

20

Awesome Emotion-Enabled Campaign Ideas

“Highly successful companies and brands such as Apple, VISA, T-Mobile, Red Bull, Autodesk, Dove, Ritz-Carlton and P&G invest heavily in emotional marketing and experiences...”



VISA

T-Mobile

Red Bull

AUTODESK

Dove



P&G

“...Given the knowledge that emotional marketing is highly effective, companies that invest in emotion recognition technology can gain a critical competitive advantage. The technology can provide marketers with emotion analytics and insights to improve their marketing messaging, creative, and execution, as well as to optimize digital campaigns, content and sites.”



Tom Shapiro, CEO of Stratabeat


Who are we?

Affectiva is an Emotion AI Company

Emotions matter. They drive consumer behavior and influence brand perception. Creative agencies know: emotions are key in the work you do for your clients.

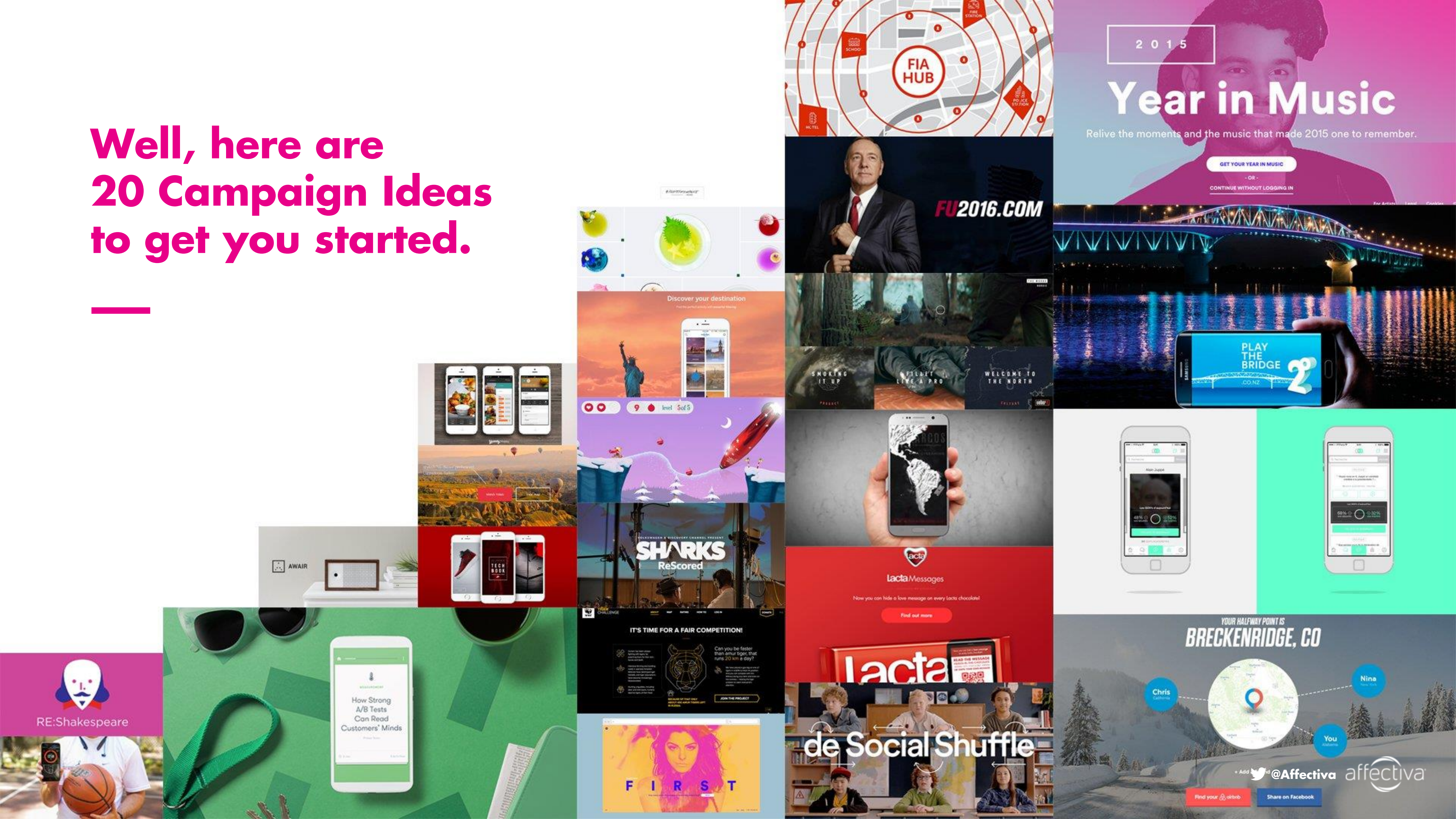
We get it. Our emotion recognition technology helps you improve strategic advertising and develop uniquely engaging consumer experiences that dynamically adapt to human emotion.

