Brand Connection

happen®

Actionable brand tracking based on real consumer emotions

Get the brand data that matters, and act on it fast

A new approach to brand management that is based on real, unprovoked emotion in consumer responses to your actual activity.

The result? A dynamic, actionable brand tracking system that transforms how you engage with consumers, optimise communications and adapt to marketplaces changes.

How we do it:

1: Build a data universe

We collect thousands of relevant, spontaneous comments made by your consumers from forums, reviews, customer service records and more.

2: Extract the emotion

We hone in on consumer excitement and frustration - moments when people advocate for you, or their needs are not met provide the greatest insight.

3: Calculate the score

The result is a meaningful brand connection score that reflects how consumers respond to and feel about your activity, and why that changes over time.

4: The action-plan

A strategy based on these insights details how to pivot communications and cater your proposition to real needs.

5: Competitor comparison

We calculate brand connection scores across your category, identifying why other companies are performing well and flagging up incoming threats.

Benefits

| Understand how your comms is delivering on footprint | React to changes in your category | Ensure you hit the right KPI's | Create exciting brand plans |

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Award Winning Technology

We're proud to report that our emotion analytics tool has been announced as a finalist of the MRS Awards - Best Innovation Category 2019. Winners announced in December 2019!

"This ingenious gizmo listens to what people are saying about a company online and what emotions customers are displaying about a product. The company can then adapt its strategy accordingly. Our judges applauded this entry as a very impressive new technology that brings a scientific approach to decision making in a typically opinion-led area."

Grocer Gold Judges

"It's interesting because it's all unprovoked, actual noise around the brand versus incentivised opinions, which is traditional."

Marketing Director, Nomad

'It allows brands to measure emotion analytics around its brand activity, products and communication in the digital space. It will then aggregate those emotions into ones that "pull" consumers towards the brand, such as excitement, delight and desire, and those that "repel" them, like frustration and anger. Each brand will then get a brand connection score and insights around what is working and what needs fixing.'

Measuring the Impact of Creativity - Marketing Week

Get the brand data that matters, and act on it fast

To learn how you can protect and grow your business with innovations that really work, visit happen.com or get in touch: hello@happen.com