



**YOUR BRIDGE TO
GLOBAL BRANDS**

Held at The Festival of Media Global,
April 28-30, 2013

Deadline for entries: March 29, 2013



M.A.P
Global 2013

A. Describe your product or service (100 words MAX)

Realeyes emotion measurement technology analyses footage of people's faces to determine their emotional reactions to what they are looking at. This measurement and analysis is done through computer vision technology such as webcams and in-store video cameras.

The most common current application of our technology is to improve marketing campaigns - more than 30 brands near the top of the Fortune 500 doing so. Our market research platform allows marketing materials to be tested with millions of people globally at the click of a button.

B. What is unique / game changing / innovative about it? (100 words MAX)

We measure and quantify the subconscious, thus, representing the next generation of behavioural analysis beyond surveys, interviews and focus groups.

Our emotion measurement technology solves the key problem in research – to provide true subconscious feedback. Scientists have shown 90% of human behaviour and decision making is driven by the subconscious; yet 90% of current research is based on conscious self-reporting.

Furthermore, successfully measuring emotional response means one can predict consumer behaviour and business outcomes. Thus, we represent a serious disruption in the behavioural measurement space which could also change the face of education, games, surveillance and measuring in-store behaviour.

C. What is the value proposition and how will you prove ROI? (100 words MAX)

The key business question we answer is *"how successful is my current ad, offering or service likely to be?"*

Consequently, the key business decision we answer is *"how do I improve it so it performs better?"*

For ROI, understanding consumers' reaction early in the decision-making process and predicting business outcomes (e.g. cinema ticket sales based on trailer reactions, which packaging version will sell more units) enables companies to save money or invest the same amount more effectively.

We prove ROI by comparing the results of an ad or product based on Realeyes insights versus a version that wasn't.



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D. What is the vision for your product / service? (100 words MAX)

Our vision is to quantify people's emotions and make them universally accessible and useful – this has seen us dubbed as the 'Google of emotions'.

In terms of product/service development, we are advancing our technology platform towards 'Big Data' applications so that we can move beyond panel-based testing to gather emotional feedback from social media, mobile apps and in-store situations. Our next product launches will revolve around social video.

E. Why should you be chosen to speak in Montreux? (100 words MAX)

When we present the technology live, and its applications, audiences are blown away – the size of the queue of people wanting to talk to us after is proof of this.

We are pioneering the next wave of consumer research that enables media owners, creators, marketers and retailers to produce better output based on a depth and accuracy of insights they have never previously had access to.

Your audience will leave with a genuine glimpse into the future but something they can also practically take advantage of today to do their jobs more successfully.