

BRAND REVOLUTION

RETURN ON
EMOTION™

BRAND REVOLUTION

RETURN ON EMOTION

“Emotional connection
equals economic outcome.”

WALT DISNEY



CONNECT ON EMOTION

Advocating for our guests

95% of purchase decisions driven by emotion.

Thus, we advocate for our end users by empathizing with their needs to engage with them in meaningful ways.

This focus ensures every activation becomes a brand-defining moment, turning connection into loyalty and impact into action.

At Brand Revolution, we believe the end users are at the heart of every experience. They bring their unique stories, emotions, and aspirations to every interaction, making them much more than participants. By prioritizing their needs, we create personal, meaningful, and unforgettable connections.

The Power of Emotion

With 95% of purchase decisions driven by emotion, we know that feelings shape loyalty and drive action. Through our Return on Emotion® (ROE) approach, we transform every touchpoint into an emotional journey that deeply resonates, inspiring lasting engagement.



THE HOW

Return on Emotion® (ROE)

We believe that five key emotions are the driving forces behind business success. These emotions fuel our ROE approach, helping us create powerful connections that not only resonate with audiences but also drive meaningful action.

HOPEFUL

Inspiring a brighter future.

ADVENTUROUS

Sparking excitement and curiosity.

ACTIVE

Energizing consumers to engage.

ACCEPTANCE

Fostering a sense of belonging.

Encouraging action and ambition.

MOTIVATED

RULES TO ENGAGEMENT

01

Use entertainment
as a keystone to
education

02

Make each mile
of the journey
meaningful

03

Meet your
audience
where they are

04

Forget formulas

05

Embrace
experimentation



HOPEFUL

Inspiring a brighter future.



BRAND REVOLUTION

CASE STUDY

Corteva Pioneer Yield Champions Event Invitation Welcome Box

Concept:

Ahead of a Space Cowboy-themed event celebrating Corteva and Pioneer Seeds’ top growers, this Welcome Box congratulated our Champions and offered a glimpse of the adventure ahead. Packed with essential information, it prepared them for their upcoming trip to Houston, Texas, while featuring curated items designed to connect emotionally with our audience and build excitement for the journey with Corteva and Pioneer.

The box included a trip booklet, a farm-inspired winner’s hat, and custom-designed local elements that captured the essence of the Space City experience.

Shown:

Corteva Pioneer Yield Champions Club invitation and event design.



ADVENTUROUS

Sparking excitement and curiosity.

BRAND REVOLUTION

CASE STUDY

Secret Family Reunion

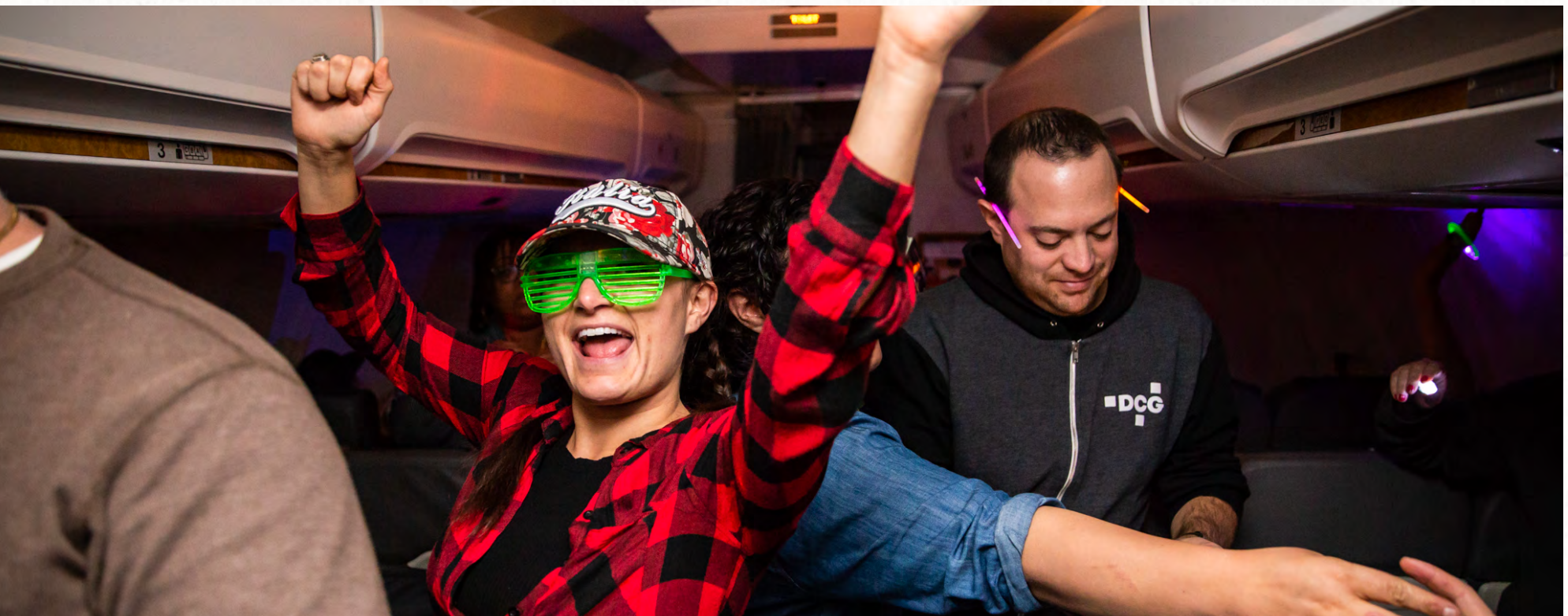
Challenge:

