



# What Families Need to Feel:

## The Emotional Intelligence Behind Sylvan Learning & Urban Air



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Unleashed Brands  
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& Urban Air



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Mindstate  
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**Situation:** Sylvan Learning and Urban Air were both facing critical challenges and decisions were being made without consumer input



- New Brand Messaging & Positioning
- New Membership Model & New Payment Feature
- No Timely Consumer Feedback Loop &
- Limited, Outdated Consumer Research
- Decisions Led by Tribal Knowledge & Gut
- Must Merge Brand, Membership, and Payment

- Café Revenue Contributes Incremental Revenue
- Limited Changes to Café Offerings
- No Menu Design Changes
- No Café Consumer Research
- Cafe & Menu Decisions led by Procurement & Gut
- Needed to Redesign Menu & Prioritize New Items

**SPEED ≠ AMBIGUITY**

The logo features a stylized brain icon on the left, composed of white outlines of neural connections. To its right is the word "Bevi" in a white, serif font. The entire logo is centered within a dark teal circular background.

Bevi

# Three foundations to EQ Personas

1

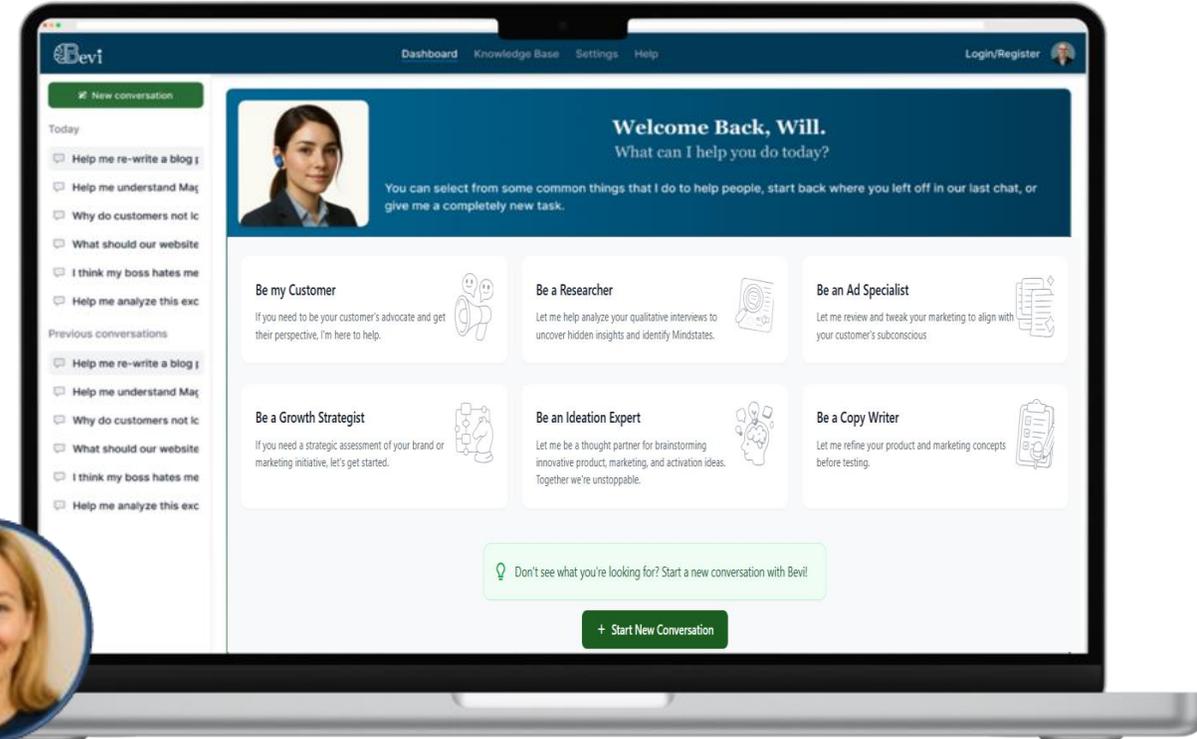
Build the Customer Foundation

2

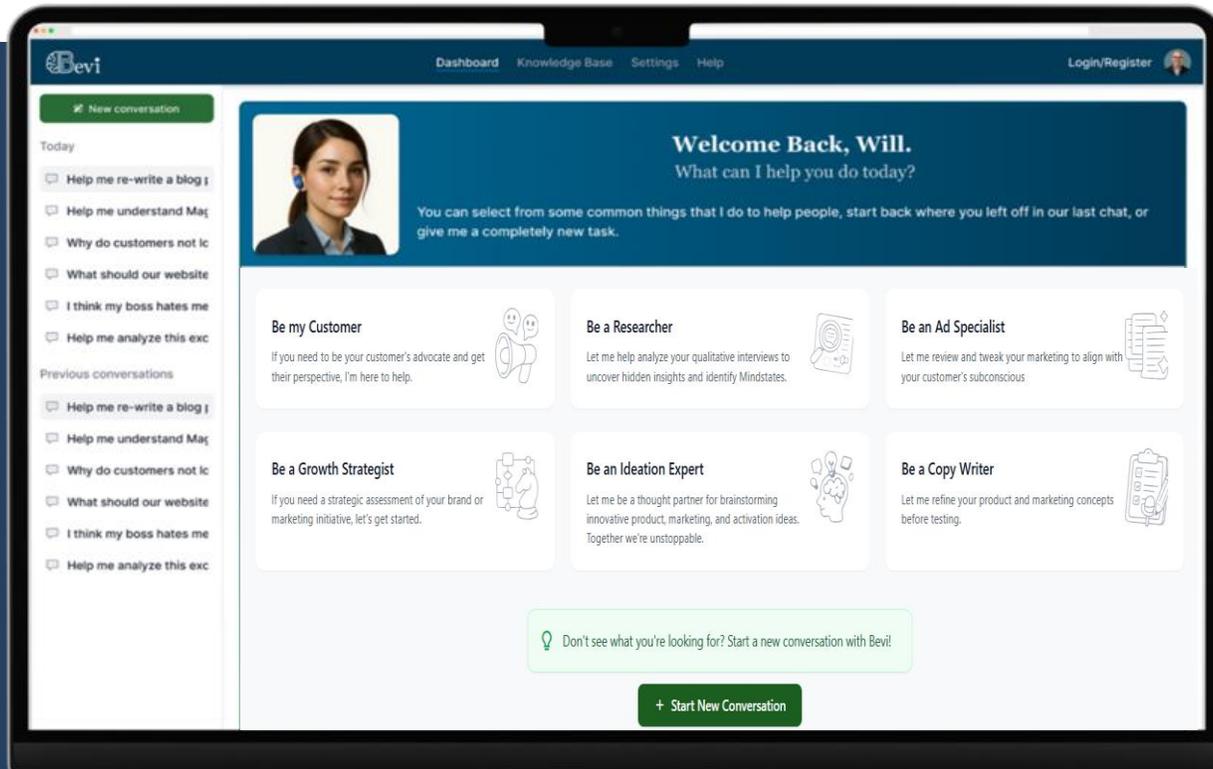
Build the Brand Foundation

3

Integrate the BeSci Engine



**Outcome:** Bevi thinks, feels, and acts like your customer - and works alongside you like a team member



1. **Be my Customer:** Interactive, conversational VOC
2. **Be a Researcher:** Uncover psychological insights
3. **Be an Ad Specialist:** Review and refine advertising
4. **Be an Ideation Expert:** Generate unicorn ideas
5. **Be a Growth Strategist:** Maximize brand value
