



Keeping it Real

Getting More Predictive Research Results

Anne Stephenson





Clean
your
room!

-♡-
Mom











To Predict Real
Behavior...

...One Must Test
Real Behavior

Using In-Situation Testing

In-Situation Testing...

1

Consumer's
don't
accurately
recall their
behavior

2

Context
influences
their
behavior

3

Consumers
idealize their
behavior

In-Situation Testing...

1

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Macro Info Is Recalled

Units Bgt. # Brands

Real: 6.3 5.2

Recall: 6.1 5.5



Specific
brand
purchased

Only 60%

Recalled
Correctly



The variety or flavor...

Only 48%
Recalled
Correctly

A woman with blonde hair, wearing a blue t-shirt, is standing in a grocery store aisle. She is looking down at a box of 'Mars' M&M's Minis' that she is holding. The shelves around her are stocked with various candy and snack boxes, including M&M's, Twix, and others. The background shows more aisles of the store, slightly out of focus.

The size...

Only 29%
Recalled
Correctly

Dollar amount spent...

Real:

\$7.91

Recall:

\$10.59

Time Spent

Real:

**3.7
mins**

Recall:

**8.2
mins**

Brand noticed first...

Only 4%

answered
correctly

Recall is Not a Reliable Measure of Real Shopping....

