Implicit Reaction Time, going beyond the polite answer
“Two Operating Systems in the Brain”

Daniel Kahneman

Both Impact Decisions
Ipsos Provides Holistic Understanding of Human Response: Bridging the Gap Between What People Say and How They Feel
FACIAL CODING

BIOMETRICS

EYE TRACKING

IMPLICIT
Implicit Networks

- Our brain holds intricate networks of associations as the foundation for images, feelings and intentions.
- Reaction Time Testing measures how closely attributes, feelings, characteristics are aligned.
- The faster we respond, the stronger, more emphatic connection or higher conviction we have for the associations.
**What Does It Tell Us?**

### EXPLICIT %

**How many people said yes?**

- Y Y Y Y Y N N N
- Y Y Y Y Y Y Y Y

The percentage of respondents that **SAID YES**

- Traditional top or bottom box indicates **breadth of conscious association**

### EMPHATIC %

**How many people said yes quickly?**

- Y Y Y Y Y Y N N N
- Y Y Y Y Y Y Y Y

The percentage of respondents that said **YES with FAST reaction time**

- Incidence of fast responders – indicates how widely the strong association is held
Q. Is the brand associated with this image?

![Coca-Cola bottle]

YES

NO
How to use it?
Case Study

In a pilot survey conducted in Hong Kong to understand the perception of 4 mobile phone brands.

One of the objectives of this exercise is to identify key brand distinctiveness compared to its main competitors.

IRT can be used to identify which attributes are owned by the brands and which ones have high association but are in fact just a polite answer.
Apple performs significantly better than Samsung on almost all dimensions explicitly, such as quality, fashionable, trust and premium. The brands have similar performance on value for money.
Implicitly, people are more convinced that Apple is better only in quality and trust. The brands have similar performance on fashionable, premium and youthful.
Interpreting Reaction Time Results

**Fast RT**

- **LOW**
  - Attributes with low to moderate explicit %, but fast response time, suggesting these might be of interest

- **HIGH**
  - Attributes with both fast response time and high explicit %

**Slow RT**

- **LOW**
  - Attributes with slow response time and low explicit %

- **HIGH**
  - Attributes with high explicit % but slow response time, indicating people may not be committed

**Emphatic ‘yes’ %**

- **LOW**
  - Slide into NICHE

- **HIGH**
  - Doubt; Polite yes

- **POLITE YES**
  - with passion, confidence

- **NOT ON THE RADAR**
  - with low to moderate explicit %, but fast response time, suggesting these might be of interest
Apple has strength on several attributes. It needs to reinforce perceptions of “fits with how I see myself”. At the moment, there is some doubt
Samsung also has strength on almost all attributes. But there is some doubt about brand ability to innovate and it is not seen as unique.
Nonconscious Highlights and Applications

**Brand Equity Testing:**
Is the brand resonating with consumers on an emotional level? What characteristics do consumers implicitly associate with the brand?

**Distinctive Brand Assets:**
Which images, sounds, and creative elements are implicitly and uniquely associated with the brand?

**Communication & Media Testing:**
Which images, sounds, and creative elements are emotionally engaging, which drive stronger brand association?
In which media channels is advertising most engaging?

**Package Design & Product Experience:**
How does packaging reinforce (or detract) brand equity? Do key pack elements draw and hold attention?
What is the emotional profile of the product experience?

**Shopper Research:**
What are the emotional elements of the shopper journey?
Which elements at retail do capture attention?
Thank you!