



Mind Goggles

See your customers in a whole new light



RESEARCH
&
INSIGHT

What are Mind Goggles?

Mind Goggles is a new consumer insight tool developed by researchers and marketers to help their clients understand customer experience like never before.

The lenses of these goggles are made from [neuro-linguistic programming](#) and behavioural economics. When you put them on you can see *how* your customers are thinking, not just *what* they are thinking.

The only consumer profiling of its kind in Australia, Mind Goggles featured at The Australian Marketing Institute (AMI) 24-hr Global Insights Summit, and is being explored by Australian companies including universities seeking clarity on how to best navigate these uncertain times.

*Note: Mind Goggles is not intended for use in water

Why did we create Mind Goggles?

When we look at most market research segmentation conducted today we see that much focus of consumer psychographics and behaviours is content-specific. Our Mind Goggles measure how people think and not just what they think, so you can reach them in a language they relate to, whatever your content may be.

Ben Wright - Director ,TLF Research speaking @ the AMI 24-hr Global Insights Summit



What are Mind Goggles looking for?

Our brains help us navigate a complex world by creating mini 'auto-pilot' versions of ourselves (meta-programs). For example, think about how easily you can navigate traffic while on a business call compared to your first driving lesson!

These auto-pilot 'meta-programs' emerge in relation to any life experience, such as the language we use, how we deal with problems, and how we make decisions.

Mind Goggles profile consumers on:

- what they focus on and respond to
- what they are motivated by
- how they engage with people and environment
- the tone or style of language that resonates with them the most.



How do Mind Goggles work?

We survey whoever you are interested in (your members, your customers, a tricky consumer segment, your target market), and profile them on key meta-program dimensions .

We layer this with whatever other consumer information is important to you and you are now empowered to develop marketing and communications like never before.



Combined with other metrics, Mind Goggles can help identify patterns of thinking that help predict consumer responses to product and service offers and communications.



Are Mind Goggles for me?

If you're interested in any of the following, then yes!

- Shape and refine your messaging
- Use language that will build rapport with audiences
- Drive behaviour change
- Untangle those tricky or confounding consumer perception issues
- See your brand through the consumer's lens that the consumer isn't even aware of
- Re-frame your segmentation thinking with a new layer of insight
- Profile your entire customer database with a whole new lens

Mind-blown? Mind-boggled? [Let's chat.](#)



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ben.wright@leadershipfactor.com.au



+61 434 249 300

