



UNSPOKEN: swipe right, swipe left

Implicit research metric via engaging mobile interface

Prepared for IleX2017 LA | September 2017 |



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a bright, overcast sky. The perspective creates a sense of height and architectural grandeur. The buildings are arranged in a way that they seem to converge towards the top of the frame.

Chapter I

Business Motivation

A faint, dark blue world map is visible in the background of the top-left section.

**Vast experience in claim
testing has taught us...**

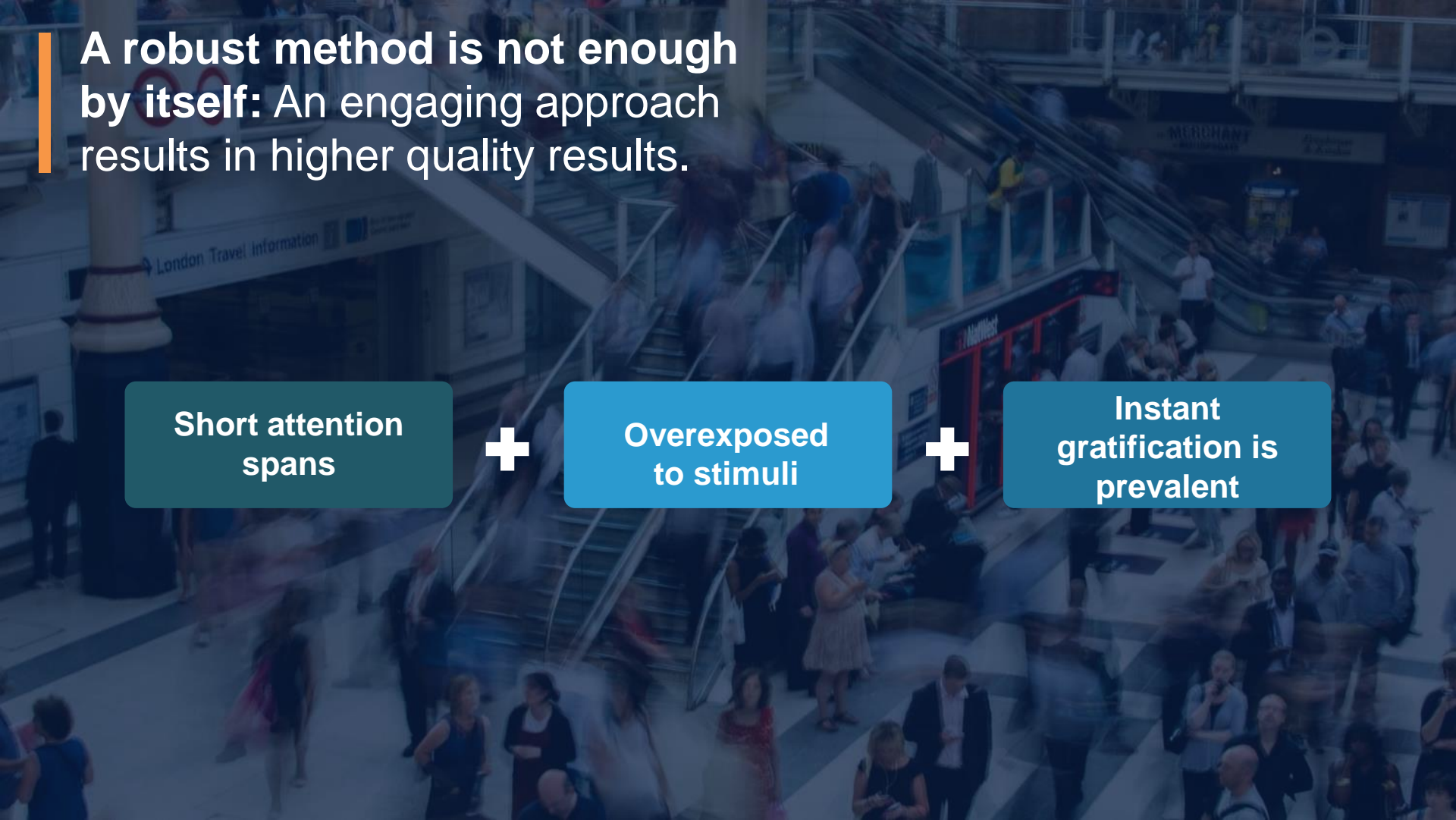


**Measuring purely
rational processing is
no longer good enough!**



Taking into account both rational and emotional components to understand consumers is a must nowadays





**A robust method is not enough
by itself:** An engaging approach
results in higher quality results.

**Short attention
spans**



**Overexposed
to stimuli**



**Instant
gratification is
prevalent**



The need for speed

Companies demand fast results
without sacrificing quality of research.

