

The Power of System 1 Thinking

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A group of people are seated around a long wooden table in a modern office or meeting room. In the background, a whiteboard is covered with various charts, graphs, and colorful sticky notes. Large windows on the right side of the room let in bright natural light. A potted plant is visible in the upper right corner. The scene is viewed from behind two people in the foreground, looking towards the whiteboard and the rest of the group.

Objective

■ Demonstrate, via case study, that Lieberman's new Measurement of Passion or "gut level reaction" adds to the predictive validity of message tests.

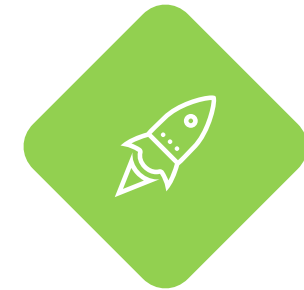
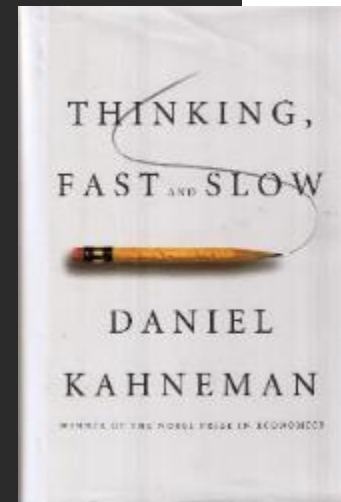
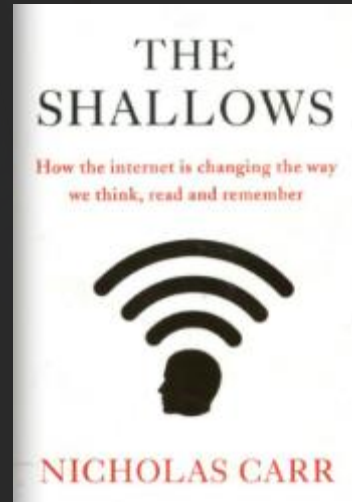
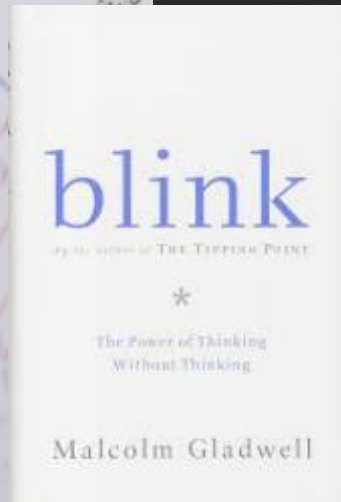
Passion

An untapped dimension – System I thinking: fast, often unconscious, "gut level." It provides a dimension of emotional thinking needed in evaluating messages.

Thinking Fast & Slow

Passion

Informed by Behavioral and Cognitive Sciences, **Tournament** is designed to tap into the System I rapid thought / gut-level decision-making that people use in real life.



System I:

Automatic, fast,
often unconscious



System II:

Effortful, slow,
controlled

Lieberman Challenge

Our assumption is that much of market research measures System II thinking, including MaxDiff which is the traditional method used in our message testing



Our challenge is to find a way to add System I (fast, emotional) thinking to our message testing; and to show that it adds to its predictive validity

TOURNAMENT

Next generation for Message Testing

Based on the cognitive sciences, Tournament measures both preference (based on choice) and passion (based on reaction time).



A mobile friendly survey technology that takes consumers away from scaled responses, and features a series of choices that are **fast and intuitive**



Captures both **preference** and **passion** using a series of rapid-fire **paired comparisons** that are simple, fast and fun for respondents

