

# DUEL

Measure Appeal...and Passion



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# AN INTRODUCTION



**Kelly Becker**

Senior Vice President,  
Ipsos Marketing

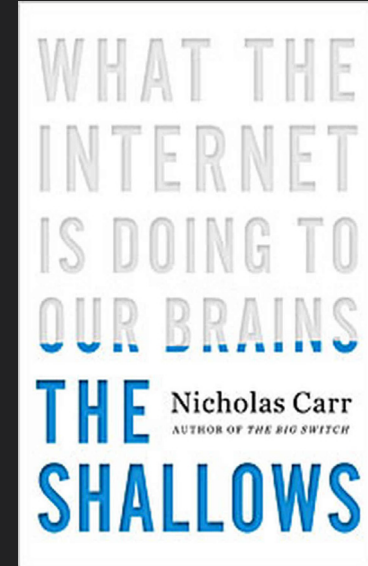
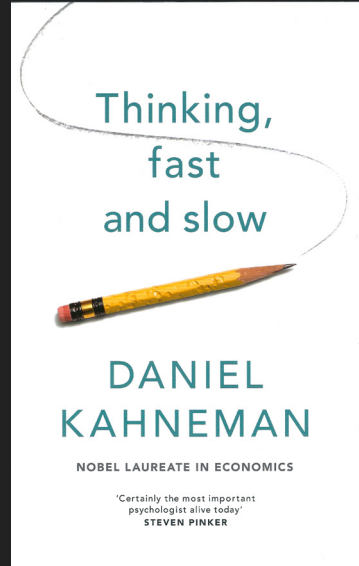
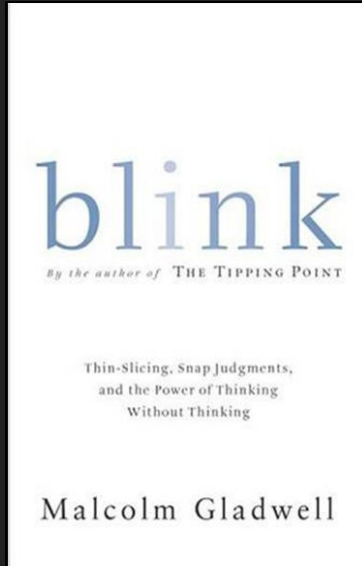


**Jessica Avery**

Senior Vice President,  
Ipsos Marketing

# HOW IPSOS IS EVOLVING TO INCORPORATE BOTH SYSTEM 1 AND 2 THINKING

# THINKING FAST AND SLOW...



# WE (TYPICALLY) ONLY MEASURE SLOW THINKING



- Look at this item carefully...
- How much do you agree that it meets a need you have?
- How likely would you be to purchase it?
- How much do you agree or disagree that this T-shirt is... 'good to wear everyday'?

# INCORPORATING FAST THINKING INTO RESEARCH

Sometimes it's simply a matter of tweaking what we do today

What are the first 3 things that come to mind when seeing/reading about this product?





