



## Creating a New Era of Basketball Arenas Using Advanced Method Insights

Quirk's LA 2025





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# Meet the Los Angeles Clippers

The official NBA home team of the brand new Intuit Dome





**quantilope +  
The LA Clippers**





# Consumer Intelligence Platform



# Largest Set of Automated Advanced Methods



## A/B Test (Monadic Test)

Compare different  
concepts & communications  
against each other



## A/B Pre-Roll Test

Compare different  
advertisements against  
each other



## Choice-Based Conjoint Analysis (CBC)

Determine the influence  
of individual attributes



## inColor

Enrich your quant  
insights with AI-driven  
video research



## Penalty Reward Analysis (Kano Factors)

Closely investigate  
relationships within a Key  
Driver Analysis



## Key Driver Analysis (KDA)

Determine what's  
driving consumer  
behaviors/outcomes



## Maximum Difference Scaling (MaxDiff)

Force respondents to make  
tradeoff decisions



## Mental Advantage

Which buying scenarios  
do brands have an  
advantage/disadvantage in



## Mental Availability

How easily is a brand  
thought of in buying  
scenarios



## Multiple Implicit Association Test (MIAT)

Uncover subconscious  
associations with multiple  
brands or products



## Net Promotor Score (NPS®)

Uncover customer  
satisfaction for your  
product/brand



## Price Sensitivity Meter (PSM)

Measure consumers'  
willingness to pay



## Segmentation

Cluster your target  
audience based on their  
varying needs



## Single Implicit Association Test (SIAT)

Uncover subconscious  
associations with a single  
brand or product



## Total Unduplicated Reach & Frequency Analysis (TURF)

Optimize your  
audience reach

# The Clippers' Research Approach at Scale



# 50+

Projects run with  
quantilope in less than  
two years

## Automated Advanced Methods:

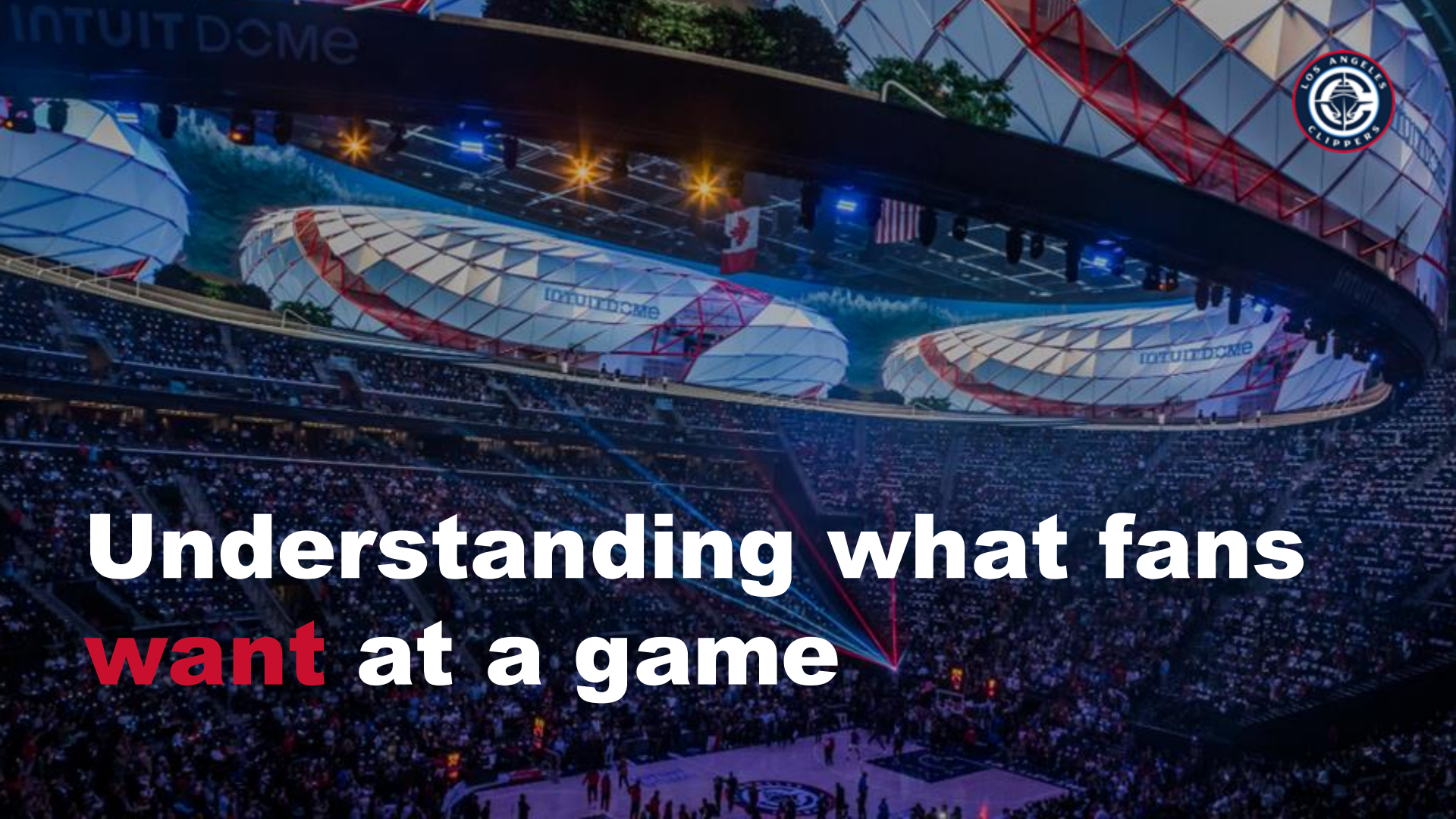
- A/B Test
- TURF
- PSM
- MaxDiff
- Conjoint
- NPS
- SIAT