Conferences often mean hours of sitting and passive listening, leaving attendees craving deeper human connection. So when we set out to design an event for our toughest critics—event marketing pros—we embraced an “unconference” approach to create an energizing, engaging experience that sparked emotional connections and left attendees feeling like family.

Solution:

We secretly planned our “Secret Family Reunion” over a year in advance, only telling guests to arrive at the airport on a specific date with valid passports and enough belongings for six days. From there, they boarded a privately chartered 737 and were whisked away on the flight of a lifetime to a surprise destination: Tuscany. Every detail of the in-flight experience—from menus to games—was shaped by a year of conversations with flight attendants to ensure it felt exceptional. Once on the ground, attendees explored the region, enjoyed off-site adventures, and stayed at a family-run vineyard offering farm-to-table meals. The week’s agenda was co-created with the group, placing their voices at the center and focusing on what felt most meaningful to them.







ACTIVE

Energizing consumers to engage.

BRAND REVOLUTION

CASE STUDY

Flashpoint

Challenge:

Post-pandemic, we aimed to reimagine events by reconnecting industry leaders, emphasizing wellness, and introducing a more emotionally driven approach to event success. Attendees were looking for more than networking—they wanted meaning, innovation, and a break from outdated formats.

Solution:

Attendees were introduced to ROE not only as a concept but as a practical framework they could begin implementing immediately into their own programs. Attendees engaged in strategy-driven sessions focused on virtual innovation, company culture, and marketing in a new hybrid world.

Wellness science was applied and woven into the experience through circadian lighting, nutrition, and intentional moments for rest and reflection. Rather than blending online and in-person, we designed distinct experiences for each, centering emotional resonance over execution.

Impact:

Flashpoint achieved an average ROE score of 8.7—surpassing the benchmark tied to business intent. Attendees reported deeper connections, greater clarity on emotional metrics, and renewed approaches to event strategy. More than an event, Flashpoint was a mindset shift—proving business is personal, and emotion drives ROI.



BAHAMAS | MARKETING AND EVENT LEADERS | 4 DAYS



ACCEPTANCE

Fostering a sense of belonging.

BRAND REVOLUTION

CASE STUDY

Google Experience Institute (Xi Days)

Challenge:

The Google Experience Institute aimed to revolutionize event formats by creating more inclusive environments that prioritize emotional connections. Its first major initiative, Xi Days, held in February 2023, sought to blend inclusivity with innovative event design.

Solution:

Brand Revolution collaborated with Google's Xi team, integrating Return on Emotion (ROE) insights and strategic planning to launch the inaugural Xi Days. Dubbed "The Future of Events," this three-day event championed personalization, diverse learning modes, and human connections, setting a new standard in event design.

Impact:

Xi Days attracted a diverse group of global leaders, thinkers, and creators, fostering a dynamic environment ripe for innovation and exploration.



