

# SONINQ™

## TEST AUDIO STIMULUS OBJECTIVELY!



### MUSIC & ITS IMPACT

Music has always been able to strike a chord with the consumers. Music also helps stir an emotion and a deeper connection with the brand than talking product, features and benefits can do.

### INTRODUCING SONINQ™

SonInQ is a SYSTEM 1 tool modeled using EEG that captures electric impulses to measure the enjoyability and likeability reaction produced in the brain and provides a single metric, **EXPERIENCE INDEX** that measures the overall preference towards a stimuli.

This is a Neuro derived score calculated using a Machine Learning Algorithm based on

**ENGAGEMENT** - a measure of interest and involvement in the audio stimulus

**EMOTIONAL RESONANCE** - a measure of emotional likeability of stimulus during the listening experience

### USE SONINQ TO TEST -



#### MOGO / BRAND ANTHEMS (MUSICAL LOGOS)

MOGOs / Anthems help build a unique & differentiated identity - test yours today to see how well it connects with brand & consumers



#### AMBIENT MUSIC (RETAIL/AIRLINE/CUSTOMER CARE)

Music can influence consumer behavior and actions - understand what music can have the desired impact or test and existing one!



#### OTHER AUDIO ASSETS

Test any Audio asset (musical / lyrical) to assess consumer engagement and experience and thereby impact.



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