



RAPID ASSOCIATION TEST

Understand how consumers think about your brand.

Consumers' attitudes, expectations, and marketing preferences are constantly changing. At aytm, we understand the need to assess the mindset of consumers and capture their initial reactions. Adding a Rapid Association Test to your next research project can help explore the associations that consumers have with your brand or product concept.

What can Rapid Association do for you?

Collecting choice data with predetermined time pressure can help you capture the fast, automatic, and intuitive System 1 thinking—which can better mimic the quick, real-life, minimal-effort decisions respondents make in real shopping situations.



Capture fast, System 1 responses about your brand.



Measure perception of your products, services, ads, packaging, and messaging.



Easy setup, just drag-n-drop the icon into your survey.



Customize your own attributes or choose from our library, select timing, and go!



How does it work?

Our Rapid Association Test shows stimuli to respondents and—within a customizable time limit—asks whether or not various terms “Fit.” By forcing quick responses, Rapid Association taps into respondents' System 1 thinking to get their gut reactions and capture automatic associations. Explore your results with three helpful outputs:

1

Get right to your answers by seeing the percent of respondents who indicate each word “Fit” with your image.

2

Find more detailed information with a stacked bar chart showing the percent of respondents who selected “Fit,” those who selected “Not Fit,” and those who timed out.

3

Investigate how each word maps according to a scatter plot of the percent of “Fit” responses and their average reaction time.

Data visualization with automation

Uncover more about consumers using our robust analytical tools designed to slice and dice your data and create custom reports guaranteed to get insights needed to make decisions. Leverage colorful charts and scatter plots, making it easy to instantly analyze, export, and share data with key stakeholders.

Include aytm logic in your questions

When programming Rapid Association questions, you can control the input devices respondents use when reacting to the images provided. You can also control the duration between each attribute displayed.

- **Key only logic** requires respondents to use their keyboards, and prevent input from the mouse.
- **Pause logic** allows you to specify the duration of the pause between each attribute displayed.

Give it a try



Looking to capture System 1 impressions? Simply drag-n-drop the hourglass icon into your next survey.

[REACH OUT TO YOUR ACCOUNT MANAGER TO GET STARTED](#)

[CHECK OUT THE SAMPLE SURVEY](#)