Is there something you’re not telling me?

Find out what with the new Implicit Association Tool from Ipsos Neurosciences

Marketers, brand and product managers understand that traditional research methods are sometimes challenging. Consumers often have difficulty articulating, or may be unaware of their underlying motives, and may have unfiltered feelings vis-à-vis brands, products or barriers to play in the gaming industry.

New theories have characterized two distinct systems in decision theory:
- System 1—Emotional, Associative, Intuitive, Involuntary.
- System 2—Conscious, Logical, Reasoned, Controlled.

Traditional research methods have relied more heavily on System 2 methodologies. While we know that our traditional models of assessing engagement with a category work in terms of “hard” measures such as Awareness, Usage, Spend, and Product Adoption, we also know that System 1 responses contribute to Emotional Connection and long-term Brand Engagement.

Ipsos is on the leading edge of innovation in neuroscience, and has recently added Implicit Reaction Time to our Neuro Toolkit to help you get the deeper understanding you need to make your marketing and products better targeted and more emotionally resonant.

Implicit Association

Implicit Association is an established, standard System 1 tool widely used by academics globally to measure the associations that exist in our brains.
- Implicit applications go beyond stated response to measure the strength of association, visceral emotional response and shifts in attitudes and perceptions.
- This tool is uniquely appropriate for assessing System 1 brand impact and differentiation between brands, products, concepts, and other stimuli or features.

When is implicit testing particularly useful?
- When consumers cannot articulate or differentiate brand perceptions and motivations between products, concepts, or ideas.
- When you suspect there may be barriers that exist that consumers are unable or unwilling to state.
- When behavior, attitudes or questionnaire responses are too routine.
- When explicit responses fail to predict consumer behavior or generate clear responses.
- In cultures where it is rude to give negative feedback.
How does it work?

- As the first step in testing, each respondent is required to partake in a calibration exercise. This exercise accounts for the individual differences between respondents that impact response times, such as age, internet connection, reading speed, reaction time, etc.

- In the second phase of testing, respondents are exposed to a series of stimuli—usually brand logos, concepts, products, etc.—paired with imagery attributes and are required to provide a quick response, typically on a 5 point scale.

- Using the theory that the faster the reaction time, the stronger the feelings—output marries explicit reactions (what they say) with implicit reactions (how fast they say it) to give a richer understanding of emotional response. Implicit Association can be incorporated as a module into any of our online methodologies or done as a free standing study.

Contact Us

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

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