NEW YORK, NY | 3 DAYS | 150 PARTICIPANTS

CASE STUDY

Google Experience Institute (Xi Days)



We Need to Reimagine Experience Measurement and Values with Emotion and Belonging in Mind

Ally Masi, Director, Experience Strategy at Salesforce

As event designers, we know there is SO much intrinsic impact beyond traditional business metrics that we can never fully quantify. And as data-driven as many of us are, we also know that the **true magic can happen when you mix proof with the potential of gut-lead guesswork.**

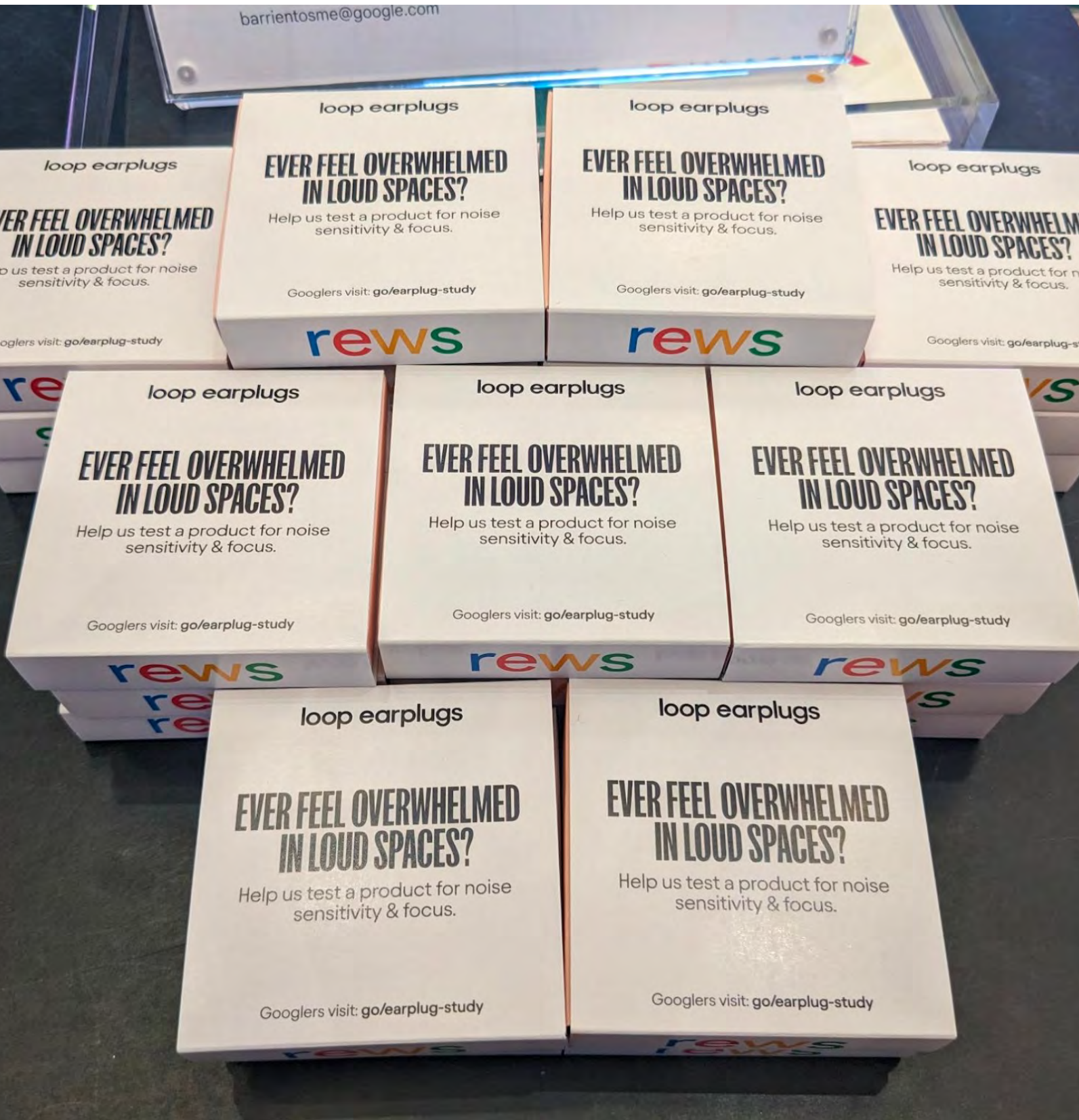
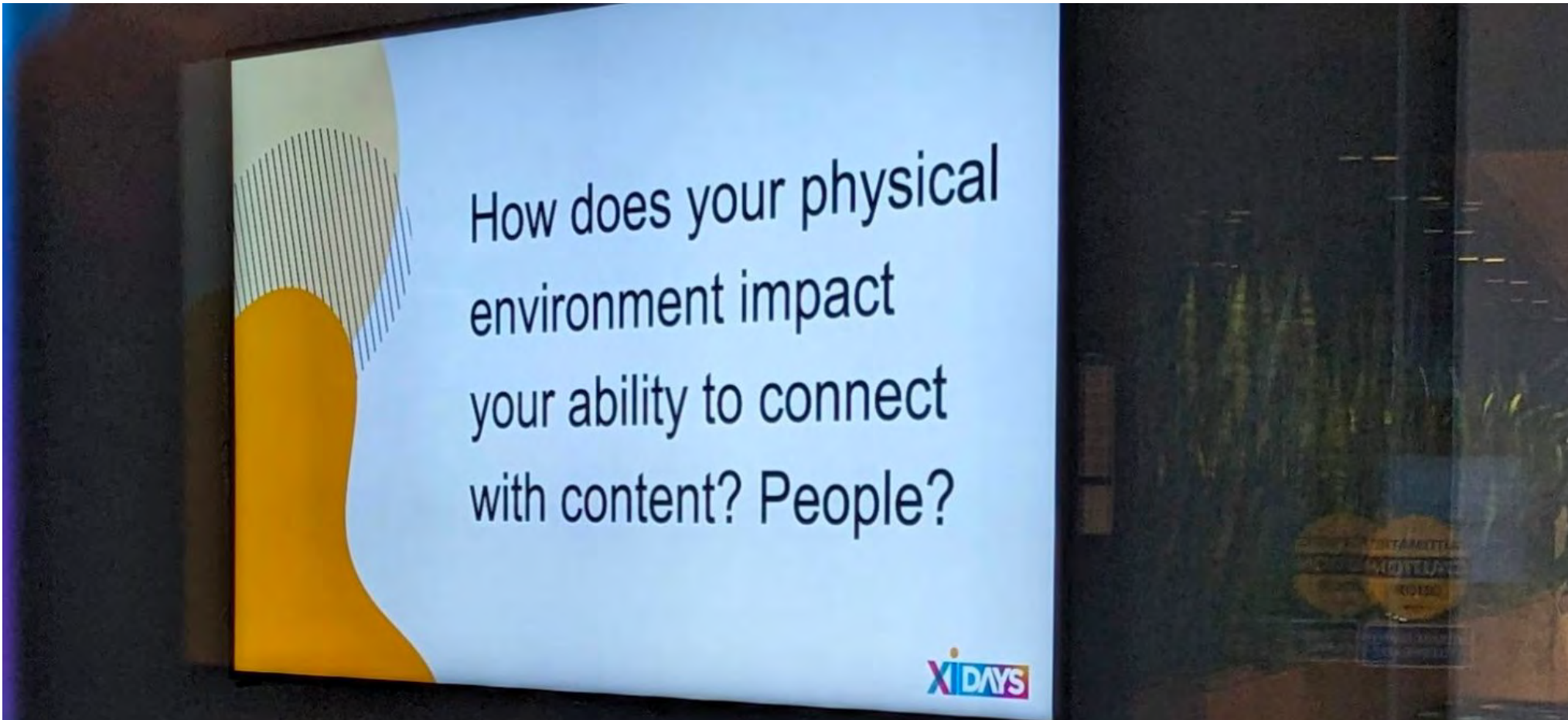
Despite this, event designers desperately need a more elevated way to tell the story of the value we create.

