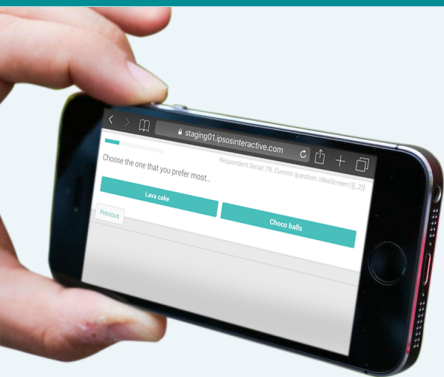




Understand Appeal and Passion

DUEL

A next generation early-stage screener that leverages learning from Behavioral Science and Cognitive Psychology to capture both explicit and implicit consumer response.



DUEL takes consumers away from scaled responses, directly pitting your items against each other in a series of contests that are fast and intuitive.

DUEL is designed to work with any type of simple stimuli: ideas, claims, logos, designs, packs, etc.

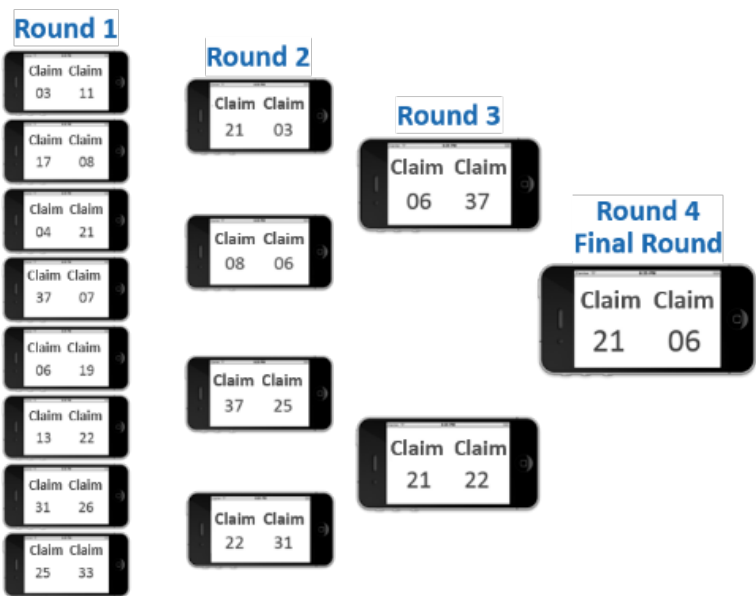
ADVANTAGES

- DUEL incorporates a number of key elements of **Behavioral Science** and allows you to test 10–100+ items quickly and inexpensively
- By leveraging the indirect measure of reaction time, measured in fractions of seconds, we can uncover the unconscious response of consumers (System 1 thinking) – allowing us to discriminate between items that have **general appeal** and items that **engender passion and conviction** with consumers
- DUEL is fast and simple for consumers – it can be done on their mobile device in less than 5 minutes.



DUEL — DESIGN

- A randomized bracket design presents consumers with 16 choices in a series of 15 duels
- Winners go onto the next round until a final winner is chosen.
- In addition to preference, reaction time (in milliseconds) is collected at the individual respondent and item level for every contest
- Items, pairings, and orientation (R/L) are fully randomized, and each idea is seen by at least 100 respondents



DUEL — DELIVERABLES

Preference

Based on the proportion of time that a item won their duels

Punch

Indicates the passion/conviction around your ideas by leveraging the indirect measure of lag times for wins and losses

Promise

A combination of PREFERENCE and PUNCH

