A Change of Pace: Faster Neuroscience, Greater Impact

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What’s the one thing that has never been spoken in market research?

“Wow, you delivered those insights faster than I needed them!”
Neuro-inspired techniques are not exempt from the “speed need”

Most require lots of wires

“Volunteers” hard to come by

And time = money, always
But that doesn’t mean we can’t have neuro insights at the speed of research

Utilizing timed tasks to drive brand salience

Capturing emotions without asking

Integrating the sources in dashboards
Capturing asset distinctiveness, globally, instantly
A global apparel manufacturer needed to better leverage existing brand assets

- Which assets are distinctive and where
- Which assets need support
- Needs to fit in current tracking at reduced cost
Insights generated through rapid response tests

- Measured both speed of response and association of asset with brand
- Globally consistent and comparable
- Tiny survey “footprint”
Capturing Immediate Emotional Response
Utilizing automated facial expression coding to quickly optimize ads

- Record expressions via webcam/mobile can be done without survey
- Timings similar to quick-turn survey
- No responses to code, data to process, or reports to generate
Testing time-sensitive holiday creative – Amazon “Boxes”

- Results were quick-turn given holiday season
- Results placed ad as top performer in emotional engagement
- Confirmed boxes as strong brand cue and highlighted scenes to cut
Bringing it all together
The best way to meet the speed need: dashboards
No waiting on reports or delays due to time zones

Distinctive Assets: Global dashboard integrated with tracking

Facial Coding: Combine with copytesting data to view emotions by survey response

Italy – Brand X

Smiles among Males
The Future: Instant Updates, All Together

- Survey, Neuro, Sales, Media all in one location
- Instant update – watch data come in
- Launch “neuro speed” research at the click of a button based on results
Neuroscience techniques can be a fuel to accelerate your growth