

Mood Consumption © Theory

A human-focused marketing tool

The Mood Consumption© Theory provides a deeper understanding of consumer behaviour in a post-industrial world. Traditional demographic segmentation criteria such as age, gender and income no longer accurately explain buying attitudes. In today's service economy products are personifying emotions and consumers spend according to their mood and the situation at hand. The world of the consumer has changed. So our methods of consumer analysis must change too. This human-focused marketing tool is based on a holistic vision; it combines personal drivers such as psychological profiling and sensorial preferences to create a segmentation method for today's consumers.

Co-presented by Style-Vision and Fortune Magazine

Introduction

This paper describes a novel method of gaining 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.

... 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

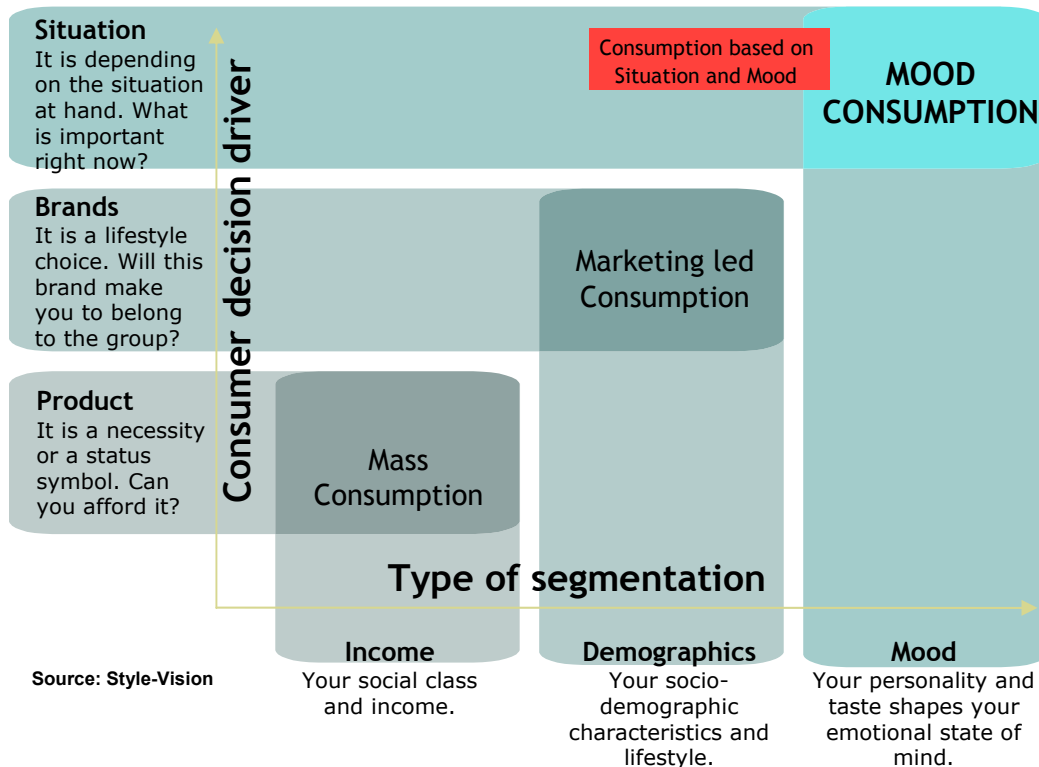
Facts about the survey: 1633 online Mood check questionnaires were completed by declared Fortune readers from Dec.16th - 22nd 2004 on a dedicated Fortune Mood Check website hosted by Style-Vision. The link to the online questionnaire was e-mailed to the respondents with a possibility to forward this 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.

Mood Consumption Introduction

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.



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.

Source: Style-Vision

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.

Source: Style-Vision

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.

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)

2001-2005

Style-Vision

The four Moods in the Mood Consumption Theory

Psychological Axis:

Introvert vs. Extravert

Conceptual vs. Material

Emotional vs. Logical

Organized vs. Spontaneous

Result:

