

# DUEL: Fast Concept or Idea Testing

Say Good-bye to Scales with Gamified Testing

## Why DUEL?

### Beyond Scales

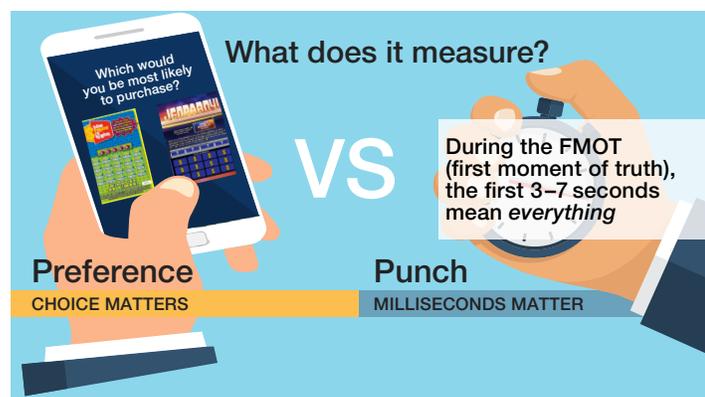
- DUEL pits stimuli against each other in on-screen comparisons
- Online mobile friendly so consumers can quickly tap on their winner

### System 1 Testing

- Uses indirect measure of reaction time to uncover the subconscious response of consumers

### Fast, Fun and Engaging

- Rapidly tests 10 –100+ items with .95 test/retest reliability
- Gamified approach more fun than traditional surveys
- Modular; can be embedded into any survey



## Business Issues Addressed

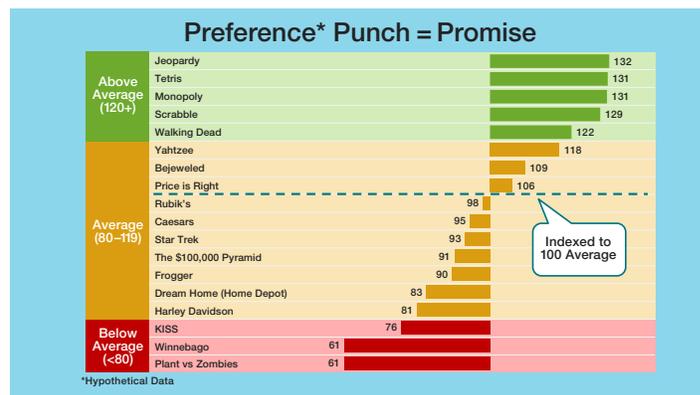
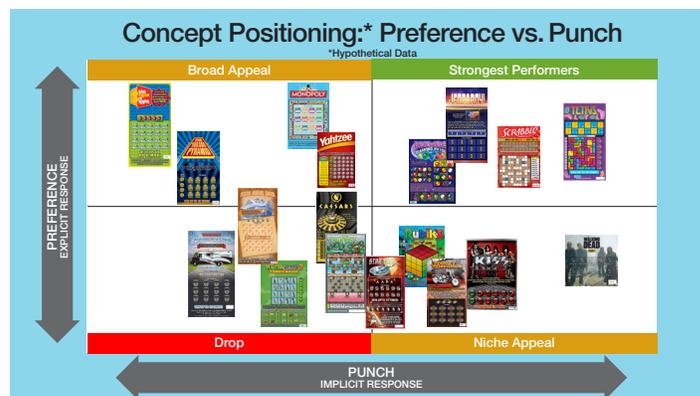
- How can I quickly and inexpensively choose which concept or idea (i.e. Scratch ticket or Slot theme) to pursue?
- How can I go beyond direct survey measures to identify what consumers are most passionate about?
- How can I get a deeper understanding of consumer reaction to any stimuli being tested?

## Answers To Your Questions

### Explicit and Indirect Preference



We provide a **Preference Score** based on the proportion of time the stimuli wins a head-to-head comparison, and a **Punch Score** that indicates the passion for the stimuli based on lag times for wins. We combine these measures into a **Promise Score** that identifies the strongest performer as well as items with niche appeal.



## What Can Be Tested?



Test a variety of items:

- ticket concepts
- game names
- logo designs
- advertising claims
- experiential prize options
- merchandise prize options
- taglines
- ticket callouts

## Additional Analysis



Combine with other tools to maximize value. Include a Hot Clicks exercise to evaluate stand-out areas of the stimuli, or Text Analytics on open end responses to uncover consumer perceptions about your stimuli.



## Our Approach

<b>Data collection</b>	Online Mobile Friendly
<b>Survey length</b>	DUEL module can be done in less than 5 minutes
<b>Stimuli</b>	Simple stimuli such as Scratch tickets or casino game themes
<b>Methodology</b>	Randomized bracket design presents consumers with pairs of stimuli in a series of comparisons. Winners go on to the next round until a final winning concept is chosen
<b>Sample size</b>	Each stimulus is seen by at least 100 respondents

## Contact Us

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

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