Leverage technology and mobile adoption to enable convenience, reach, and engagement

SMARTPHONES...



..will account for 68% of the phone connections in LATAM by 2020



50% of the population will be using their phones to connect to the Internet



People are constantly reacting to stimuli and judging content (like/dislike, follow/unfollow, share/not share)

Chapter 2

Unspoken: The theory behind

Dual processing of
information theory:
reasoning is a result of
interplay between a system
1 and system 2

UNSPOKENTM





System 1

Belief- based system. It has a strong connection with experience of affect, which influences our behaviors and motivations (emotional)



Intuitive



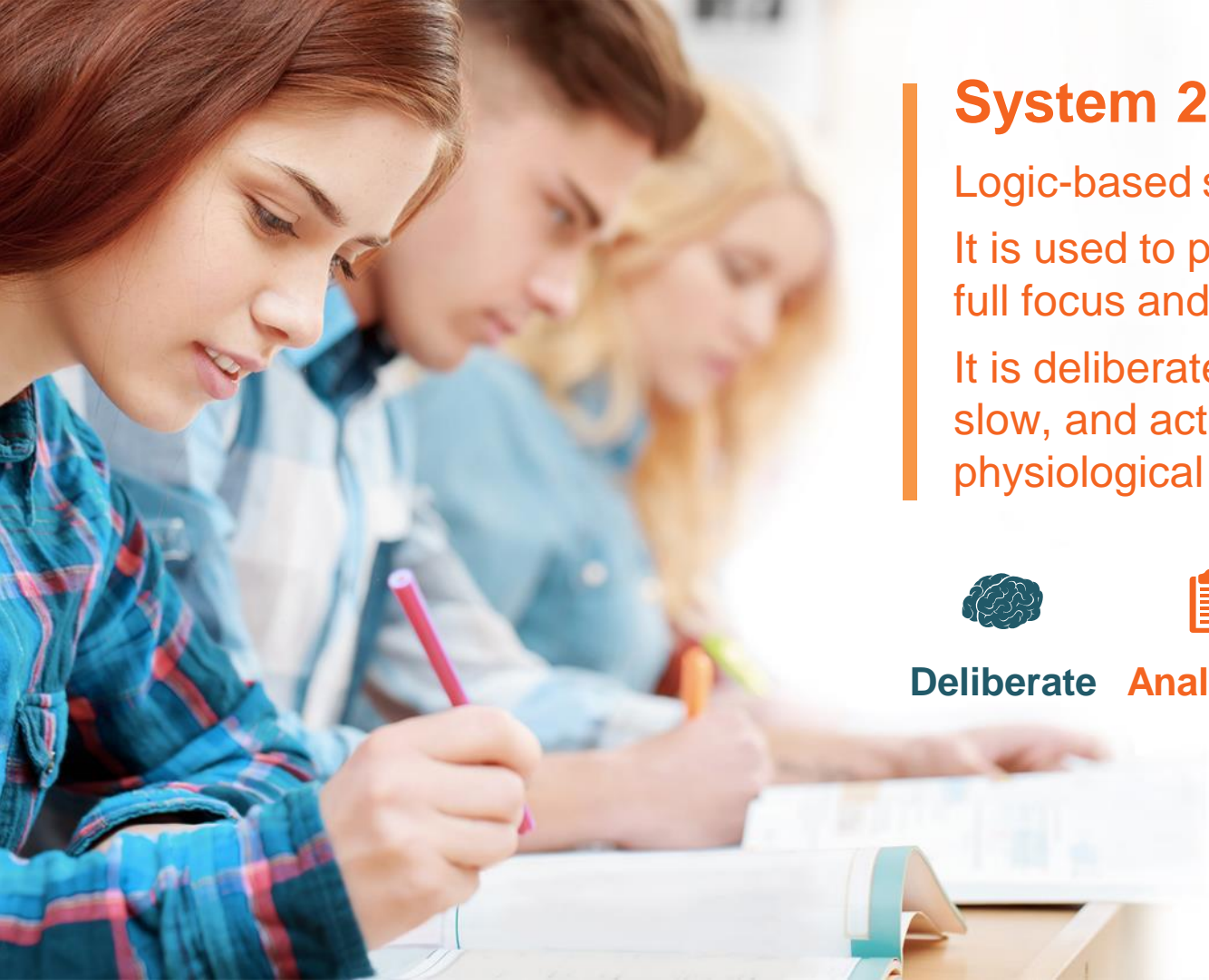
Automatic



Effortless



Quick



System 2

Logic-based system (rational)

It is used to perform tasks that require full focus and effort.