## Automated Research Solutions:

- Branding
- Concept Testing
- Competitive landscape
- Pricing
- Awareness tracking
- Satisfaction/experience tracking













**Understanding what fans  
want at a game**



# Leveraging **MaxDiff** to understand sustainability opinions

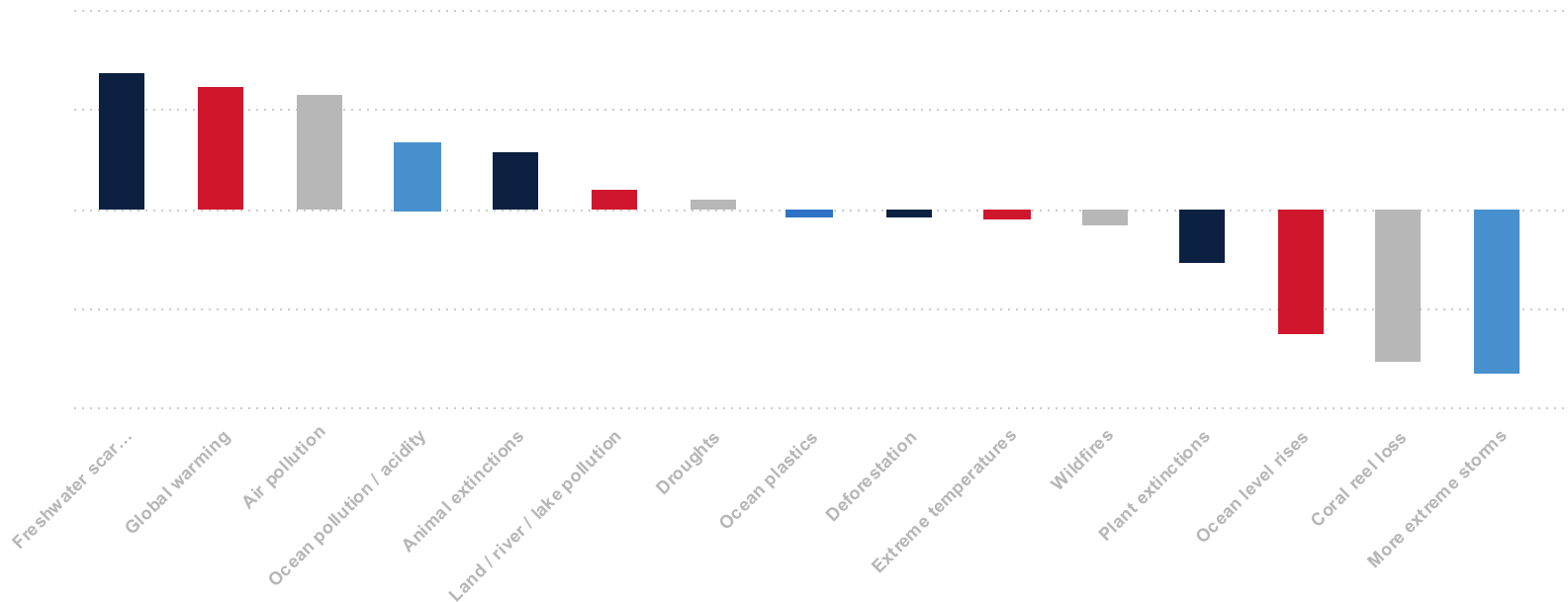
Question 11

Please compare the following potential impacts associated with sustainability, selecting the sustainability impact that is most important to you and least important to you on each page:

Most Important	1/7	Least Important
	Ocean pollution / acidity	
	Droughts	
	Deforestation	



# Leveraging **MaxDiff** to understand sustainability opinions



# Leveraging **Conjoint** to understand incentive preferences

Imagine you are preparing to go to a game or concert.

Please select the combination of incentives that would be most appealing to you on each screen.

There will be 8 total tasks.

1/8

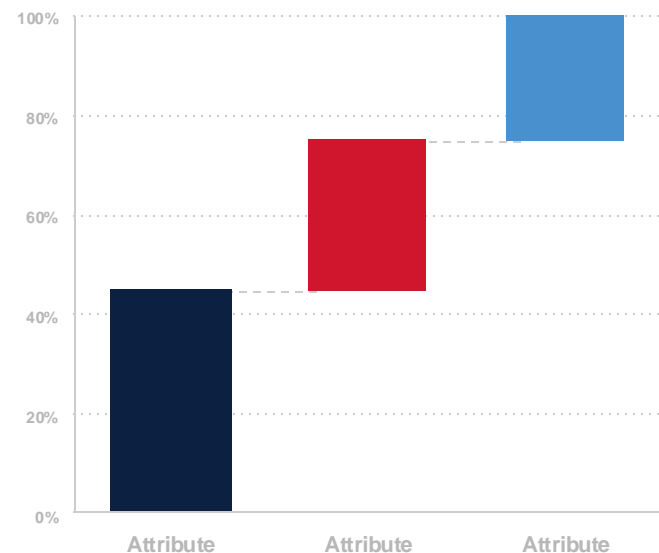
Incentive 1	Incentive 4	Incentive 7
Incentive 2	Incentive 5	Incentive 8
Incentive 3	Incentive 6	Incentive 9

