



**Paul Janssen**

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**I UNSPOKEN<sup>TM</sup>**

**SKIM**

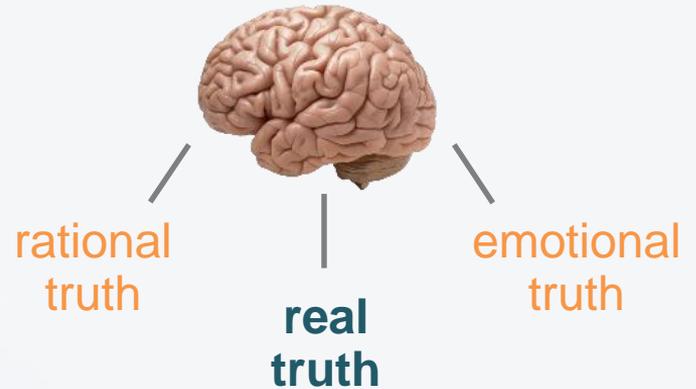
A young child with dark hair, wearing a pink sleeveless dress, is sitting on a light-colored wooden floor. The child is looking down at a tablet computer they are holding with both hands. The background is a plain, light-colored wall. The overall scene is brightly lit and clean.

| Today's digital world  
changes the game

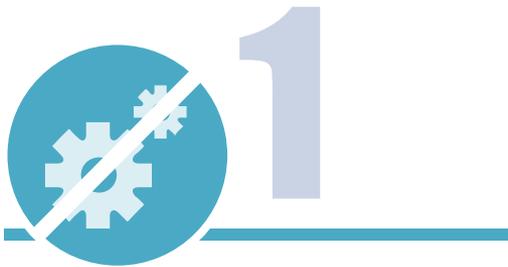


Attention spans  
are shortening

# The subconscious plays a key role



# Traditional methods do not meet the current needs any longer



Tend to focus only on the rational processes



Are not very suitable for mobile phones



Are long and not engaging for respondents

# What's next? |



# UNSPOKEN<sup>TM</sup>

Unspoken<sup>TM</sup> is a new technology that blends implicit research techniques with an engaging mobile interface



