

How ProQuo incorporates System 1.

How sure are you that your insights are guided by System 1?

In this piece, we explore Daniel Kahneman's framework and how it can be applied to category insights.



A quick recap on Kahneman

Daniel Kahneman's 'Dual Systems' approach uses neuroscience to identify what happens to our brain when we make decisions.

Kahneman explains our brain responds in two different ways when confronted with a decision. He calls these states, **System 1 and 2**.

- **System 1** activates our 'feelings', causing us to respond quickly, and intuitively.
- **System 2** is effortful. It goes for the accessible and rational response.



Your consumer is run by their gut

Even though we like to think most of our decisions are slow, measured and thought out, they are actually made within a split second and are based on our intuition.

We then back up these decisions with our **System 2**, justifying the choices we make with critical thought and reasoning.

This blend of gut feeling vs conscious thinking is important because...

If you know that your consumer chooses a brand to buy based primarily on their gut feel, you can invest more time on instinctual data which reveals how your consumer really feel.

Think of Nike. They've created a brand that has built deep emotional and rational bonds which resonate with its audience. Their brand-led campaigns seduce consumers through evocative, motivational storytelling. Their product-led campaigns persuade people towards the brand by highlighting the quality of these products.

RACE DAY ROCKET.



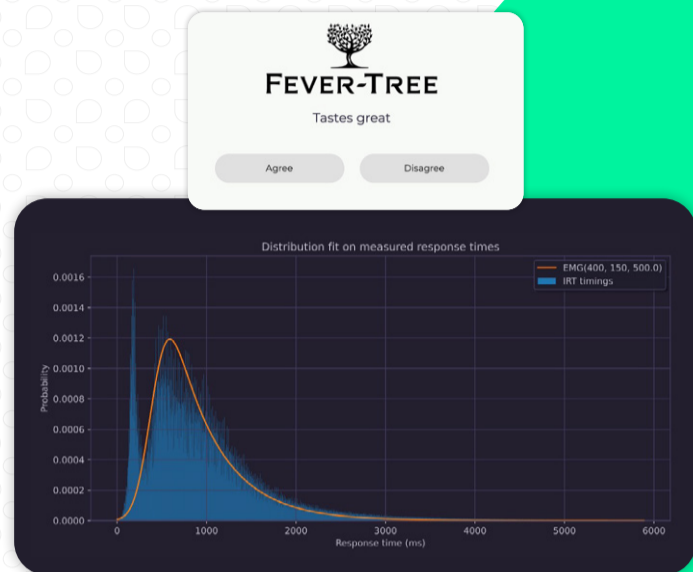
The holy \$h*! that's fast, Nike Zoom Vaporfly 4%.

How ProQuo can help you to adopt this theory.

Our technology gets into the minds of +1 million consumers each month, transforming their instinctive feelings about brands into actionable data which you can immediately run with to manage your brand.

At ProQuo, we have the largest System 1 data set in the world

By employing the most modern neuroscientific techniques, ProQuo is able to uncover the real feelings your consumers have about your brand, your competition and your category – live. We call this technique **Implicit Response Timing**, and it's proven to be the most accurate measure of the purchase intent people have for brands – miles beyond the capabilities of traditional surveys or focus groups.



We ask people how they feel about brands and time these responses



The key to **Implicit Response Timing** is measuring the speed and the direction of response. When asking people about how they feel about brands, the faster the answer, the more strongly we know they feel about that aspect of the brand, the slower the answer, the less strongly they feel.

