRO	"I want answers to the questions I've not even thought of yet."	Seeking solutions as in 'Does it make sense'?
3	Accenture	High performers create their own opportunities.	Creating own opportunities.
4	Accenture	Do you see opportunities when others don't?	Always see new opportunities
5	AIRBUS	Middle seat, anyone?	Even a slight inconvenience can drive you nuts!
6	Citigroup	Knowledge is power. Feel free to flex.	Knowledge is power.
7	CNN	In direct violation of the European Working Directive 93/104.	Autonomous.
8	Degussa	No night is complete without speciality chemicals.	Invent, create and configure.
9	Freemove Alliance	The FreeMove alliance. Four leading operators. One simple idea.	Mission to remove the complexity.
10	HP	How to light up a supply chain.	The bright side of change and invention.
11	Huawei Technologies	Eating Dumplings in the Sand.	The world is a flexible network, moved by skills.
12	Huawei Technologies	Pushing snow with your feet.	The world is a flexible network, moved by skills.
13	IBM	Middlewhere is Everywhere. Can you see it?	Build and Create.
14	Johnnie Walker: Blue Label	Bottle No. W07808	Visuals of unlimited horizons.
15	KIKKOMAN	Open to the world.	How is it made? How does it work?
16	MEDIASET	the future NOW.	Future oriented.
17	RICOH	How well do you share?	Managing concepts and ideas.
18	SIEMENS	Turning communication around.	Flexibility.
19	SKYTEAM	We strive to make your connections easier.	Constantly improve situations.
20	SKYTEAM	We strive to send you on vacation faster.	Striving, possibilities moved by skills.

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Ads for the INNOVATION MOOD (23%) continued

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 of. They think the real world is a flexible network of logical possibilities, moved by skills. Seeking for experience.

	Company	Title	Why classified in the mood?
21	STAR ALLIANCE	Can you recognise the traveller who deserves to earn miles faster?	Competence moved by skills.
22	TOYOTA	Formula for success: Racing Ahead.	Preparing for the future.
23	TOYOTA	With two seasons of F1 racing behind us, we're preparing for the future.	Preparing for the future.

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INTUITION MOOD

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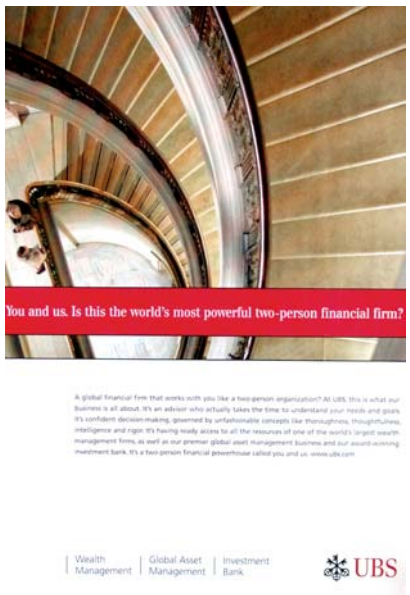
Great ads for the INTUITION MOOD

SUCCESS: Ads in the mood; search for authenticity, history and emotional links.



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Ads for the INTUITION MOOD (25%)

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. They can be warm, sympathetic friends. The essence of their character is to constantly try to self-actualize. Seeking for compassion.

