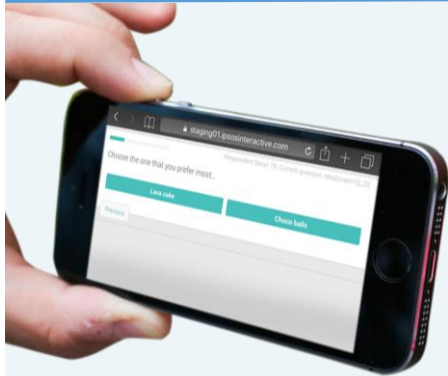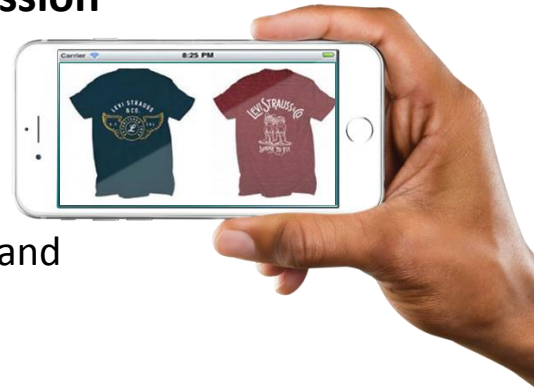# Understand Appeal *and* Passion

DUEL

A next generation early-stage screener that leverages learning from Behavioral Science and Cognitive Psychology to capture both behavioral and indirect 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 – just like the first moment of truth

DUEL is designed to work with any type of simple stimuli: claims, logos, designs, packs, flavors, 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 response 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
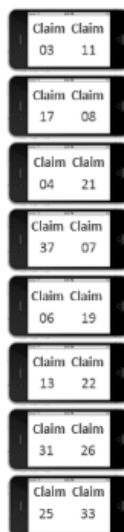
DUEL is fast and simple for consumers –
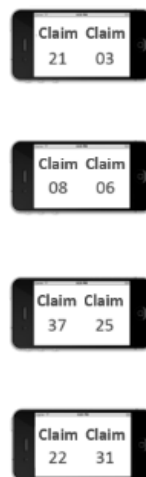it can be done on their mobile device in less than 5 minutes.

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
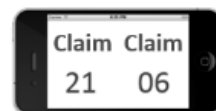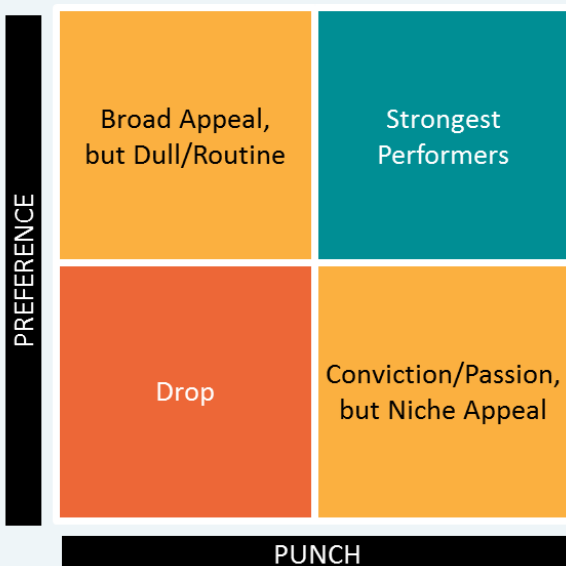
Round 1

Claim 03	Claim 11
Claim 17	Claim 08
Claim 04	Claim 21
Claim 37	Claim 07
Claim 06	Claim 19
Claim 13	Claim 22
Claim 31	Claim 26
Claim 25	Claim 33

Round 2

Claim 21	Claim 03
Claim 08	Claim 06
Claim 37	Claim 25
Claim 22	Claim 31

Round 3

| Claim 06 | Claim 37 |
| Claim 21 | Claim 22 |

Round 4 Final Round

| Claim 21 | Claim 06 |

DUEL — KEY DELIVERABLES

	PUNCH →	
PREFERENCE ↑	Broad Appeal, but Dull/Routine	Strongest Performers
	Drop	Conviction/Passion, but Niche Appeal

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

Punch
Indicates the passion/ conviction around your items by measuring of lag times for wins and losses

Promise
A combination of PREFERENCE and PUNCH

MORE INFORMATION

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