Challenge

Consumers spend LESS THAN 7 SECONDS to purchase a product in-store, which is why marketers need a screening solution that mimics how consumers make decisions: fast, intuitive, choice based.

Solution

Duel provides a GAMIFIED consumer experience putting stimuli into a FAST AND INTUITIVE choice exercise.

Designed to work with any type of simple marketing proposition: CLAIMS, VARIETIES, NAMES and VISUALS.

Why Ipsos

B-Sci Powered

- Tournament style game
- Fast, intuitive choice tasks mimicking real life
- No scales or ratings
- A 5 minute questionnaire on any device

Direct and Indirect Measures

- Direct measure from choice for PREFERENCE
- Indirect PUNCH measure from response time reveals CONVICTION of choice
- Preference and Punch are combined into a single metric reflecting appeal and passion.

Agility with Substances

- Validated solution with a strong innovation legacy
- 45,000 stimuli tested
- Best in class sample quality with built in AI fraud detection
- Available in DIY and researcher assisted service
Gamified Design

Main Deliverable

Gamified Design

NOW available DIY in a Secure, Easy to Use Platform

Main Deliverable

NOW available DIY in a Secure, Easy to Use Platform

Main Deliverable

Main Deliverable

Main Deliverable

Main Deliverable

“Results came back in about 5 hours – amazing.”
“It was very intuitive. It really couldn’t have been much simpler!”
“Great for DIY client-side researchers on a limited budget who are looking for quick answers.”

MAKE DECISIONS TO ACCELERATE YOUR BUSINESS NOW