	Company	Title	Why classified in the mood?
1	46 PARK STREET	Your home away from home.	Comfort and family feeling.
2	ABN AMRO	"The last bank only understood our finances. This one also understands our business"	Empathy.
3	ABN AMRO	"I want a bank rooted in the community. Not implanted."	Authentic with sense of community.
4	Capgemini	"My first priority? Enhancing his phenomenal capabilities"	Teaching, counselling and tutoring.
5	Cartier	New Santos-Dumont watch.	Visuals with focus on tradition and modernity.
6	CONRAD HOTELS	Welcome to the world of Conrad.	Meaningful relationships.
7	CUSHMAN & WAKEFIELD	In a country with over 400 languages etc.	Cultural diversity.
8	DHL	More pioneering spirit.	People move the world.
9	FOUR SEASONS	What will you remember?	Visuals with focus on tradition and modernity.
10	Global Business	Nepad, a new start for Africa	Being empathic and authentic.
11	Herald Tribune	World matters: the broader business perspective.	More than just business.
12	Johnnie Walker: Blue Label	Specify separately on insurance.	Warm Visuals.
13	Kellogg's	A reputation is a fragile thing.	Always aware of people's feelings.
14	Le MERIDIEN	A journey of discovery starts here.	Warm and protective colours.
15	MALAYSIA AIRLINES	How often must he tell his son, "Daddy will be back in a week"?	Deep and meaningful relationships.
16	Malaysia	Truly rewarding. Truly Asia.	Authentic.
17	Malaysia	Truly Captivating: Truly Asia	Authentic.
18	PHILIPS	Because babies don't come in two dimensions.	Interpersonal integration.
19	REMY MARTIN	"Louis XIII. La collection cognac diamant"	History and extravagance.
20	TIME	Join the conversation.	Dialogue between people.

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Ads for the INTUITION MOOD (25%) continued

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. They can be warm, sympathetic friends. The essence of their character is to constantly try to self-actualize. Seeking for compassion.

	Company	Title	Why classified in the mood?
21	Tourist Division, Bangkok	Visit Bangkok where old meets new.	Visuals with focus on tradition and modernity.
22	UBS	You and us. Is this the world's most powerful two-person financial firm?	Deep and meaningful relationships.
23	UPS	Trading somewhere unknown? Secure payments with UPS.	Security.
24	Virgin	Indulge yourself. Carefully selected by Richard Branson.	Self-actualize.
25	WWF	The true cost of a dam never shows up on a balance sheet.	More than just business.

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PERFECTION MOOD

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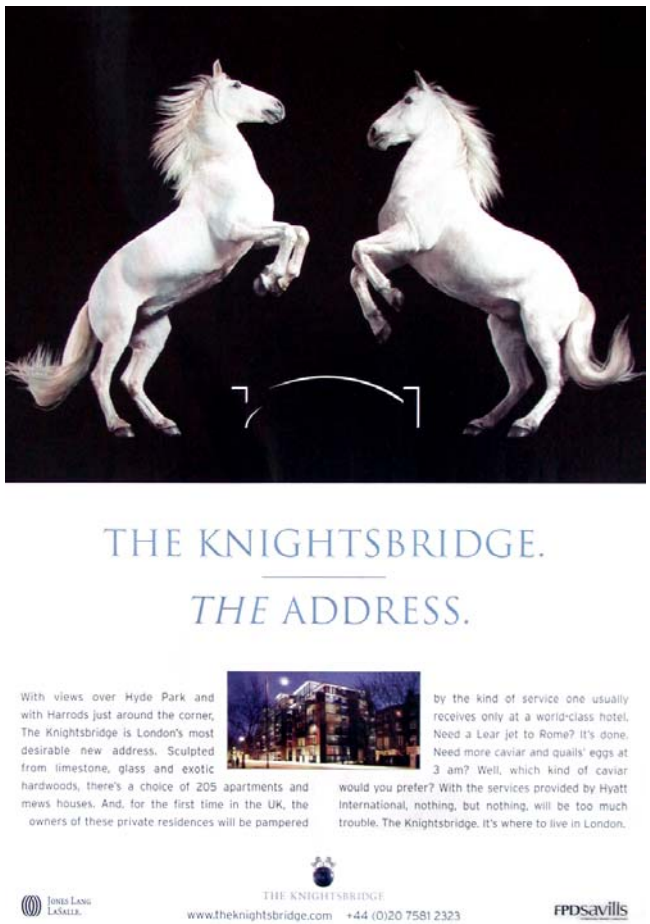
Great ads for the PERFECTION MOOD

SUCCESS: Ads in the mood; search for excellence, elegance, sustainable values, know-how and classic ideals



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Ads for the PERFECTION MOOD (34%)

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. Perfection people are the most practical, in the sense of following tradition, of the four moods. They trust what is 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. Seeking for efficiency.