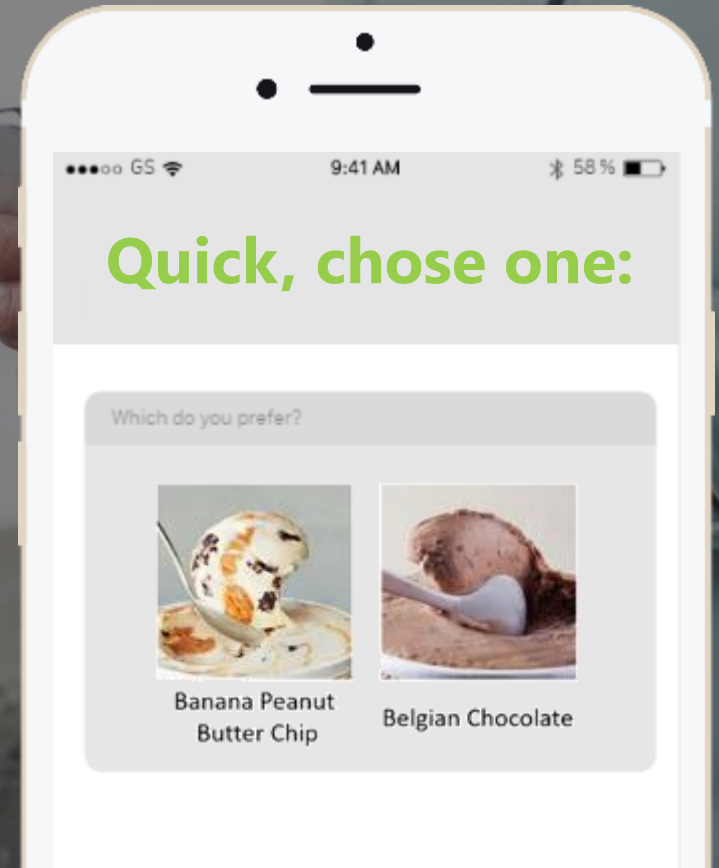


Paired comparisons are organized like a **tournament** so that all messages are evaluated



Both **preference** and **passion** are incorporated into a single **leveragability** score for evaluating individual messages

Respondents see randomized pairs, winners move on to the next round (where pairs are randomized again), until final winners are chosen.



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Wide Application in MR

- **Message testing**
- Measure **stated importance** in ATUs, Brand Equity, Market Segmentation, etc.
- Prioritize the appeal of virtually any stimuli including:
 - Attributes
 - New package designs
 - Logos
 - Names
 - Viz aid concepts

Ideal when you have long lists of attributes or messages



Mobile Friendly

More consumers are using mobile devices for surveys



Global Appeal

It's easy for respondents and avoids response / cultural bias, making it well suited for global studies



Simplified

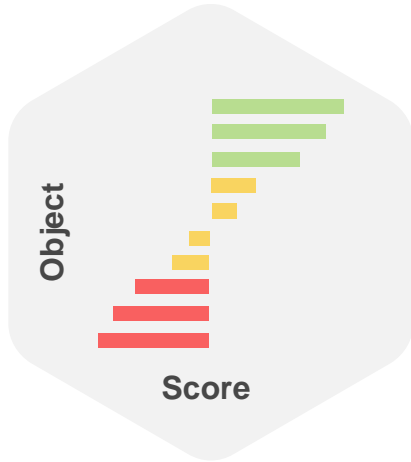
Fewer respondent choices (vs. MaxDiff) means you can test more messages, attributes, etc., add other questions or shorten the questionnaire



Measures Choice & Reaction Time

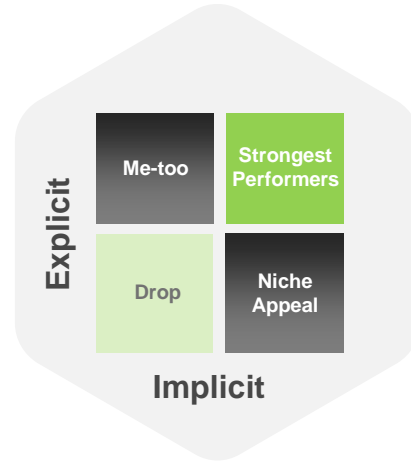
Reaction time is a widely used measure of preference in behavioral science