Emotion AI gives your clients that edge and sets you apart from your competition.



**So how can you integrate
Emotion AI in your client
campaigns?**

Well, here are 20 Campaign Ideas to get you started.



#1

Million-Smile Project

For brands who value smiles (like Coca-Cola or Colgate), the goal is to collect a million images of people smiling across the world. Would feature an interactive map you could click on showing where each photo was taken.

Encourage people to take interesting pictures with landmarks in the background, Eiffel Tower in Paris, cows from your farm in Wisconsin, etc. Prize incentives awarded to the best images.



#2

Choose Your Own Adventure

Enable your content creators to create multiple “choose your own adventure” videos where the content dynamically changes based on how the viewer is emoting.



#3

Personalized Retail Store Experiences

Emotion-enable your retail store location with sensors that adjust lighting or play certain music based on the mood of your customers.



#4

Reality Shows with Real Emotions

Really put reality stars to the test in a reality show that makes it hard to hide from emotions.

For example, how much more interesting would it be if “The Bachelor” was flagged as not emotionally engaged during a date?

Have your clients sponsor an Emote Your Vote app where a user just needs to express an emotion to help decide who gets voted off their favorite reality show.



CASE STUDY:

True Car L.E.D (Light Emotion Data) Visualizes Concert Crowd Emotion

Unique crowd-powered intelligent sensory experience. Concertgoers got to submit selfies in an app and the emotive data, married with crowd density data, would fire a dazzling, interactive, light show of 70,000 LED lights.

Learn more about
TrueCar L.E.D. [here](#)

According to our data, ads with both strong positive emotion dynamics & lack of negative dynamics are 4x more likely to lead to an increase in sales.

#5

Create an app that reads target customer emotions

A brand could develop an app for a target demographic that identifies the emotion of someone in their life.

For example, Pampers could create a “What’s My Baby Thinking?” app so you can record how your baby is feeling, or Petco could roll out a “What’s My Dog Thinking?” app.

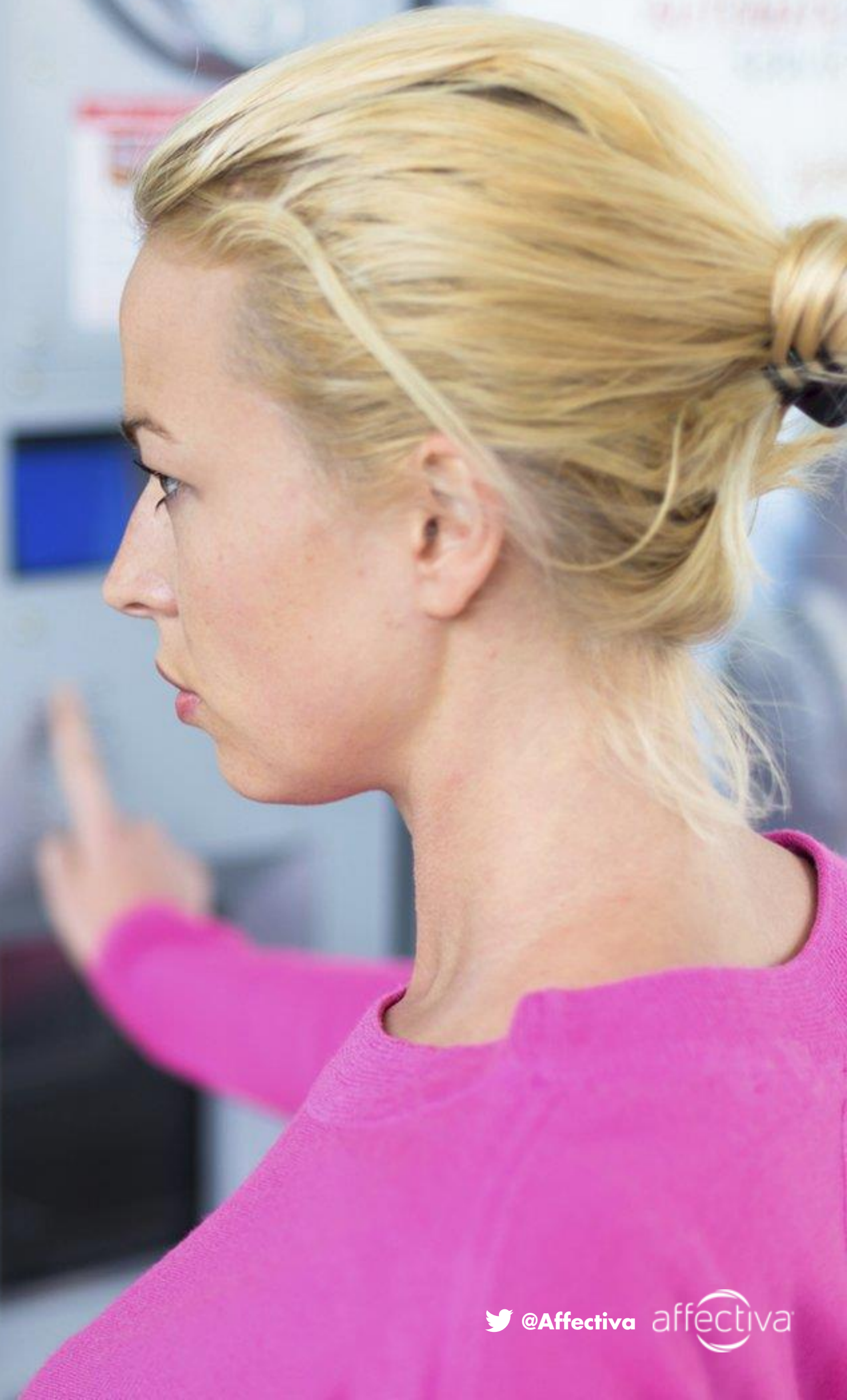
This app could be re-skinned as 'What's my boyfriend or girlfriend thinking', 'What are my kids thinking'.