It is deliberate, analytical, voluntary, slow, and activates a series of physiological reactions.



Deliberate



Analytical



Voluntary



Slow

How do they work together?

System 1

Whenever attention is oriented automatically, system 1 is activated involuntarily.



System 2

Soon enough attention will shift to system 2 where the information will be assessed at a more conscious and analytical level.



Chapter 3

Unspoken revealed:

- Key Metrics
- Results from beer category study



Unspoken is specifically designed for smartphones/tablets



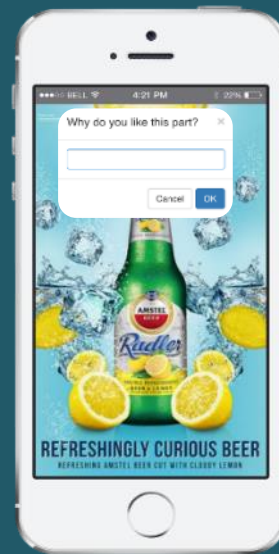
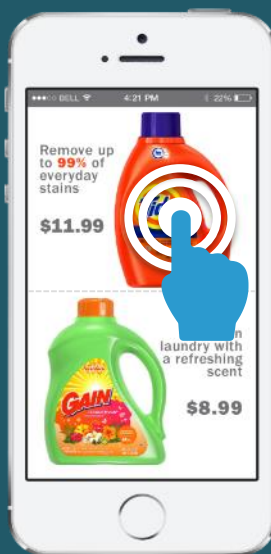
Swipe



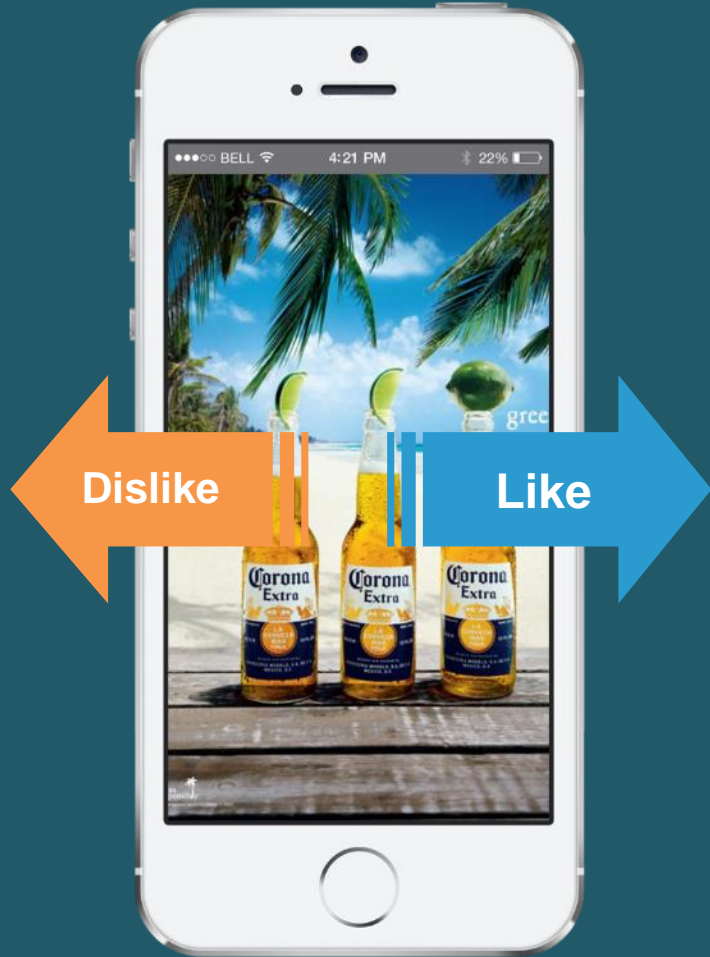
Choose



Explain



Attraction. Stimuli categorization through an intuitive exercise that depends on System 1 processes



