**Viacom, Canvs Join to Measure Emotional Reaction to Social Ads**

Viacom has teamed with startup Canvs, which monitors social chatter and categorizes it into 56 groups, to gauge the emotional reaction of consumers to advertising. The categories include sentiments such as "awkward," "goosebumps," "trippy" and "guilty pleasure." "We have the first accurate measure of how people are feeling online," Canvs' Jared Feldman said.

***Variety 1/25/16***

<http://variety.com/2016/digital/news/viacom-canvs-emotional-social-media-ads-1201687790/>