



**Five insights from
PETERMAYER's
Brand Joy Lab to
help you create
more joyful – and
more effective
– brand work.**



Insights in this report generated from PETERMAYER's Brand Joy Lab, a proprietary research study that surveys more than 400 Americans every month.



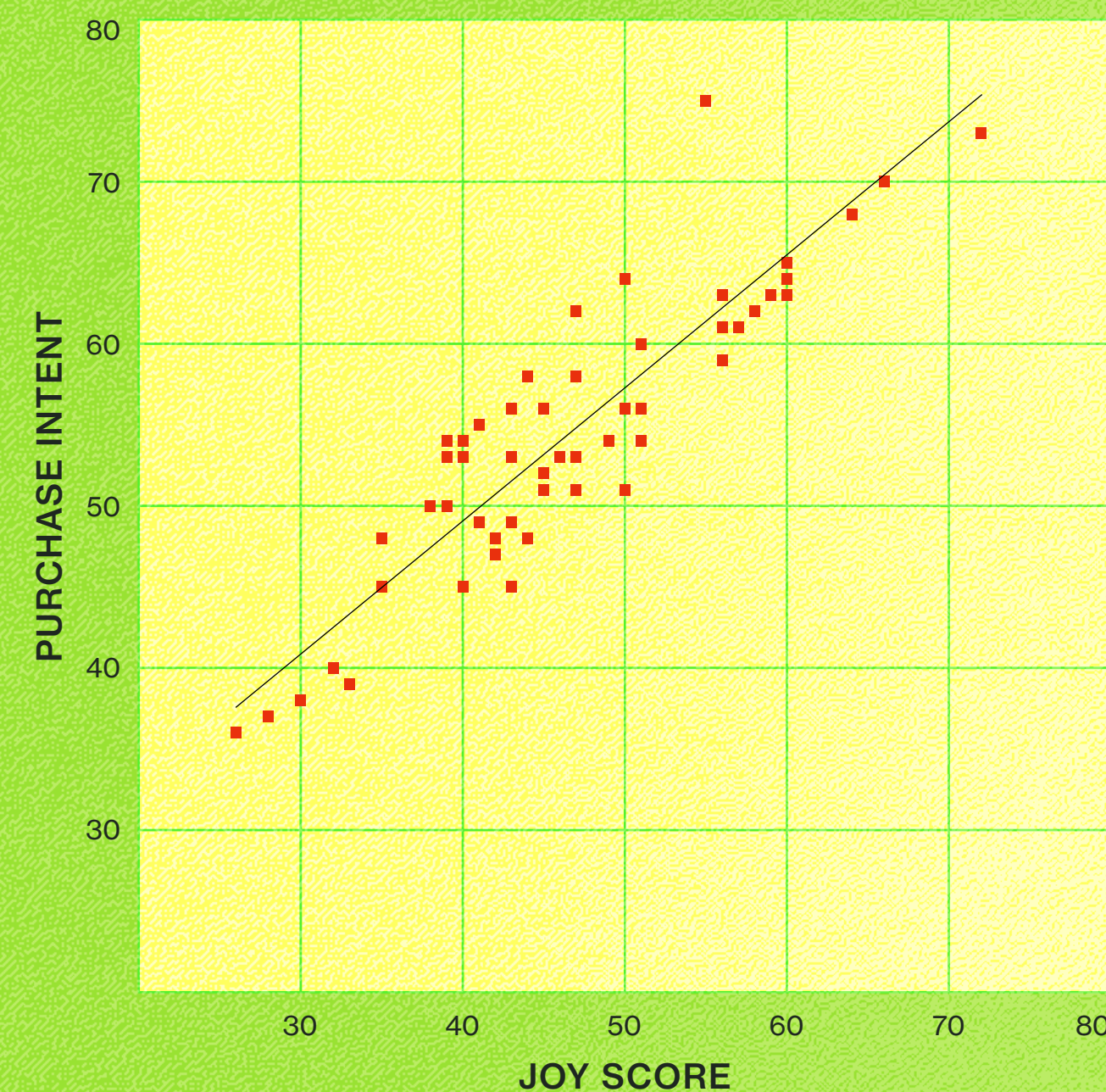
63%

of purchase intent is linked to the joy consumers feel from a brand's marketing.