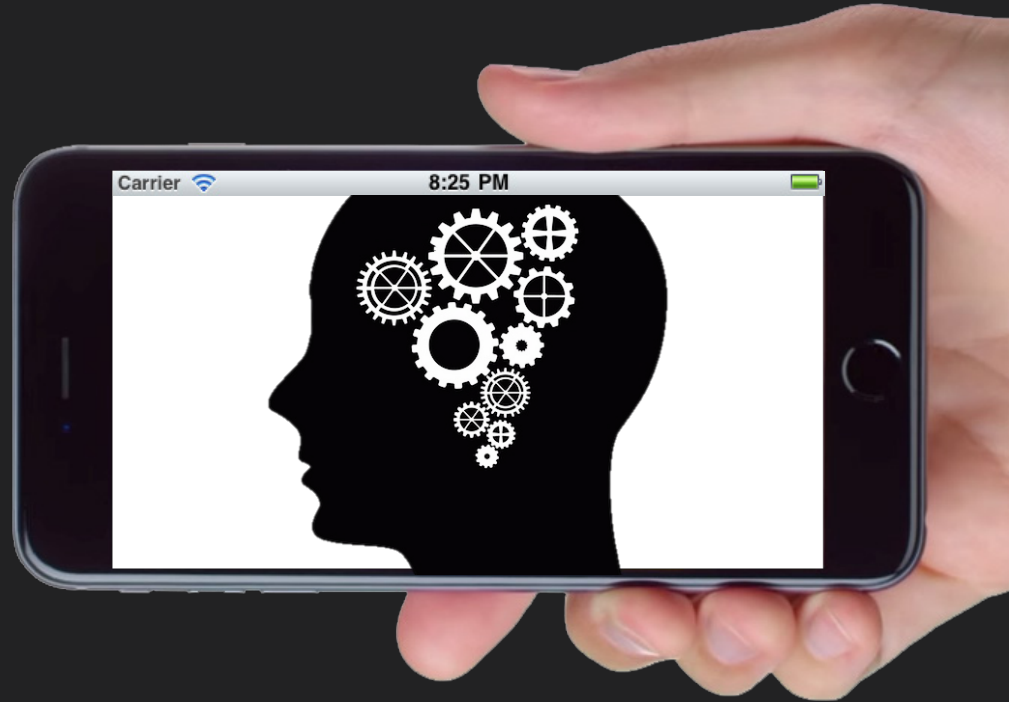


# EMOT

INTRODUCING

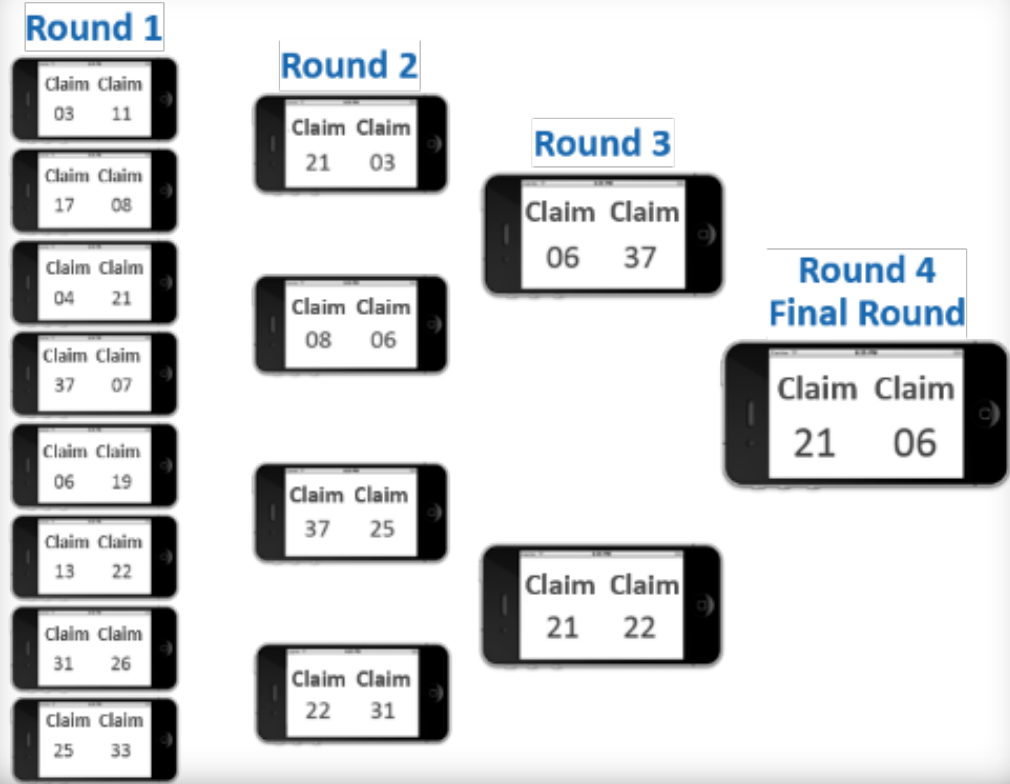
# DUEL – THE NEXT GENERATION OF SCREENING

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



# DESIGN

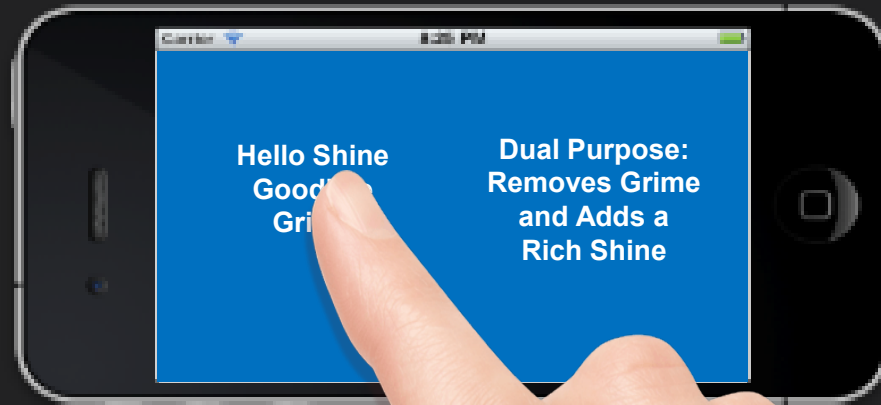
- Consumers indicate their **PREFERENCE** and the winners move on until a final is chosen





# PREFERENCE

By pitting items directly against each other, you can understand consumers' explicit preference – improving discrimination and allowing for true 'head-to-head' comparisons



CHOICE MATTERS

# PREFERENCE

Correlates with a wide range of KPIs...how so?



# PUNCH

During the FMOT (and in digital), the first 3-7 seconds mean *everything*

By looking at the millisecond level, our reaction time for each choice measure captures what consumers *can't tell you*: The passion/excitement your items evoke...

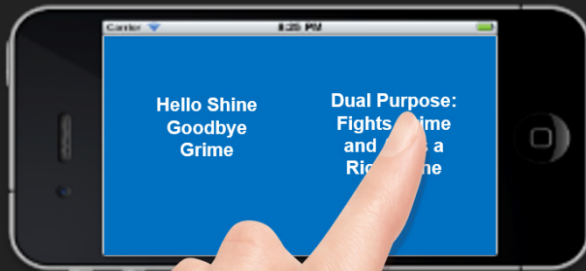
...the difference between putting something in the cart (or clicking) or not



# PROMISE

PREFERENCE and PUNCH are brought together in a single metric used to rank and prioritize your items