Deliverables



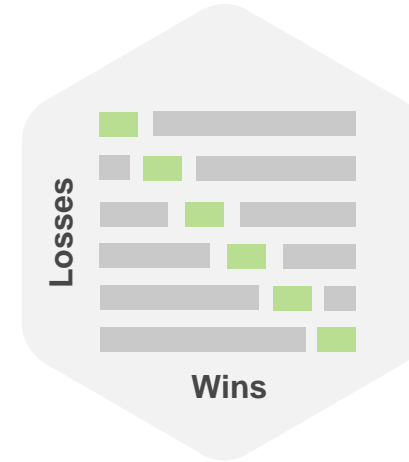
Potential Score

Combining preference and passion provides a single, easy-to-understand, prioritized list with best to worst opportunities



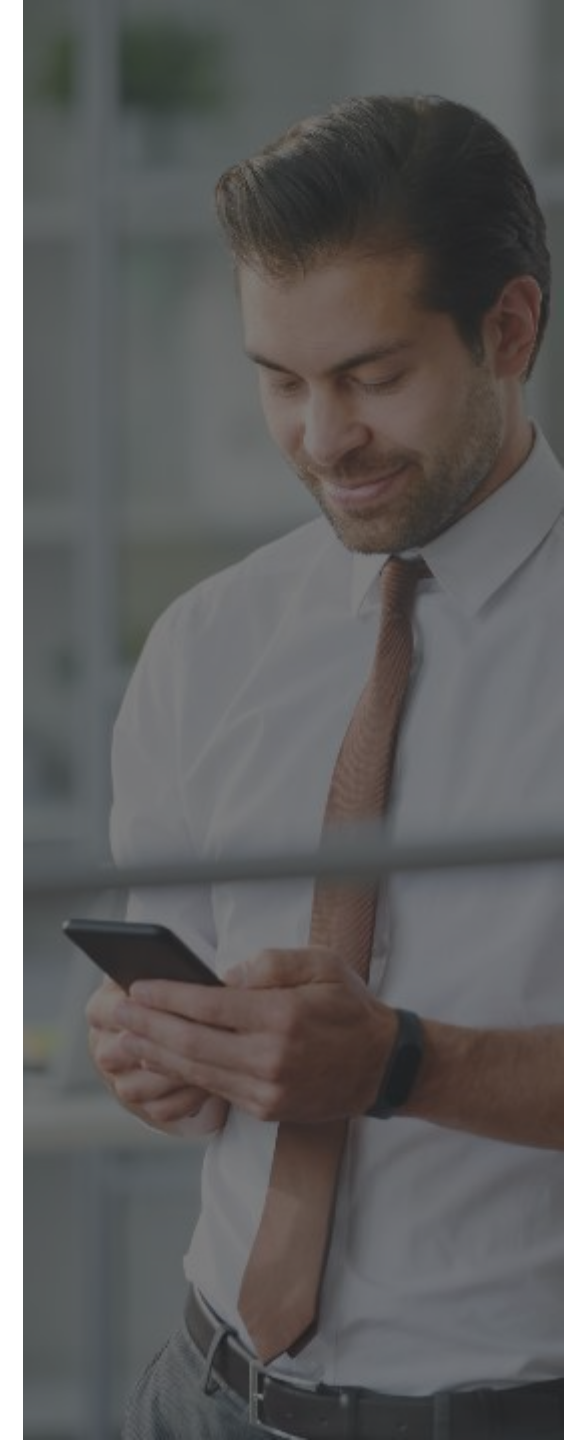
Quadrant Map

Isolate truly strong performers and discover niche opportunities to identify the strongest performers



Pairwise Comparisons

Allows you to look at the results of any head-to-head contest to understand which item wins most often



A person's hand is holding a smartphone with a blank white screen. The background is blurred, showing another person's arm and a watch. A black banner with a green vertical bar is overlaid at the bottom.

Try it Now

Find *Your* Winners Today:

Use your mobile device and type in...

