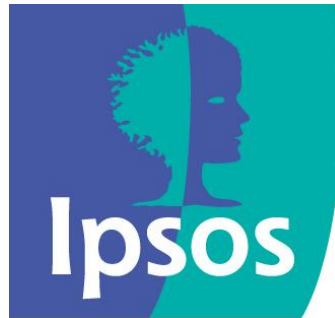# Ipsos Takes Product Testing to a New Level With Implicit Reaction Time (IRT™)

For Deeper Insights into Product Evaluation Ipsos ProductQuest Uses Neuroscience

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry. With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,669.5 ($2,218.4 million) in 2014.

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Ipsos Takes Product Testing to a New Level With Implicit Reaction Time (IRT™)

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New York, NY – As an industry leader in product testing, **Ipsos ProductQuest** is uncovering deeper insights into how consumers really feel about products by integrating Implicit Reaction Time (IRT™) into their product evaluations. By using this advanced neuroscience approach, Ipsos ProductQuest is able to provide clients with a deeper understanding of consumers' nonconscious perceptions of their products. Specifically, IRT™ measures how strongly consumers feel about a product, versus a benchmark or competitive product, by succinctly capturing how much time it takes a respondent to associate multiple attributes with the product.

According to Virginia Weil, President of Global Product Testing at **Ipsos ProductQuest**, "Our clients are striving to create superior products and one of their greatest challenges is identifying exactly where improvements to the product should be made. With IRT™ we bring product testing to a whole new level by uncovering thoughts and feelings about products that consumers are not even aware they have. Our clients are gaining a new perspective that enables them to think differently about which features can help differentiate their products in the marketplace."

Ipsos ProductQuest has analyzed the impact IRT™ can have on product development decisions and found that attributes that may have been overlooked with traditional approaches may hold the key to meaningful product improvements. "What people convey consciously in product ratings is often a function of lip service and may not reflect innermost feelings," says Elissa Moses, EVP, Neuro and Behavioral Science at Ipsos, "This is why leading brands are sometimes rated highly on most attributes when perceptions may, in fact, be beginning to tarnish. IRT™ can identify when consumers are only being polite, or, better yet, spotlight when a specific attribute is potentially far more important than otherwise recognized."

IRT™ can be seamlessly embedded into traditional surveys to provide understanding of both conscious and nonconscious aspects of consumer response. The application of IRT™ to product testing is made possible through the partnership of Ipsos and NEUROHM, an international leader in consumer neuroscience that specializes in understanding unconscious consumer associations, perceptions and impact.

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