Swipe direction

Metric1

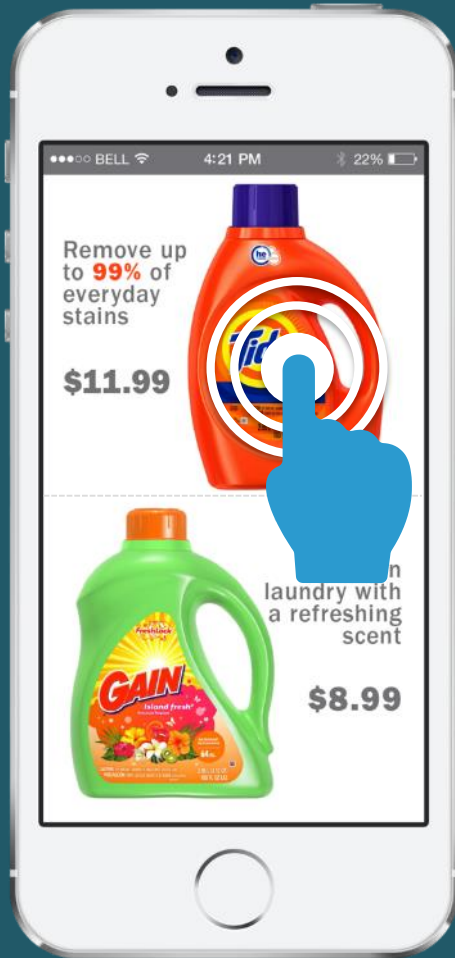


Reaction time

Metric 2

Attraction module results





Conversion. Compare and consider different options at the moment of truth such as the shelf or web site