	Company	Title	Why classified in the mood?
1	Arrow Electronics	A history of Excellence, A future of Growth.	Respectable and well-prepared.
2	Brother	"Our business vision? Minimized costs. Optimized productivity."	Organized manners.
3	CA Computer Associates	Reactive. Proactive.	Avoiding crisis.
4	CNN	Stay on course and keep out of the rough.	Trust what is familiar.
5	DASSAULT FALCON	Why Generals have always ridden best steeds into battle.	Keen sense of social placement/order.
6	Deutsche Bank	A passion to Perform.	Performance and leadership.
7	DHL	More Performance inside.	Control.
8	FPD SAVILLS	The Knightsbridge. The Address.	Visuals: following tradition and status.
9	Global Business	Catalonia	Trust based on ranks.
10	GREECE	An Investment Perspective for 2004	Effective measures.
11	HP	Confessions of the World's Most Demanding CIOs.	Fail-safe and utterly clear.
12	IBM	"We didn't build this I.T. system. It just kind of grew."	Manageable, affordable and dependable.
13	IBM	How to tell anyone anything without telling everyone everything.	Filtering and protecting..
14	INSEAD	However your career is growing etc.	Keen sense of social placement/order.
15	Kingdom Holding Company	Reaching out through global investments.	Trust of what is familiar.
16	MeePierson	The road ahead is yours.	Leadership.
17	NORTEL	This is the way.	Secure and reliable.
18	ORACLE	1-800-flowers.com runs The Oracle E-Business Suite.	Familiarity.
19	ORACLE	Oracle Grid turns 64 PC servers into a giant mainframe.	Familiarity.
20	ORACLE	Ducati Runs The Oracle E-Business Suite.	Familiarity.

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Ads for the PERFECTION MOOD (34%) continued

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. Perfection people are the most practical, in the sense of following tradition, of the four moods. They trust what is 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. Seeking for efficiency.

	Company	Title	Why classified in the mood?
21	RWE	Someone has to be there.	Responsibility.
22	SHELL	Where you demand we supply.	Expertise and commitment.
23	SIEMENS	Higher productivity - complete transparency and controlled quality.	Control and measurement.
24	SIEMENS	But how can you measure style?	Control and measurement.
25	SIEMENS	When productivity is clearly on the up it's a clear road ahead.	Control and measurement.
26	SIEMENS	When productivity is clearly on the up it's thanks to all the right ingredients.	Control and measurement.
27	Silicon.com	Without technology, the road ends here.	Trust and experts.
28	STANFORD	2004 leadership and Strategy programs	Familiarity.
29	THE NEW France	"The French are the most productive people in Europe."	Efficiency.
30	THE WALL STREET JOURNAL	Is your business news as global as you are?	Trust.
31	THURAYA	One lifeline.	Seamless and cost-effective.
32	UBS	Is this the most powerful two-person financial firm? You and us.	Visuals: following power and status.
33	UPS	Your employees are making shipments out there. How do you control it all from here?	Inspection and control.
34	WestLB	"A really well designed structure"	Being reliable and organized.

