



IRT™

IMPLICIT REACTION TIME

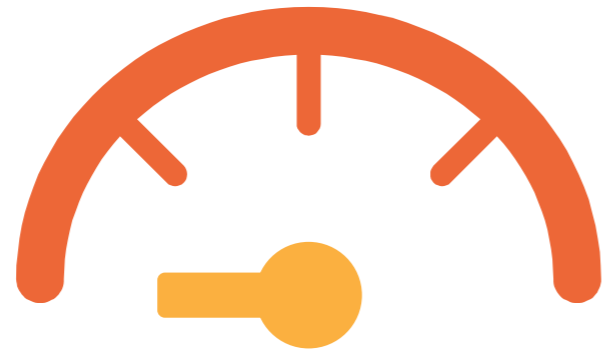
IMPLICIT REACTION TIME (IRT™)

What is it?

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

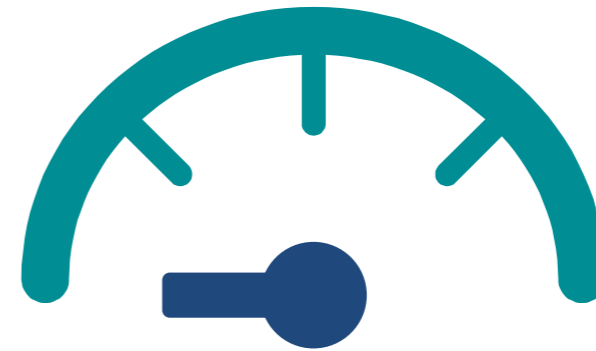


EXAMPLES OF RESPONSE TIMES



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™

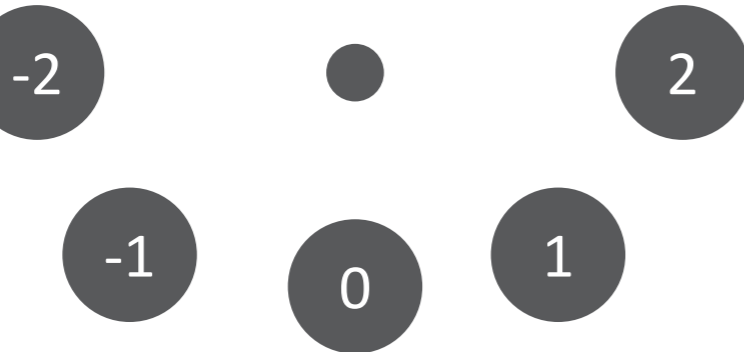
DEPENDING ON YOUR OBJECTIVE

U-Scale



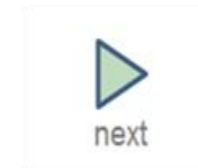
Apple

“Innovative”

