

mindlab Lite

Where time or costs are of the essence, research is often skipped or compromised.

Our 'Lite' offering allows you to still gain deep implicit / system 1 insights, going beyond self-report and diving into the true drivers of behaviour.

Our light touch approach is:

Faster



Increased standardisation, a focus on fewer core measures and broader sample definition means you get your insights in half the time of a 'standard' Mindlab project.

More affordable



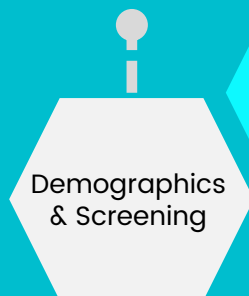
The lower costs allow you to test a wider range ideas in an implicit way earlier on in the process, or even iteratively.

A focus on these core measures allows you to quickly find out the things that really matter.

Key implicit measures are focused around the commercial potential of the proposition (in a competitive context), as well as the intuitive perceptions it conveys.

Where there is some time or budget flexibility, these measures can be **supplemented** (e.g. with shelf performance and 'effect on brand' measures).

Demographics and behavioural criteria used to define the sample



Implicit Purchase Appeal

How appealing is the proposition over and above competitors?

What intuitive associations are automatically triggered by the proposition?

Implicit Associations

The 'Why?'

Explicit questions shed light on the reasons behind the proposition's performance.

mindlab Lite is ideal for:

Early design evaluation

Light-touch concept testing



Cost: Mindlab Lite can be run at less than half the cost of a standard Mindlab study



Timings: Mindlab Lite can deliver results in under 2 weeks from sign-off and receipt of stimuli*