

*Expression*<sup>™</sup>

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enhanced thinking  
in advertising research

**Creating winning ads that hook hearts,  
minds and imaginations**

**A novel ad testing methodology  
exploring subconscious processing**

**The alternative dimension**

*Adelphi*

*enhanced thinking series*<sup>™</sup>

### Psychographic Profiling

Using NLP to identify the emotional hooks your brand needs to tap into

### 'Taboo' Groups

Simulates real-life ad engagement using subconscious processing

### Interactive Gallery

Novel PC technique eliminating the bias of the traditional folder test



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### Creativity Screener

Validated psychometric tool that ensures full value from all respondents

### Conception to Execution

Is it the Concept or the execution — a means of teasing out the difference

### Non Verbal Analysis

An insight into the subconscious — going further than the spoken word