Enter: Return on Emotion (ROE), a scale developed by Brand Revolution, an experiential agency.

ROE In Action: In a study commissioned by Brand Revolution, **the top 5 emotions** required to create a connection with your brand are: **hopeful, adventurous,**

active, accepted, motivated. This is something event professionals can implement into our pre/post event research. Where attendees fall on scale of 1 to 10 for these emotions determines whether they are emotionally engaged.

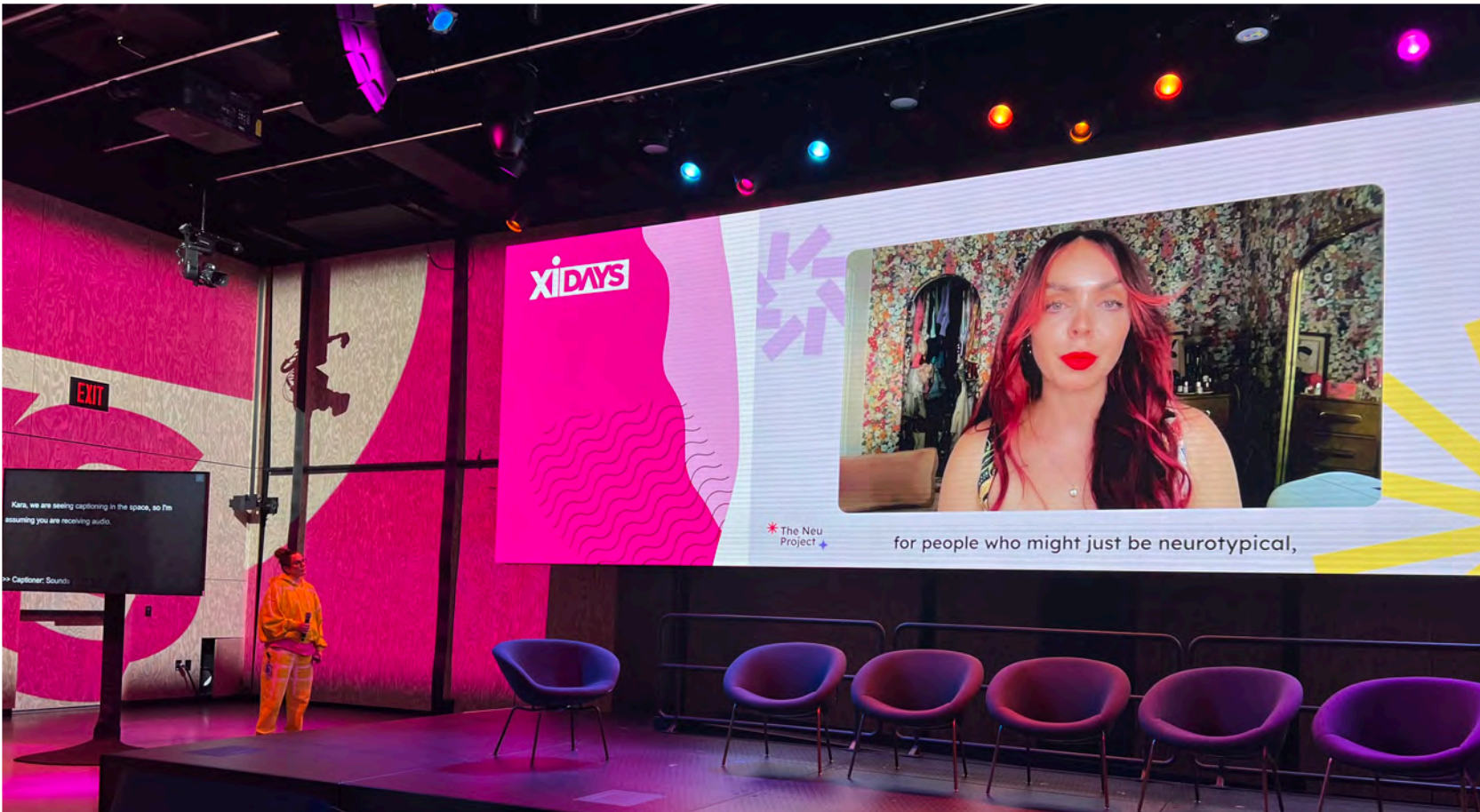
In short, ROE leads to ROI. This is just one piece of puzzle, but starts to chip away at one of the largest gaps we have in characterizing the value of our events. Throughout Xi Days, attendees discussed how we might incorporate ROE, traditional metrics and other yet-to-be-defined signals to create a best-in-class model for event measurement.