- Only macro info is recalled
- Specific details are not



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Context influences Behavior



Context influences Behavior

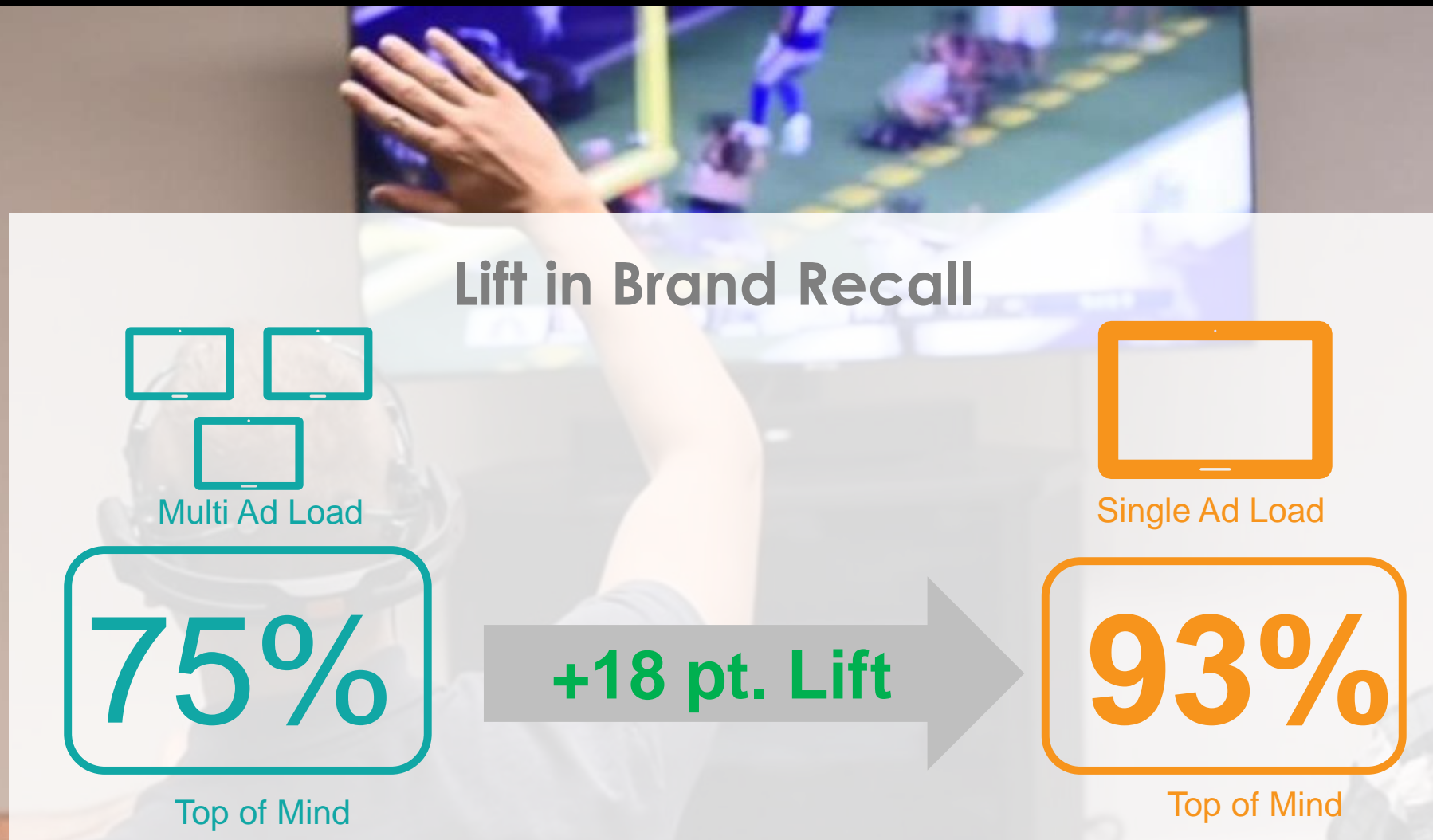


Behavioral impact to advertising



A major broadcaster wanted to understand the impact of single sponsor vs multi sponsors for their advertisers.

Not surprisingly, recall increased



Many attitudinal metrics also improved

Lift in Attribute Ratings (FROM MULTI TO SINGLE LOAD)