The Business-Building Power of Joy

There is a connection between a brand's Joy Score and consumers' intent to purchase those brands. Brand communications and behavior are the critical points where consumers make the connection to joy. In fact, our research shows that 63% of purchase intent is related to the joy those consumers experience via a brand's marketing communications.

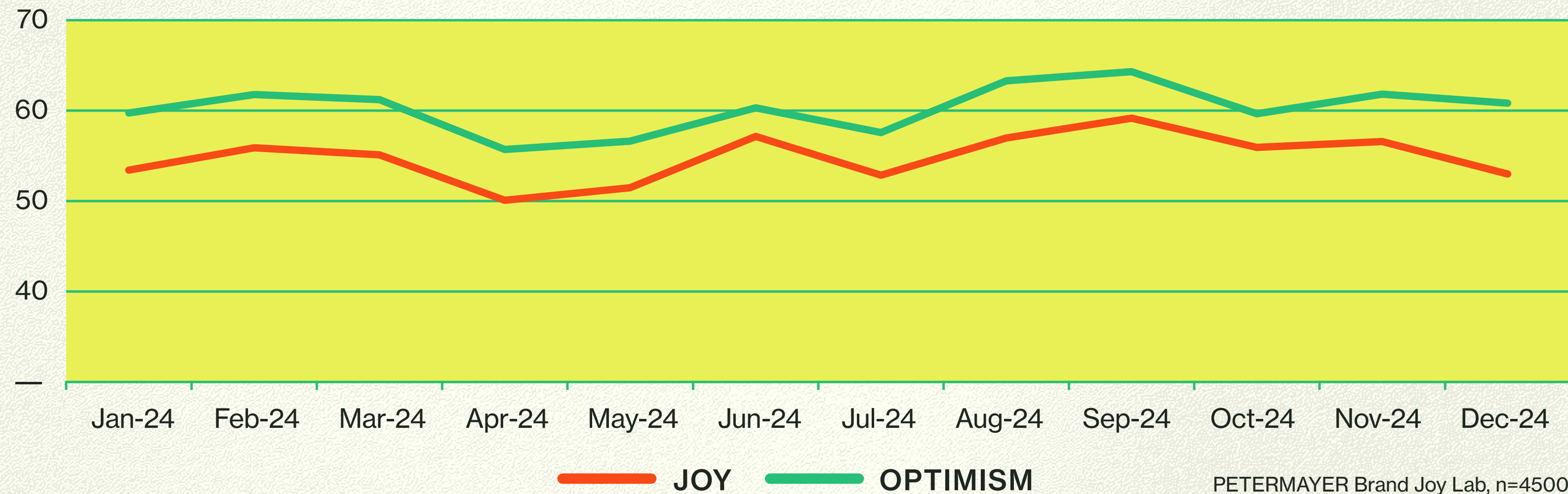
Correlation Between Brands' Joy Scores and Consumer Purchase Intent



JOY SPARKS OPTIMISM (AND OPTIMISM SPARKS JOY)



The Relationship Between Joy and Optimism in 2024



Additional research tells us that joy is a simpler outcome to affect, as optimism takes time to build.*