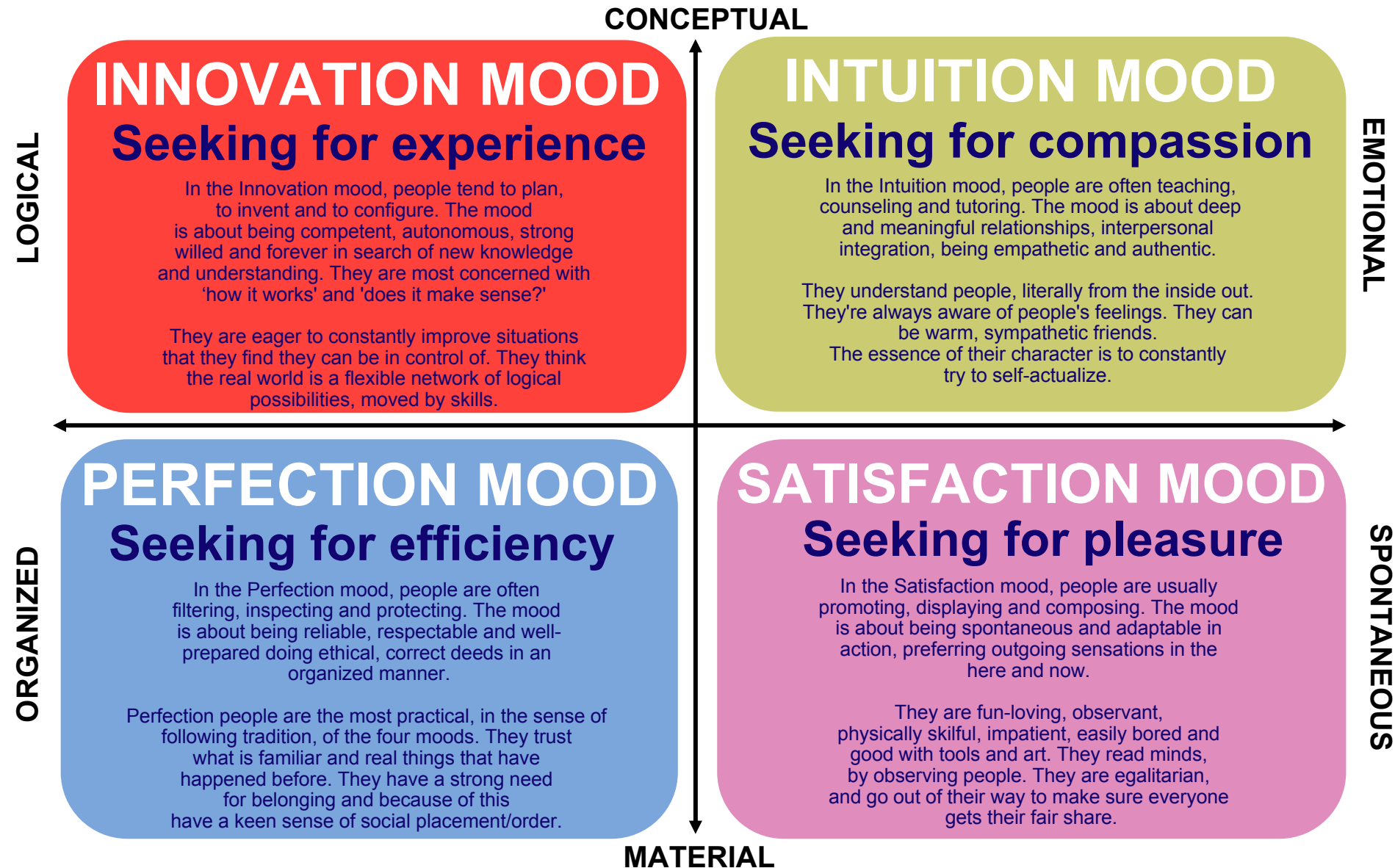
Innovation = Conceptual &
Logical (ENTJ, INTJ, ENTP,
INTP)

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

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

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

FORTUNE mood check®



Mood Check Results

FORTUNE mood check®

Fortune Readers results:

CONCEPTUAL

EMOTIONAL

SPONTANEOUS

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%

MATERIAL

FORTUNE mood check®

Fortune readers individual mood segments:

TOTAL: 41%

INNOVATION MOOD

+ 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

+ 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.

TOTAL: 24%

TOTAL: 21%

PERFECTION MOOD

+ 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

+ 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.

TOTAL: 14%

FORTUNE mood check®

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



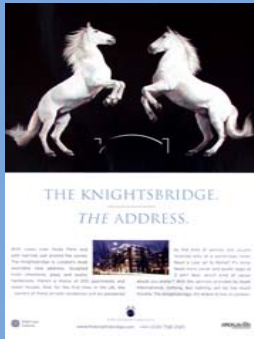
41 % of readers
23 % of ads

INTUITION MOOD



24 % of readers
25 % of ads

PERFECTION MOOD



21 % of readers
34 % of ads

SATISFACTION MOOD



14 % of readers
18 % of ads

Great ads for the **INNOVATION MOOD**

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

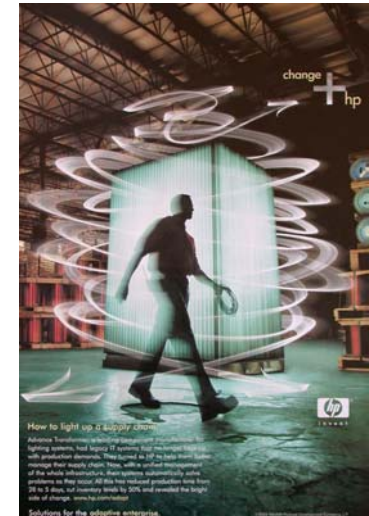
Middleware is Everywhere. Can you see it?

