Getting Inside the Insights

System 1 and 2 Don’t Work In Isolation.
What Does It Mean For Marketing Research?

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INFORMATION THAT CAN AND DOES FORM OUR BEHAVIOR
All the time you are indeed doing anything, your mind is constantly processing every single detail of everything that is going on around you, without you knowing it.
Most of the decisions are made on autopilot

System 1 (Autopilot) has enormously more capacity comparing to System 2 (Pilot)

But both conscious and subconscious thinking systems are important
WHERE IS MEASURING BOTH SYSTEMS IMPORTANT?
Values
Categories
Brands
Ads
Decision interfaces, etc.
YOUR CORE BRAND VALUES ARE THE COMPASS
You don’t buy Coke over Pepsi (or vice versa) because it tastes better
Purchase decision is the compromise between:

Value (reward)

a) Explicit value (functional need)
   b) Implicit value (emotional satisfaction)

VS

Cost (pain)

a) Explicit cost (financial)
   b) Implicit cost (behavioral)
What you can find out while **studying values**:

- Explicit values
- Implicit values
- Explicit costs (pricing study)
- Autopilot price levels
- Implicit price sensitivity
- Explicit price sensitivity
- Optimal strategies for implicit costs

**Technologies used:** Survey, Implicit Test, AI models
CONSUMERS BUY CATEGORIES FIRST
Age of new categories

- Tablets
- Drones
- Wearables
- Multi cook
- Smartphone
- Smart speakers
- Gyroscopes vehicles (Segway)
- VR, AR etc.
Segway is the transport of the future... or not?
Electric scooters are flooding California, and they’ll be on your sidewalks soon
Fulfilling explicit goals is not enough

Differentiating brands on the explicit level is very hard. Every brand should find its own way to set implicit connections while opening new territories.

Don't say "Buy". Find the implicit way to say **WHY**
Discover and conquer another category if you are not creating new.

*Coca-Cola. Coke and Meals campaign*
What you can find out while **studying categories**:

- Strength of associations/connections
- Stereotypes associated with the category
- Connections with required occasions
- Values (both explicit and implicit)
- Category entry points
- Spontaneous purchase intent

**Technologies used:**  Survey, Implicit Test
BRANDS ARE ALL ABOUT CONNECTIONS
Make your brand consistent

Decode goal map ™
People are afraid of monsters hunting for their data ... or not?

CASE STUDY: Is Facebook really secure?
q7 How much do you care about personal data privacy in social networks?

- 1 - I don't care: 1 (0.88%)
- 2: 8 (7.02%)
- 3: 26 (22.81%)
- 4: 38 (33.33%)
- 5 - I'm very concerned about privacy: 41 (35.96%)
Explicit responses, System 2

q6 How would you rate the security of the following social networks?

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3.03</td>
</tr>
<tr>
<td>Twitter</td>
<td>3.00</td>
</tr>
<tr>
<td>Instagram</td>
<td>3.29</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2.9</td>
</tr>
<tr>
<td>LinkedIn</td>
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**Group Total:**
- LinkedIn: A
- Instagram: B
- Facebook: C
- Twitter: D
- Snapchat: E

**Total Rating:** -
Implicit test (Reaction rate: overall objects difference score) - Shows how the objects are perceived with regard to the opposite criteria. The longer the bar, the stronger association with criteria is (1000/ms)
What you can find out while **studying brands:**

- Implicit connections
- Explicit attitude
- Values
- Connections in touchpoints
- Umbrella brand perception

**Technologies used:** Survey, Implicit Test
ADS (AND BRANDS) SHOULD MEET BOTH IMPLICIT VS EXPLICIT EXPECTATIONS
Targeting and personalizing or mass advertising?

Active or Explicit Learning

- Attention
- Message analysis and interpretation
- Feelings
- Emotions
- Strong
- Linked beliefs

Passive or Implicit Learning

- Ads
- Attention level
- No Attention
- Brand Awareness
- Brand Associations
- Brand Connections
- Brand Relationships

BRAND IMAGE
We know Cristiano Ronaldo = We know Adidas?
What you can find out while studying Ads:

- Implicit connections
- Emotions efficiency
- Emotional Appeal
- Implicit vs Explicit image
- Attention drivers
- Long-term motivation effect
- Short-term motivation effect
- Branding efficiency etc.

Technologies used: Survey, Implicit Test, Emotion Measurement, Eye Tracking
DECISION INTERFACES
INFLUENCE
PURCHASE DECISIONS
What we look at is not what we see

- Explicit recognition
  The circle around the point of fixation subtending approximately 2° of angle at the eye.

- Implicit recognition
  But we easily see and recognize objects within the parafovea area (an angle of approximately 5°). The area outside the parafoveal region is called the peripheral region and it also gives us lots of information.
What you can find out while **studying decision interfaces**:

- Product noticeability
- Noticeability vs occasions
- Real customer experience
- Value-based attention etc.

**Technologies used**: Survey, Implicit Test, Emotion Measurement, Eye Tracking, EEG
Automated measurements for neuromarketing studies?
How to get real insights fast and easily

Methodologies
- Categories
- Brands
- Advertising
- Values
- Decision interfaces
- Engagement, etc.

Technologies
- Survey
- Implicit Priming Test
- Emotion Measurement
- Eye Tracking
- EEG
- Mouse Tracking

Respondents
- Instant access to online panels
- Your respondents
- Your panelists

Reporting
- Automated results
- Real-time insights

*In the lab or Online
How to get real insights fast and easily

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Consultancy
CoolTool | Professionals from Savio marketplace

*In the lab or Online
The Power of Insights Intelligence

THANK YOU!
Sources

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- Thinking, Fast and Slow Paperback, by Daniel Kahneman  (Author)
- http://www.icmrindia.org/casestudies/catalogue/Marketing/Segway%204.htm
- Cooltool.com