Product selection

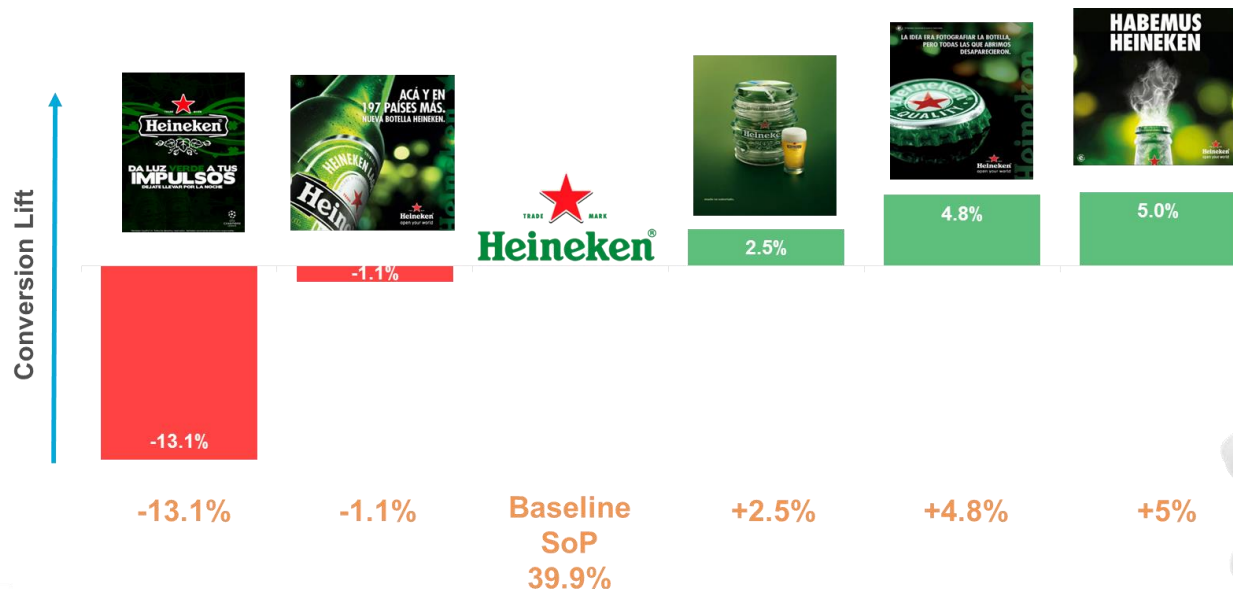
Metric1



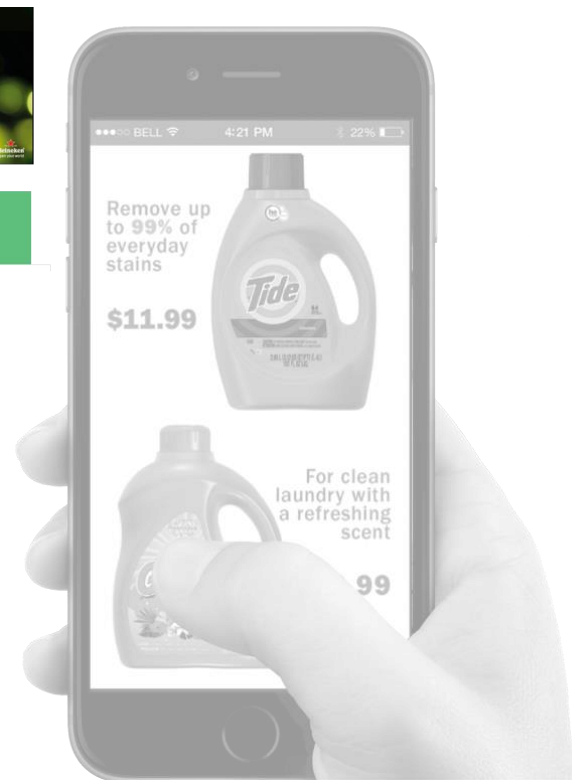
Reaction time

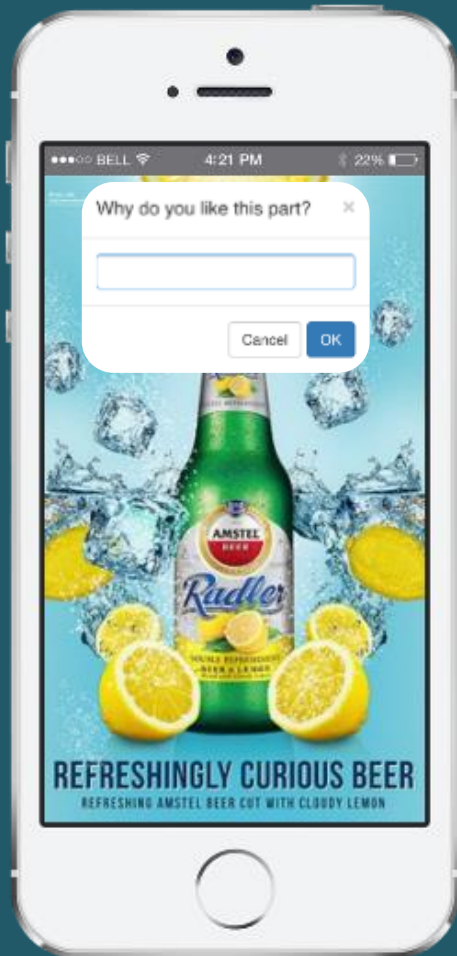
Metric 2

Conversion module results

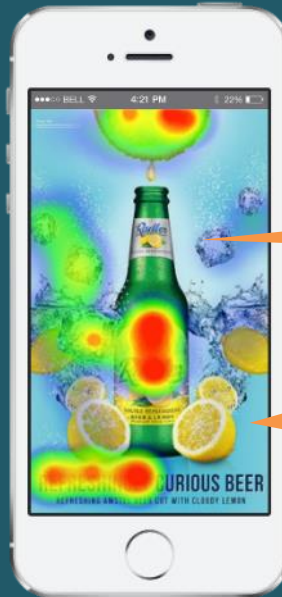


*All numbers represent a percent lift relative to benchmark in SoP model





Understanding. Getting deeper understanding of consumer's likes and dislikes through heat maps and open ends is key



"The lemon and ice make the product seem refreshing"

"I like that it says it's refreshing, that draws my attention"