#6

Emotion-enabled vending machines

overcome decision paralysis, by helping customers debating on what to choose identify which type of candy or drink is best for them.



CASE STUDY:

Hershey Smile Sampler

**In-aisle sampling machine
dispenses a Hershey chocolate
for a smile.**

**Builds a brand connection
by surprising and delighting
the shopper – at the point
of purchase.**



See how it works [here](#)

#7

Emotion-Enable Your eCommerce site or app

Enable clients with eCommerce sites to improve content discovery on their sites or app by adding an emotion layer. Display images and videos of products, get the user's feedback, and then make recommendations based on how they emote.

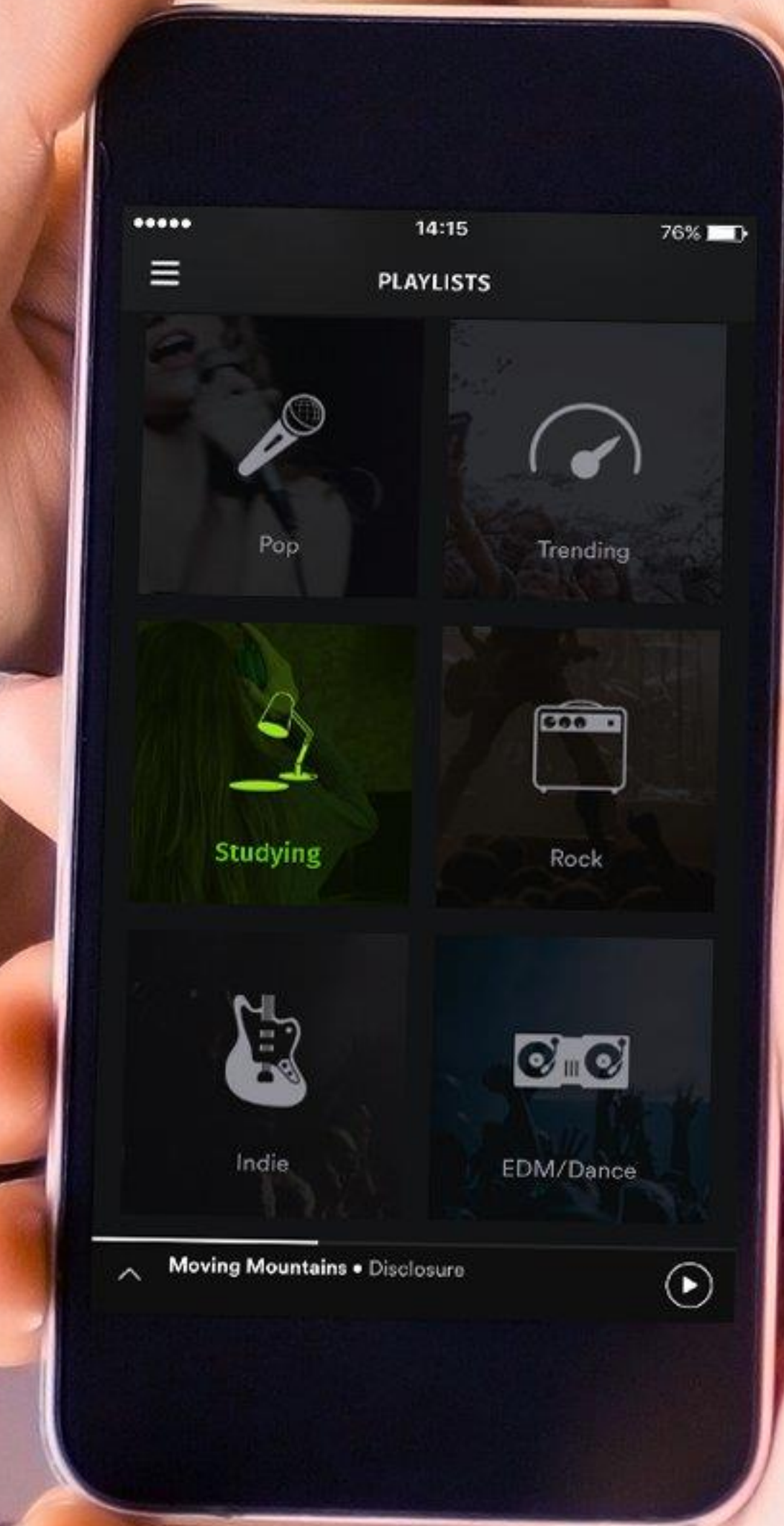


#8

Emotionally Responsive Music Apps

For apps like Spotify or Pandora, skip the manual selection process for users and offer up playlists based on facial expressions and emotions of the user.

Users can also like songs by just making a facial expression.



APP EXAMPLE

True Emoji Key

This app recognizes user emotions to enable them to create an easy-access “keyboard” of their most common facial expressions for future use in mobile conversations.



Learn more about
True Emoji Key [here](#)

#9

Smart Mirrors for Clothing Retailers

Mirrors armed with emotion in dressing rooms can read expressions of customers trying on clothes, then make suggestions of other styles or brands they may like.

