

# TAPPING INTO THE SUB – CONSCIOUS

**FUSION QUAL @INQOGNITO INSIGHTS**



Blending System 1 methods based on Applied Neuroscience for Marketing and Deep Behavioural Insights with System 2 diagnostics.

[WWW.INQOGNITO.COM](http://WWW.INQOGNITO.COM)



/inqinsights



/InQognitoInsights



/inqognitoinsights



**INQOGNITO**  
— APPLYING COGNITIVE SCIENCE —



## **PLUG-N-PLAY FORMAT**

- Quick integration with popular survey platforms
- Works across OS & devices
- Easy plug-in web interface



## **FUN TO ENGAGE**

- Game-based format
- Tapping into SYSTEM 1
- DIY Execution
- Dashboard reporting



## **SEAMLESS APPLICATION**

- Communication / Positioning
- Brand Health Tracking
- Organoleptics (Product)
- Pack & Concept Testing