6. **Be a Copywriter:** Optimize your concepts + ads

Outcome: Behavioral AI skills needed to build, launch, & grow brands

# Sylvan Learning: Utilizing On-Demand, Behaviorally Informed Feedback to Combine New Brand Positioning + Membership Model + Payment Plan



1

**New Brand Positioning – Together We've Got This**

2

**New Membership Model – Sylvan Pass**

3

**New Payment Plan - Monthly vs Prepaid**

## Messaging Testing Objective & Methodology

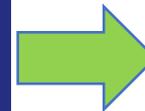
- Make a functional payment feature fit with new brand positioning
- Ran multiple iterations of Brand + Sylvan Pass through Bevi

## Insights Learned from Bevi

- “Flexibility to pay as I go” → Strong Purchase Driver
- “More ways to pay” → Increases likelihood to choose Sylvan

### BEFORE

No way to confirm if we were talking about Sylvan Pass in a way that matched how parents think and decide.



### AFTER

On-Demand, Behaviorally informed validation of every iteration of brand messaging based on our own consumers.

Chat with Bevi

https://demo.gobevi.ai/chat

Book Sales Chase TriggerPoint Playground - Open... Bevi Mindy Monitor Otter Voice Meetin... ROI Online Founders Lab Blac... Other favorites

Bevi Chat Documents Admin will.leach@mindstategroup.com

+ New conversation

Today

- I'd like you to analyze th...
- I'd like you to analyze th...

Previous conversations

- Be an Ad Specialist
- I'd like you to analyze th...
- I'd like you to analyze t...
- I'd like you to analyze th...
- Bevi - The Main Prompt
- I'd like you to analyze th...
- What are the key insight...
- What are the key insight...
- What are the key insight...
- Ask Chris

**Welcome Back, Will.**  
What can I help you do today?  
You can select from some common things that I do to help people, start back where you left off in our last conversation, or give me a completely new task.