☐ None of these

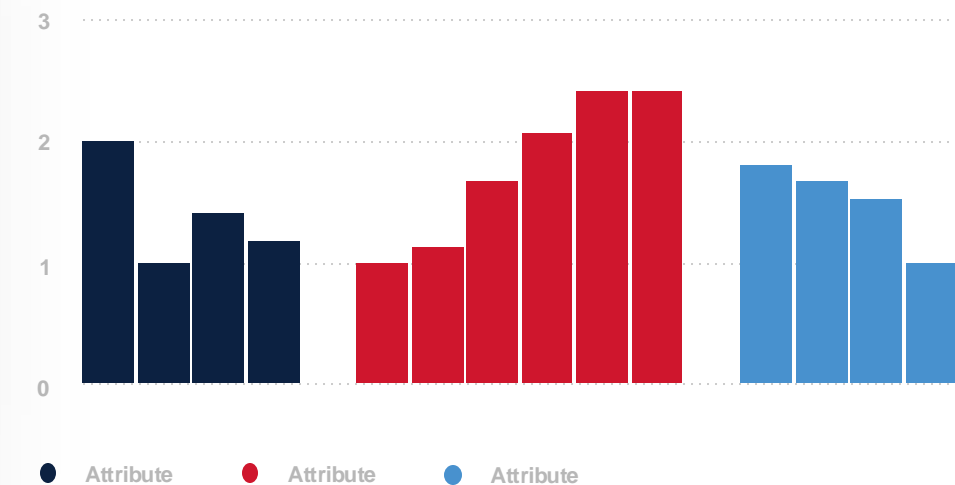


# Leveraging **Conjoint** to understand incentive preferences

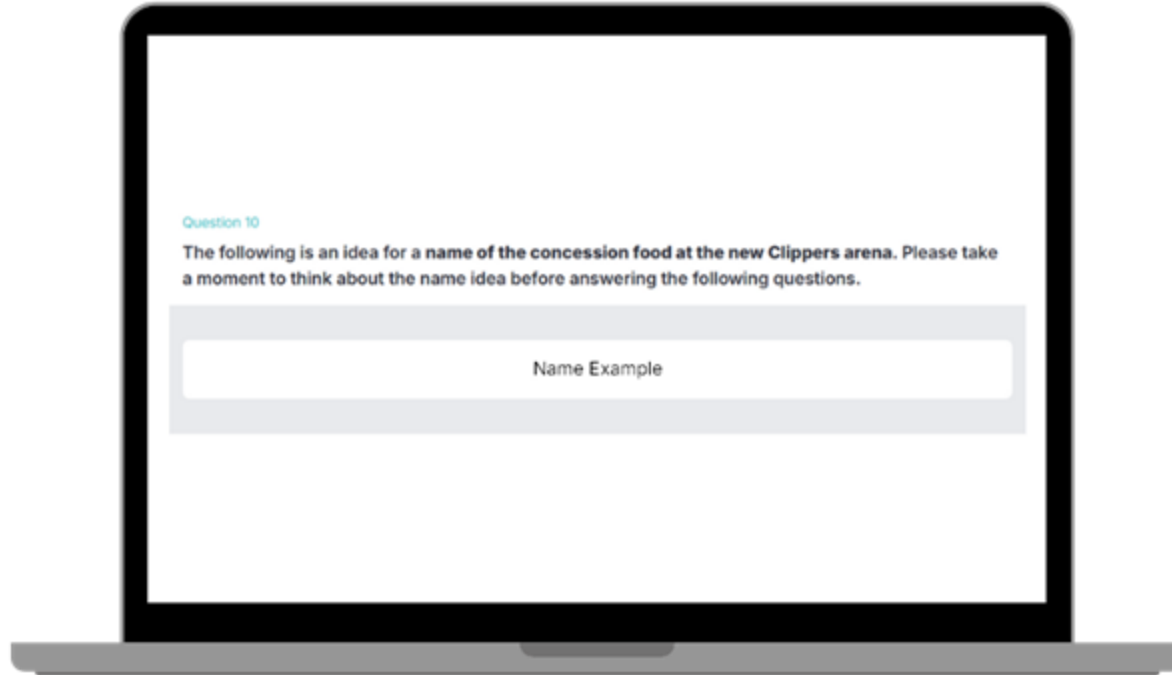
Attribute Importance



Average Part-Worths

