



# SIMPLICIT



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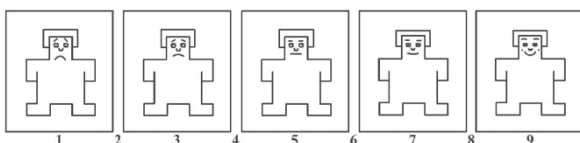
**Simplicit:** Self-Assessment Manikin (SAM) + Implicit Testing

## Why Simplicit?

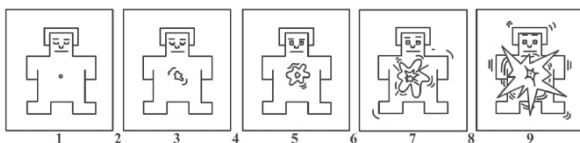
- Easy to implement on wide range of stimuli
- Differentiate and improve brand health
- Uncover innovation and communication opportunities



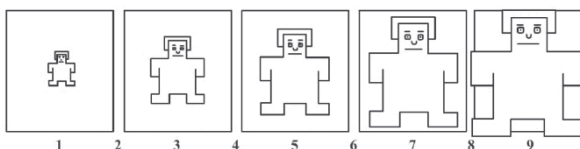
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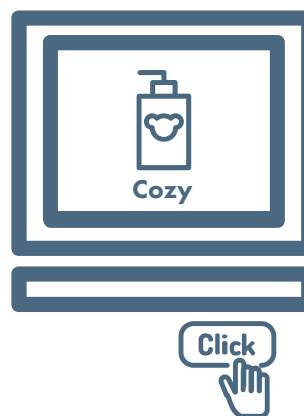


## What is SAM?

The Self Assessment Manikin is a pictorial assessment technique that directly measures the pleasure, arousal, and dominance (PAD) emotional states.

## What is Implicit Testing?

A psychology measure that detects the certainty and strength of automatic association between attributes and stimuli.



A fast response = strong association.

Combining emotional scaling with timed reaction tests to show how perceptions and affective responses predict consumer decisions.

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