



SPARK MCR®

MULTI-COGNITION RESEARCH

The more complete way to evaluate ideas based on *all* of the drivers of decision-making, including Impulse and Emotion as well as conscious Reflection



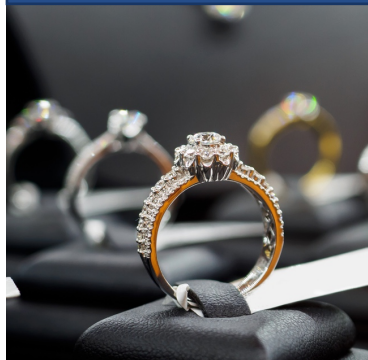
PRODUCT IDEAS

A recreational products leader needed to screen 15 new product ideas – 4 of the 5 lead ideas subsequently expanded and tested in Concept Navigator™ generated Above Average results



PACKCEPTS

A leading laundry products manufacturer wanted to better understand which new ideas had the most potential to win at shelf, and generate incremental revenue for the brand



DESIGNS

A leading jewelry retailer needed a more complete way to evaluate new vendor offerings every month, capturing impulse as well as conscious reactions

Contact us to see the case study and learn more! RFP@Acupoll.com



E-COMMERCE

A leading CPG brand wanted to successfully launch a product on Amazon and Google, capturing reactions to their product, plus assess versus large or disruptive competitors, from search to Impulse to sale



SPARK MCR™



IMPULSE

Conventional idea screening is one-dimensional based on rational, thoughtful “System 2” reactions ... yet people often make quick decisions on gut feelings when reacting to a marketing message or making a purchase.



EMOTION

Failing to understand the strengths of each idea relative to complete cognitive impact can mean overlooking the most powerful idea, mismanaging the chosen idea, or even chasing the wrong idea.



REFLECTION

Spark Multi-Cognition Research™ captures “System 1” Impulse and Emotion, as well as “System 2” conscious Reflection – all of the critical drivers of success in today’s hyper-competitive marketplace.

Spark MCR™ provides:

- More real-world evaluation of ideas and messages
- More practical and efficient way to gather System 1 reactions online
- Greater sensitivity to discriminate among and predict the best performers

VALIDATION:

DOUBLE THE PREDICTIVENESS, DOUBLE THE SUCCESS

We tested 20 digital ads that a big-box retailer ran on Pinterest and compared their sales results to our survey results using Spark MCR as well as a traditional control cell (Purchase Intent, Relevance, etc.).

2x as Predictive

**Spark MCR results correlated significantly with sales;
the traditional approach did not (0.48 vs. 0.18, n=1,300)**

2x the Success

**70% of the ads with strong Spark MCR results yielded high sales, while
only 38% of the ads with strong Purchase Intent actually had high sales**