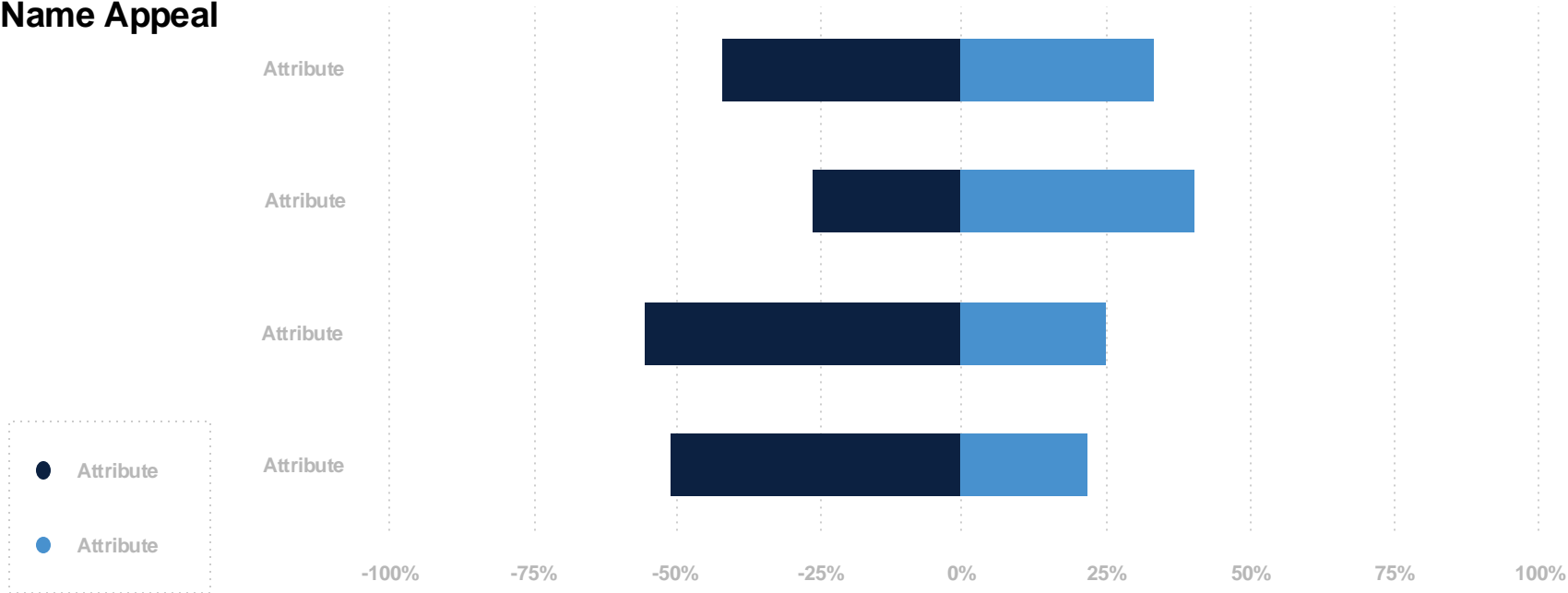


# Leveraging **A/B Tests** to name aspects of the arena



# Leveraging **A/B Tests** to name aspects of the arena

## Name Appeal







# Understanding the fan **experience** at