**Ask Chris**  
If you need to be your customer's advocate and get their perspective, I'm here to help.

**Be a Researcher**  
Let me help analyze your qualitative interviews to uncover hidden insights and identify Mindstates.

**Be an Ad Specialist**  
Let me review and tweak your ad to align with your customers' subconscious.

**Be a Growth Strategist**  
If you need a strategic assessment of your brand or marketing initiative, let's get started.

**Be an Ideation Expert**  
Let me be a thought partner for brainstorming innovative product, marketing, and activation ideas. Together we're unstoppable.

**Be a Copywriter**  
Let me refine your product and marketing concepts before testing.

Don't see what you're looking for? Start a new conversation with Bevi!

+ Start New Conversation

11:17 AM



# Urban Air: Leveraged Behaviorally Informed Feedback to Determine Optimal Café Menu Design to Inform Menu Naming & Layout Changes

## Menu Update Strategies

- **Make Menu More Kid-Centric**
  - Boneless Wings → Nuggets
  - Urbie's Adventure Meal → Kid's Meal
- **Added Food Imagery**
  - Loaded Fries
  - Nachos
- **More Brand Imagery**
  - Frito-Lay Logos
  - Pepsi Logos
- **New Beverage Lineup**
  - Cloud Coolers
  - Cold Brew Coffee
  - Poppi
- **Cold Foam Optimization**
  - Dedicated Space + Clarity

**Whole Pizzas** (8 Slices)

Single Topping <b>\$16<sup>99</sup></b>	Meat Lovers <b>\$17<sup>99</sup></b>	Cauliflower Crust <b>\$13<sup>99</sup></b>
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Cheese, Sausage, or Pepperoni

**Combo Meals**

<b>Pizza Slices</b> 2 Pizza Slices & Fountain Drink <small>Cheese, Sausage, or Pepperoni</small> <b>\$7<sup>99</sup></b> Single Slice <b>\$2<sup>99</sup></b>	<b>Boneless Wings</b> 6 Wings, Fries & Fountain Drink <small>BBQ, Buffalo, Spicy Money, or Lemon Pepper</small> <b>\$9<sup>99</sup></b> 6 Boneless Wings <b>\$6<sup>99</sup></b>	<b>Traditional Wings</b> 6 Wings, Fries & Fountain Drink <small>BBQ, Buffalo, Spicy Money, or Lemon Pepper</small> <b>\$11<sup>99</sup></b> 6 Traditional Wings <b>\$8<sup>99</sup></b>
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**Urbie's Adventure Meal**  
**\$5<sup>99</sup>**  
1 Pizza Slice or 3 Boneless Wings + Fries and One Fountain Drink  
Fountain drink may be substituted with bottled water on all combo meals.

**Family Meal**  
**\$25<sup>99</sup>**  
Whole Pizza (8 Slices) & (4) Fountain Drinks

**Add On & Save**

- + Second Pizza **\$14<sup>99</sup>**
- + 12 Boneless Wings **\$12<sup>99</sup>**
- + 12 Traditional Wings **\$16<sup>99</sup>**

**Snacks & Sides**

Loaded Fries <b>\$5<sup>49</sup></b>	Nachos <b>\$4<sup>49</sup></b>	Soft Pretzel with Cheese <b>\$4<sup>49</sup></b>
Fries <b>\$4<sup>49</sup></b>	Popcorn <b>\$3<sup>49</sup></b>	

Assorted Chips Available: **\$2<sup>49</sup>**

**Healthier Snacks**

Mott's Apple Sauce <b>\$1<sup>99</sup></b>	Oh Snap! Pickle Bites <b>\$2<sup>99</sup></b>	Sabra Hummus & Pretzels <b>\$4<sup>99</sup></b>
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**Sweet Treats**

Giant Goopy Chocolate Chunk Cookie **\$24<sup>99</sup>**

Churro Bites (10) **\$4<sup>99</sup>**  
Dipping Sauce: **\$1<sup>00</sup>**

Fresh Cotton Candy **\$4<sup>99</sup>**

Dippin' Dots **\$4<sup>99</sup>**  
Assorted Candy Available: **\$3<sup>99</sup>**

**Beverages**

Regular ICEE <b>\$4<sup>99</sup></b>	Small ICEE <b>\$3<sup>99</sup></b>	Fountain Drink <b>\$2<sup>99</sup></b>
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Add Cold Foam to any drink: **\$1<sup>00</sup>**

Aquafina Water <b>\$3<sup>49</sup></b>	Bottled Gatorade <b>\$3<sup>49</sup></b>	Apple Juice <b>\$2<sup>99</sup></b>	Bottled Tea <b>\$3<sup>49</sup></b>	Energy Drink <b>\$3<sup>99</sup></b>	Starbucks Cold Coffee <b>\$4<sup>99</sup></b>
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# Urban Air: Marketing Team Divided About Which Menu Layout Option Would Drive More Sales – Turned to Bevi for Final Check