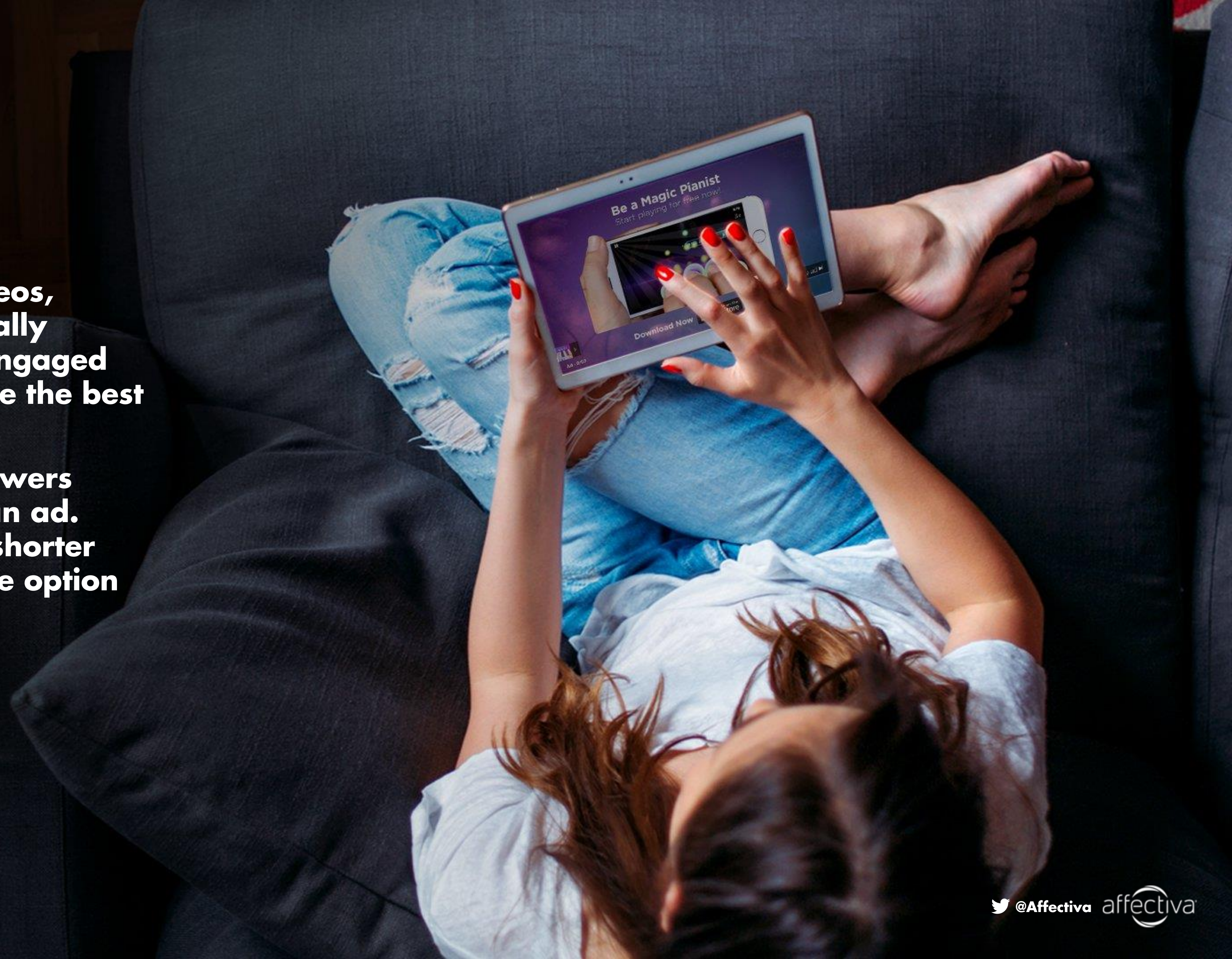


#10

Dynamic Advertising

For streaming online videos, providers can automatically determine emotionally engaged audiences, and determine the best ad to run for them.

Emotionally engaged viewers see a longer version of an ad. Annoyed viewers see a shorter version or are offered the option to skip sooner.