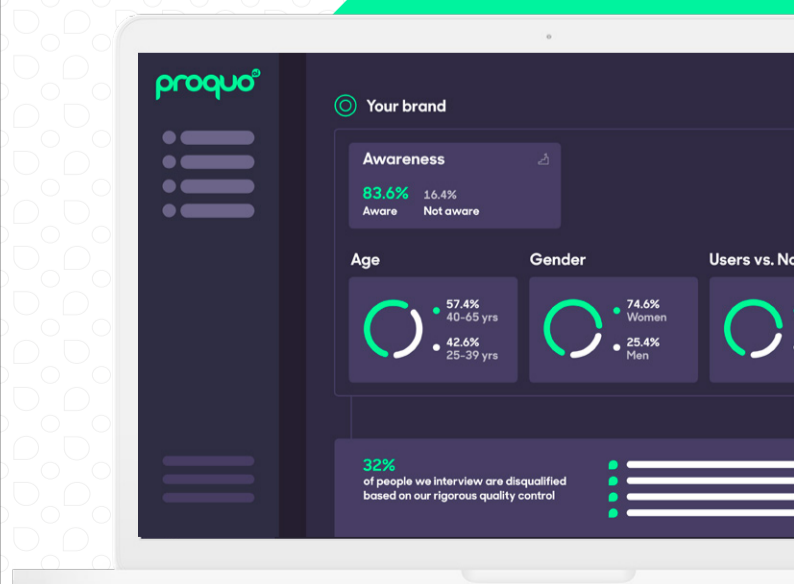
Of course, **System 2** responses are also important as they show what people think about brands. That's why, in interactions ProQuo has with your consumers, we always ask them to write short responses to explain why they have felt a certain way. It's the blend of **System 1** feelings on your brand, mixed with **System 2** thoughts which enable you to unlock the best understanding of where your brand stands with people, and what to do to strengthen the power of your brand.

ProQuo gives you the opportunity to deepen your brand's relationship with people

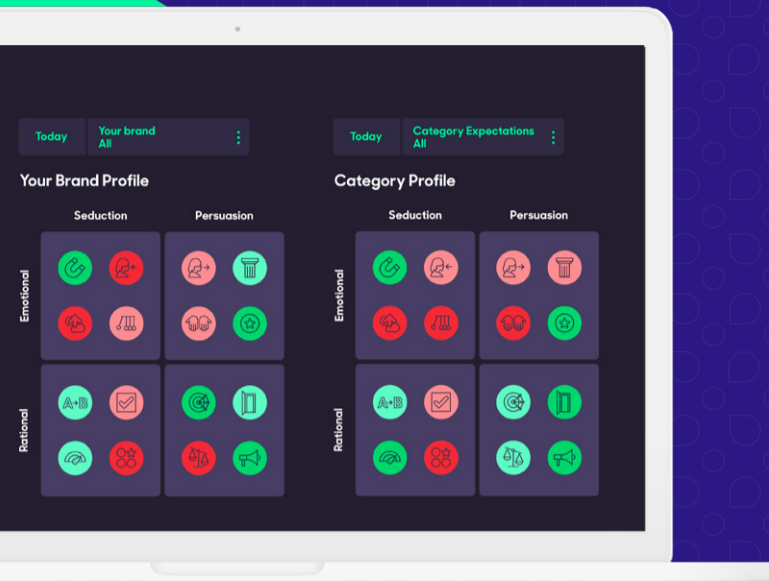
Brands that focus on building relationships grow 8x faster than those that don't.

Every second, more than three startup brands are created. In the face of so much competition, exceptional brand relationships are a major differentiator.

Our platform measures the strength of a brand's relationship with people. We break these down into our **16 Drivers of Brand Relationships**. Monitoring your brand's performance on each Driver allows you to see in granular detail how people are feeling about your brand over time, so you can know what to do to strengthen these feelings and improve your brand-to-consumer relationships.



On ProQuo you can...



Build your brand strategy

On ProQuo, you know which Drivers are most and least expected in your category and where your competition is strongest and weakest. This enables you to know where your brand should strategically focus to best position itself in market.

Optimize and test your ideas

Once you know the key Drivers you want to focus on, you can develop your activities to ensure they're growing your brand against those Drivers in the best possible way.



Brand growth backed by data

When you have a live connection with your audience, a framework for monitoring your brand and a data set which emulates the way people make purchasing decisions, you can be sure that every action you're taking for your brand is leading to its most positive outcome.

ProQuo brings these crucial elements in one place and into one platform with the help of AI. Our AI crunches daily data on a brand, its competition and category, serving brands with key actions to take based off this data - so they can feel confident knowing their next steps will result in growth.