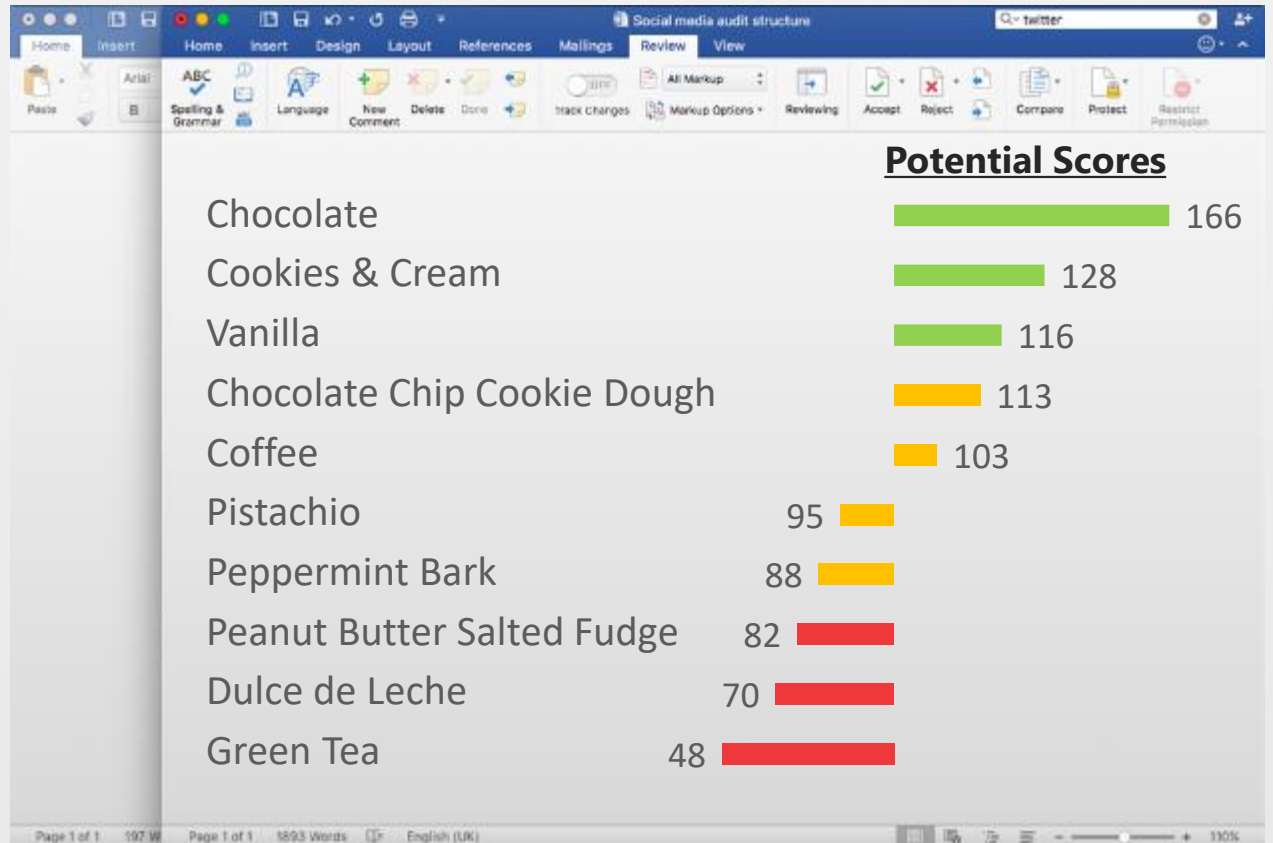
<https://tinyurl.com/tnmtplus>

The Result



Tournament Example

10 flavors were tested, and
Tournament uncovered
the 3 most popular



Initial Validation

Tournament is validated against standard survey metrics.

Experiments were conducted comparing Tournament to a MaxDiff approach and Purchase Intent Scalar Rating



Preference score has over .9 Correlation with MaxDiff and over .8 correlation with scalar measures of PI



Preference and Passion scores both typically have over .9 correlation across independent samples



Passion score is relatively independent of Preference score and MaxDiff



Passion predicted sales in one study at 3x the rate of Preference

COMPELSM

Message Testing

■ A state-of-the-art tool that ensures that the right messages are conveyed in the right combinations and order

Utilizes forced choice and ranking techniques

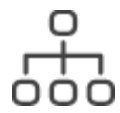
- Maximizes differentiation among messages
- Minimizes rating scale bias