## Less Food Photography in Middle Panel

## More Food Photography in Middle Panel

**Whole Pizzas** (8 Slices)  
 Single Topping **\$15.99**  
 Meat Lovers **\$16.99**  
 Cauliflower Crust **\$13.99**  
 Cheese, Pepperoni, or Sausage

**Combo Meals**

**Pizza Slices**  
 2 Pizza Slices & Fountain Drink  
 Cheese, Pepperoni, or Sausage  
**\$7.99**  
 Single Slice Only **\$2.99**

**Nuggets**  
 6 Nuggets, Fries & Fountain Drink  
 Plain, BBQ, Buffalo, Lemon Pepper, or Spicy Honey  
**\$9.99**  
 6 Nuggets Only **\$6.99**

**Wings**  
 6 Wings, Fries & Fountain Drink  
 BBQ, Buffalo, Lemon Pepper, or Spicy Honey  
**\$11.99**  
 6 Wings Only **\$8.99**

**Kid's Meal** **\$5.99**  
 1 Pizza Slice or 3 Nuggets + Fries and One Fountain Drink  
 Fountain drink may be substituted with bottled water on all combo meals.

**Family Meal** **\$25.99**  
 Whole Pizza (8 Slices) & (4) Fountain Drinks

**Add On & Save**  
 + Second Pizza **\$14.49**  
 + 12 Nuggets **\$12.49**  
 + 12 Wings **\$16.49**

**Snacks & Sides**

**Loaded Fries** **\$5.99**

**Nachos** **\$4.49**

**Soft Pretzel with Cheese** **\$4.49**

**Fries** **\$4.49**

**Popcorn** **\$3.49**

Assorted Chips Available: **\$2.49**

**Healthier Snacks**

**Mott's Apple Sauce** **\$1.99**

**Oh Snap! Pickle Bites** **\$2.99**

**Sabra Hummus & Pretzels** **\$4.99**

**Sweet Treats**

**Giant Goopy Chocolate Chunk Cookie** (Serves 6-10) **\$24.99**

**Churro Bites (10)** **\$4.99**  
 Dipping Sauce: **\$1.00**

**Cotton Candy** **\$4.99**

**Dippin' Dots** **\$4.99**  
 Assorted Candy Available: **\$3.99**

**Beverages**

**Cold Brew Coffee**  
 Your Choice of:  
 • Snowy Cherry Chill  
 • Fizzy Frost Frolic  
 • Dreamy Cherry Twist  
 • Creamy Cream Freeze  
**\$5.99**

**Cloud COOLERS** **\$4.49**  
 ICEE, Soda, Cold Foam Cloud

**ICEE** **\$4.99**  
 Regular **\$3.99**  
 Small **\$3.99**

**Fountain Drink** **\$2.99**  
 Add Cold Foam Cloud to any drink **\$1.00**

**Aquafina Water** **\$3.49**

**Bottled Gatorade** **\$3.49**

**Bottled Tea** **\$3.99**

**Energy Drink** **\$3.99**

**Poppi Soda** **\$2.99**

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**Hot Dog** **\$3.49**

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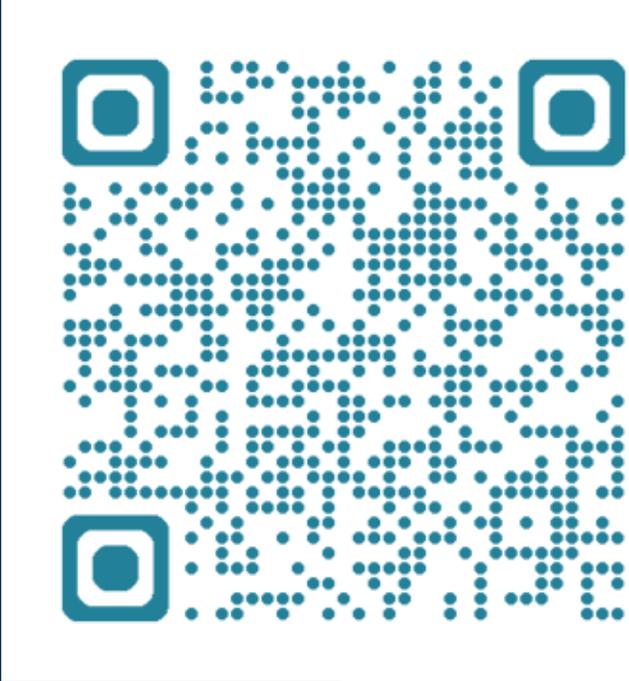
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**Energy Drink** **\$3.99**

**Poppi Soda** **\$4.99**





Thank you!

Learn  
more  
here