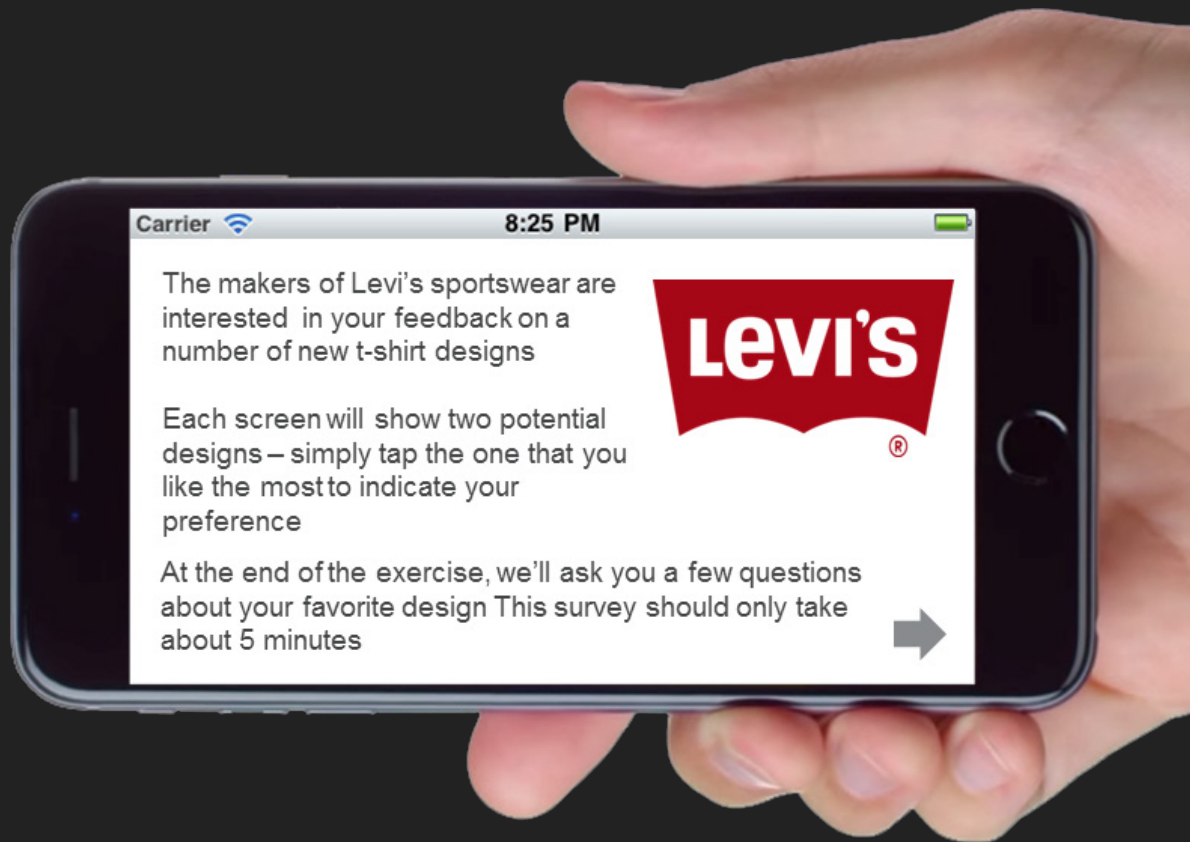
**PROMISE** combines behavioural preference with the indirect measure of punch – allowing us to discriminate between items that have **general appeal** and those that truly engender **passion/conviction**





# DUEL IN ACTION





Carrier

8:25 PM

The makers of Levi's sportswear are interested in your feedback on a number of new t-shirt designs



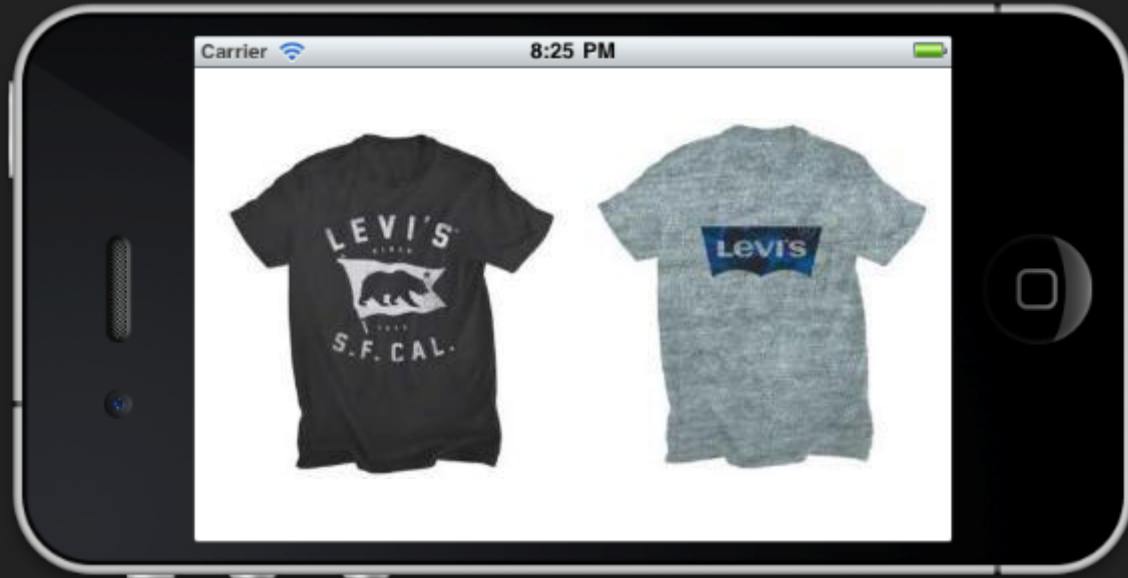
Each screen will show two potential designs – simply tap the one that you like the most to indicate your preference