Genuine

22%



Optimistic

20%



Trustworthy

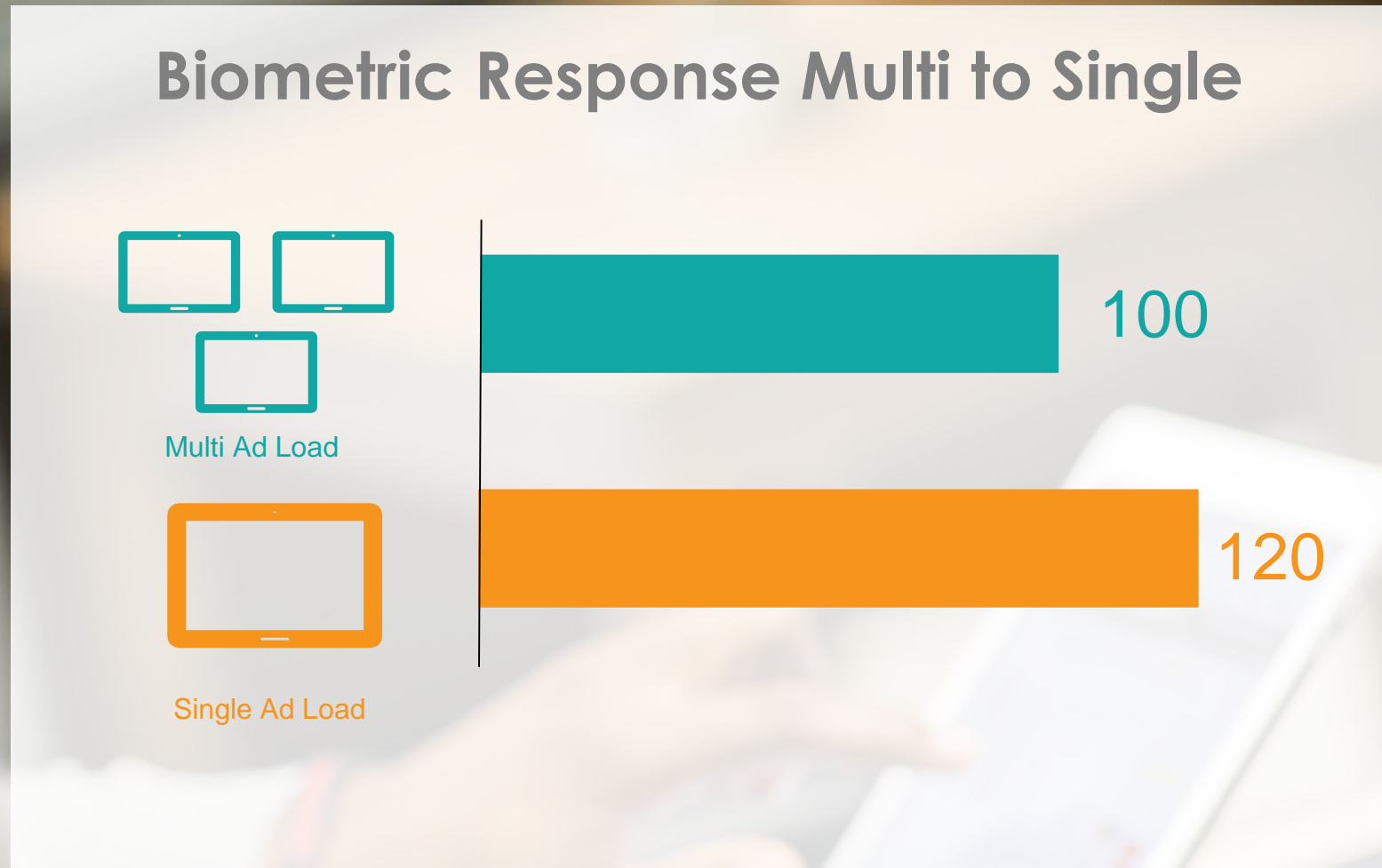
18%



Persuasive

16%