#11

Live Video Reactions

View your own emotions and the audiences emotions as you are watching any live video broadcast.

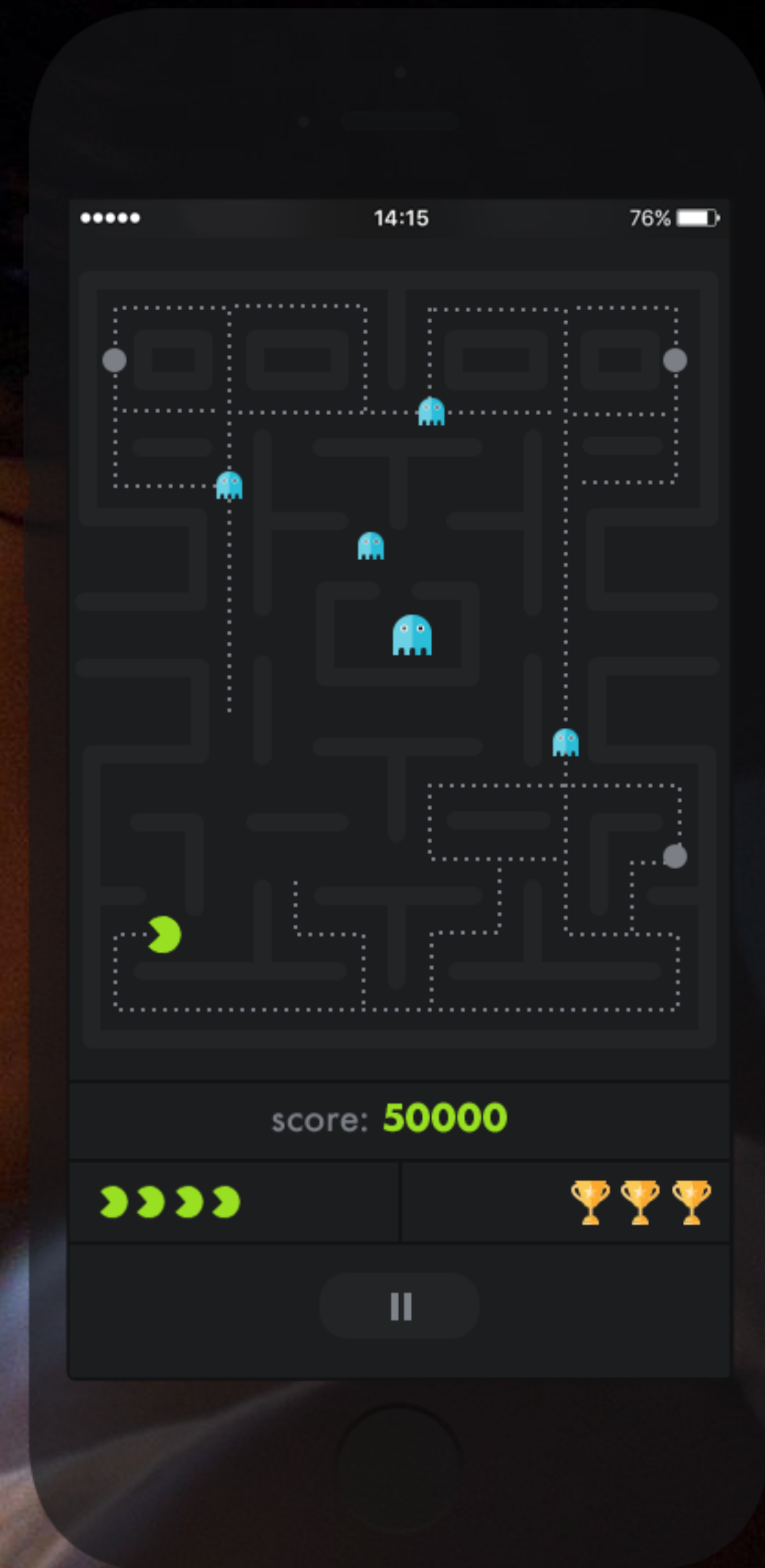
Broadcasters, like Facebook, YouTube, Periscope and Twitch, can also see the audience's reaction and adapt their live stream dynamically, in real time, to best match the viewers' mood.