a game

# Leveraging a post-event survey to track **NPS**

Question 5

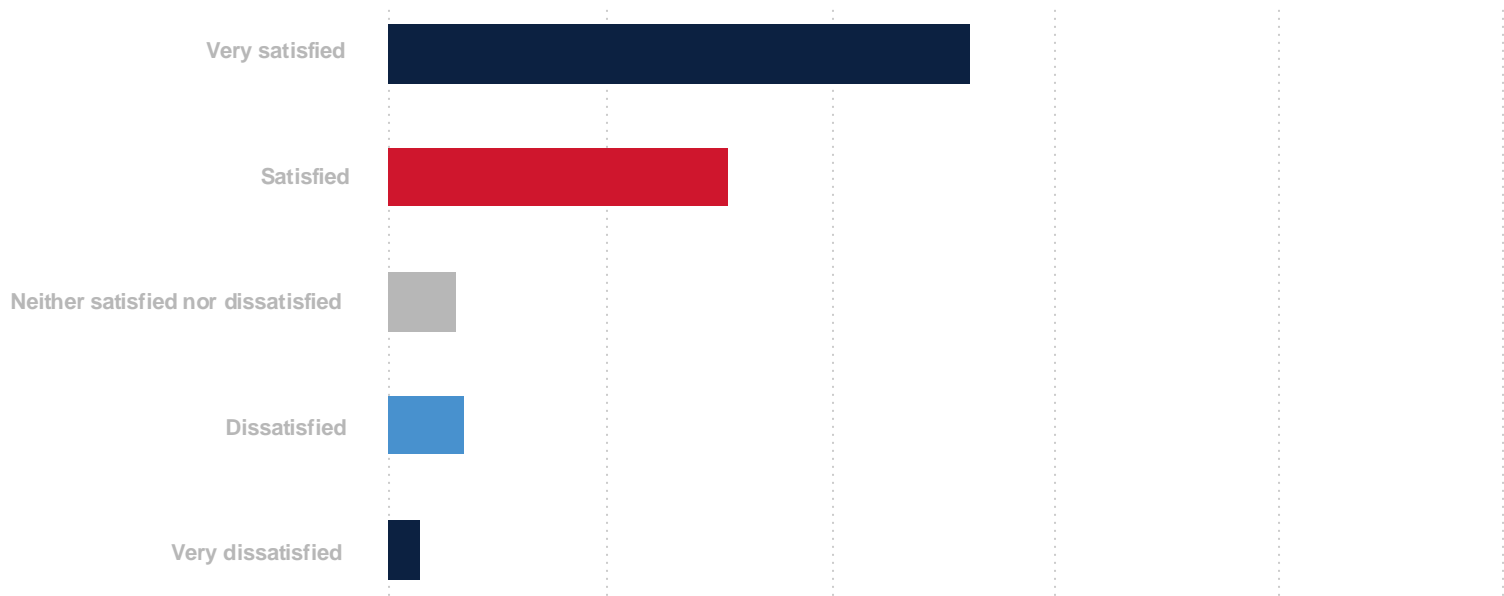
Next, we'd love to hear how your **experience** was with the following **features of the arena**:

