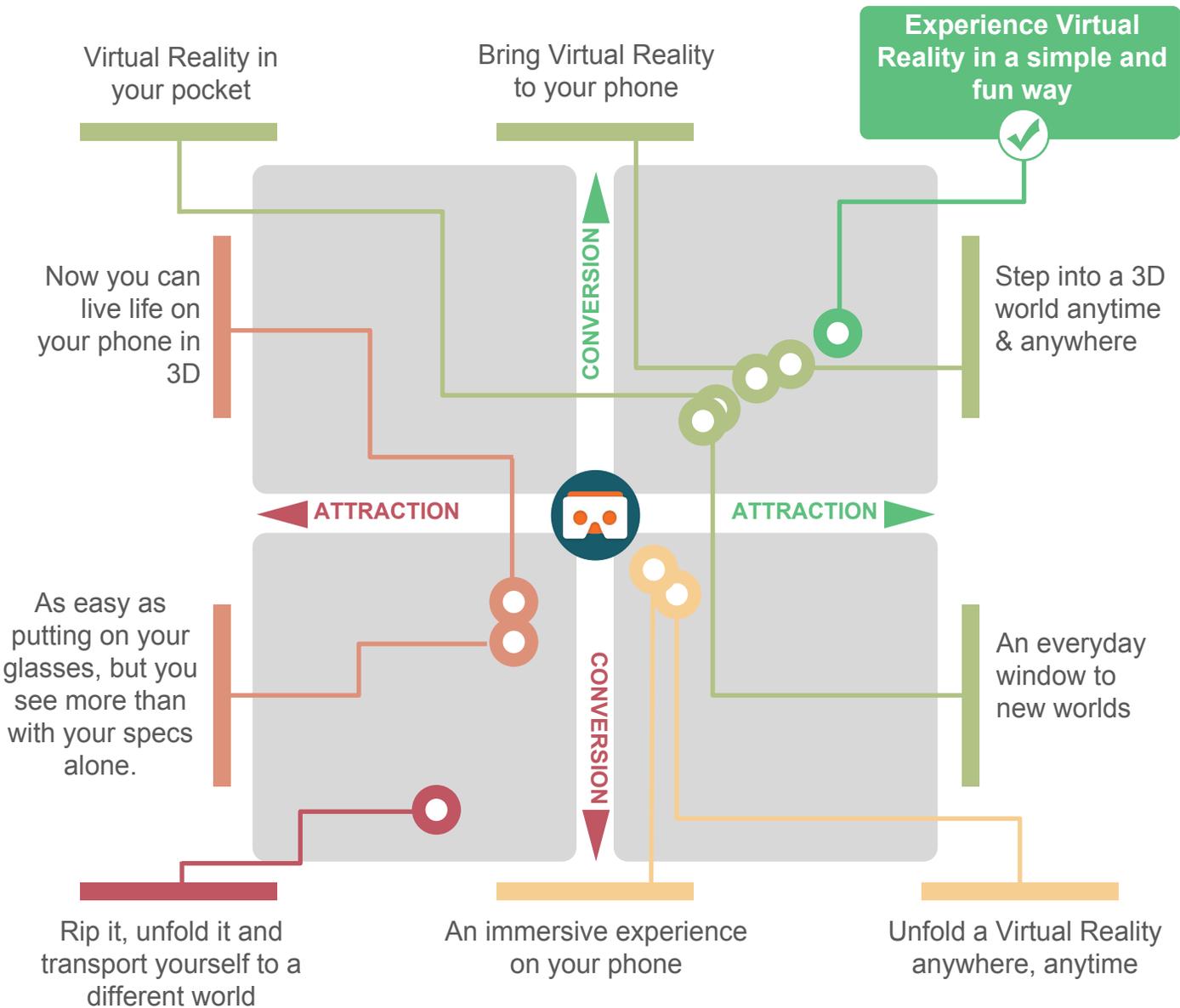


# UNSPOKEN™

In today's digital world, mobile devices are at the center of our daily routines. From sun up to sun down, we search, share, watch, like, and swipe. To keep up, marketing professionals have to adjust to this new reality and change the way they interact with consumers when doing research by utilizing implicit research.

Measuring purely rational processes is no longer good enough. Instead, bridging rational and emotional drivers is key to accurately predicting how consumers behave and decide. Inspired by these developments, we created Unspoken™, a new technology that blends implicit research techniques with an engaging mobile interface.

**Cardboard communication claims test | USA Smartphone owners 18-65 | N = 506 | Sep 2016**



## KEY TAKEAWAY

Winning messages marry the accessibility of the product with equally accessible language. Calls to action like "Experience", "Bring", and "Step into" inject urgency into the message - rather than stating facts - and activate the consumer's imagination. *Experience Virtual Reality in a simple and fun way* is the most effective message for Cardboard.

[www.skimgroup.com/esomar-2016](http://www.skimgroup.com/esomar-2016)

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