



Where Speed Meets Substance

Quirk's NY

Using Implicit Research to Tap Consumers' Subconscious

July 2022

Presentation Agenda:

- ❑ What is Implicit Research?
- ❑ Implicit Research Use Cases
- ❑ US Cable Media Study findings
- ❑ MAT Demo with Solutions Consultant, Jane Hwang
- ❑ Summary and Key Findings
- ❑ Questions?



What is Implicit Association Research?



Same, or Different?



Are You Seeing What I'm Seeing?



What **Immediately** Comes to Mind?



Perhaps...



Hangover

Refreshing



Expensive

Celebration



What **Immediately** Comes to Mind?



Perhaps...



Steve Jobs

Genius Bar



Green texts

Widgets

Implicit Association Research Is....

A means of uncovering subconscious associations toward a brand, product, or category.



There Are Two Types of Implicit Research:

Single Implicit Association Test (SAT)

Used to uncover subconscious towards a **single category, brand, or product.**



bird

FITS
A

DOES NOT FIT
L

Multiple Implicit Association Test (MAT)

Used to uncover subconscious associations towards **multiple categories, brands, or products** - often used for competitive comparisons.

Select **all the brands** which you feel **fit** with the expression below.
You may select one or more brands.



When to Use Implicit Research

- **Category/industry** associations
- **Brand equity** associations for a single brand or competitive set
- **Emotional and functional** associations (product name, package, logo)
- **Messaging/advertising** associations



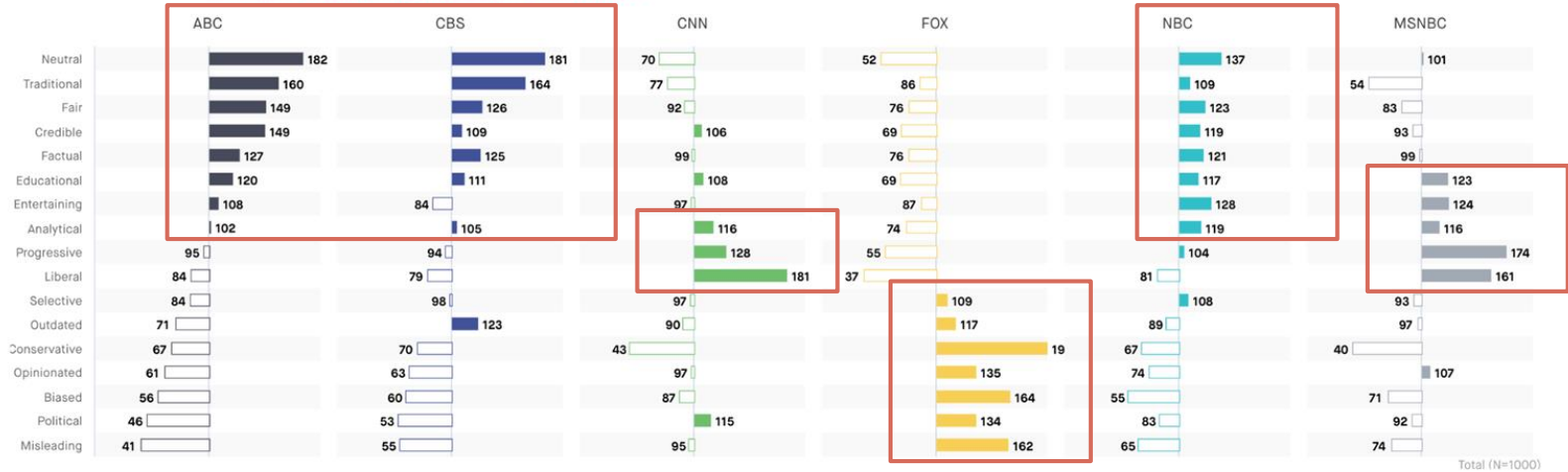
Implicit Broadcast Network Associations



Implicit Broadcast Network Associations



Indexed Perception Scores: *Scores above 100 can be interpreted as scoring 'above average'.*



Implicit Broadcast Network Associations

Association Map: Perceptions



Total (N=1000)



MAT Demo



- Manage
- Survey
- Field
- Analyze
- Report


Comments

Only show own comments or mentions

Search

- General Comments
- Survey Comments


Q6 - Network/Streaming Usage · 2 Comments →

 **Gregory Benson:** would consider tightening up the screening to monthly or similar— just to make sure there's sufficient engagement.

Fri, 6.5.2022 13:28

 **Jenna Stearns:** I made it less than monthly for both streaming and cable.

Fri, 6.5.2022 15:06

 Write your comment and use '@' to tag other users **SEND**

Q21 - Current cable budget · 1 Comment →

Team



About

Created by: Jenna Stearns
 Created on: Apr/28/2022

Background Research

Determine how broadcast media and news networks can position themselves strategically and communicatively to consumers today...

Research Objective

1. Investigate the unconscious associations the US population has with major broadcast news and media networks in the US....

Target Group

N=1,000
 TV Viewers
 Ages 18-75
 Census rep for age, gender, region

Regions

Summary + Key Findings



How do Consumers View the Major News Networks?

Key Findings:

- 1** **ABC News, CBS News, and NBC News** hold similar associations; fair, credible, neutral, traditional, factual.
- 2** **Fox News** is not viewed similarly to any other major news network; it is associated with being conservative, biased, misleading, and political.
- 3** **MSNBC** are similarly associated with being liberal and progressive.
- 4** **No news network stands out too much as being majorly 'selective'**, though Fox News and NBC News have slightly above average associations with this trait.



Summary of Implicit Association Testing

Values/Benefits of Implicit Research

- **Uncover subconscious consumer associations** that don't come to light in standard numerical research
- **Get an unbiased reading of data**; no order bias, wording bias, external influences, etc.
- **Leverage a visual display** of implicit data results (SAT), and where data stands in a competitive context (MAT)
- **Easy-to-use method** with **complex findings** that can be used for a variety of objectives...

Examples of Use Cases

- Test the implicit reactions between various iterations of a logo (colorful, black+white, small, large, etc.)
- Understand other brand associations in the seltzer space to differentiate your own seltzer product line
- Come up with a new brand tagline by testing associations with various phrases and words



Thank you!
Questions?

