

DUEL: FAST CONCEPT OR IDEA TESTING

Say Goodbye to Scales with Gamified Testing

Why DUEL?

Beyond Scales

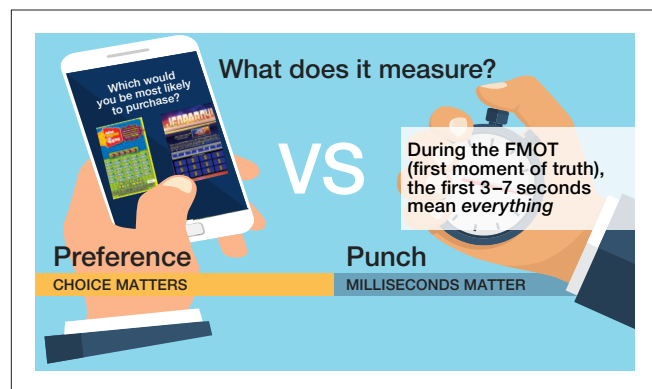
- DUEL pits stimuli against each other in on-screen comparisons
- Online mobile friendly so consumers can quickly tap on their winner

System 1 Testing

- Uses indirect measure of reaction time to uncover the subconscious response of consumers

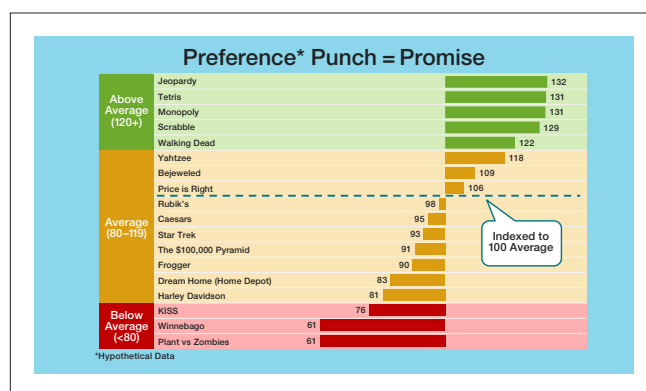
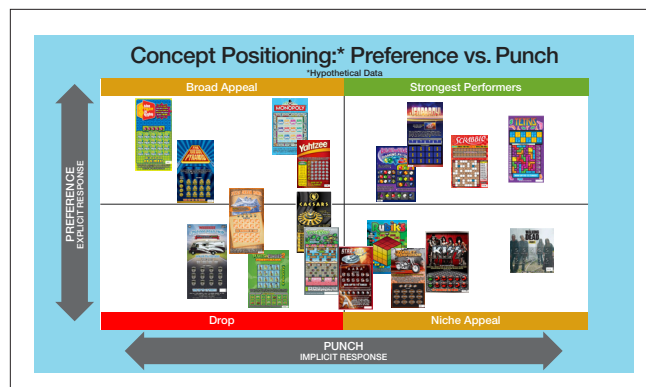
Fast, Fun and Engaging

- Rapidly tests 10–100+ items with .95 test/retest reliability
- Gamified approach more fun than traditional surveys
- Modular; can be embedded into any survey



Business Issues Addressed

- How can I quickly and inexpensively choose which concept or idea (i.e. Scratch ticket or Slot theme) to pursue?
- How can I go beyond direct survey measures to identify what consumers are most passionate about?
- How can I get a deeper understanding of consumer reaction to any stimuli being tested?



Answers To Your Questions

Explicit and Indirect Preference

We provide a **Preference Score** based on the proportion of time the stimuli wins a head-to-head comparison, and a **Punch Score** that indicates the passion for the stimuli based on lag times for wins. We combine these measures into a **Promise Score** that identifies the strongest performer as well as items with niche appeal.

What Can Be Tested?

- Test a variety of items:
- ticket concepts
 - game names
 - logo designs
 - advertising claims
 - experiential prize options
 - merchandise prize options
 - taglines
 - ticket callouts

Additional Analysis

Combine with other tools to maximize value. Include a Hot Clicks exercise to evaluate stand-out areas of the stimuli, or Text Analytics on open end responses to uncover consumer perceptions about your stimuli.



Our Approach

Data collection	Online Mobile Friendly
Survey length	DUEL module can be done in less than 5 minutes
Stimuli	Simple stimuli such as Scratch tickets or casino game themes
Methodology	Randomized bracket design presents consumers with pairs of stimuli in a series of comparisons. Winners go on to the next round until a final winning concept is chosen
Sample size	Each stimulus is seen by at least 100 respondents

Contact Us

Ipsos in North America has a solid team solely dedicated to research in the Lottery and Gaming sector.

To learn more, please contact:

Scott Morasch

Vice President, Lottery & Gaming

Phone: +1 (778) 373-5004

Mobile: +1 (778) 887-0966

Scott.Morasch@ipsos.com

Visit our website to view upcoming events, read articles, press releases and more at:

<https://www.ipsos.com/en-ca/solutions/marketing/lottery-gaming-research>



GAME CHANGERS