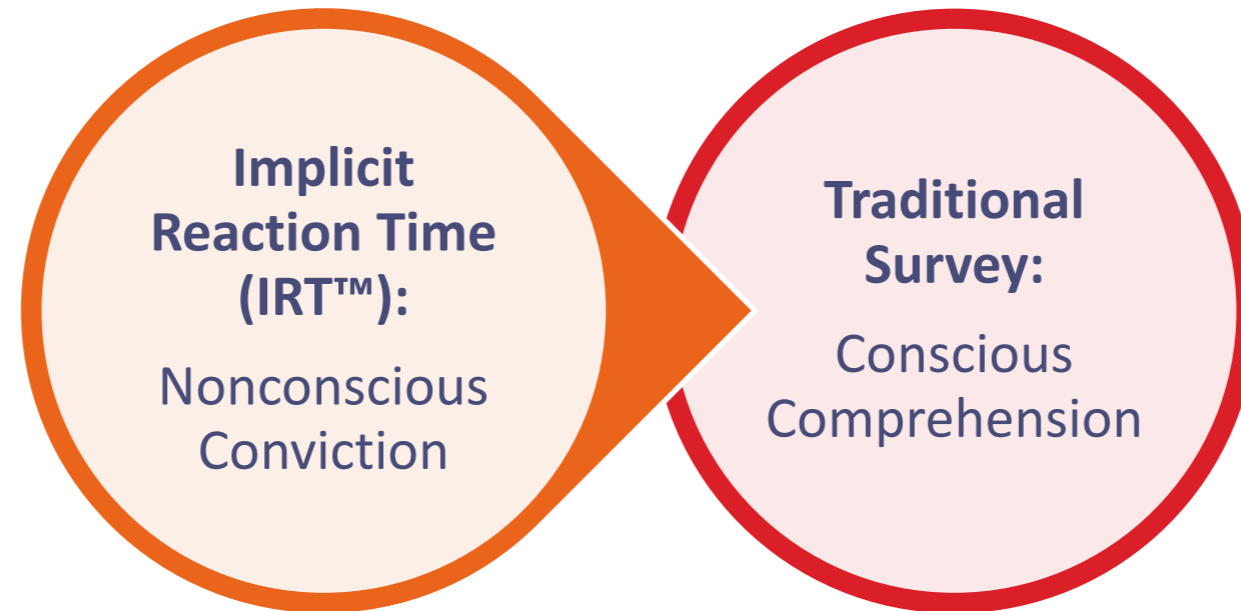


2-Point Scale

“Delicious”



Two Integrated Techniques Deliver Holistic Understanding





IRT KEY TERMS

Explicit Yes (T2B)

Percent who agree with an attribute on the 5-pt scale (a standard T2B score).

Emphatic Conviction

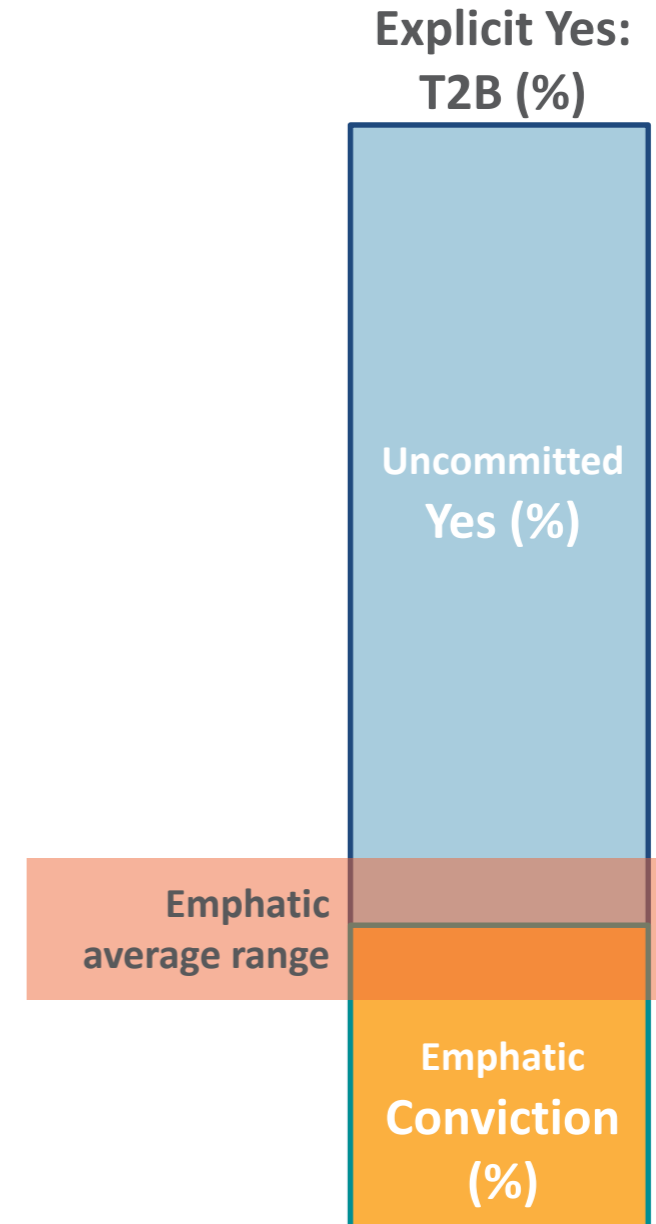
Percent who both agree and provide their answer quickly.

