



LOVE SCORE

Discover the emotional drivers of your target group.

What is LOVE SCORE?

We all remember the little notes with the three answer boxes: Do you want to go out with me? Yes. No. Maybe. It's the simplest way to find out what your chances are. It's a question that's just as relevant between people as between people and brands. LOVE SCORE translates these good old notes into brand and research. It's how we ascertain what kind of relationship exists between your target group and your brand. And why.



Relationship with the brand

Distant acquaintances? Close friends? Passionate affair? Annoying ex? A relationship between brand and consumer is just that: a relationship. And that's how we investigate it. Because if you know why the target group feels the way it does, you can approach it in the right way. Ensuring that the contact isn't just a quickie, but something meant to last.



Emotions by numbers

What kind of relationship is it? Why is it like that? What are the emotional drivers behind brand preference and readiness to purchase? To find out, we combine traditional research parameters (such as brand image and readiness to purchase) with emotional scoring.



Efficiency and quality

LOVE SCORE works with a high-quality online panel and an extensive recruiting database. This is why you already receive your evaluation about five working days after the briefing. And it comes at a price that you simply have to love.

LOVE SCORE. To the point.

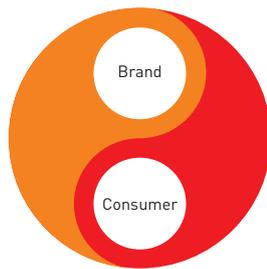
- ✓ Decisions are almost always made intuitively
- ✓ Love Score finds the key drivers behind them
- ✓ Clear, easily understandable evaluation due to analogies with human relationships
- ✓ Fast results from just EUR 2,990



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How does LOVE SCORE work?

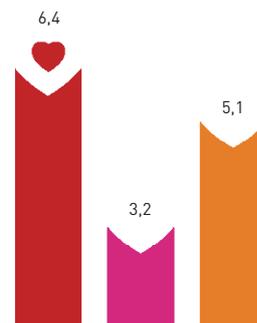


Making relationships measurable

LOVE SCORE uses a combination of traditional research parameters – such as brand image, uniqueness or readiness to purchase – and emotional scoring. This enables us to determine not only precisely the relationship pattern (partnership of convenience, friendship, love, etc.) in which the brand and the target group exist, but also the emotional drivers (trust, curiosity, passion, envy, etc.) behind it. Because it is these emotional drivers that ultimately decide which product a consumer would like to have the most.

Time is money

The surveys are conducted online in a direct and uncomplicated manner. LOVE SCORE employs a carefully thought-out questionnaire and an evaluation algorithm which are readily applicable. An extensive recruiting database is available for subject selection. Using this database, a subject group corresponding precisely to the target group can be quickly compiled for any test. This is why LOVE SCORE can already deliver the finished analysis about five working days after briefing. And offer it at an extremely efficient price.



Who is behind LOVE SCORE?

Inspired by the agency GROSSE LIEBE, the experts at the online market research institute MAFO.DE developed LOVE SCORE based on scientific standards.

MAFO.DE With a highly effective team comprising sociologists, psychologists and management and IT experts, the leading online market research company converts data into information at unrivalled speed – and very reasonable prices.

GROSSE LIEBE „Make Love not Advertising“ is not the motto of the Hamburg-based communications agency GROSSE LIEBE for nothing. The relationship between brand and target group forms the main departure point for all of its activities. A real impact advantage – but can it also be proven? It was with this question that the agency inspired MAFO.de to create LOVE SCORE.

Interested?

Then please get in touch.
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