



## Unique Study Probes Advisors' Emotional Connection to Providers

**Cambridge, Mass., (November 3, 2010)** – According to a new report released last week by Cogent Research, emotions are a critical dimension of the relationship between advisors and investment product providers. In fact, advisors are closest to those firms which effectively evoke positive emotions of confidence, security, and worth among the advisors they serve. These and other important insights about the advisor/provider connection are contained in *Advisor Touchpoints™ 2010*.

Using a scientifically validated projection and free association method known as Emotion Mining®, Cogent was able to uncover these high-level emotions which are largely subconscious – and are positively correlated with desirable outcomes, including increased usage and loyalty. The method also revealed a related set of emotion-based needs that advisors are in fact able to articulate. These needs can be broken down into discrete elements that provide concrete direction for companies hoping to effectively strengthen bonds with advisors.

“We are extremely pleased with these results,” said Cogent Principal Christy White. “Not only have some of our longstanding hypotheses about what makes advisors tick been confirmed through this research, but a number of surprises were uncovered as well.”

One example White gives of an emotional driver or need that Cogent did not expect to see so strongly evidenced was the desire among advisors to feel that the company and its representatives not only sympathize with advisors, but empathize with them as well. “Sure, things like ‘partnership’ and ‘recognition’ obviously make sense in the context of a producer/provider relationship, but we now know – among many other things – that advisors take it to a deeper level, expressing a desire for personal warmth and solidarity,” said White.

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Dr. Tom Snyder, a Ph.D. neuroscientist and psychiatrist who developed the Emotion Mining® method and pioneered its use as a marketing tool, isn't surprised at all that, as he puts it, "Advisors have a softer side that they can and want to express." According to Snyder, most decisions and behaviors are driven by emotional feelings. "For marketers, in this case investment product companies seeking to strengthen their relationships with advisors, understanding deeper motivations and aspirations is extremely important. Advantage goes to the brands who can figure out how to serve advisors more deeply and capture their imaginations."

### **About Cogent Research**

Cogent Research helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

### **About Emotion Mining**

Emotion Mining Company is an innovative web service company with a suite of communication and research tools that go beyond self-report to capture and harness what people truly feel about concepts, products, services, brands, and advertisements. Organizationally, initiatives, alignments, teamwork, and even meetings can be dramatically more successful as the usual clutter, noise and bias is eliminated from strategic decision making and group dialogues by Emotion Mining algorithms.

**Media Contact:** Valerie Small, (617) 715-7637, [vsmall@kogentresearch.com](mailto:vsmall@kogentresearch.com)  
Cogent Research, 125 CambridgePark Drive, Cambridge, MA 02140 [www.kogentresearch.com](http://www.kogentresearch.com)

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