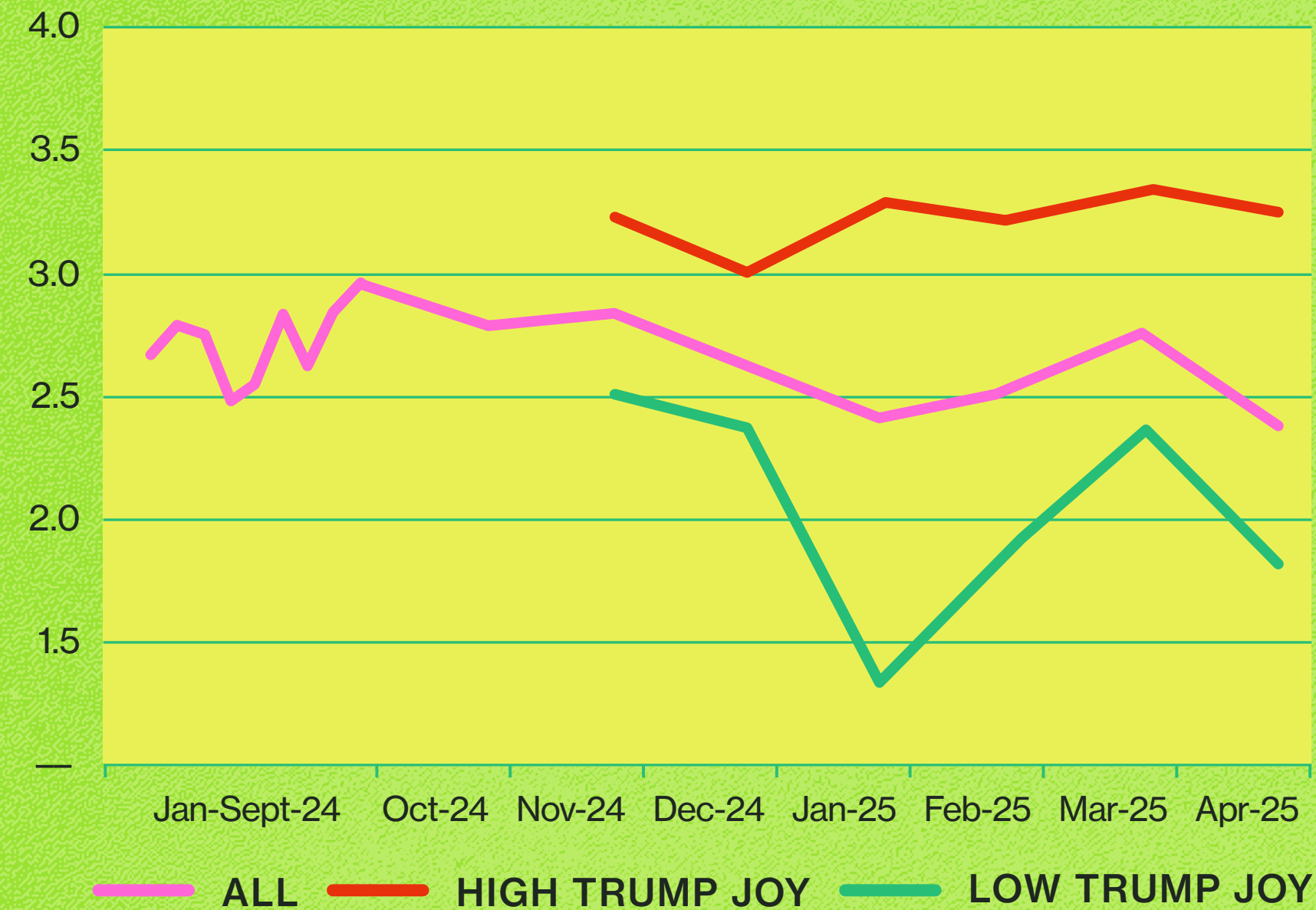
These two emotional forces rise and fall together, but joy is easier to influence.

*Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. American Psychologist, 56(3), 218–226.
Carver, C. S., & Scheier, M. F. (2014). Dispositional optimism. Trends in Cognitive Sciences, 18(6), 293–299.

**JOY IS
DIVIDED**

**BUT THERE
IS COMMON
GROUND**

How America's joy has split since November



Since the November election, Americans who feel joyful about Trump's presidency are experiencing greater overall joy in life.

PETERMAYER Brand Joy Lab, based on survey responses of roughly 400 Americans per month.