Provides a single measure of leveragability (potential impact) for each message

- Based on motivational power, uniqueness, and believability
- Allows for the best individual messages to be identified

Identifies the best story flow or combination of messages

- Identifies synergies between messages to develop the best combinations
- Determines the ideal number and order of messages (story flow)



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Case Study



Objective

- Unbranded message test to determine the best story to motivate IBS-C sufferers to discuss with their physician prescription treatments for their symptoms



Sample & Interview

- 302 sufferers of IBS-C
- Interview measured Motivational Power and Personal relevance of messages via Tournament
- Respondents then created 3 persuasive stories from their most motivating messages

TOURNAMENT Case Study Results

- Study rank ordered individual messages and created the Optimal 3-Message story

Leverageability of Individual Messages

Message	#1	127
Message	#2	127
Message	#3	126
Message	#4	118
Message	#5	118
Message	#6	118
Message	#7	115
...		
Message	#45	45

Range from
45-127

Optimal 3-Message Story is triangulated from multiple data points:

- ☆ Impact of individual messages
- ☆☆ Synergy between messages
- ☰ Reach of message combinations
- ⏮ Story flow exercise



Tournament Case Study



Validation Stimuli (Test and Control)

- From the survey results, two unbranded stories (white board concepts) were created:
 - One based on Preference
 - One based on Passion & Preference



Validity Test

- A monadic test of the two concepts
- 150 respondents in total, 75 exposed to each concept
- Following concept exposure measured reaction to each of the concepts

The Moment of Truth

- The concept based on **preference and passion** did significantly better than the concept based on preference alone

Key Metrics

(Top 2 Box; Rated 6-7)

	Pref	Pref+Pass
Overall Impression	33%	↑ 48%
Personal Relevance	41%	↑ 48%
Likelihood to Learn More About Condition	38%	↑ 44%
Likelihood to Speak to Doctor About a New Medication	28%	↑ 37%

↑ Directionally higher than preference

↑ Significantly higher than preference



In Conclusion...

Adding Passion, or System I thinking, to Message Testing increases the "real world" validity of the results.



Takes less time than traditional techniques



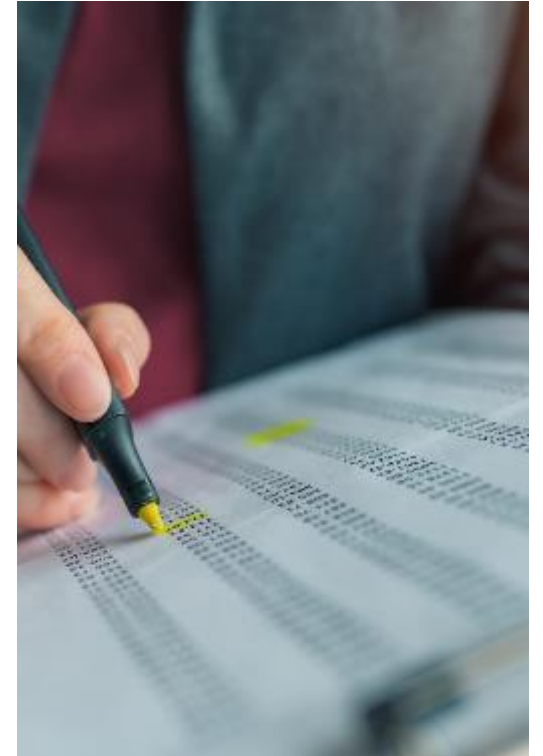
Mobile Friendly



Ideal for global research



Captures new dimension of PASSION



A woman with dark curly hair, wearing a light-colored short-sleeved top and a dark skirt, stands in a meeting room, smiling and gesturing with her hands. She is addressing a group of people whose heads are visible in the foreground. In the background, a whiteboard displays a line graph with two lines, one green and one red, plotted against a vertical axis with markers at 50, 75, and 100. The word 'BIDS' is written at the top of the whiteboard. A large green pill-shaped graphic is positioned above the text 'Questions?'.

Questions?



THANK YOU

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