Unspoken is designed for screening and optimizing a variety of stimuli



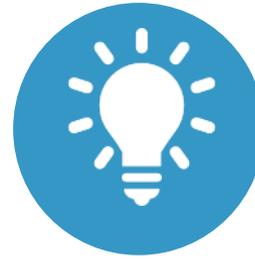
Ads



Messages



Variants



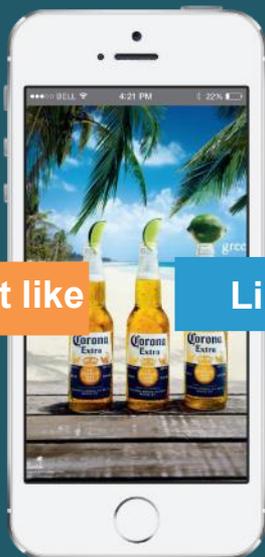
Concepts



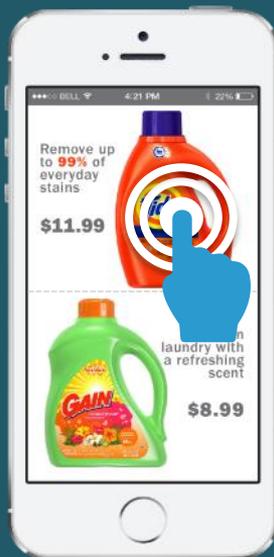
Promotions



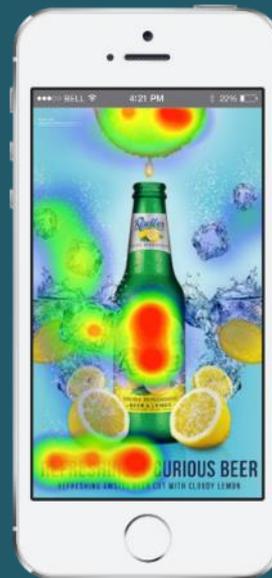
## Swipe



## Choose



## Explain



**Module 1.** Categorize stimuli through an intuitive swiping exercise that relies heavily on system 1 processes



**Swipe Direction**

Metric 1



**Reaction Time**

Metric 2



**Module 2.** Compare and consider different options at the moment of truth like a store shelf or a website



**Product Choice**

Metric 1



**Reaction Time**

Metric 2

# Advanced algorithms rooted in SKIM's choice modeling expertise are used to model market implications

## Input

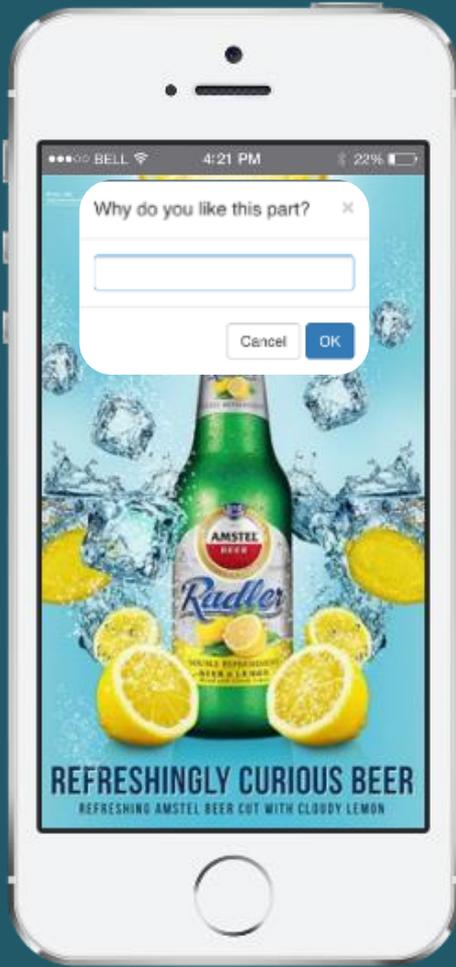
Estimated utilities feed into a simulator that models brand preference shares



## Output

Identifies what stimuli will maximize our brand's preference share vs. competition at the shelf

## Module 3. Identifying the reasons behind the behavior through heat maps and open ends is key



"The lemons and ice, makes it seem extra refreshing and supports the sentence below"

"I like that Radler is refreshing, I like the sentence"