In times where people feel very low, the sources of joy remain stunningly consistent. They are, in order:



JOY MOVES WITH THE SEASONS

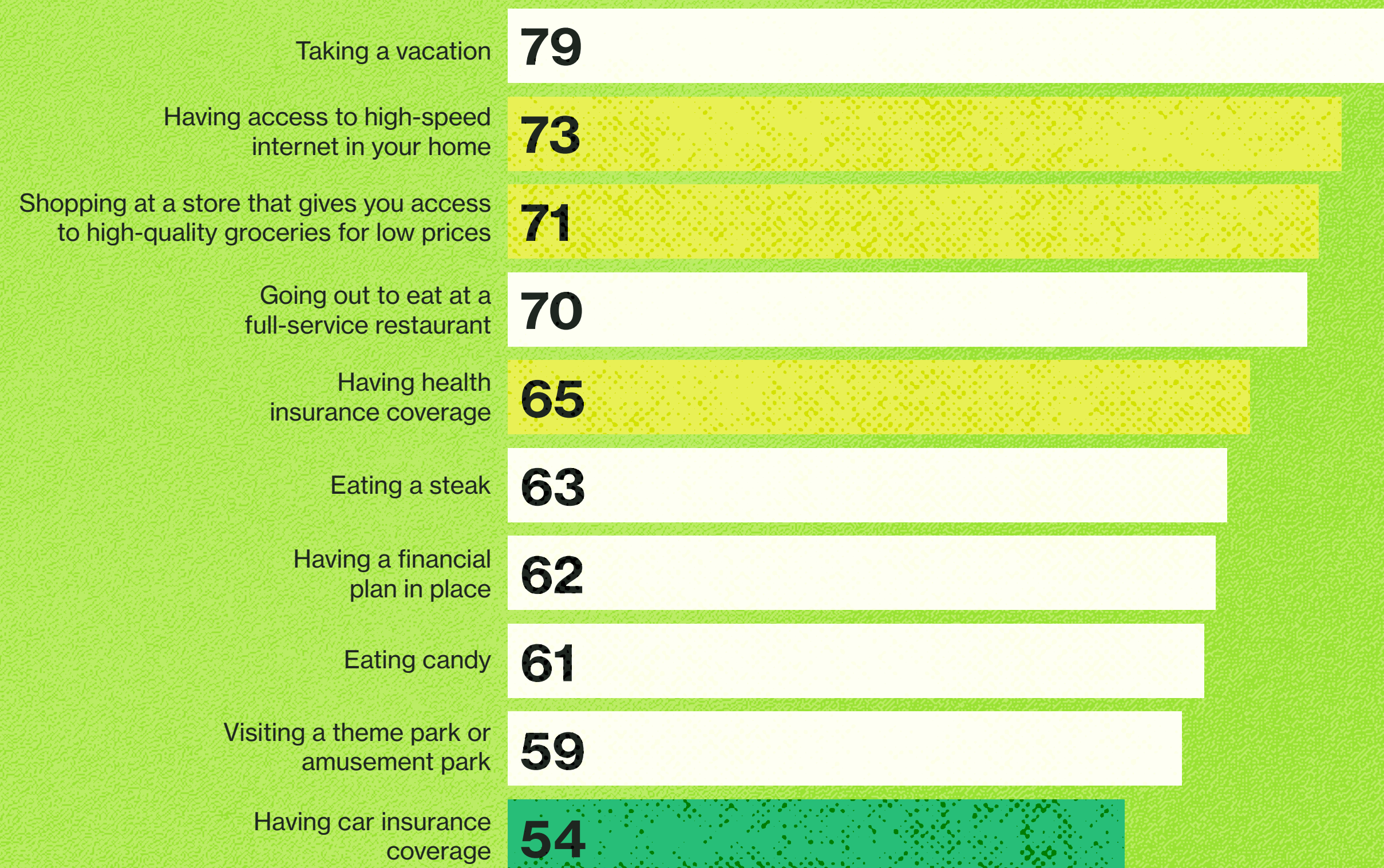


FALL
Nesting & Celebration
*"The end of the
summer heat spell"*

NEW YEAR
Hope & Reflection
*"I have a lot of hope
for the coming year"*

SPRING
Renewal & Sunshine
*"A new chapter in
my life beginning"*

**Ground your message in enduring
emotional truths – amplify them seasonally.**



Joy isn't all frivolous fun and happiness like candy and amusement parks. Insurance, internet service and affordable groceries are all big joy-bringers.

Joy resides in the fundamentals – and life's excesses.

Do you have a joy-related question for the Brand Joy Lab?

Drop us a line at AskJoy@peteramayer.com

Visit the Brand Joy Lab Online

peteramayer.com/brand-joy-lab

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