

The Science of Emotion.

MindSight® is Isobar's proprietary applied neuroscience product, a unique technology built to uncover the emotions that allow us to decode complex human responses and generate actionable insights. MindSight® targets emotions that matter: motivational emotions. Motivations fuel the choices we make, the actions we take and just about everything else.

Think of MindSight® like a charging bull, breaking through all of the barriers of emotional insight. By accessing the emotional brain, we avoid the "can't say/won't say" phenomena.

By targeting aspirations and frustrations, MindSight® provides critical insights for marketing to emotional end benefits.

HOW DOES IT WORK?



GET PSYCHED

Understanding human motivation can be a daunting task, so we've synthesized the work of leading psychologists and organized the motivations into a framework that we call the MindSight® Motivational Matrix.

Security	Empowerment	Belonging
Identity	Engagement	Nurturance
Mastery	Achievement	Esteem



INSTINCTS IN AN INSTANT

MindSight® uses speed to access the emotional brain. By requiring responses within 800 milliseconds, MindSight® avoids rational processing. Participants engage in a "finish the sentence" test but instead of words, they complete the sentence by selecting a series of images within the quick exposure time.



NOT JUST A PRETTY PICTURE

The images used aren't just a random assortment – they have been carefully curated and validated on the Motivational Matrix, so that we know exactly what they mean. This output is then brought to life with a word exercise to truly expose the nuances of your particular situation.



SHOW ME THE MONEY

Responses are normed against the MindSight® normative database and mapped onto the Matrix, revealing the motivations driving consumer behavior.



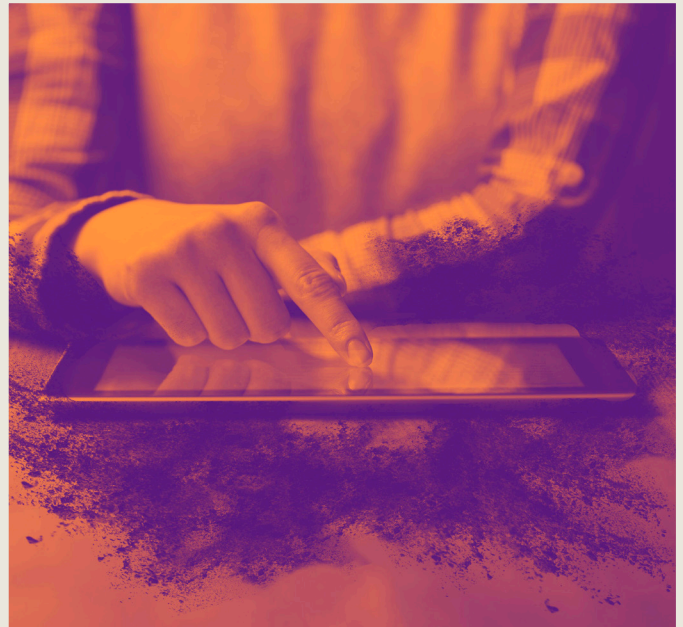
MindSight® Direct

The Power of Emotion Now at Your Fingertips, Literally.

The **Direct** version of our award-winning MindSight® technology gives you the speed necessary to make decisions quickly and win in this “fast fail” world of marketing.

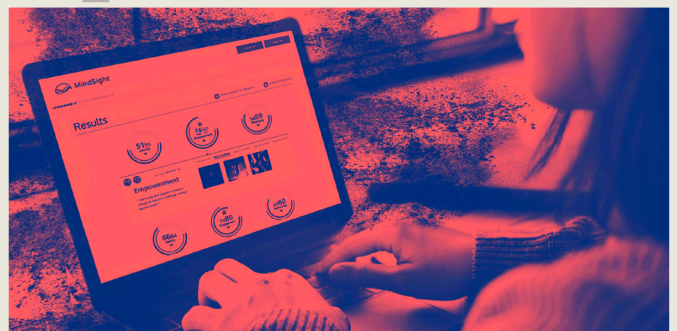
WHAT YOU GET

- **Fast and inexpensive** -10x faster at less than 20% of the cost
- **Simple** step-by-step administrator experience
- **Customizable** elements such as audience, demographics and questions
- **Flexibility** of running as a stand-alone study or being part of a broader initiative
- **Validation** in applied-neuroscience approach and metrics
- **Norm-based results** using the MindSight® normative database



THE END RESULT

- **Interactive** results dashboard with downloadable report and data file
- **Dynamic analysis** of the results with full description of motives, images and word association results



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www.leresearch.com

(877) 344-1574

bidrequest@leresearch.com

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