#12

Emotion-aware Advergame

Create an emotion-enabled advergame around your client's brand. Use facial expressions to control the experience: wink to go up, stick out your tongue to choose a new character. Players can submit selfies that turn into emojis that augment the experience.



CASE STUDY:

Kellogg's Optimizes Media Spend

You can also use emotions to test how different versions of your ads are being received, then prioritize the most effective for ad dollars.

For example, Kellogg's launched a new Crunchy Nut cereal campaign and had designed three ads to air. All 3 were humorous ads that centered around creatures - dinosaurs, snakes and aliens.



Case Study Results

They ran engagement tests for repeat viewing and found that while the snake ad was the funniest initially, the alien was funnier after repeat viewing. After the campaign, sales modeling revealed the alien ad was indeed the most successful with the best sales results.

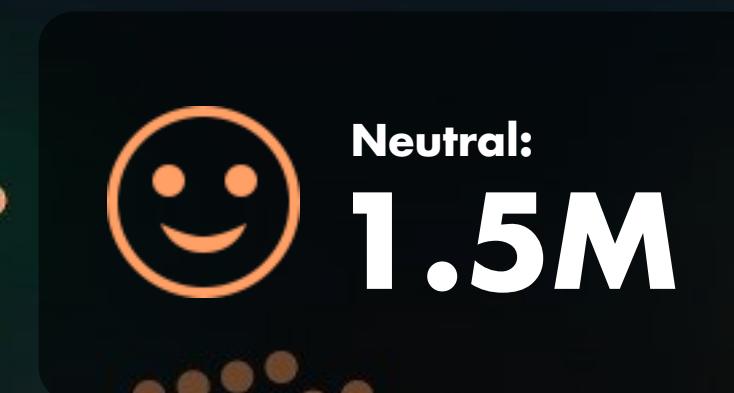


#13

Create an Emotion Map

Run a campaign around a certain event, day, or time around a type of video in a defined geographical area of importance.

Then utilize emotions to surface the sentiment of viewers being viewed in these different areas and broadcast them live and in real-time.



#14

Dynamic Car Emojis for Car Drivers

Automakers could offer a technology that reads driver moods and translates them into dynamic emojis for the back of their customers' car, like a real-time bumper sticker.



AFFECTIVA CASE STUDY:

The Bentley Inspirator: a luxury commissioning experience

Users are guided through an immersive film that is shaped, directed and inspired by facial and emotional reactions. Based on their measures of engagement – all captured by their device's camera – specific car models are recommended, in addition to the rationale behind why certain colors and materials were suggested, and how interactions with the video content resulted in the final recommended vehicle suggestion.



Get the Bentley Inspirator app [here](#)

#15

Emotion-Enabled Health Care

From CVS retail locations to web applications like Web MD, have users' emotions interpreted while experiencing pain or being asked questions about their health to aide in medical diagnosis or to determine the best products to make them feel better.