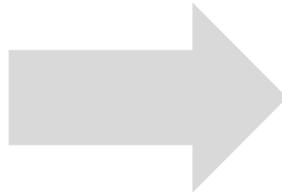
# | Application: brand communications



Ads

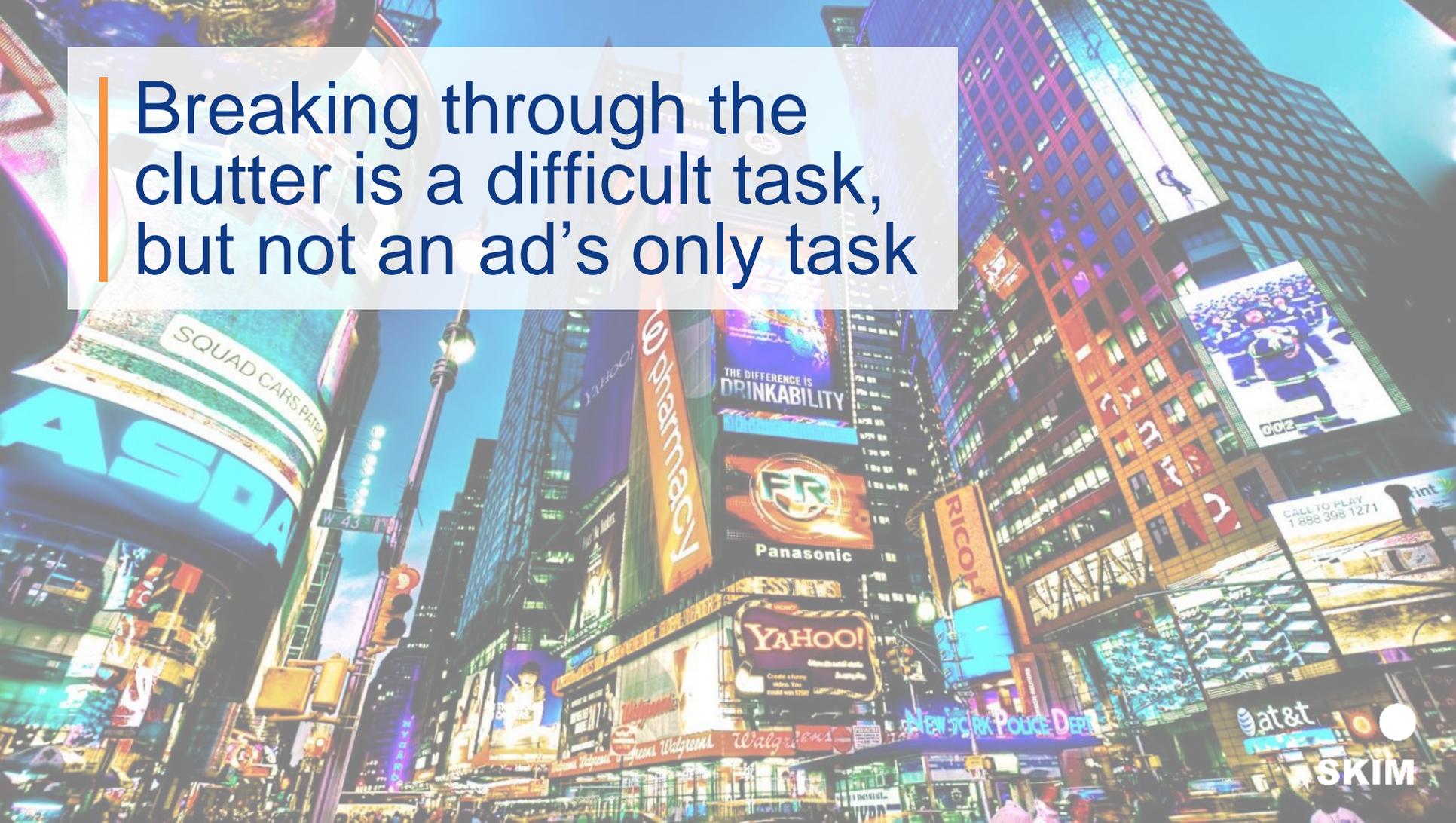


Messages



**Brand Communications**

Breaking through the clutter is a difficult task, but not an ad's only task

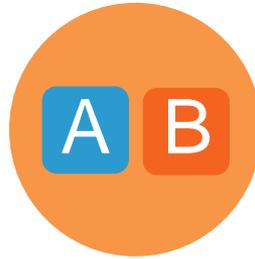


# | Application: brand communications



## Attraction

What ad breaks through the clutter and brings shoppers to the shelf or website?