Single Ad loads were 20% more engaging

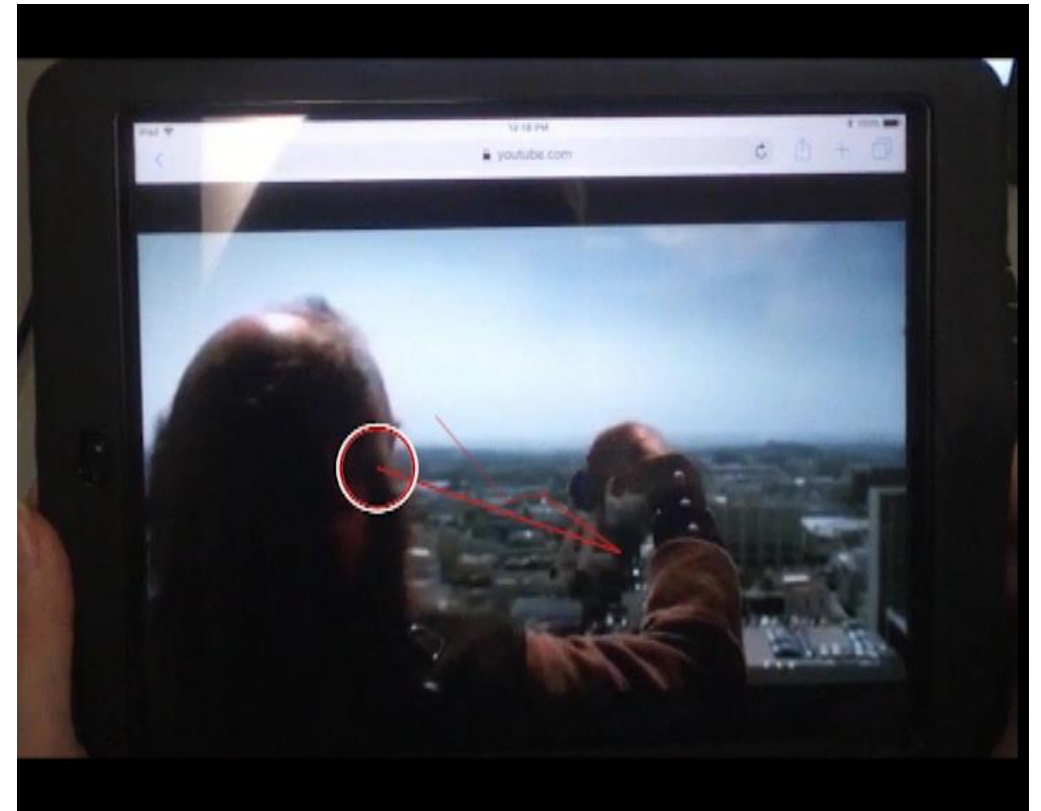


Viewing is different across devices

