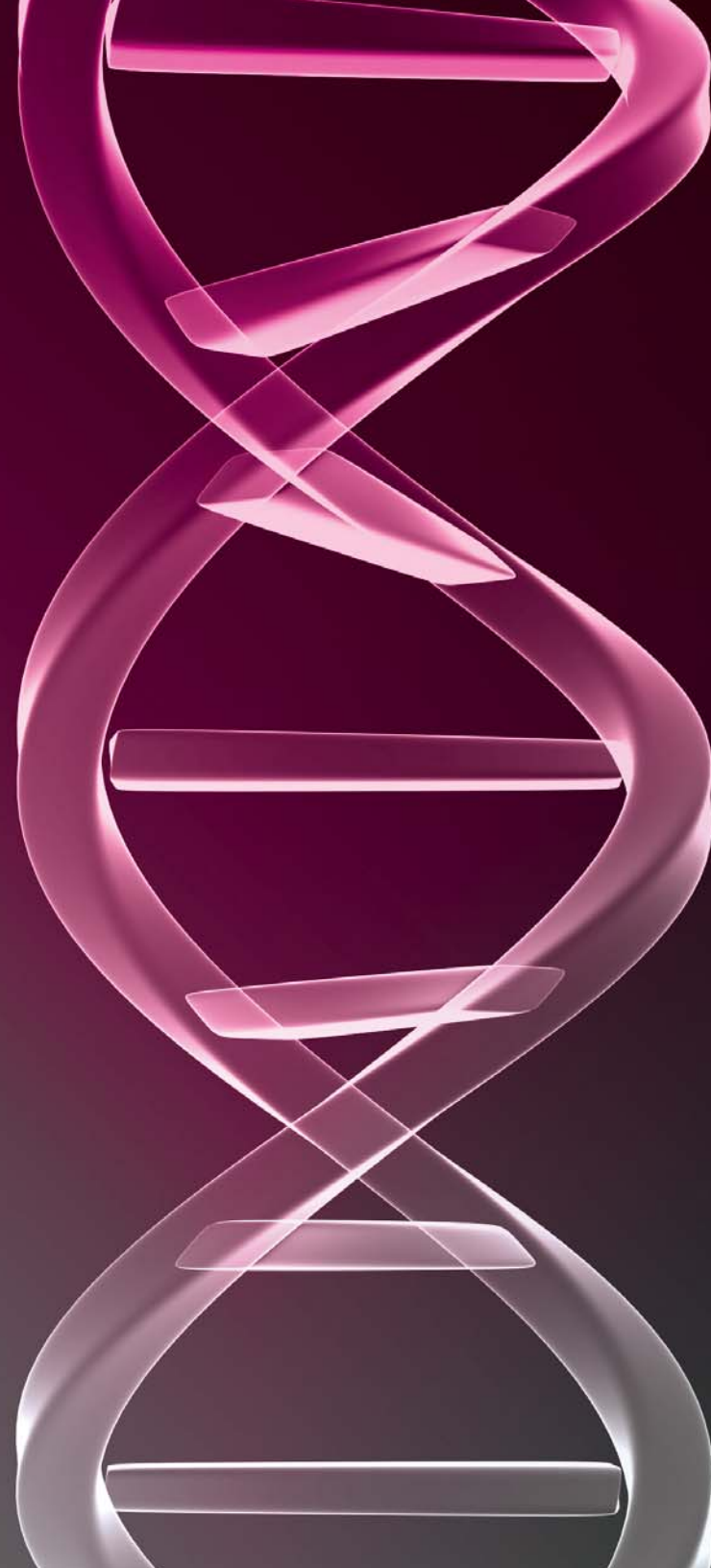


*highlight*



## *i*highlight

*i*highlight is an interactive tool that allows consumers to express their attitudes towards elements of any visual stimuli through the use of simple point-and-click technology:

- click once = green = “like”
- click twice = red = “dislike”

The elements in any visual stimuli can be tested, including specific copy components, images, packages and panels (including lines of ingredients, nutritional info) and more.

Not only is *i*highlight a fast and inexpensive means of getting critical copy or ad feedback, it has been demonstrated that respondents get highly engaged in this process results in improved overall commitment to the survey and more sensitive and reliable findings.

