



IMPLICIT PRIMING TEST

DISCOVER CONSUMERS' THOUGHTS OUTSIDE OF THE CONSCIOUS MIND'S CONTROL

HOW BIASED ARE YOU?

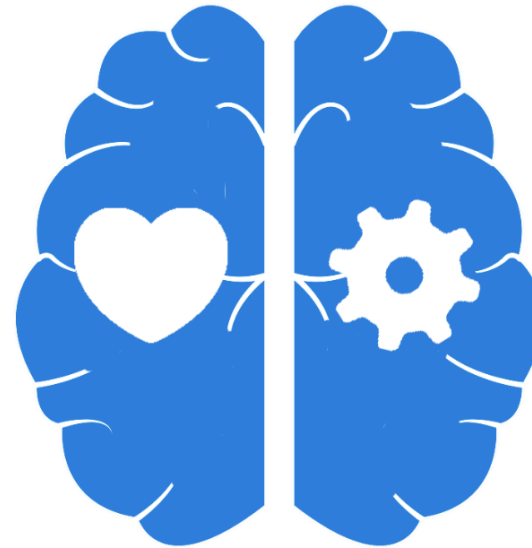
NOBODY WANTS TO THINK AND MOREOVER ADMIT PUBLICLY THAT HE HAS GENDER, RACE, AGE OR ANY OTHER BIASES. PEOPLE LIE AND HIDE THEIR REAL EMOTIONS. SO HOW CAN WE FIGURE OUT THEIR REAL ATTITUDE TO THINGS?

WHAT IS IPT?

IMPLICIT PRIMING TEST (IPT)

It is a subset of IRT approach (Implicit Reaction Time) that combines elements of the Semantic Priming Task and the Implicit Association Test. It allows to capture and measure unconscious reactions of respondents to external stimuli.

IPT helps to understand respondents' real attitude to the tested objects by comparing the speed of response provision with the combination of objects and various statements or characteristics.



THE MAIN IDEA

When we unconsciously agree with something, we react very quickly, without thinking much. If something contradicts our perception of things, we need more time to react to the external stimuli.

THE IMPLICIT REACTION TIME

IS **VERY SHORT**. FASTER REACTION TIMES INDICATE THE **STRONGER TENDENCY** TO **ASSOCIATE** TO OBJECTS, WORDS OR IMAGES AND CHARACTERISTICS BETWEEN EACH OTHER. THE **IMPLICIT ATTITUDE** IS MORE “HONEST” BECAUSE IT REVEALS THE **AUTOMATIC ASSOCIATIONS**.

HOW IT WORKS

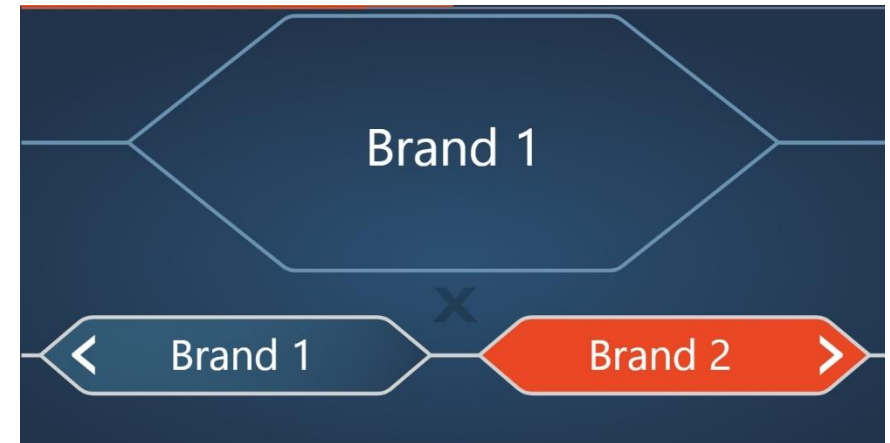
TRAINING SESSION

Before participating in the test, every respondent should complete his or her training session, results of which won't be considered in the report. By completing the learning part respondents will understand what they are required to do: when to press the button on the right, and when to press on the left. In case the respondent made a lot of mistakes while training, he/she will continue to work on learning part until the moment he/she figures out how the system works and which buttons to press.

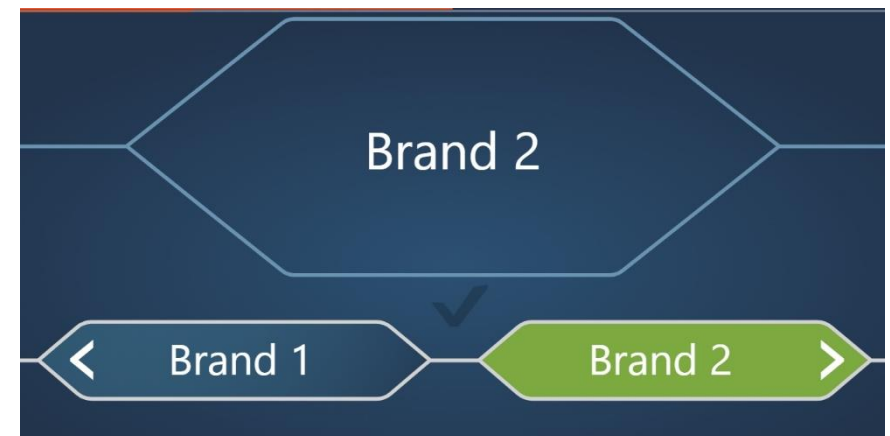
RESULTS

The results of IPT are based on the reaction time analysis. By comparing the reaction time with the combination of objects and their attributes, one can conclude which characteristic (beautiful, stylish, desirable, very expensive, useless, etc.) is associated more with Object A or Object B.