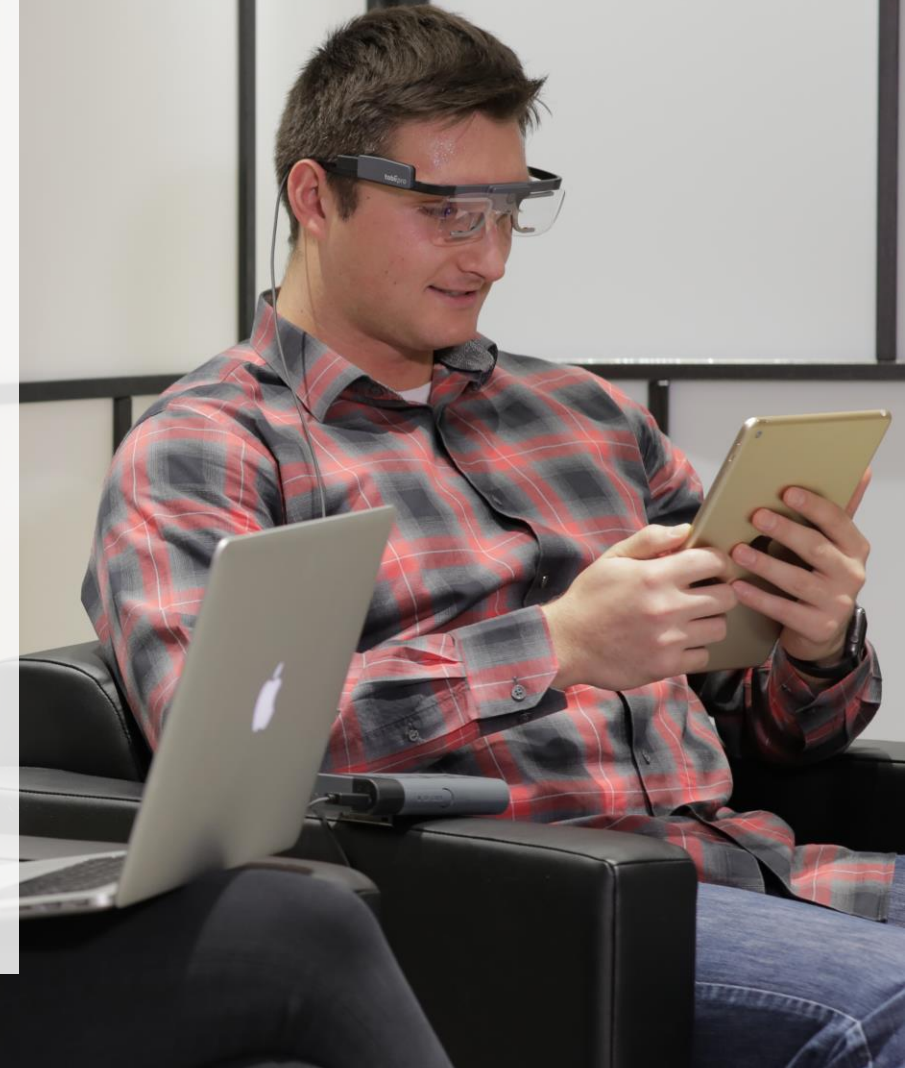
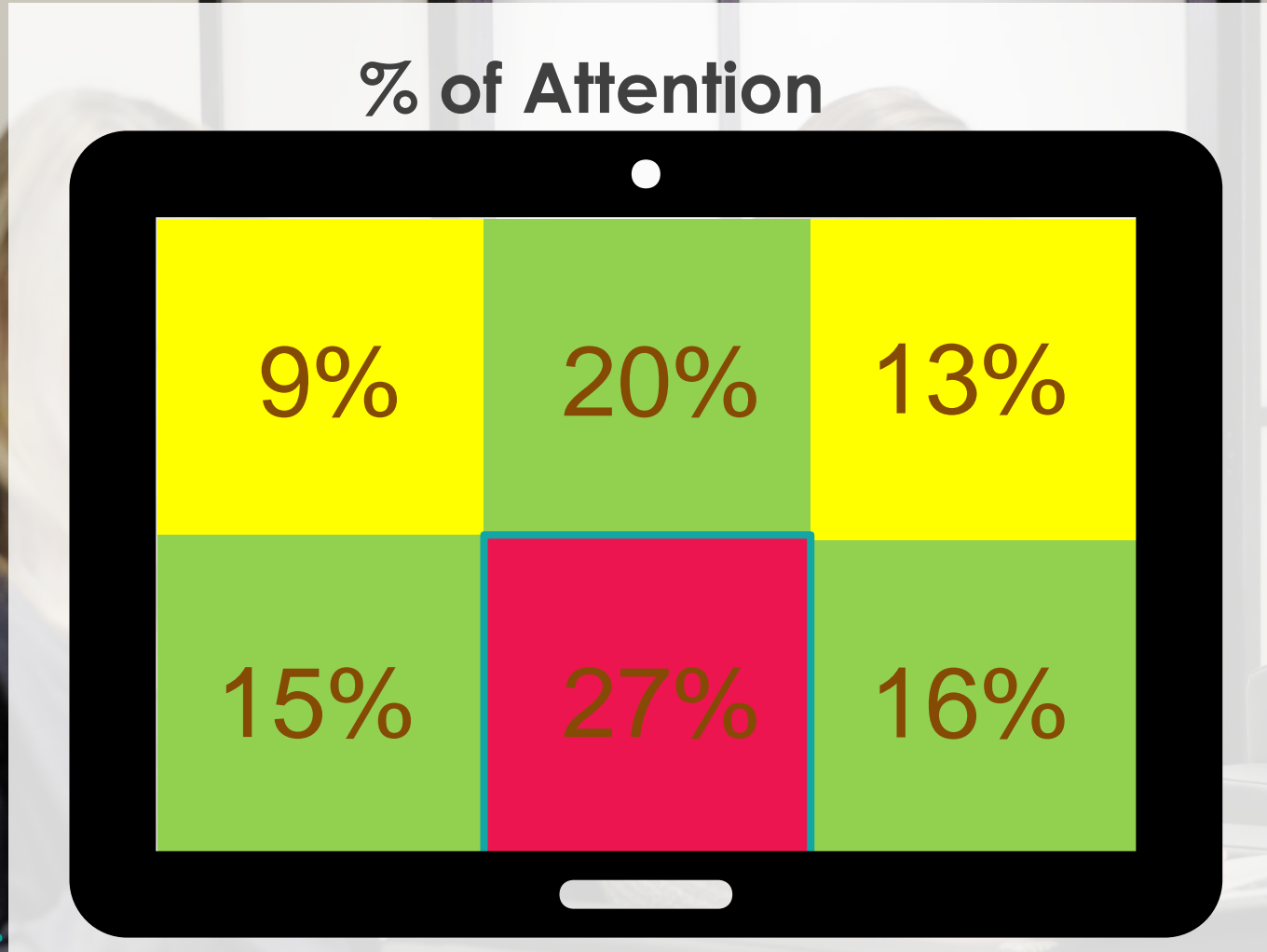
Television Eye-Tracking