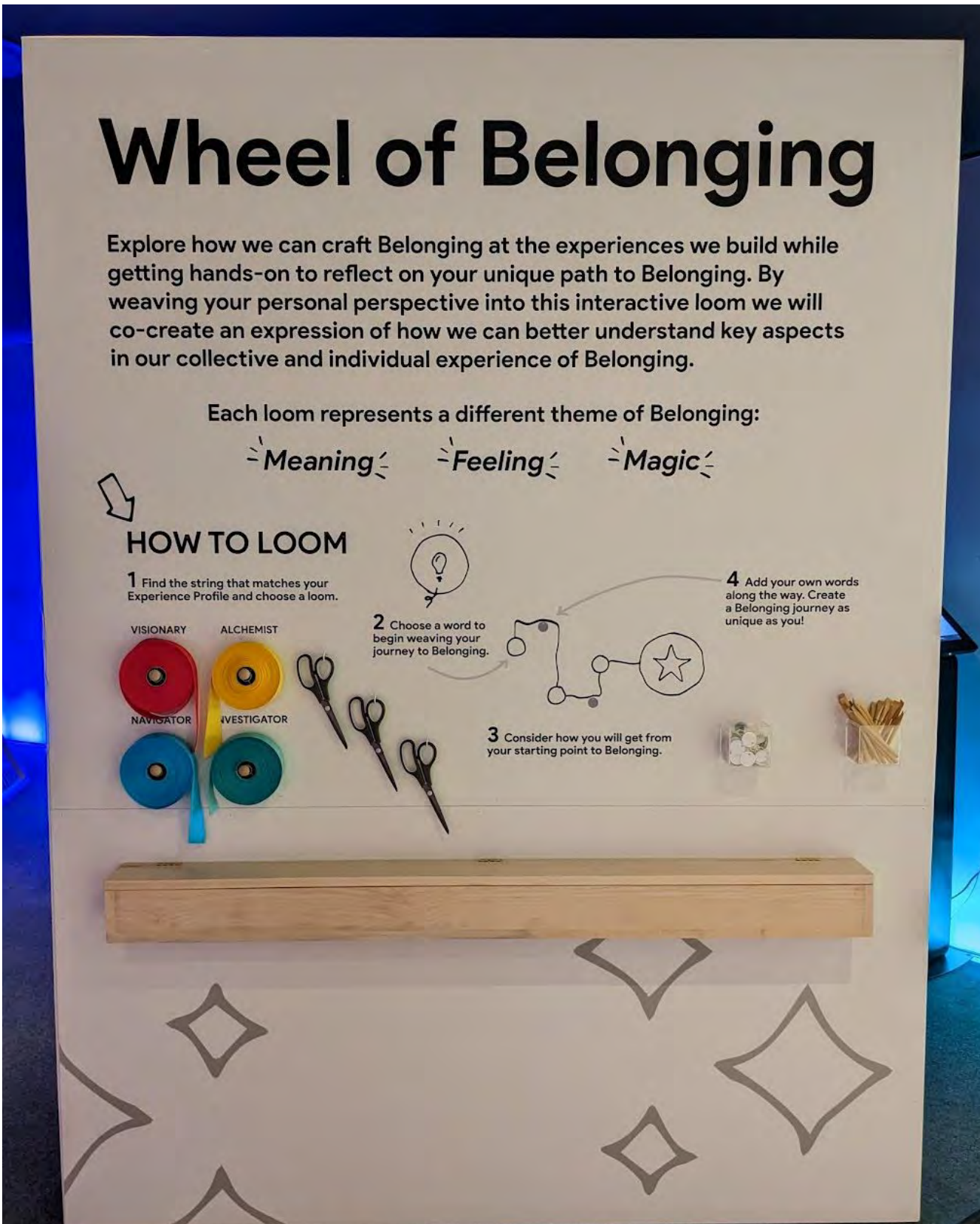
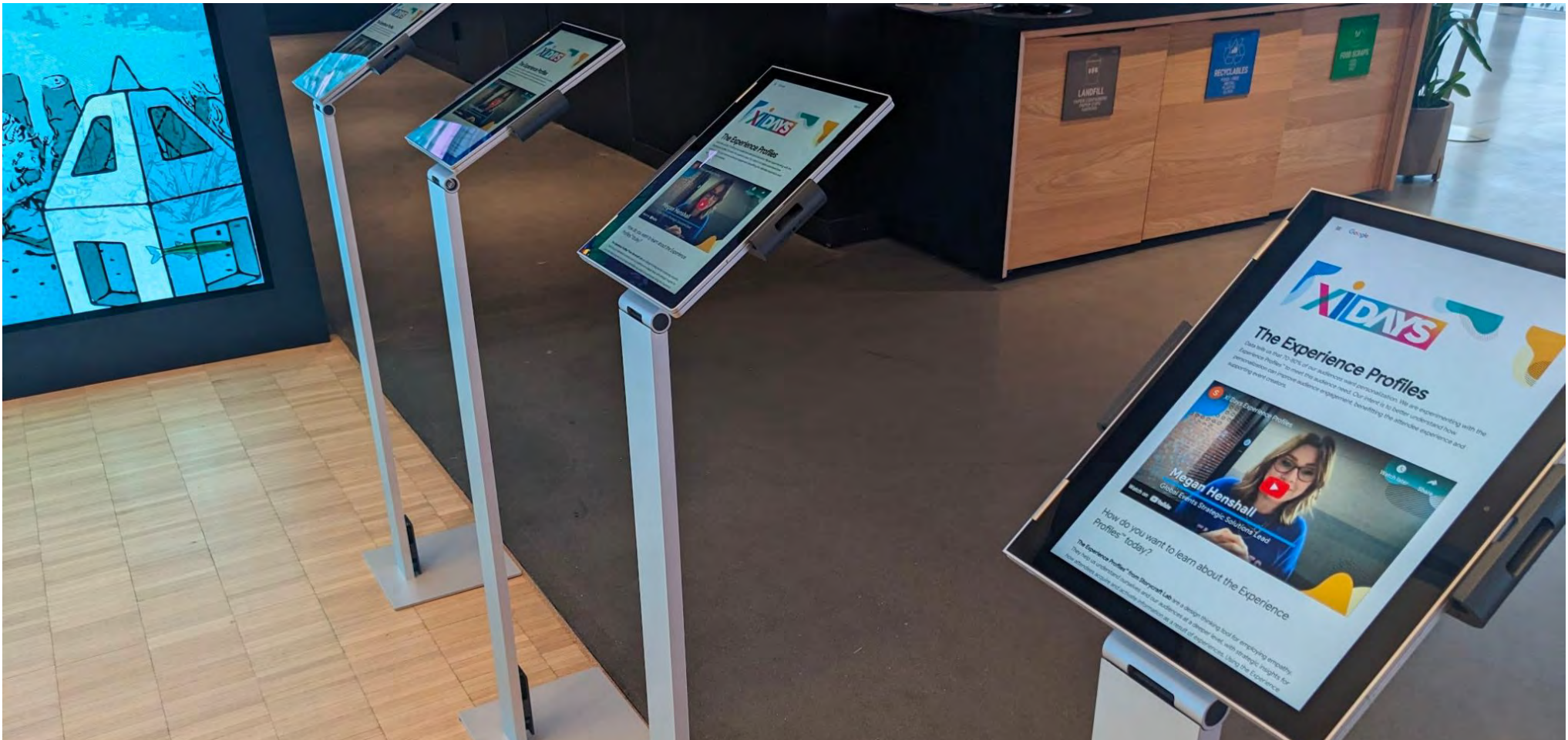