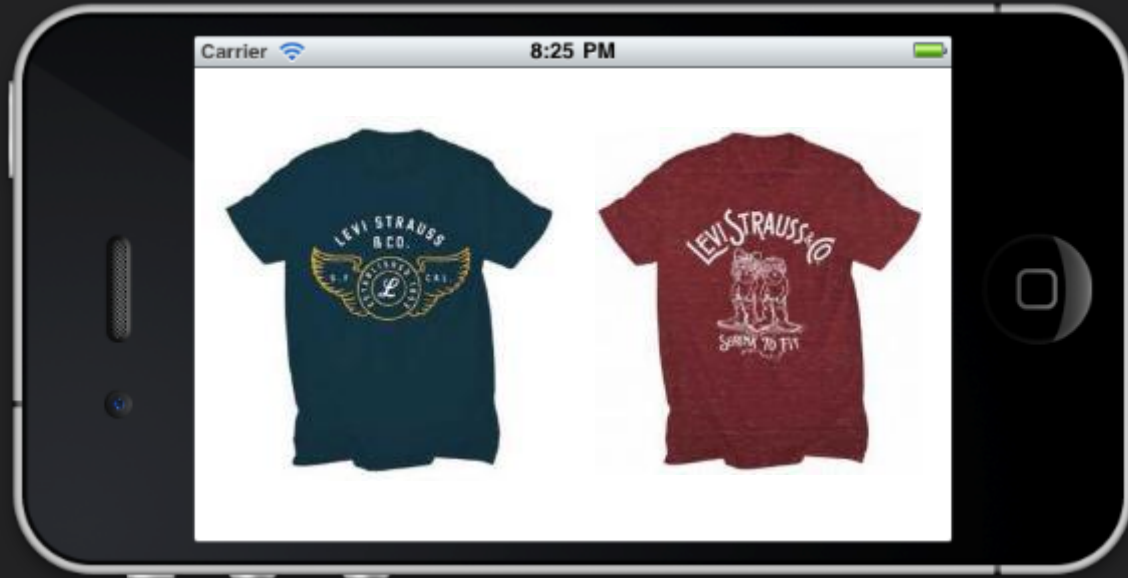
At the end of the exercise, we'll ask you a few questions about your favorite design This survey should only take about 5 minutes



