IMPLICIT REACTION TIME (IRT™)

What is it?

IRT™ MEASURES THE NONCONSCIOUS STRENGTH OF ASSOCIATIONS VIA RESPONSE TIMES.
EXAMPLES OF RESPONSE TIMES

FASTER response times
Confirm your name

SLOWER response times
Is brand X “socially responsible”?
Unique to Ipsos’ IRT™ approach is its ability to normalize a range of possible individually driven differences, including:

- **Motor skills** (driven by age, computer familiarity, etc.)
- **Computer processor and Internet connection speeds**
- **Speed of learning, fatigue, etc.**
TWO WAYS TO
Leverage IRT™
DEPENDING ON YOUR OBJECTIVE

U-Scale

```
-2  -1  0  1  2
```

Apple
"Innovative"

2-Point Scale

```
   next
```

"Delicious"
Two Integrated Techniques Deliver Holistic Understanding

- Implicit Reaction Time (IRT™):
  - Nonconscious Conviction

- Traditional Survey:
  - Conscious Comprehension
Explicit Yes (T2B)
Percent who agree with an attribute on the 5-pt scale (a standard T2B score).

Emphatic Conviction
Percent who both agree and provide their answer quickly.

Uncommitted Yes
Percent who agree, but do not respond quickly.

Emphatic Average Range
Range of individuals who, on average, respond emphatically.
When Should You Leverage IRT™?

- Ideal when assessing emotions and attitudes.
- Ideal for confirming if a product and/or pack delivers on functional attributes.
- Context is critical: the experience should change perceptions.
CASE STUDY

Our client’s dairy brand faced threats from new entrants in an already fragmented category.

Our client needed to know if introducing new packaging would combat the competition.

We conducted a package design test with IRT™ to assess the strength of the new pack vs. the current pack.
**Shelf Evaluation**

**Strong shelf visibility:** Respondents recalled seeing new pack & correctly identified the brand

**Moving in for a closer look**

**Persuasive:** Users indicated new pack was more relevant, non-users said it was unique

**Getting to know the package**

**Database comparison:** New pack had strong performance vs. benchmarks

**Reaction Time:** Key measures & attributes assessed via IRT™
With IRT\textsuperscript{TM}, we see what we couldn’t see before: Committed response to “Buy Often” is significantly improved with New Pack...

<table>
<thead>
<tr>
<th></th>
<th>‘Would Recommend’</th>
<th>‘Would Buy Often’</th>
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</thead>
<tbody>
<tr>
<td>CURRENT (A)</td>
<td>66%</td>
<td>55%</td>
</tr>
<tr>
<td>NEW (B)</td>
<td>63%</td>
<td>57%</td>
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Explicit Agreement: 66% (A) vs 63% (B)

Emphatic average range 14-33%

Emphatic Conviction: 34% (A) vs 29% (B)

IRT Results Improvement:

<table>
<thead>
<tr>
<th></th>
<th>User</th>
<th>Non-User</th>
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<tbody>
<tr>
<td>+20%</td>
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<tr>
<td>+10%</td>
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...and significantly more consumers find the New Pack “Invigorating”, half of whom are firmly committed in their response!
**BUSINESS IMPACT**

The virtual shelf data suggested strong pack performance in a competitive context.

But it was IRT™ that provided insight into the emotional connections the new packaging elicited among users, yet more importantly non-users.
INCREASED DISCRIMINATION
Discrimination based on nonconscious consumer reactions

NEW GUIDANCE FOR PRODUCT AND PACK DEVELOPERS
Nonconscious tool that begins to link emotional & functional triggers

EASY INTEGRATION
Quick & easy to embed into Ipsos online product & pack surveys