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.



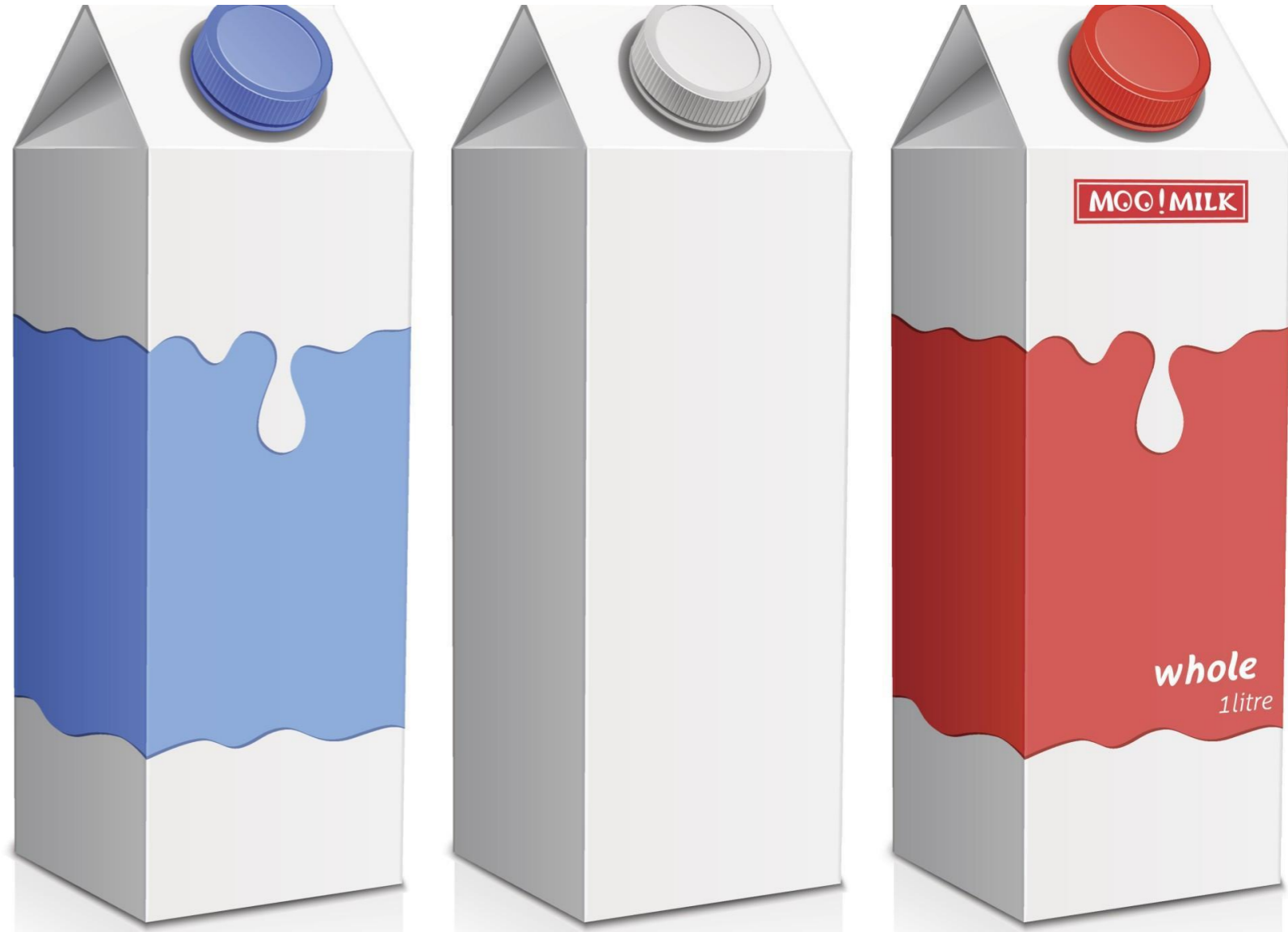
Context is critical: the experience should change perceptions.