	Very Poor	Poor	Okay	Good	Great	Didn't Experience
Getting Here / Parking Garage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety / Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arena Entry Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arena Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



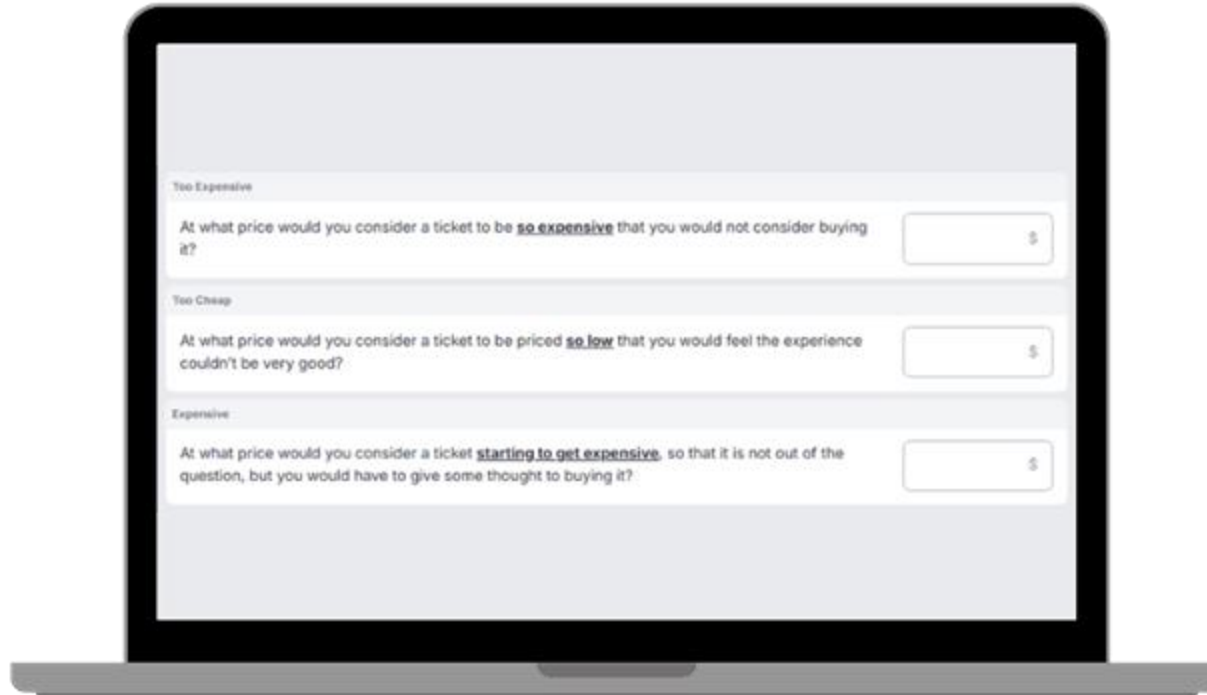
# Leveraging a post-event survey to track **NPS**

## NPS





# Leveraging a **PSM** to understand price perceptions



The image shows a laptop screen with a PSM (Price Sensitivity Meter) form. The form is divided into three sections, each with a question and a text input field with a dollar sign icon.

