**Challenge**

Consumers spend **LESS THAN 7 SECONDS** to purchase a product in-store, which is why marketers need a screening solution that mimics how consumers make decisions: fast, intuitive, choice based.

**Solution**

Duel provides a **GAMIFIED** consumer experience putting stimuli into a **FAST AND INTUITIVE** choice exercise.

Designed to work with any type of simple marketing proposition: **CLAIMS, VARIETIES, NAMES and VISUALS**

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**Why Ipsos**

**B-Sci Powered**
- Tournament style game
- Fast, intuitive choice tasks mimicking real life
- No scales or ratings
- A 5 minute questionnaire on any device

**Direct and Indirect Measures**
- Direct measure from choice for PREFERENCE
- Indirect PUNCH measure from response time reveals CONVICTION of choice
- Preference and Punch are combined into a single metric reflecting appeal and passion.

**Agility with Substances**
- Validated solution with a strong innovation legacy
- 45,000 stimuli tested
- Best in class sample quality with built in AI fraud detection
- Available in DIY and researcher assisted service
Gamified Design

**Main Deliverable**

- **PREFERENCE**
  - How often an item wins in duels
- **PUNCH**
  - How fast an item wins in duels
- **PROMISE**
  - A combination of PREFERENCE and PUNCH

**BROAD APPEAL, BUT DULL / ROUTINE**

**STRONGEST PERFORMERS**

**DROP**

**CONVICTION / PASSION, BUT NICHE APPEAL**

**NOW available DIY in a Secure, Easy to Use Platform**

- Available in France, Germany, Italy, Spain, UK and USA
- Screens 4-100 stimuli
- Delivered in as little as 4 hours

**Also available through your Ipsos account teams**

- Global Coverage
- As a standalone test or as module
- Tailored to custom needs
- Delivered in 2-5 days

“Results came back in about 5 hours – amazing."
“It was very intuitive. It really couldn’t have been much simpler!”
“Great for DIY client-side researchers on a limited budget who are looking for quick answers.”

MAKE DECISIONS TO ACCELERATE YOUR BUSINESS NOW