Example



Respondent has chosen the incorrect answer



Respondent has chosen the correct answer

WHAT YOU CAN TEST

Depending on your needs our Implicit Priming Test, allows you to conduct 2 different types of research:

ATTRIBUTE TESTING

Compare 2 objects against the number of characteristics (from 2 to 10).

OBJECTS COMPARING

Compare up to 10 objects against the number of characteristics.

WHAT YOU CAN TEST

IPT allows you to reveal consumers' associations and subconscious attitude for:

- photos of politicians, names of political parties, celebrities, TV presenters, actors
- brands' names, logos, symbols, positioning, color patterns
- Packages
- Products
- Concepts
- Advertising, etc.

IMPORTANT CONDITION

It's necessary to observe one important condition in order to achieve objective results: respondents should be familiar with the tested objects. All the tested objects should be under the same conditions: you cannot test well-known and unknown objects together.

WHEN TO USE IPT

Use Implicit Priming Test in situations when there is a high risk of false information being provided or the intentional concealing of real thoughts and opinions by respondents.

Implicit Priming Test is designed to detect biases or stereotypes as well as to analyze whether particular ads influence respondents' intention to buy the product.

The application of the Implicit Priming Test is the most effective when there is an assumption that respondents have biased attitudes to the tested object (product, company, person, etc.).

VOTE

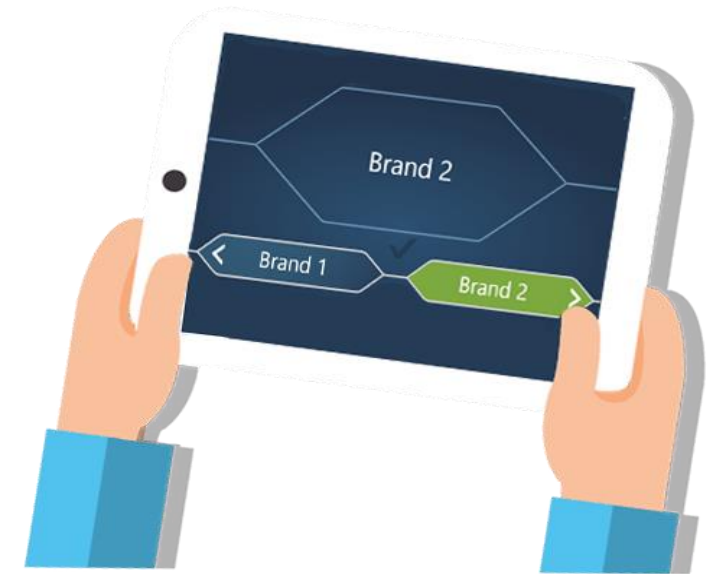
YES NO

IPT DATA QUALITY

In order to ensure the quality of responses:

- During the data analysis, answers provided by respondents within over 1,5 seconds (1,500 ms) aren't taken into account.
- Answers from respondents who replied for more than 10% of questions within 0,3 seconds (300 ms) or faster aren't analyzed.

Also we use an internal algorithm to improve the data quality, which is used directly in the automatic processing of results.



THE MAIN ADVANTAGES

The Implicit Priming Test designed by CoolTool allows anybody (not only professional researchers) to identify people's preferences, stereotypes, and prejudices.



REALLY EASY

All that you need is to upload pictures and set of different characteristics you are interested in



GREAT DESIGN

We care about your respondents as much as we care about you. The interface of our IPT is really great - you'll enjoy it



AUTOMATED

The report will be generated automatically for you. And it looks amazing as well



NO SPECIAL EQUIPMENT

Your respondents can participate in the IPT using a smartphone or a tablet.



INTEGRATED WITH SURVEY

IPT is fully integrated with a survey tool. It allows you to get more information about the respondents (race, gender, etc.)



INTEGRATED WITH NEURO-TOOLS

Measure respondents' emotions towards tested objects before or after IPT

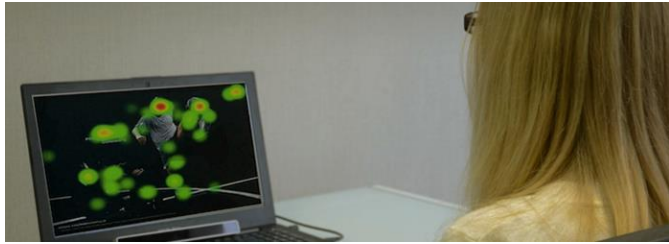


THE POTENTIAL OF IMPLICIT TESTS

IS ENORMOUS. IMPLICIT PRIMING TESTS TOGETHER WITH OTHER NEUROMARKETING TOOLS WILL ALLOW YOU TO ACHIEVE A PREVIOUSLY UNMATCHED QUALITY OF CONSUMERS' INSIGHTS.

OTHER TECHNOLOGIES

All neuromarketing technologies are fully integrated into surveys.
It is very easy to cross analyze collected data



Eye Tracking



Surveys



EEG (Brain activity)



Emotion Measurement



Mouse Tracking



About CoolTool

CoolTool is the technology company that provides a platform to automate all neuromarketing research process.

Our comprehensible solution allows brand advertisers, digital marketers, and researchers to get quick and accurate consumer insights, cross-analyzing both conscious (traditional surveys) and unconscious (biometric research) reactions to marketing stimuli. All your data, from survey responses to sophisticated insights neuro-tools bring you, will be together in one place.

Get closer to real consumer trends with automated solution for neuromarketing.



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