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SATISFACTION MOOD

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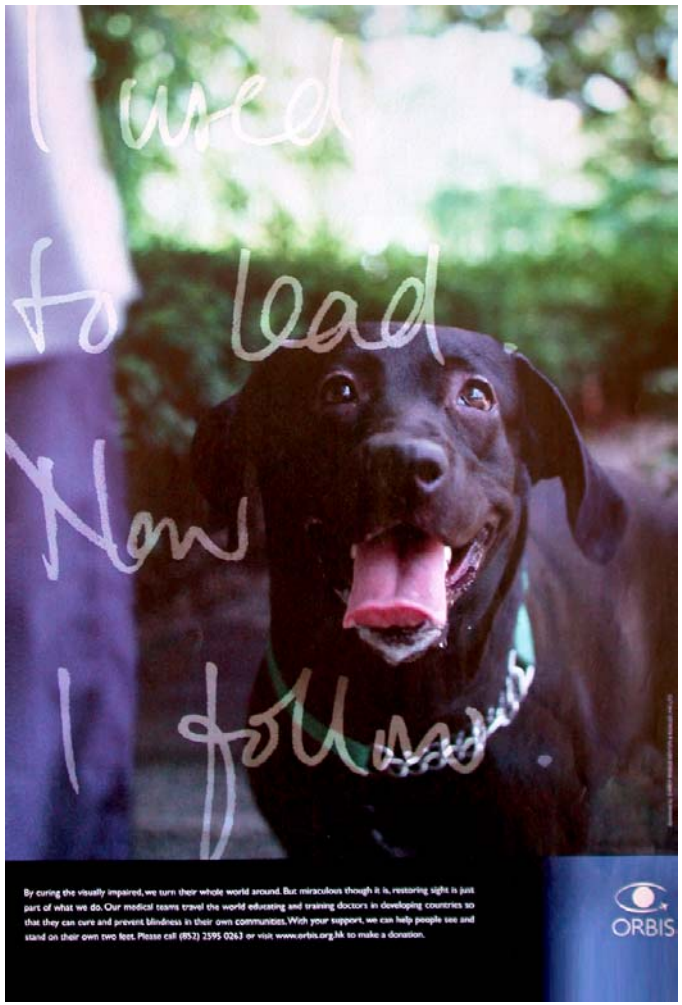
Great ads for the SATISFACTION MOOD

SUCCESS: Ads in the mood; fun and spontaneity, the values inherited from childhood; humor



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Ads for the SATISFACTION MOOD (18%)

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, observant, physically skilful, impatient, easily bored and good with tools and art. They read minds, by observing people. They are egalitarian, and go out of their way to make sure everyone gets their fair share. Seeking for pleasure.

	Company	Title	Why classified in the mood?
1	AVAYA	Doesn't matter what their name is. Avaya IP Telephony Solutions work with them all.	Humour.
2	CANON	Child-friendly spaces are more than welcome places.	Egalitarian: Focus on the group.
3	DoCoMo	She's calling for the world at the touch of a button. We're answering.	Visuals: displaying and composing.
4	Dubai Duty Free	Full of surprises.	Spontaneous.
5	Dubai Duty Free	Win $1,000,000	Promoting.
6	FAIRTRADE	Wake up and smell the coffee.	Outgoing sensations in the here and now!
7	INVEST JAPAN	You know there are many business opportunities in the Japan market…	Visuals: No worries, happy people.
8	MAKE A WISH	That's my wish!	Adaptable and child like.
9	OPAP	Lottery. Games. Dreams. Profits. Fun.	Action and pleasure.
10	ORBIS	I used to lead. Now I follow.	Visuals: fun.
11	PHILIPS	Technology should be as simple as the box it comes in.	Sense and Simplicity.
12	SAMSUNG	DigitAll vision	Visuals: fun-loving and romantic power.
13	SOUTH AFRICA	If this page was developing as fast as our economy, it would be a billboard.	Displaying and composing.
14	THAI	Fly with THAI to Bangkok and discover two cities in one.	Outgoing sensations with tools and art.
15	THAILAND	Thai Inspiration.	Observing people and things.
16	TOURISM MALAYSIA	Business first. Pleasure always.	Pleasure.
17	TOURISM THAILAND	Can you put a price on quality?	Romance.
18	WALLPAPER	The fast-track guide to the world's most exciting cities.	Material excitement.

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Moods & Demographics

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Demographic details of the sample

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 a comparison possible between readers and non readers. **1633** online questionnaires were completed by declared Fortune readers.

Fortune Readers

Gender:	
Men	76%
Women	24%

Age:	
Under 35	37%
35 - 44	35%
45 - 54	16%
55 - 64	9%
65+	3%

Revenue	
$650,000 or more	5%
$320,000 - $649,999	6%
$190,000 - $319,999	24%
$130,000 - $189,999	7%
$100,000 - $129,999	11%
Total of higher revenue	**53%**
Less than $100,000	47%

Non Readers

Gender:	
Men	58%
Women	42%

Age:	
Under 35	65%
35 - 44	20%
45 - 54	10%
55 - 64	4%
65+	1%

Revenue	
$650,000 or more	3%
$320,000 - $649,999	2%
$190,000 - $319,999	12%
$130,000 - $189,999	3%
$100,000 - $129,999	8%
Total of higher revenue	**28%**
Less than $100,000	72%