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



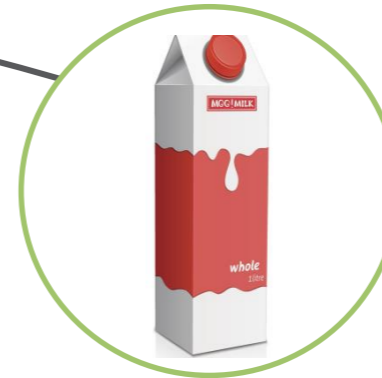
Strong shelf visibility:
Respondents recalled seeing new pack & correctly identified the brand

Moving in for a closer look



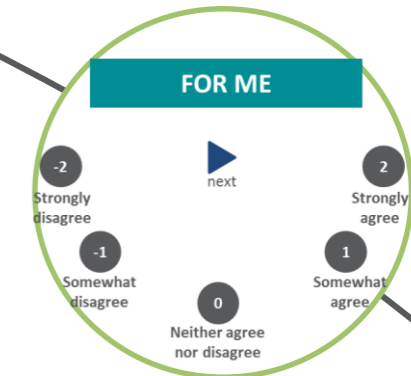
Persuasive:
Users indicated new pack was more relevant, non-users said it was unique

Getting to know the package



Database comparison:
New pack had strong performance vs. benchmarks

IRT™



Reaction Time:
Key measures & attributes assessed via IRT™



With IRT™, we see what we couldn't see before:

Committed response to “Buy Often” is significantly improved with New Pack...

‘Would Recommend’



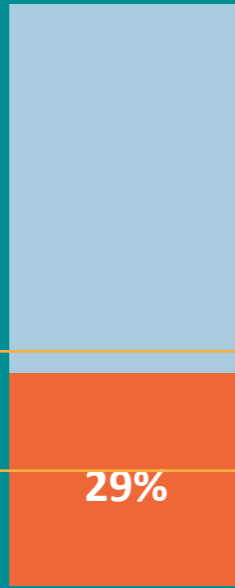
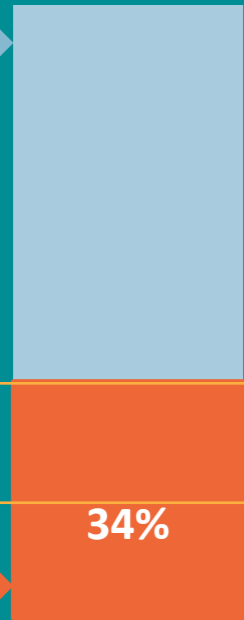
CURRENT (A)

NEW (B)

66%

63%

Explicit Agreement



Emphatic average range 14-33%

Emphatic Conviction

‘Would Buy Often’

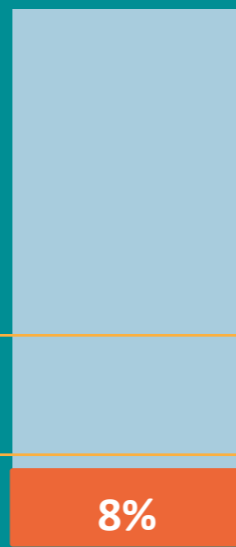


CURRENT (A)

NEW (B)

55%

57%



IRT Results Improvement	
User	Non-User
+20%	+10%

= Significant Improvement compared to Current Pack
 = Parity
 = Diminished significantly compared to Current Pack



...and significantly more consumers find the New Pack “Invigorating”, half of whom are firmly committed in their response!