Tablet Eye-Tracking



Brand Placement can be Optimized



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Idealize Behavior



What shoppers “Say”



- 1) Price
- 2) Roll Count
- 3) Ply Level
- 4) Brand
- 5) Softness
- 6) Strength
- 7) Environmental Factors

The Affect Heuristic- Emotions Drive Decision Making



To summarize...

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Virtual Reality



Shopper Labs



Mobile

In-Situation Behavioral Measurement



AI

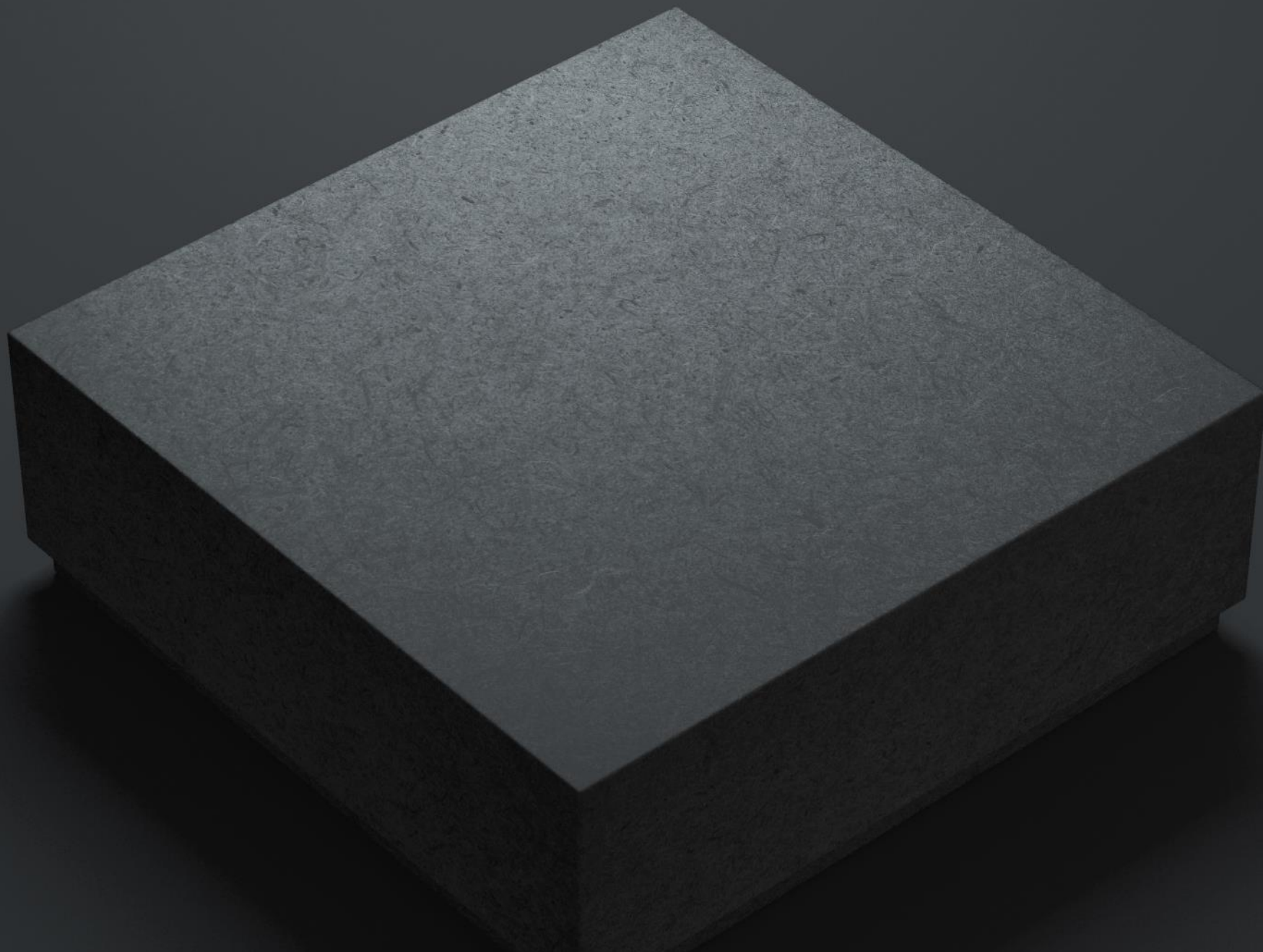


Eye Tracking



Facial Coding





In Conclusion...

1. We all strive for truly predictive insights
2. In-Situation behavioral testing is more predictive
3. It can be done in a timely, cost-effective manner
4. New technologies are enabling better behavior testing