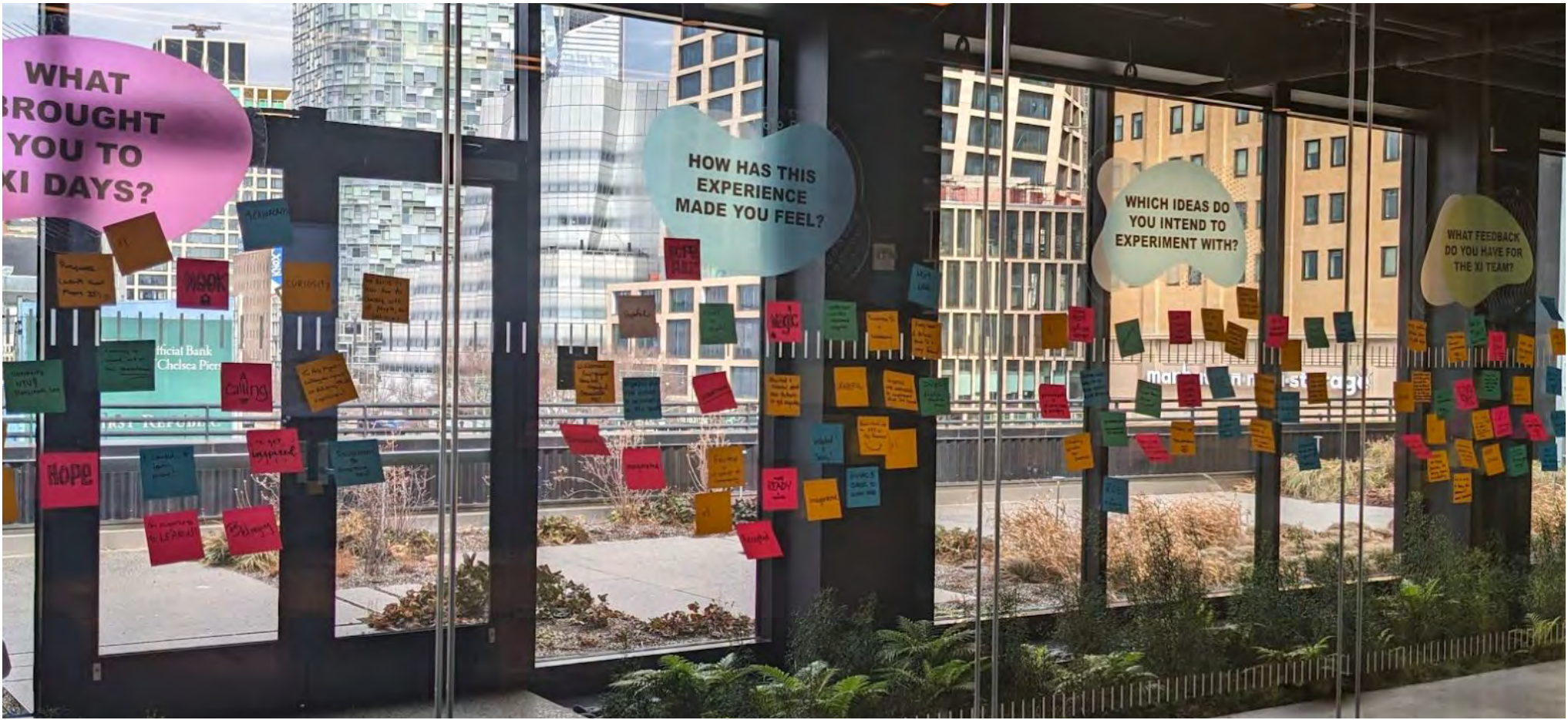