‘Wholesome’



CURRENT (A)

91%



NEW (B)

86%

‘Invigorating’



CURRENT (A)

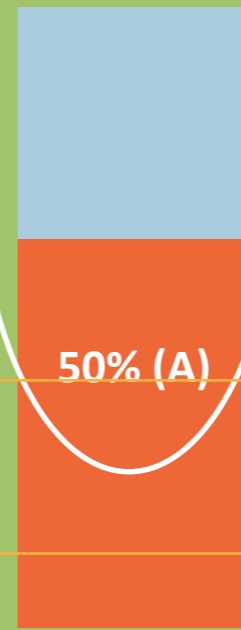
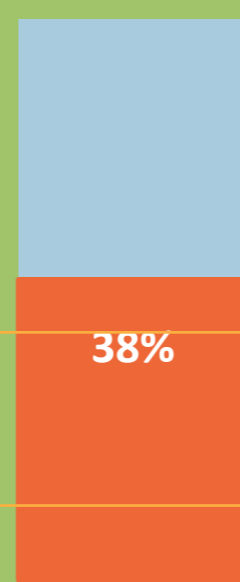
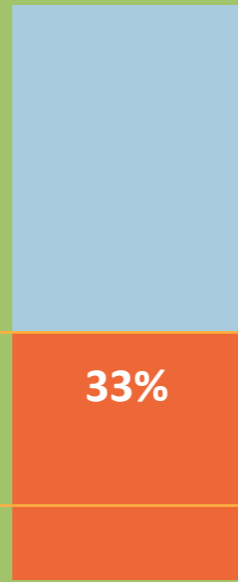
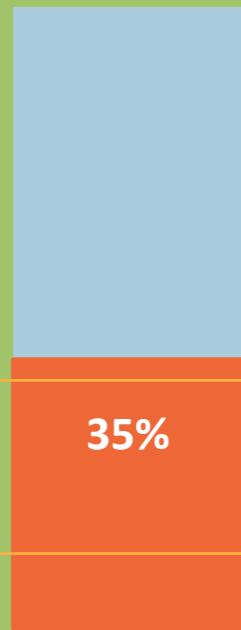
79%



NEW (B)

89% (A)

