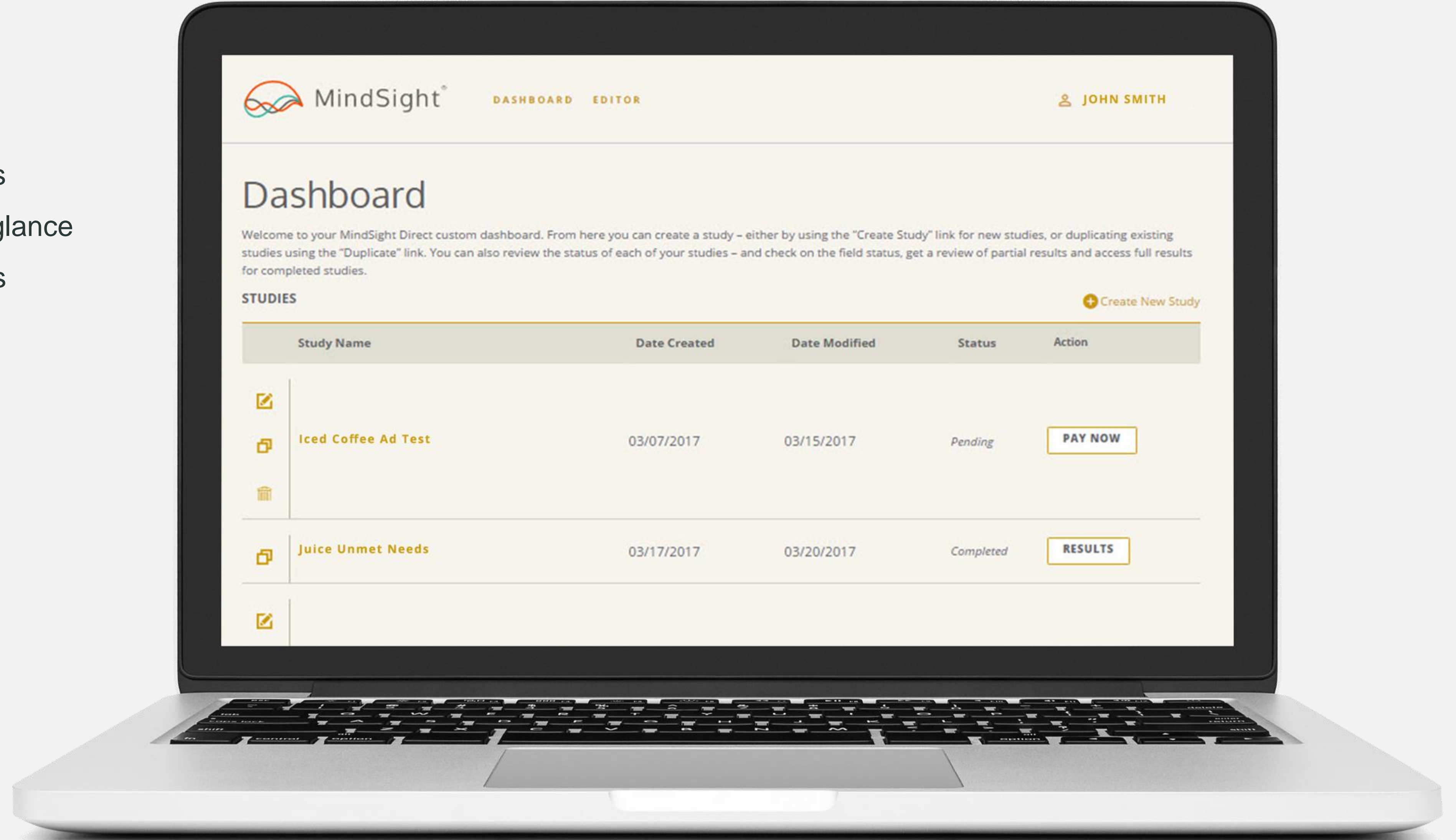


Manage Studies with Custom Dashboard

- Easy access to your studies
- Project status reports at-a-glance
- Option to duplicate previous study or create a new one
- 24/7 access to partial or completed study results



Simple Step-by-Step Administrator Experience

- Choose study type and let the tool guide you through the set-up and execution
- Options to link to another study, use your own sample, or purchase sample through the tool
- Add custom screening questions
- Upload images or videos to share with respondents
- Review key exercise elements like priming sentence and validated images
- Test study link ahead of fielding

Define: Study Overview

NAME OF STUDY
Iced Coffee Test

TYPE OF STUDY

Brand Assessment
For assessing the emotional connections to a brand. Typical questions you might be answering include: Why is your brand chosen over other brands? What does it feel like to use your brand?

Category Assessment
For assessing the emotional requirements of a given category. Typical questions you might be answering include: What's in it for me? What are unmet needs in the category?

Stimulus Testing
For assessing the emotional resonance of a concept, product, positioning, or advertisement. Typical questions you might be answering include: Which motivational domains are driving the emotional appeal of the ad?

Define: Sample

1 DETERMINE YOUR SAMPLE SET AND DEMOGRAPHIC SCREENING CRITERIA

Please select a sample option below.