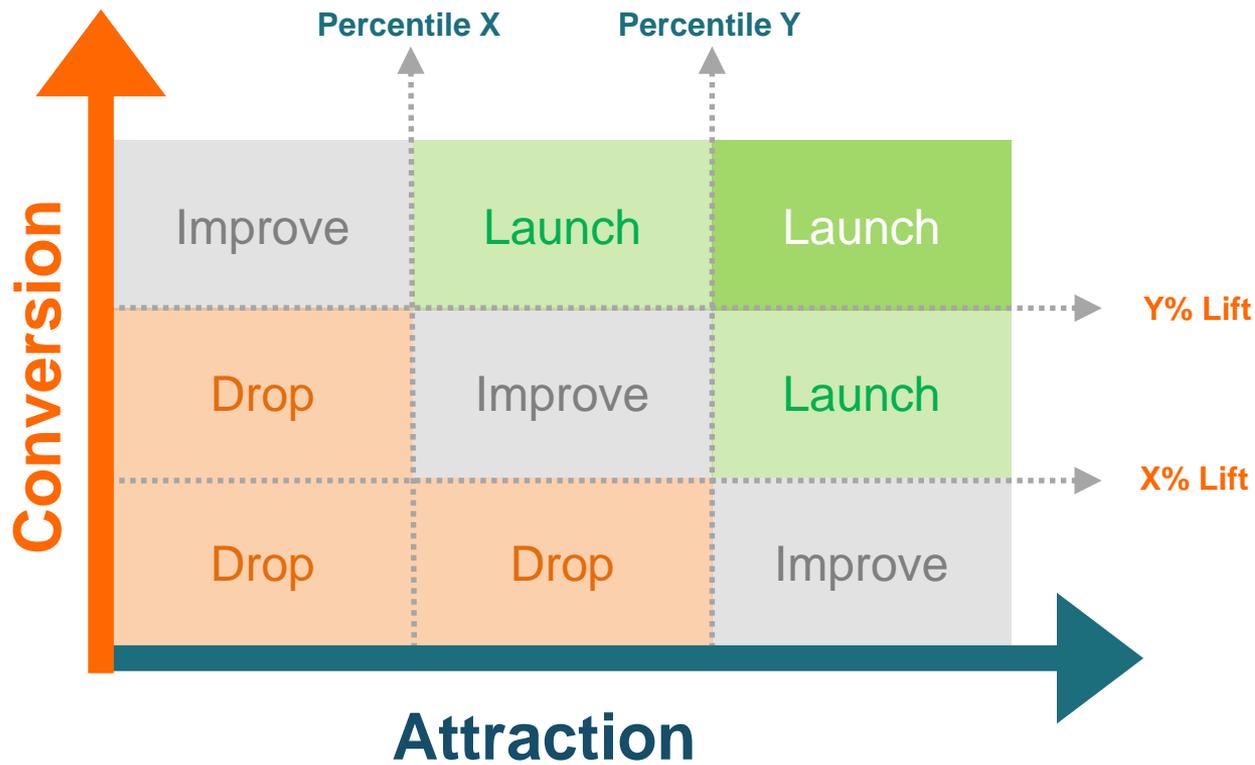
## Conversion

What ad converts shoppers into buyers at the moment of truth?



## Explain

Understand the reasons behind the choices through heat maps & open ends



# Engagement is up



“It really was refreshing and more engaging than other, more monotonous, surveys”

“Fun way to take a survey over just answering questions”

“Liked that it was interactive and not just re-reading the same questions... it kept my interest”



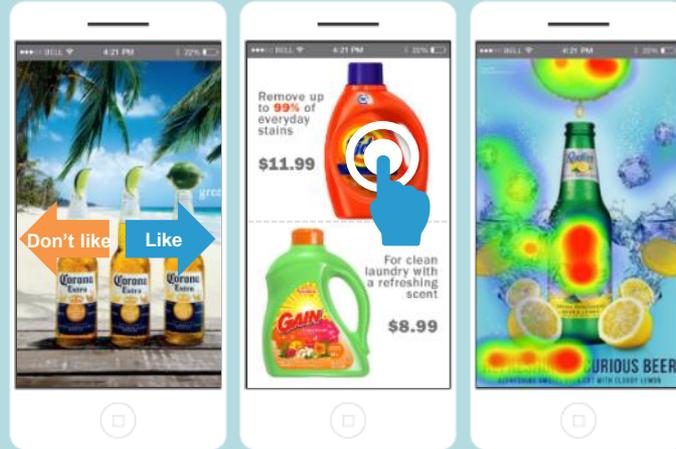
Subconscious



Mobile



Gamification



# Contact us



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