



## Press Release

### Ipsos Launches DUEL: A System 1/System 2

#### Rapid Testing Approach

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#### Ipsos Marketing Expands Innovation Offer with Next Generation Approach to Screening Simple Stimuli

**September, 26<sup>th</sup> 2017** – Ipsos Marketing has developed a new screening approach – one that leverages learnings from behavioral science and cognitive psychology to capture consumer reactions without the use of scaled responses. Using a gamified approach that is fast, intuitive and device agnostic, DUEL can be used to test claims, logos and package images – with turnaround time as fast as 24 hours.

**According to Dr. Paul Crowe, Senior Vice President, Ipsos Marketing, US,** *“Our new testing approach is very similar to a virtual duel – with items pitted against each other on-screen in a series of contests. Instead of using traditional scales, respondents see a series of images two at a time and quickly choose the one they prefer. Winning items go onto the next round until a final winner is chosen. We are not only able to understand consumers’ explicit System 2 preferences, but also their intuitive System 1 reactions by capturing the indirect measure of reaction time. By combining these two types of data, we have developed a truly revolutionary testing approach that adds a new dimension to our understanding.”*

**Lauren Demar, Global CEO of Ipsos Marketing Quant, adds,** *“We are very excited about the launch of DUEL. It is the first solution to leverage the measurement of respondents’ reaction time in a fast, affordable and globally scalable way. Many of our clients have already leveraged DUEL for their testing needs and have been delighted with the speed, ease and robustness of results.”*

Ipsos’ latest testing approach is 100% mobile capable and device agnostic and part of their suite of fast innovation testing solutions. Options for a clickable phrase exercise to understand word impact and open-ends with text analytics can be added. Clients receive detailed diagnostics, including recommendations about which items to pursue, rework, or eliminate as well as which items have broad appeal vs. niche potential.

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**System 1 and System 2** refer to dual process theory (DPT) a class of general theories of higher cognitive processing such as reasoning.

- **System 1** is fast and intuitive/experiential: System 1 engages automatic processes that run in the background (unconscious) and are rather effortless (no strong demand on our thinking such as computational capacity and working memory). System 1 uses previous experiences and the associations we have formed from those experiences including emotions.
- **System 2** is slow and reflective: System 2 engages controlled processes (conscious) relying on more demanding reasoning (rule-based, logical, analytical). More demanding reasoning is what makes the system slower.

Learn more about System 1 / System 2 in [Ipsos Encyclopedia](#)

### **About Ipsos Marketing**

At a time when marketing is going through a revolution fostered by technology and globalization, Ipsos Marketing helps clients define their marketing strategy, understand market opportunities and consumers' path to purchase, build brands, services and products that are truly relevant and differentiated, and optimize the allocation of their marketing expenditures. At Ipsos Marketing, we distribute information in real-time within clients' organizations by leveraging mobile and digital solutions and running activation sessions. We integrate knowledge by combining various sources of data enriched by business analytics.

#### **GAME CHANGERS**

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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