“Google Xi Days colored outside the lines, shifting paradigms to create an all-encompassing future for the events industry.”

ANDREA DOYLE





CASE STUDY

Google Experience Institute (Xi Days)



Google's Xi Days not only redefined event design through its innovative approach and focus on inclusion and emotional engagement.

Key innovations included:

- **Multi-Dimensional Learning:** Attendees experienced a curated blend of talks, interactive sessions, and experiential exhibits, encouraging independent exploration and personal growth.
- **Emotional Engagement:** The event prioritized emotional connections over transactions, emphasizing the democratization of experience and inclusion.
- **Sensory Stimulation:** From exploring fragrances to engaging in tactile play with slime, Xi Days activated all senses, enhancing the overall experience.
- **Inclusive Design:** Special attention was given to accessibility, with sessions like The Neu Project spotlighting efforts to accommodate neurodivergent individuals.
- **Community and Belonging:** The Wheel of Belonging interactive exhibit invited attendees to reflect on and share their journeys towards belonging, fostering a sense of community.

MOTIVATED

Encouraging action and ambition.

BRAND REVOLUTION

CASE STUDY

Marriott International Top Performers 2023

Challenge:

Nestled at the foot of Dove Mountain, this event celebrated some of Marriott International’s Top Performers.

Solution:

By embracing the breathtaking vistas, we payed homage to the beauty of Tucson at each and every touchpoint. Outside, we leveraged airy decor and design. Inside, shapes and textures evocative of the surrounding landscape carried the motif through.

Moving away from the traditional stage parade, we orchestrated a new way of recognizing honorees during the Awards Gala, creating a thematic and bespoke experience full of wonder and delight.

Impact:

Brand Revolution received the prestigious SITE Global Crystal Award for Excellence in Incentive Travel: North America, a significant honor in our industry.



TUCSON, AZ | 4 DAYS | 7 EVENTS | 530 PARTICIPANTS



CASE STUDY

Marriott International Top Performers 2023



Brand Revolution wins the SITE Global Crystal Award for Excellence in Incentive Travel: North America!

We are overjoyed to announce that our Marriott International Top Performers 2023 program, hosted at The Ritz-Carlton, Dove Mountain in June 2023, has been honored with the prestigious SITE Global Crystal Award for Excellence in Incentive Travel: North America.

This recognition is a testament to the hard work, creativity, and dedication of our team at Brand Revolution, showcasing our commitment to delivering exceptional incentive travel experiences that not only engage and motivate employees but also drive tangible business results and enhance the bottom line.

The SITE Crystal Awards, sponsored by The IMEX Group, are revered as the pinnacle of achievement in the incentive travel industry, celebrating programs that stand out for their innovative design, successful implementation, and their ability to offer inspirational examples of the significant benefits incentive travel brings to employees, companies, and the destinations they visit.



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LET'S REVIEW



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Five emotions
drive business.

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Adventurous

Active

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Motivated

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