Understanding module results

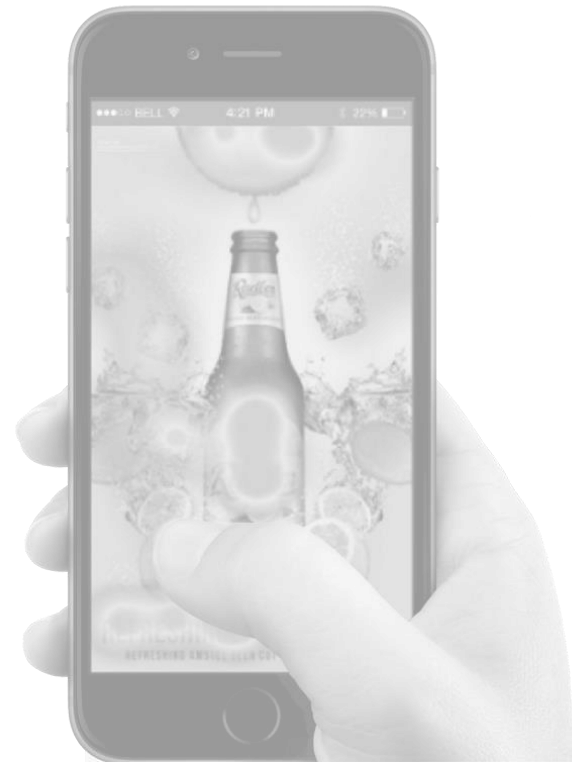


What and why
you like this KV?



*“The message is
clever and humorous”*

*“The bended bottle
cap adds to the story”*



Understanding module results

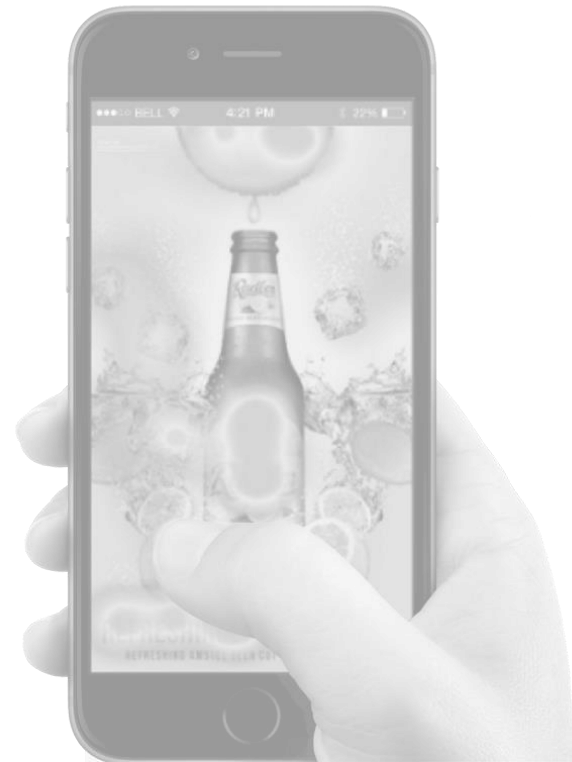


What and why
don't you like this
KV?



*"The product doesn't
appear"*

*"Incentives to lose
control when consuming
alcohol"*



Chapter 4

A story of successful
collaboration



A shared concern between a leading CPG company and SKIM confirms the need for a new solution



Difference between what consumers say and what they do!





Successful methodology is a result of joint efforts from agency and client.

Research & Development: Design and validation of the tool

SKIM and CPG
company concerns
intersect
(Missing emotional
components)



Company
approaches SKIM
with RFI



Co-development of
tool takes place
with input from
global MR team



Comprehensive pilot
was performed to
validate best solution

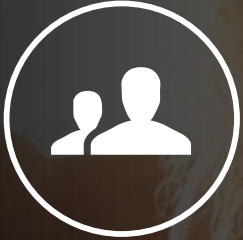


Deployment within client



The game is constantly changing and as an industry we need to keep up!

Consumer



- Busy lifestyles
- Over exposed to stimuli
- Prevalence of digital lifestyle
- Decisions being made at a rational and emotional level

Client Organizations



- Need for speed for quicker results turn-around
- No loss of quality
- Engaging solutions that keep up with consumer's behavior trends

Try Unspoken !



Marianella Ghiggeri



@SKIMgroup



SKIMgroup



SKIMgroup



Skimgroup.com/uns
spoken