Are You the Master of Your Domain?
How *response time* predicts true legacy of your brand

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[NEUROHM logo]
The *problem* and the *solution*

• How to make a better antiperspirant?
  – existing products are very effective
  – but they dry out your skin

• *Secret* is your solution
  – it will dry your skin
  – and yet it will moisturize it
  – “A COMBINATION YOU WOULD NOT EXPECT”
TV ad impact – product & brand evaluation

- I can rely on
  - makes me feel confident
  - high quality

- makes my skin soft
  - delicate for skin
  - moisturizes my skin

- for me
  - an expert
  - trustworthy
  - understands my needs

TV ad did not help Secret but instead increased Dove’s evaluations
A behavioral shelf-test results

TV ad did **not** help Secret but instead **increased** Dove’s sales.
WHY???

the communication helps the competitor
To solve the puzzle we need to use *neuro* and *RT*

**BIOCODE™** - unique neuro tool based on brain activity and biometric measures

reveals emotional **RELEVANCE** of the message and to what extent it **ACTIVATES** and drives behavior

**EEG/GSR**

**CONFIDENCE**

**iCode™** – unique Response Time on-line tool, to apply on smartphones, tablets or computers

reveals rational **OPINIONS** (System 2) + emotional **CONFIDENCE** (System 1)
If the brain activates on Secret you will buy Secret.

Brainwave recordings helped explain the puzzle.

43%
If the brain activates on Olay you will buy Dove.

Brainwave recordings helped explain the puzzle.
iCode integrates System 2+1

RESPONSE TIME

MINUTES field

SECONDS report

6

INNOVATIVE

NO

YES

HARD TO TELL

NBC
iCode reflects DUAL processing and considers HESITATION.

**OPINION**
- explicit
- direct, declarative statement
- SYSTEM 2 RATIONAL

**CERTAINTY**
- implicit
- indirect, behavioral level of conviction
- SYSTEM 1 EMOTIONAL

**ATTITUDE**
- opinion
- preference
- intention
How to read iCode results

**OPINION**

Percentage of people who AGREED / DISAGREED with a given statement.

**CERTAINTY**

The certainty of opinions derived from Reaction Time (RT) needed to give an answer. The faster is the reaction, the more certain an attitude is. The Certainty Index reflects how strong consumers’ attitudes are and how likely they are to influence behavior. It predicts to what extent consumers emotionally resonate with brand values, category motives or product qualities. Discovering CERTAINTY of opinions allows to focus on those attitudes that are truly solid and have a real impact on behavior.

**HI YES / HI NO** – Percentage of people who reacted fast to a given statement.

Represent the percentage of respondents who are certain of declared attitudes.

**STATEMENTS**

Statements selected from various motives, strategic values or key emotions. They may be provided by a client or elaborated on a dedicated workshop. Examples of statements: for me, charming, high-quality etc.
'Moisturized' activates associations with Dove
Response Time shows it belongs to DOVE not SECRET

RATIONALLY you learn that Secret moisturizes
EMOTIONALLY it is Dove’s legacy
RATIONAL+EMOTIONAL: *moisturizing* belongs to DOVE only

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
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<tbody>
<tr>
<td>Dove</td>
<td>63%</td>
<td></td>
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<tr>
<td>NIVEA</td>
<td>60%</td>
<td>7%</td>
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<tr>
<td>Secret</td>
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<td>38%</td>
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Are You the Master of Your Domain?

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<th>Brand</th>
<th>German</th>
<th>Japanese</th>
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<tbody>
<tr>
<td>Volkswagen</td>
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<td>73%</td>
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<td>9%</td>
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<td>24%</td>
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Take aways

• Use RT to identify hidden layers of consumer perception, eg. instinctive associations with brands
• With big media spendings you can "teach" consumers any association but only on conscious level
• On subconscious level it takes years - if at all - to re-shape or alter a well-established brand association
• Seek or create NEW image opportunities for your brand
Thank you
- Rafal Ohme

www.neurohm.com