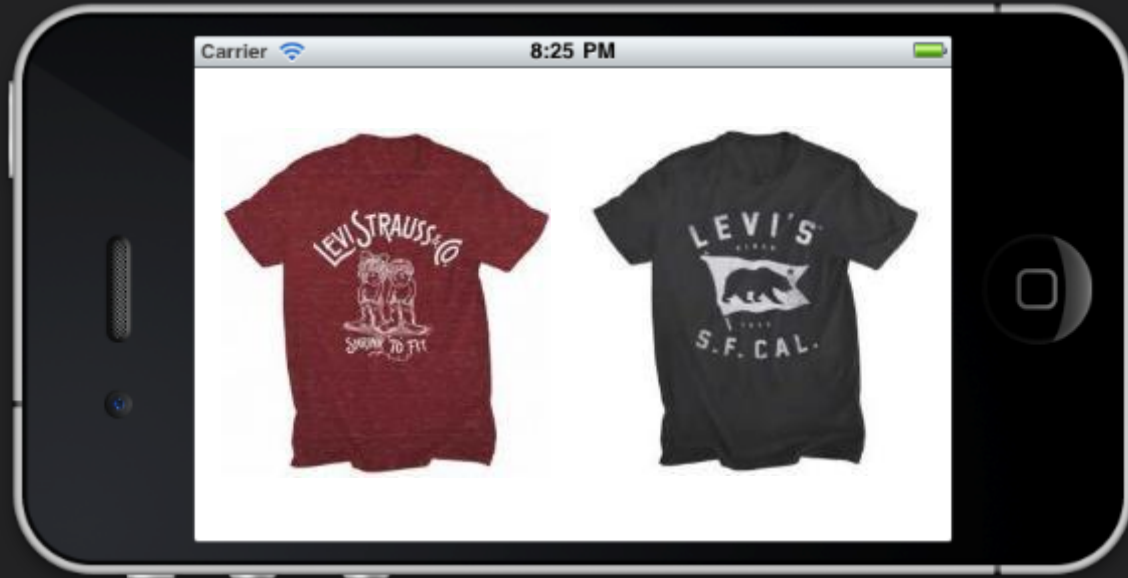


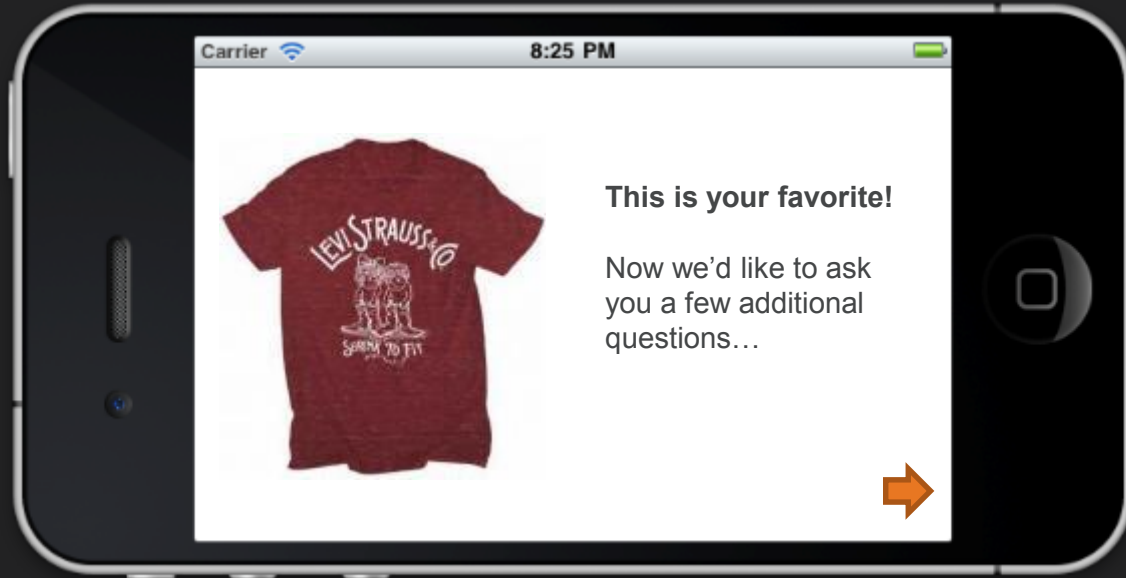






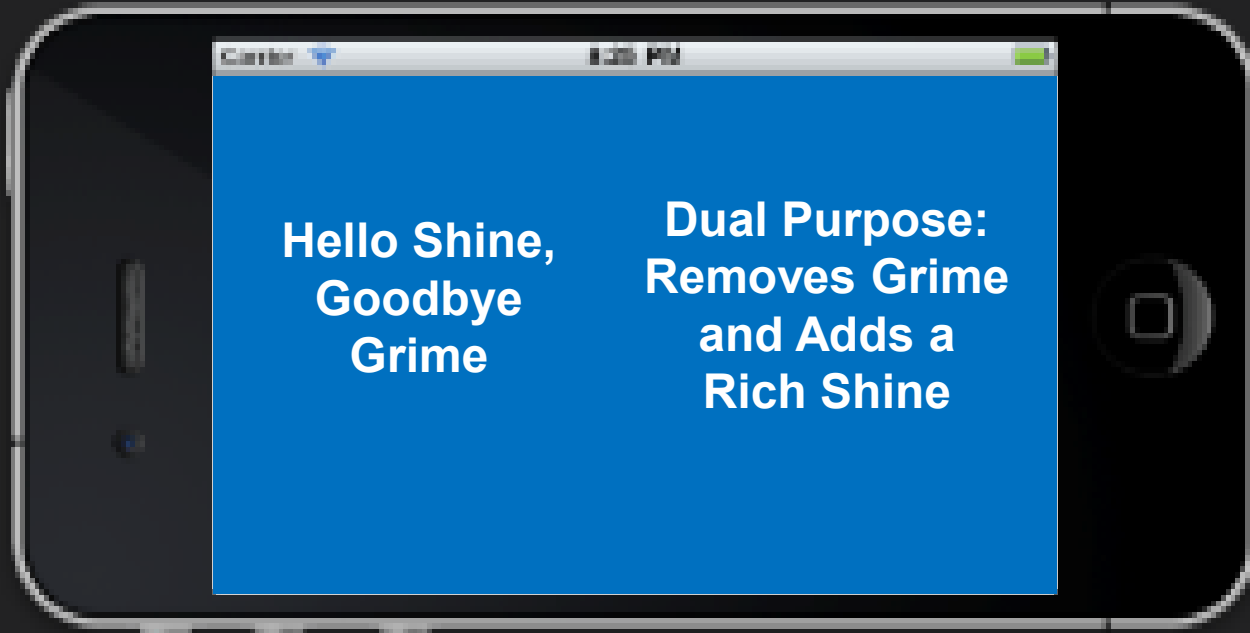








# A CLAIMS CASE STUDY



# CASE STUDY FOR CLAIMS

*Dual purpose: Removes grime and adds a rich shine*

*Hello shine, Goodbye grime*



132

PREFERENCE

121

PREFERENCE



56

PUNCH

152

PUNCH



74

PROMISE

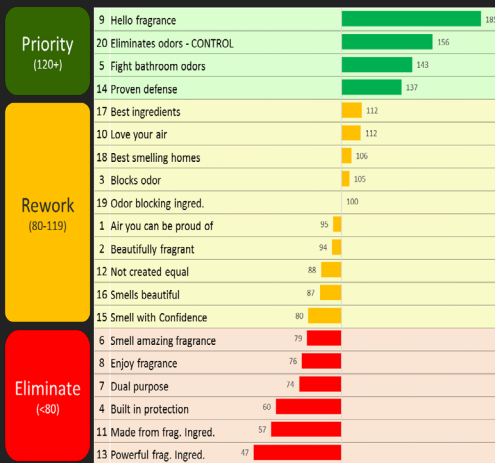
183

PROMISE

# DELIVERABLES

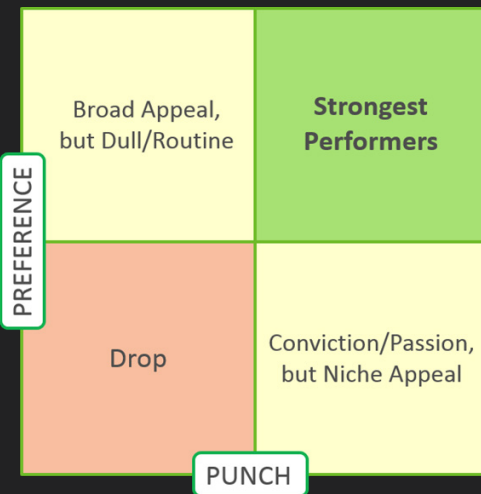
## PROMISE

### OVERALL RANKING



Used for ranking and prioritization, the **Promise Score Index** combines Preference and Punch into a single metric reflecting appeal *and* passion

