

KANTAR

NEEDSCOPE®

NeedScope
understands love




What is love?

Love is often called the greatest emotion of all.

Throughout time and across cultures philosophers, musicians, psychologists and even biologists have tried to define and explain love through theories, stories and scientific experiments.

Everyone agrees it's an emotion that involves both attraction and affection.

But in our hearts we know it's so much more.



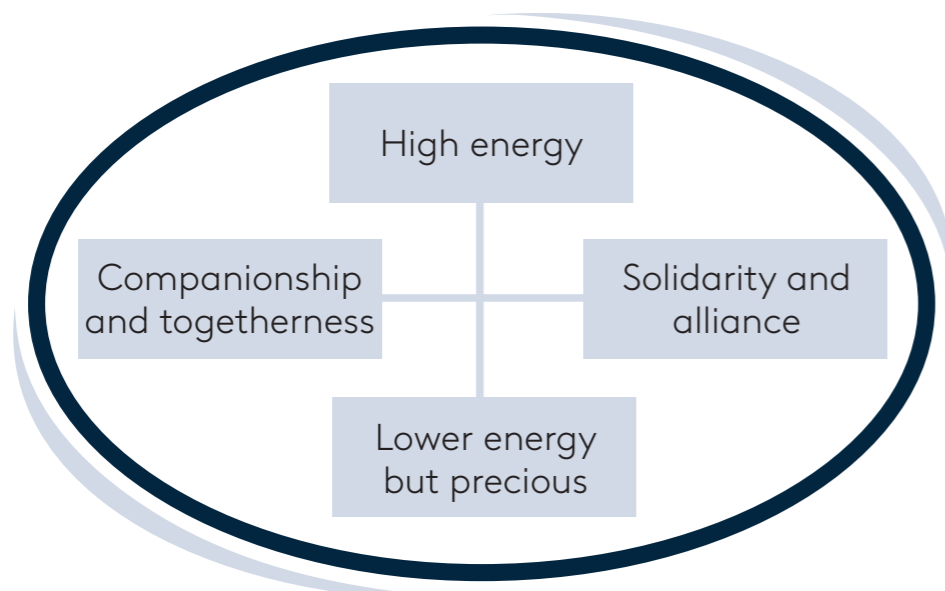
"Love is of all the passions the strongest, for it attacks simultaneously the head, the heart and the senses."

- Lao Tzu

NeedScope understands love

Putting the NeedScope lens on love we see that it is not simple. Nor is it static. Love is not one thing but many. And love changes from one person to another and from one relationship to the next, making each love story unique.

Every love has its own unique energy and character.



NEEDSCOPE®

Love stories play out in many different ways.



NEEDSCOPE®

WHAT IS
RED
LOVE?

UNSTOPPABLE
ADDICTIVE
UNPREDICTABLE
DANGEROUS

A heart shape is formed by bright, intense flames against a black background. The flames are a mix of yellow, orange, and red, with some darker, smoky areas. The heart is centered in the image, and the flames appear to be swirling and dancing around its outline.

RED

LOVE
MAKES ME
FEEL

DARING
INTENSE
INVINCIBLE
ON FIRE

"But I say a good love is one that casts you into the wind, sets you ablaze, makes you burn through the skies and ignite the night like a phoenix."
-C. JoyBell

WHAT IS

PURE

LOVE?



MOMENTOUS
A DRIVING FORCE
SUPREME
DEMANDING

PURPLE

LOVE
MAKES ME
FEEL

GLORIOUS
ALL POWERFUL
IDOLISED
WORSHIPPED

“What a grand thing it is to be loved! What a far grander thing it is to love! The heart becomes heroic, by dint of passion... It no longer rests on anything that is not elevated and great.”
–Victor Hugo

WHAT IS

**W
L
C
M**

LOVE?



FLAWLESS
UNDERSTATED
CLASSIC
MESMERISING

**B
L
U
E**
LOVE
MAKES ME
FEEL



TREASURED
UNIQUE
COMPLETE
NOBLE AND VALUED

"Love is a decision, it is a judgment, it is
a promise."
- Erich Fromm

WHAT IS

BROWN

LOVE?



TENDER
MOVING
UNCOMPLICATED
MAGICAL

BR
RO
WN

LOVE
MAKES ME
FEEL

PRECIOUS
SAFE AND SECURE
SENTIMENTAL
DEVOTED



"Love makes your soul crawl out from its
hiding place."
- Zora Neale Hurston

WHAT IS

ORANGE LOVE?

LOVE?

ENDEARING
A PARTNERSHIP
GENEROUS
AFFECTIONATE



ORANGE

LOVE
MAKES ME
FEEL

JOYFUL
TRULY ACCEPTED
GROUNDED
UPLIFTED

"Love is considered the most basic emotion that human awareness can feel, therefore it is the closest to the source of life."
- Deepak Chopra

WHAT IS

THE NEW

LOVE?



SPONTANEOUS
INDULGENT
BLISSFUL
CHARMING

HOW
LOVE
MAKES ME
FEEL



ATTRACTIVE
ON CLOUD NINE
FLIRTATIOUS
EUPHORIC

"There is never a time or place for true love. It happens accidentally, in a heartbeat, in a single flashing, throbbing moment."
- Sarah Dessen

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