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Demographic details of the sample (continued)

Fortune Readers

Job Position:	
Chairman/CEO/Managing Director	13%
Owner/Partner	13%
Board Director	2%
Director/VP	8%
Department Head/Senior Manager	27%
Total of senior management	**63%**
Politician/Diplomatic/Similar	1%
Other/Specialist	36%

Activity	
IT/Technology/Telecoms	19%
Banking/Finance/Investment	18%
Business Services	13%
Manufacturing/Construction	13%
Retail/Consumer Services/Leisure	8%
Education	6%
Media	4%
Health/Public Services	4%
Government	3%
NGO/Charity	1%
Other	11%

Continent:		Top Countries
Asia	68%	Hong Kong, China, Australia
Europe	29%	Singapore, Malaysia, India
Other	3%	

Non Readers

Job Position:	
Chairman/CEO/Managing Director	3%
Owner/Partner	7%
Board Director	1%
Director/VP	4%
Department Head/Senior Manager	24%
Total of senior management	**39%**
Politician/Diplomatic/Similar	3%
Other/Specialist	58%

Activity	
IT/Technology/Telecoms	19%
Banking/Finance/Investment	18%
Business Services	10%
Manufacturing/Construction	9%
Retail/Consumer Services/Leisure	9%
Education	9%
Media	3%
Health/Public Services	4%
Government	3%
NGO/Charity	1%
Other	15%

Continent:		Top Countries
Asia	56%	Australia, Greece, United Kingdom, Malaysia, India
Europe	36%	
Other	8%	

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Demographic details of the sample (continued)

Fortune Readers

Mood/Gender	Women	Men
Innovation	35%	43%
Intuition	27%	23%
Perfection	22%	21%
Satisfaction	16%	13%
Total	100%	100%

Mood/Region	Asia	Europe
Innovation	43%	39%
Intuition	22%	28%
Perfection	21%	18%
Satisfaction	14%	15%
Total	100%	100%

Mood/ Age	Under 35	35- 44	45 - 54	55 – 64	65+
Innovation	39%	46%	45%	34%	30%
Intuition	27%	22%	20%	21%	16%
Perfection	20%	17%	20%	29%	44%
Satisfaction	14%	15%	15%	16%	10%
Total	100%	100%	100%	100%	100%

Non Readers

Mood/Gender	Women	Men
Innovation	21%	36%
Intuition	37%	26%
Perfection	23%	22%
Satisfaction	19%	16%
Total	100%	100%

Mood/Region	Asia	Europe
Innovation	26%	28%
Intuition	30%	36%
Perfection	22%	24%
Satisfaction	22%	12%
Total	100%	100%

Mood/ Age	Under 35	35- 44	45 - 54	55 – 64	65+
Innovation	27%	25%	33%	18%	43%
Intuition	34%	29%	33%	23%	14%
Perfection	24%	27%	10%	18%	14%
Satisfaction	15%	19%	24%	41%	29%
Total	100%	100%	100%	100%	100%

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Demographic details of the sample (continued)

Fortune Readers

Mood/Position	Chairman/ CEO/ Managing Director	Owner/ Partner	Board Director	Director/ VP	Department Head/ Senior Manager	Politician	Specialist
Innovation	45%	42%	36%	45%	46%	69%	36%
Intuition	22%	18%	15%	28%	21%	23%	28%
Perfection	21%	25%	19%	14%	19%	8%	23%
Satisfaction	12%	15%	30%	13%	14%	0%	13%
Total	100%	100%	100%	100%	100%	100%	100%

Non Readers

Mood/Position	Chairman/ CEO/ Managing Director	Owner/ Partner	Board Director	Director/ VP	Department Head/ Senior Manager	Politician	Specialist
Innovation	40%	41%	46%	23%	28%	11%	26%
Intuition	20%	23%	21%	18%	28%	55%	35%
Perfection	20%	25%	19%	32%	28%	6%	21%
Satisfaction	20%	11%	14%	27%	16%	28%	18%
Total	100%	100%	100%	100%	100%	100%	100%

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