Explicit Agreement



Emphatic average range 14-33%

Emphatic Conviction

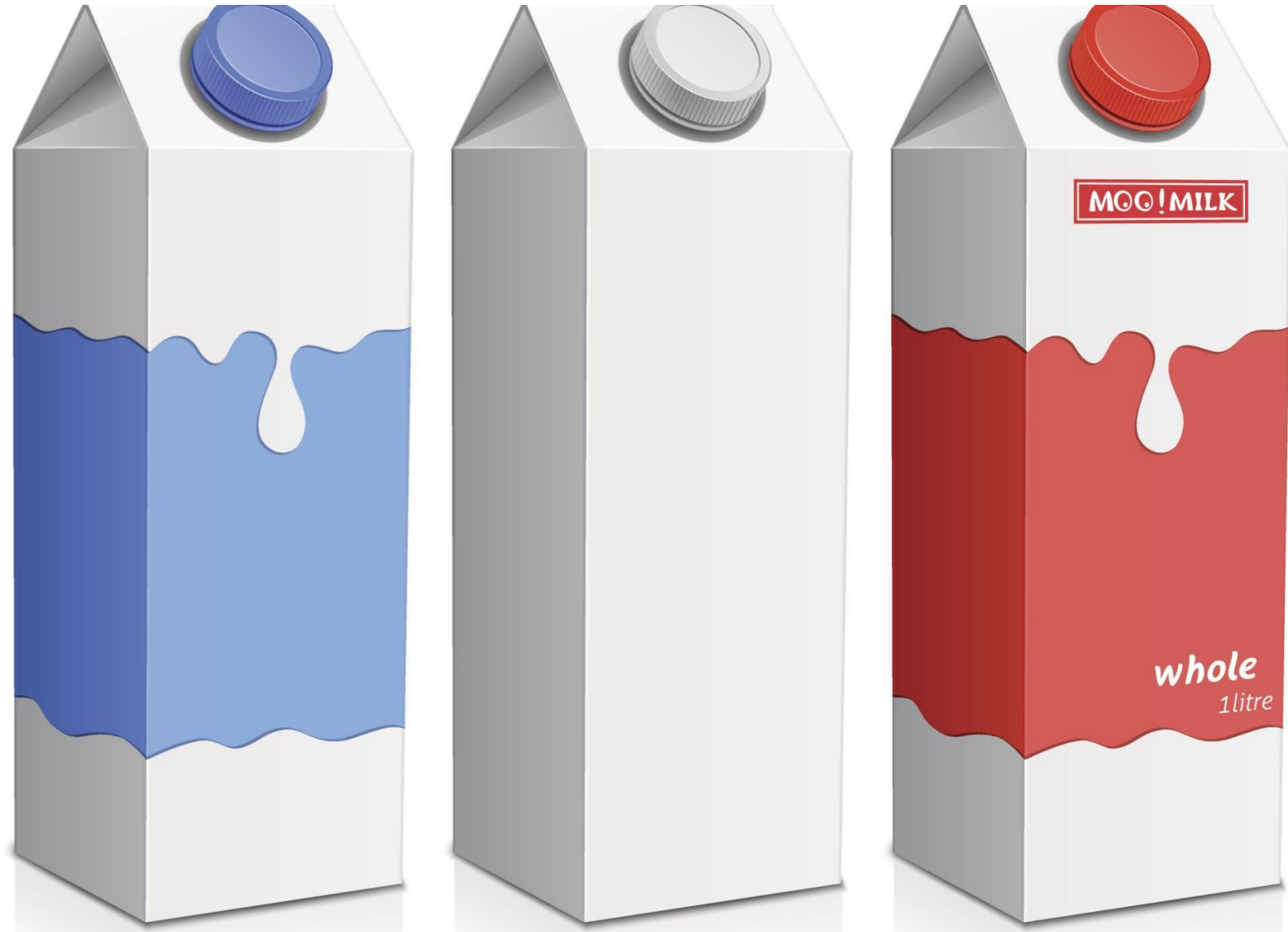
IRT Results Improvement	
User	Non-User
+5%	16%

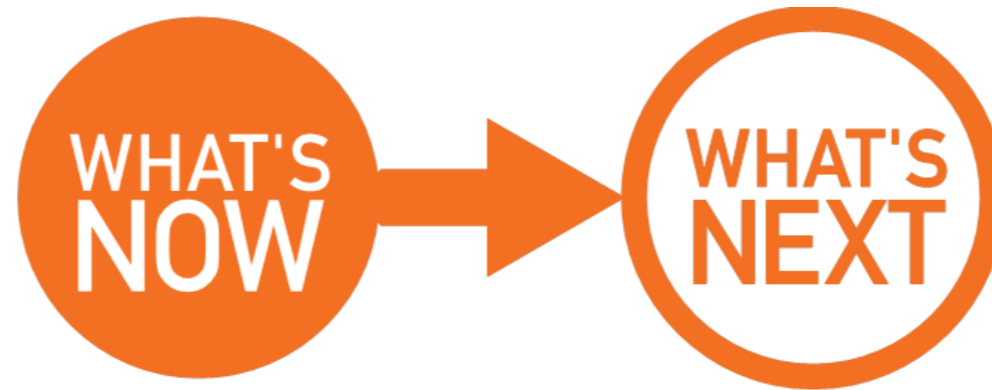
= Significant Improvement compared to Current Pack
 = Parity
 = Diminished significantly compared to Current Pack

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.





EASY INTEGRATION

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



NEW GUIDANCE FOR PRODUCT AND PACK DEVELOPERS

Nonconscious tool that begins to link emotional & functional triggers



INCREASED DISCRIMINATION

Discrimination based on nonconscious consumer reactions



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Fresh **Forward**

The Future of Research