#16

Emotionally Interactive Menus for Restaurants

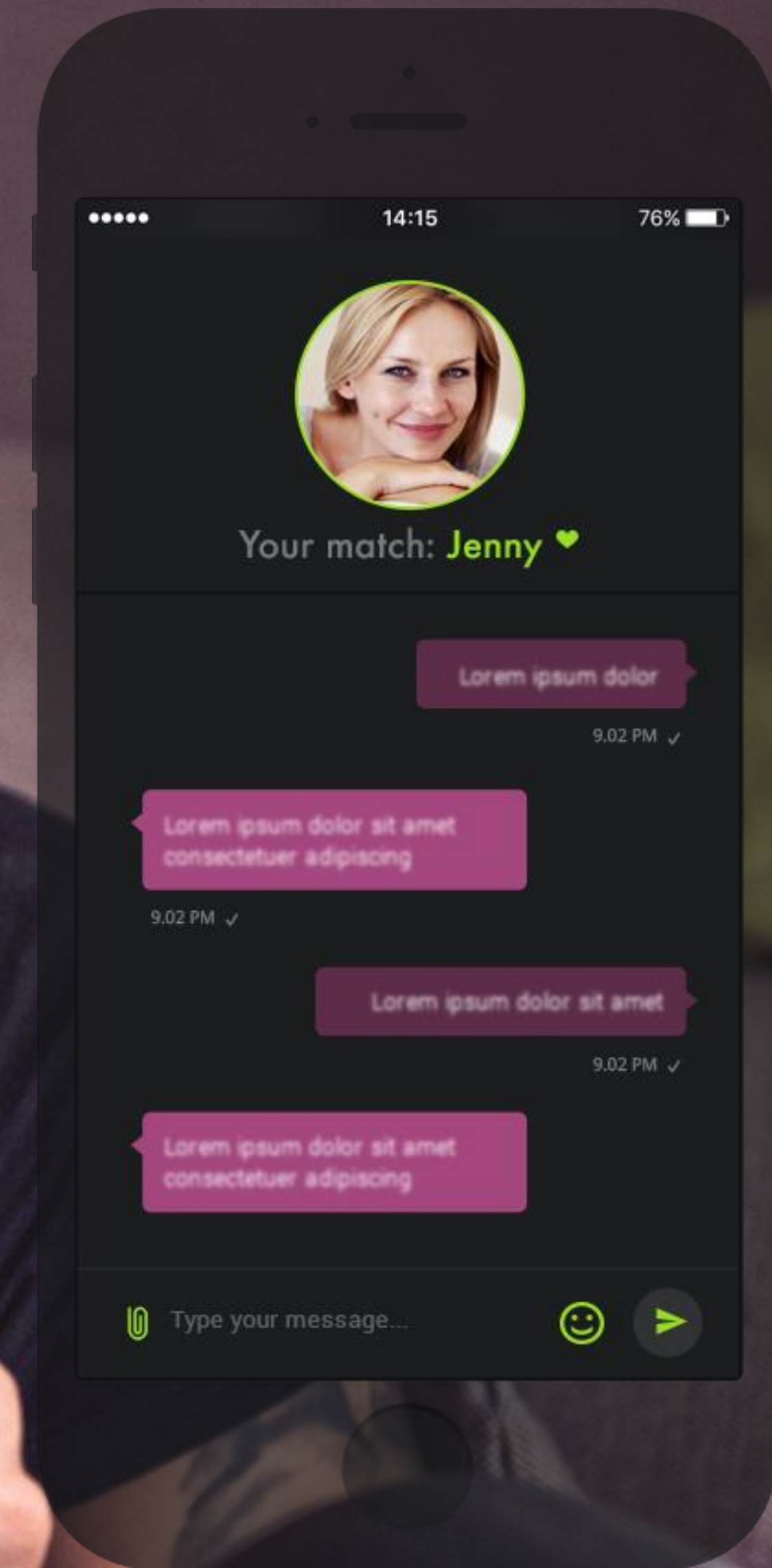
Help customers pick their
ideal meal choice based
on their emotional reactions
to your menu.



#17

Transforming the Dating App Experience with Emotions

Go beyond character counts
and text descriptions by enabling
dating apps to match based
on emotional reactions to user
profiles and messaging.





#18

Use Emotion Analytics to Build the Best Promotion

Affectiva helped a major Hollywood movie studio identify and rank emotion engagement of a movie trailer to compare and pinpoint the most impactful moments that drove strong emotional interest to promote the film in the best way possible.

You too can use emotion analytics to optimize your client's digital content.

#19

Use Emotion Recognition Software for Adaptive Learning

Little Dragon is the first tutoring app that uses Affectiva's Emotion AI to adapt to the emotions of the student in real time. When things are getting too difficult or easy, Little Dragon will adjust the content to keep you in an ideal flow of learning for a more personalized and happy learning experience.