## PREFERENCE x PUNCH QUADMAP



Juxtaposes the explicit (Preference) and indirect (Punch) measures to effectively diagnose your items

## PAIRWISE COMPARISONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1		61%	57%	50%	50%	62%	69%	52%	46%	38%	59%	69%	49%	40%	72%	48%
2	33%		55%	38%	57%	62%	67%	81%	78%	53%	34%	44%	27%	32%	38%	52%
3	43%	45%		48%	59%	44%	73%	13%	42%	44%	43%	23%	36%	44%	36%	31%
4	52%	62%	51%		58%	70%	46%	39%	38%	68%	67%	62%	52%	42%	39%	26%
5	50%	43%	41%	42%		70%	80%	39%	53%	57%	47%	48%	44%	58%	39%	31%
6	38%	38%	50%	30%	30%		67%	44%	47%	57%	50%	37%	42%	38%	32%	44%
7	32%	33%	25%	54%	20%	23%		39%	40%	31%	18%	44%	29%	36%	44%	27%
8	48%	32%	88%	41%	70%	36%	61%		67%	52%	47%	71%	45%	46%	45%	46%
9	54%	24%	55%	63%	50%	53%	60%	33%		38%	38%	54%	52%	50%	35%	31%
10	63%	50%	50%	32%	48%	48%	69%	47%	67%		38%	23%	47%	48%	17%	19%
11	41%	66%	57%	31%	59%	44%	82%	55%	63%	63%		33%	38%	41%	34%	39%
12	31%	56%	75%	38%	52%	63%	56%	29%	48%	77%	67%		59%	36%	39%	38%
13	51%	72%	64%	48%	58%	58%	71%	55%	48%	52%	70%	41%		59%	24%	24%
14	66%	68%	50%	38%	42%	63%	64%	52%	44%	52%	59%	64%	41%		29%	27%
15	27%	63%	64%	61%	71%	68%	56%	55%	65%	83%	66%	67%	76%	77%		46%
16	52%	58%	69%	74%	68%	56%	73%	68%	69%	81%	61%	62%	66%	75%	54%	

Item 05 vs. Item 13

24%

76%

Useful when deciding between two close scores, allows you to see %win for *any* head-to-head comparison

# DIAGNOSTICS

## Traditional Scales

Of course, you can add traditional types of follow-up questions (e.g., Relevance, Uniqueness, PI, etc.) to aid in diagnosing and optimizing



## Evaluator Exercise

Want to understand how individual words might be impacting consumer response? Our Evaluator exercise collects four key variables to help you fine tune your language



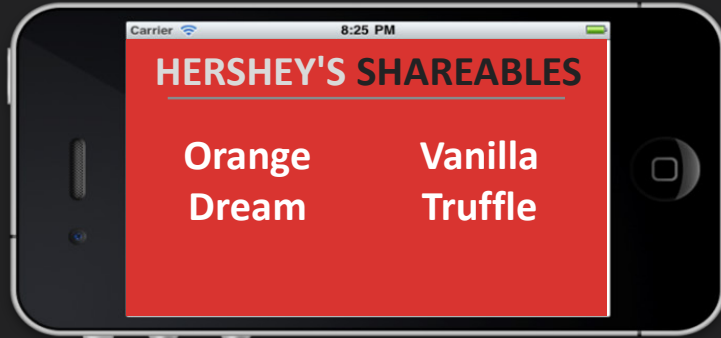
## Open-Ends / Text Analytics

Coupled with text analytics, open-ended questions are an outstanding way to develop a deeper understanding of consumer response