Sample set to be provided by MindSight
Please select a sample option below

USE A RANDOM SAMPLE

BUILD A CUSTOM SAMPLE

Sample to be provided by you
We will provide you with a link to the study

USE A PREDEFINED SAMPLE

MINDSIGHT IS PART OF A LARGER STUDY

Design: Positive Exercise

POSITIVE PRIMING SENTENCES (CHOOSE ONE)

Based on this [ad/description], I would be excited to [use/try] this product because it might make me feel a little more...

I would be excited to [use/try] this product because it might make me feel a little more...

* Recommended for Pharmaceutical/Biotech
Based on this [ad/description], treating patients with this product might help me feel a little more...

REVIEW POSITIVE IMAGES & WORDS

Expand All | Collapse All

SECURITY: 7 IMAGES

IDENTITY: 7 IMAGES

MASTERY: 7 IMAGES

Review: Study Summary

NAME AND TYPE:

Name of Study: Iced Coffee Test
Industry of Study: Consumer Goods
Type of Study: Stimulus Testing

TARGET AUDIENCE

Random sample
Complete Respondents: 300

EXERCISE INTRODUCTION

Visual Stimulus:

NEXT: PAY AND FIELD YOUR STUDY [Back](#)

DEFINE

- STUDY OVERVIEW
- SAMPLE AND SCREENING CRITERIA
- PRICING
- ADDITIONAL QUESTIONS/FILTERS

DESIGN

- STUDY INTRODUCTION
- POSITIVE EXERCISE
- NEGATIVE EXERCISE
- STUDY CLOSING

REVIEW

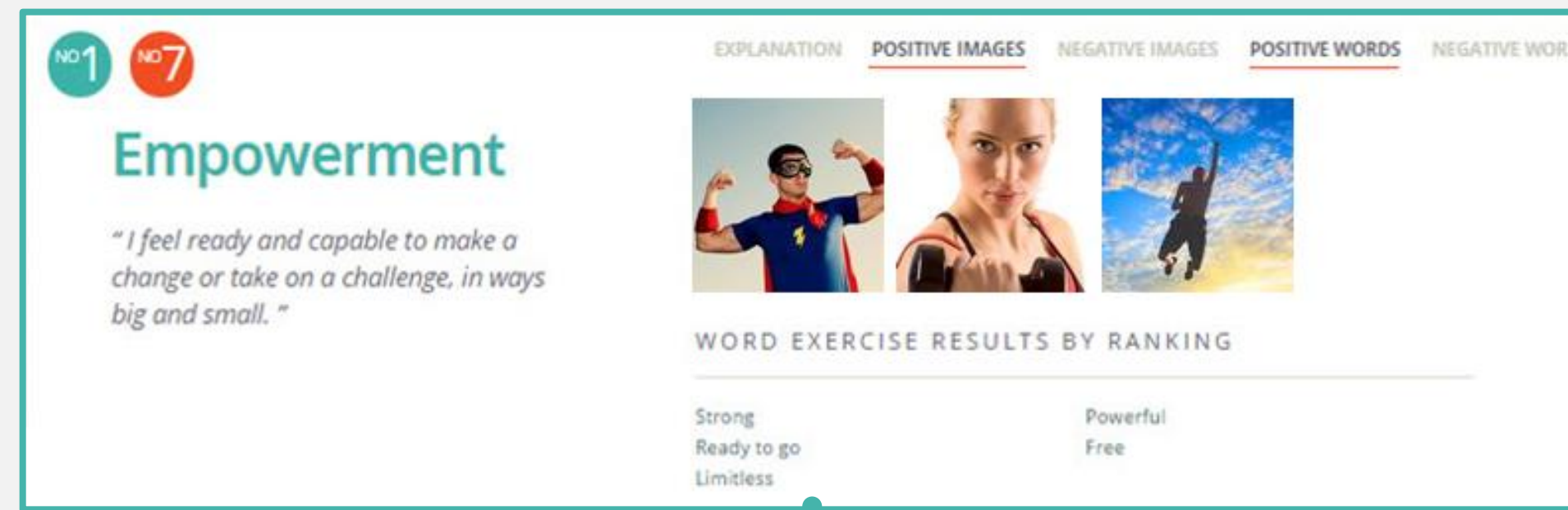
- STUDY SUMMARY
- PAY AND FIELD YOUR STUDY
- CONFIRMATION

Real Results and Recommendations

- Interactive report panel with ability to filter by demographics and custom questions
- Review top images and associated words to help craft your story
- Export key charts
- Receive marketing recommendations based on emerging motivational domains
- Download data file

 [DOWNLOAD FULL REPORT](#)

 [DOWNLOAD DATA](#)



NO 1 NO 7

EXPLANATION POSITIVE IMAGES NEGATIVE IMAGES POSITIVE WORDS NEGATIVE WORDS

Empowerment

"I feel ready and capable to make a change or take on a challenge, in ways big and small."

WORD EXERCISE RESULTS BY RANKING

Strong
Ready to go
Limitless

Powerful
Free