1 Car notifies owner for service.
2 Factory informed immediately.
3 Supplier ships parts instantly.
4 Dealer inventory adjusts in real time.
5 Car back on road in no time.

Middleware **Key**

MIDDLEWARE IS IBM SOFTWARE. Powerful software like DB2® and WebSphere® that can connect your business end-to-end. You can build upon your existing applications, creating a responsive environment where partners, vendors and customers can easily work together. And IBM software is based entirely on open standards for maximum efficiency, flexibility, speed and agility. That's ON DEMAND BUSINESS.

See how middleware works. See how it helps businesses succeed. See it at ibm.com/middleware/integrate



Great ads for the INTUITION MOOD

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



TRULY REWARDING

TRULY ASIA

In the heart of Asia lies a land of many cultures, wonders and opportunities. Like the chance to form lasting friendships with people from different cultures of Asia. And the chance to establish smart partnerships during your next business conference. Where is this land that's perfect for both friendship and partnership? It can only be Malaysia, Truly Asia.

Meet & Experience
Malaysia
Truly Asia



You and us. Is this the world's most powerful two-person financial firm?

A global financial firm that works with you like a two-person organization? At UBS, this is what our business is all about. It's an advisor who actually takes the time to understand your needs and goals. It's confident decision-making, governed by unfathomable concepts like thoroughness, thoughtfulness, intelligence and rigor. It's having ready access to all the resources of one of the world's largest wealth management firms, as well as our premier global asset management business and our award-winning investment bank. It's a two-person financial powerhouse called you and us. www.ubs.com

Wealth Management | Global Asset Management | Investment Bank

 **UBS**

Great ads for the **PERFECTION MOOD**

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



You, and UBS. That's how we see the heart of our business. Where our teams are dedicated to understanding your needs, delivering the right kind of solutions, and helping you to succeed. Of course this demands top tier advisory and execution capabilities across investment banking, equities, fixed income, rates and foreign exchange. All you'd expect, in fact, from one of the world's pre-eminent investment banks. But at UBS you'll also have access to our premier global asset management business and world-leading wealth management firm. The result? You can feel confident about the financial decisions you make. And the long-term relationship we build together. www.ubs.com

Wealth Management | Global Asset Management | Investment Bank



THE KNIGHTSBRIDGE.
THE ADDRESS.

With views over Hyde Park and with Harrods just around the corner, The Knightsbridge is London's most desirable new address. Sculpted from limestone, glass and exotic hardwoods, there's a choice of 205 apartments and mews houses. And, for the first time in the UK, the owners of these private residences will be pampered



by the kind of service one usually receives only at a world-class hotel. Need a Lear jet to Rome? It's done. Need more caviar and quail's eggs at 3 am? Well, which kind of caviar would you prefer? With the services provided by Hyatt International, nothing, but nothing, will be too much trouble. The Knightsbridge. It's where to live in London.



THE KNIGHTSBRIDGE
www.theknightsbridge.com +44 (0)20 7581 2323



FORTUNE mood check®

Great ads for the SATISFACTION MOOD

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



experience the **thrill** of life

forget about my illness for a while


MAKE-A-WISH

that's my **wish!**

Help make a child's dream come true.
Make-A-Wish Foundation® International is a non-profit organization with 28 active affiliate offices dedicated to fulfilling the wishes of children who are living with life-threatening illnesses. Through the help of donors, sponsors, and a worldwide team of more than 25,000 volunteers, Make-A-Wish Foundation® has made more than 110,000 wishes come true since 1980. Every wish provides a truly memorable experience for a child facing an uncertain future.

Share the thrill of life. **Help make a wish come true.**
Visit www.worldwish.org today

Argentina • Australia • Austria • Belgium South • Belgium Vlaanderen • Canada • Chile • Costa Rica • Denmark • France • Greece • Hong Kong • India • Israel • Ireland • Japan • Korea • Mexico • Netherlands • New Zealand • Panama • Philippines • Singapore • Switzerland • Taiwan • United Arab Emirates • United Kingdom •



I used to lead
Now I follow

By curing the visually impaired, we turn their whole world around. But miraculous though it is, restoring sight is just part of what we do. Our medical teams travel the world educating and training doctors in developing countries so that they can cure and prevent blindness in their own communities. With your support, we can help people see and stand on their own two feet. Please call (852) 2595 0263 or visit www.orbis.hk to make a donation.

ORBIS

Moods & Demographics

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%

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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