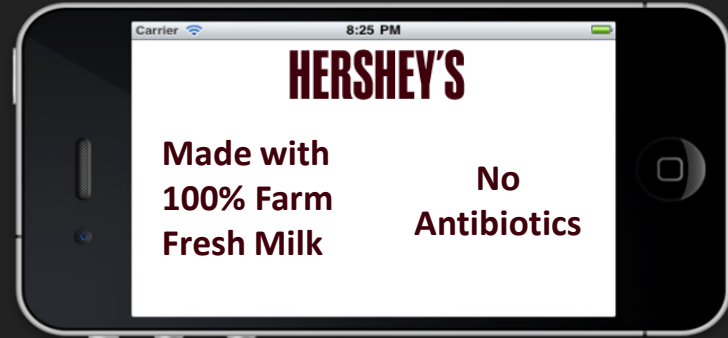


# DUEL

## FLAVOURS / VARIETIES



## CLAIMS



## LOGOS

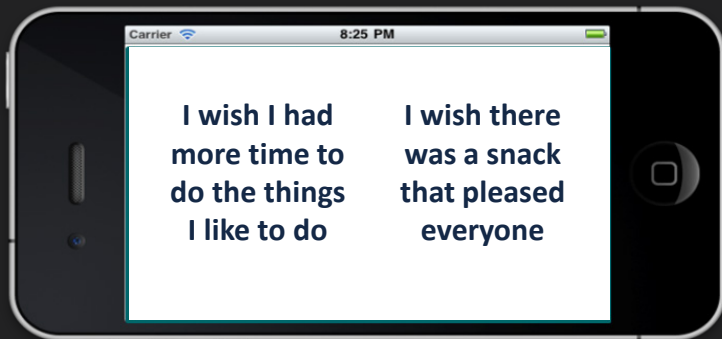


## PACKAGING

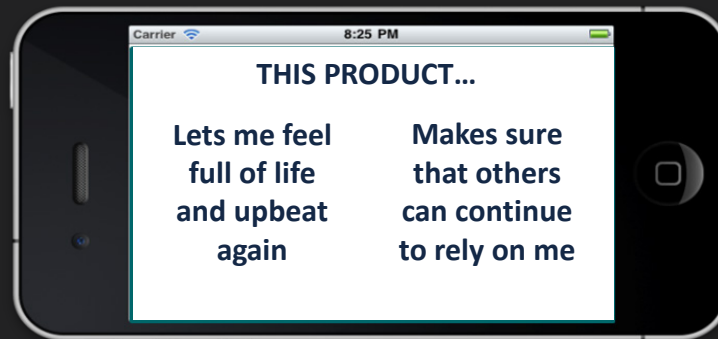


# DUEL

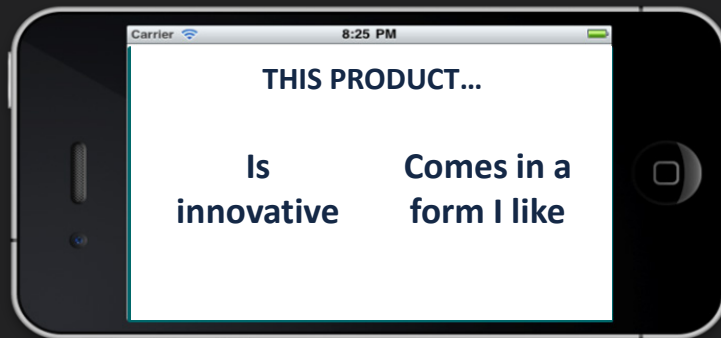
## INSIGHTS



## NEED STATES / MOTIVATIONS



## ATTRIBUTES





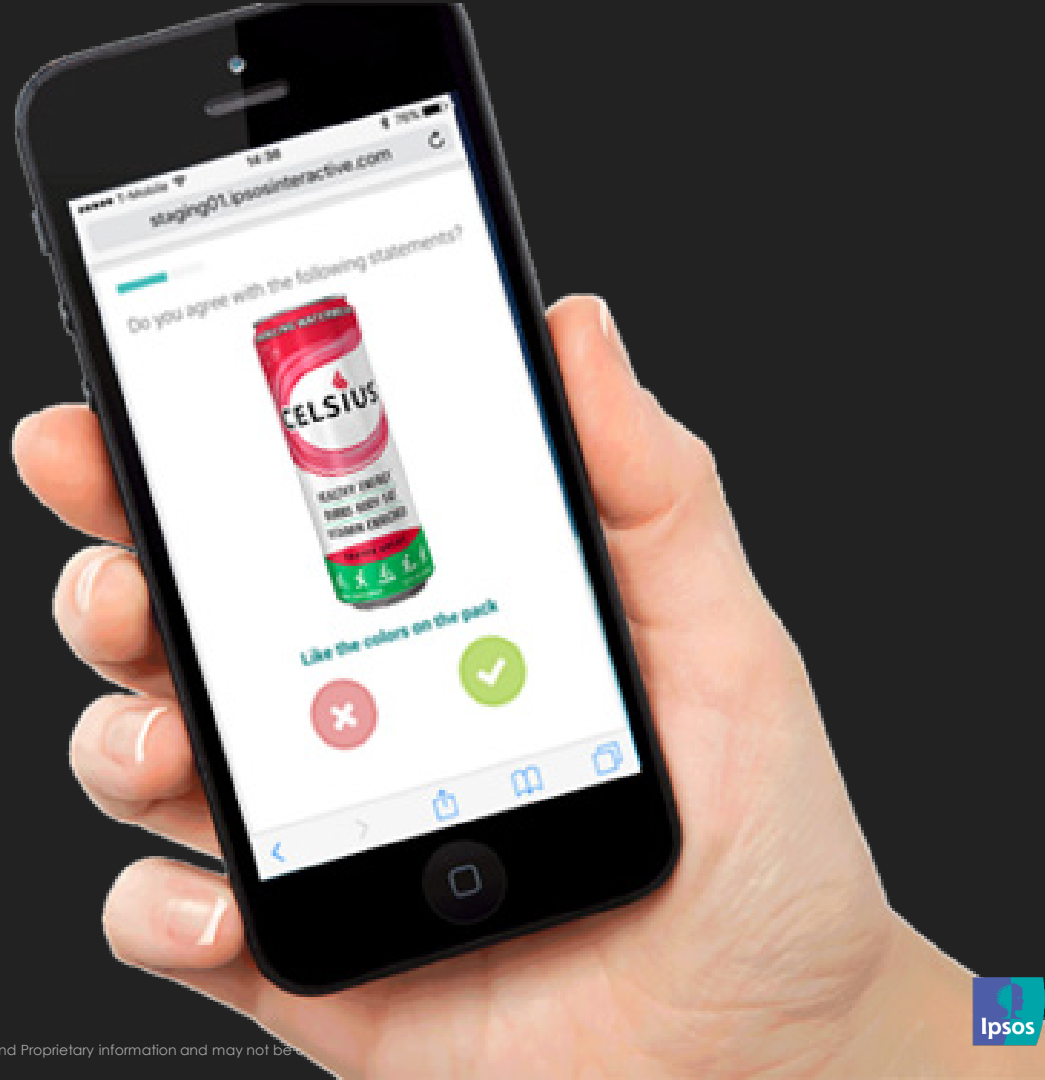
# DUEL IN ACTION



- What should your **HEADLINE** to be?
- Which **PROMOTION** should you run next?
  - Alcohol: what is the best **ADD-ON**?
  - QSR:
    - What is the best **BUNDLE** to offer?
    - What should your **NEXT LTO** be?
    - Which **MERCH/SIGNAGE** is best?
- Which **PRODUCT CLAIM** should get the most **REAL ESTATE ON PACK**?

# How are we incorporating system 1 and 2 into Pack Testing?

Many pack options= Duel  
Fewer pack options= Fast Pack Screener...



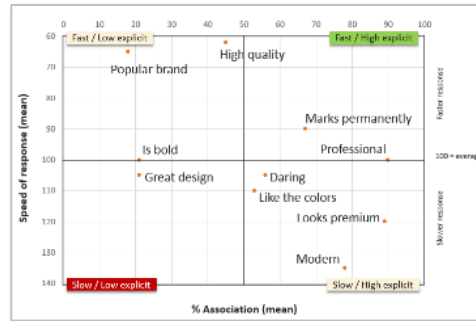
# Fast Pack Screener

## INTUITIVE INTERFACE



Visual and engaging format inspired by Tinder to prompt quick decisions

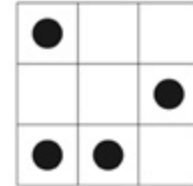
## SYSTEM 1 INSIGHTS



Response time reveals the conviction behind explicit evaluations

