

Melbourne, 7 December 2011

## **Are you Feeling it?**

### **Forethought marks first year success of Prophecy Feelings<sup>®</sup>**

**Beer makes us feel happy. Fuelling our cars makes us feel angry. No! Really?! But that is only the very tip of what marketers can now quantitatively understand about the hierarchy of pre-cognitive emotions which drive consumption in their category and that their brand and communications elicits to help them build stronger market share.**

Leading-edge marketers and creatives in Australia and America have fuelled the first year success of Prophecy Feelings (the quantitative research method Forethought launched on 30 November 2010) via their significant appetite for emotions insights.

Since the launch, Forethought has been commissioned to measure the hierarchy of pre-cognitive emotions in 16 categories including aviation, fuels, automotive, banking, FMCG, insurance, media, pharmaceutical and medical.

Forethought clients have tested their own brands and communications against over 188 competitor brands, 60 TVCs, outdoor, and other consumption stimuli.

The data collected by Prophecy Feelings is then employed by clients and their agencies to understand which suite of emotions to dial-up or down to drive consumption.

Upon seeing Prophecy Feelings and its companion method Prophecy Thoughts<sup>®</sup> (which measures the rational drivers of choice and has predictive capabilities related to changes in market share) one US creative executive said "this is the most impressive strategic communication tool we have seen".

Likewise, a US-based senior Insights buyer for a global FMCG said, "We have never before been able to understand the ratios between which emotions are driving and what is rationally driving choice."

Ken Roberts, Managing Partner at Forethought, has been invited to present Prophecy Feelings at the Advertising Research Foundation ReThink+ 2012.

**END**

*If you would like to be shown the Prophecy Feelings methodology and case studies to better inform your story or additional quotes please contact:*

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## ABOUT FORETHOUGHT

**Forethought is a strategic marketing consultancy underpinned by a significant marketing research focus.** Forethought is an industry leader in acquisition, retention, brand and communications research

Forethought was the first Australian research firm to be awarded a patent for its methods, and its innovations in brand research have won multiple awards. Not content to be near the cutting edge of marketing research, Forethought is committed to continually sharpening it, via innovative methods such as:

- **Prophecy® Thoughts®**, which provides high levels of clarity into the hierarchical drivers of consumer choice, business outcomes and market share; and
- **Prophecy® Feelings®**, a new-to-the-world market research method, gives Advertisers and Brand Owners the exquisite power to precisely measure the pre-conscious emotions that their ad or brand elicits. Using Prophecy: Feelings®, Advertisers and Brand Owners can hone their creative and communication efforts to drive a specific emotional response.

For nearly 20 years, Forethought has conducted customised market research for clients in Australia and internationally across:

- Banking,
- Wealth,
- Finance,
- Information Technology & Telecommunications,
- Professional Services,
- Healthcare,
- FMCG,
- Automotive,
- Logistics, and
- Aviation.

Forethought has been awarded the Australian Marketing and Social Research Associations Award for Commercial Effectiveness twice consecutively in 2007 and 2010 (not awarded in between years) for work with ANZ and Jetstar.

Forethought was runner-up in the globally prestigious ISMS-MSI Practice Prize for Marketing Science for its longitudinal research conducted with Jetstar. The judging and awarding of prizes was conducted at MIT in Boston, Massachusetts.

## **Ken Roberts**

### **Managing Partner and Founder, Forethought Research**



Ken Roberts is one of Australia's leading market researchers and is the founder and Managing Partner of Forethought Research and Forebrand.

Ken is regarded as a specialist in brand measurement that predicts changes in market share. He is an innovator of research methodologies and was the driving force behind the first marketing research method to be awarded a patent in Australia.

Ken has been the continuous holder of the Australian Market and Social Research Society's Research Effectiveness Award for Commercial Effectiveness since 2007 and his work has appeared in international publications such as Research World and Admap.

The Australian Marketing Institute awarded Ken its Certified Practising Marketer of the Year in 2010.

Ken is an Honorary Fellow and Advisory Board member for the Department of Marketing at Monash University and a former Associate Professor in Marketing Research at Melbourne Business School.

Ken is Qualified Practising Market Researcher, a member of the Australian Marketing and Social Research Society and a Fellow of the Australian Marketing Institute.

#### **Availability for Comment**

Ken is available for comment on a range of topics including:

- Brand;
- Communications;
- Marketing;
- Consumer insight;
- Market research;
- Marketing metrics; and
- Acquisition and retention strategies.