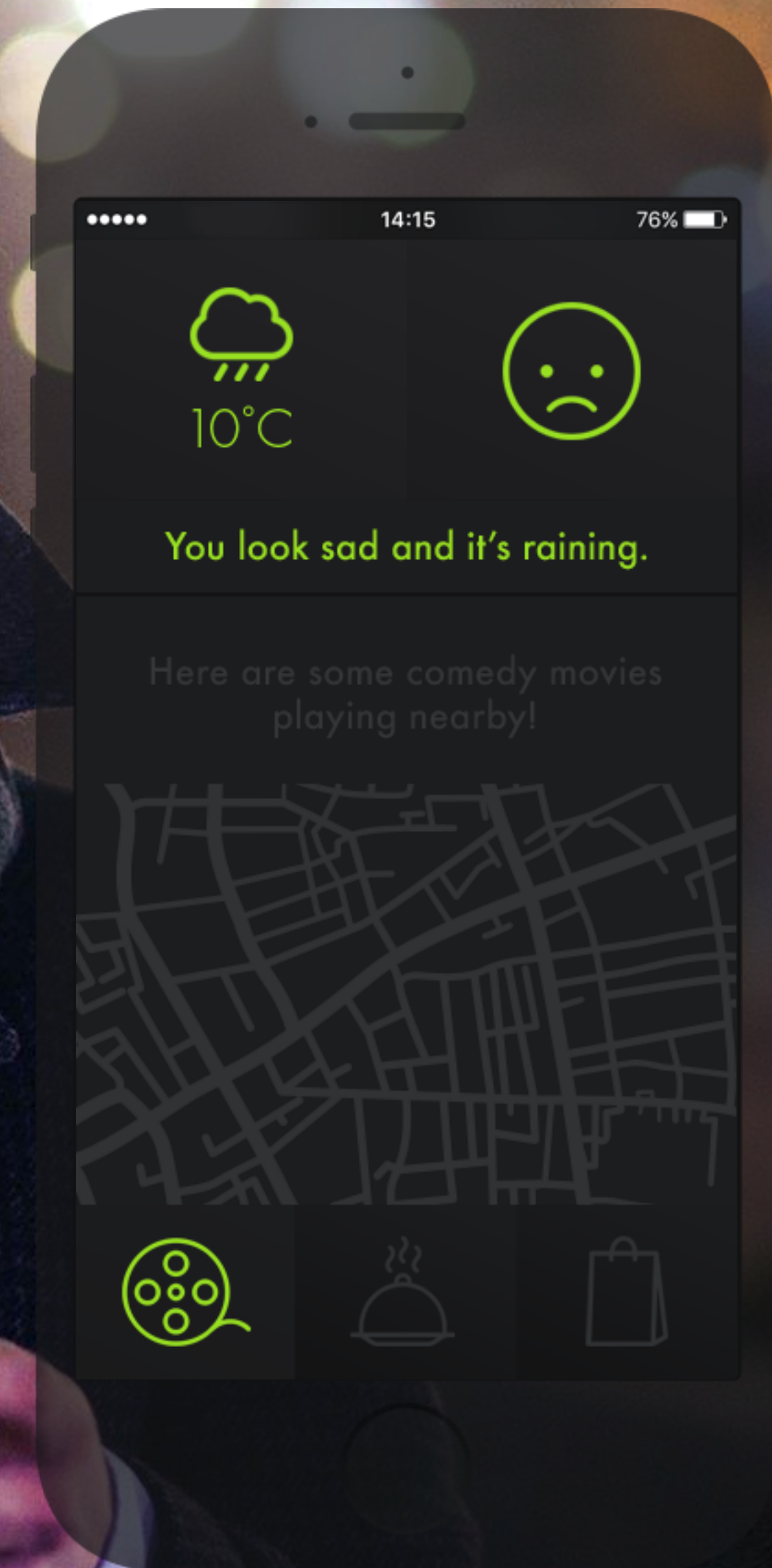


Support Little Dragon
on **IndieGoGo**

#20

Emotion-Enabled Activity Picker

Work with local apps such as Yelp or city websites to emotion-enable an “activity picker”, an engaging tool that helps potential customers determine where to go, what to do, places to eat, or other forms of entertainment to select based on their emotions while using it. For example, “You look sad and it’s raining. Here are some comedy movies playing nearby!”



Are you ready to fuel your next campaign with emotion?

**We hope you are feeling inspired with some of these ideas.
To make any of these or your own version a reality, contact us today
to learn more and to get started!**

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