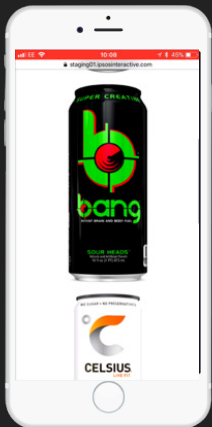
## B-SCI PRINCIPLES

You will be shown a pattern.  
In a short while you will be asked to recall it.



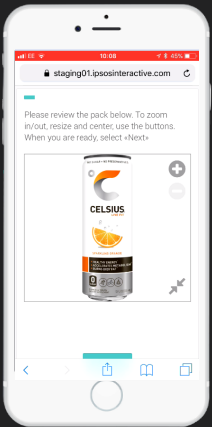
B-Sci techniques promote System 1 response to get “truer” assessment

# Key metrics are captured using a device agnostic platform so you can replicate the way people shop in an increasingly device driven world



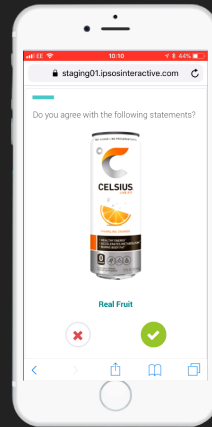
## STANDOUT

Can the pack break through the competitive clutter?  
Are there risks in terms of brand identity with new pack?



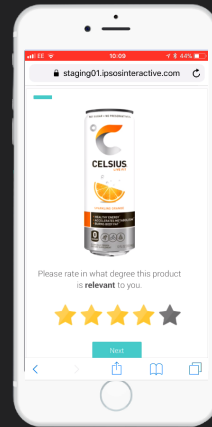
## RESPONSE

What's new and different?  
What's liked best?  
What's disliked?



## ASSOCIATIONS

How does the new pack drive expectations?  
Is it likely to shift positioning on needs?



## DEMAND

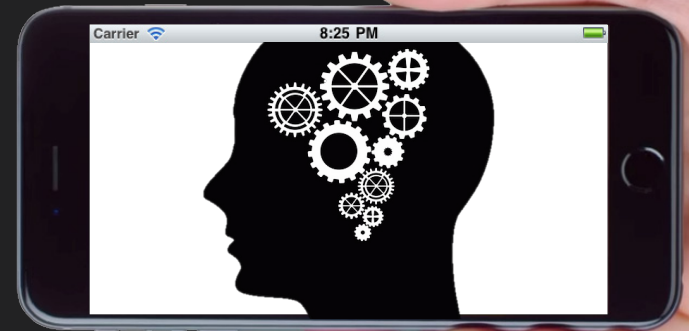
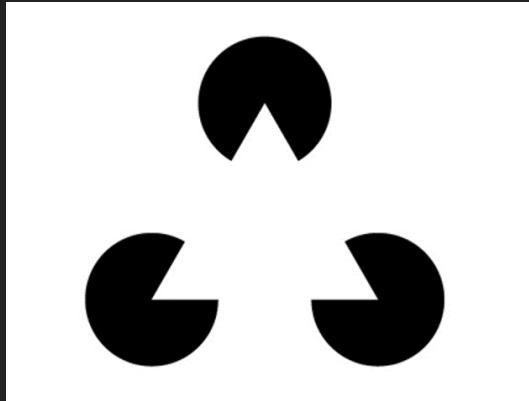
How does the pack perform on key demand drivers?



A NEW GENERATION OF SCREENER

DUEL

# FMOT



# DUEL

simple

smart

fast

flexible

affordable

CONTACT INFO &

# THANK YOU



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