



# Capturing System 1 in concert with System 2 provides a holistic understanding of the adoption funnel

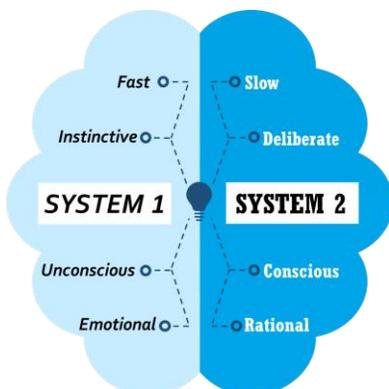
Gaining a competitive advantage has become increasingly difficult in today's market. The proliferation of brands and services vying for consumers' attention and consideration has exploded. Maintaining tangible differentiation is tough. Consumers are barraged with marketing messaging through more digital and traditional channels than ever before.



Smart marketers are focusing on breaking through the clutter at an intrinsic level and forming emotional links with consumers. Establishing instant connections in communications, packaging, and on-shelf/POS - throughout the "moments of truth" in the consumer journey - create the tipping points that ultimately trigger brand choice.

***Establishing instant connections in communications create the tipping points that ultimately trigger brand choice.***

Identifying these intrinsic connections or breakthrough elements requires System 1, implicit measures of "gut reactions" or the instinctive side of our brains. Through analysis of response times on dimensions such as appeal, uniqueness, emotional and personality attributes, we can identify the elements that produce instant breakthrough. This enables our clients to generate packaging, messaging, and POS experiences focused on the most direct and effective path to purchase.



M/A/R/C® has multiple methodologies that use implicit, System 1 measures in concert with traditional explicit, System 2 metrics, capturing the drivers of more thoughtful, considered reactions. Together these yield a holistic understanding of the adoption funnel to more efficiently attract and retain consumers who are aligned with the brand.