**Too Expensive**

At what price would you consider a ticket to be so expensive that you would not consider buying it?

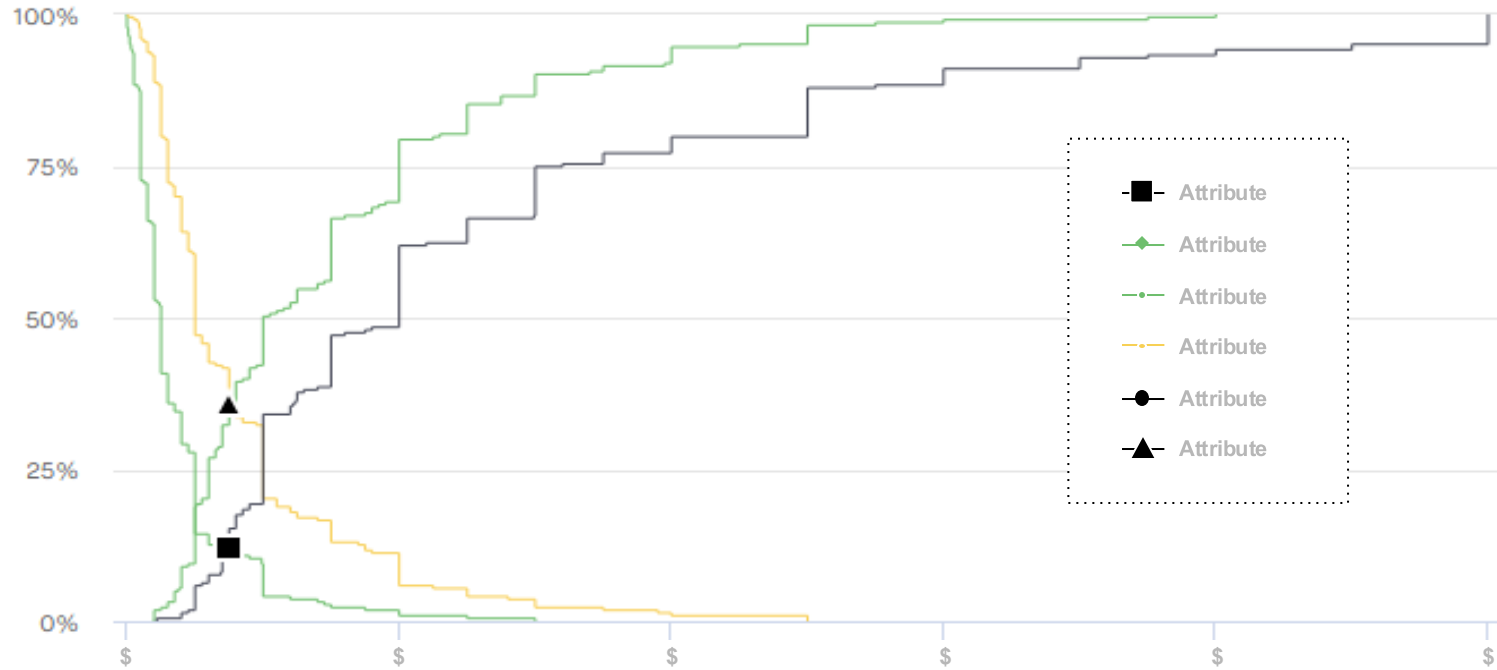
**Too Cheap**

At what price would you consider a ticket to be priced so low that you would feel the experience couldn't be very good?

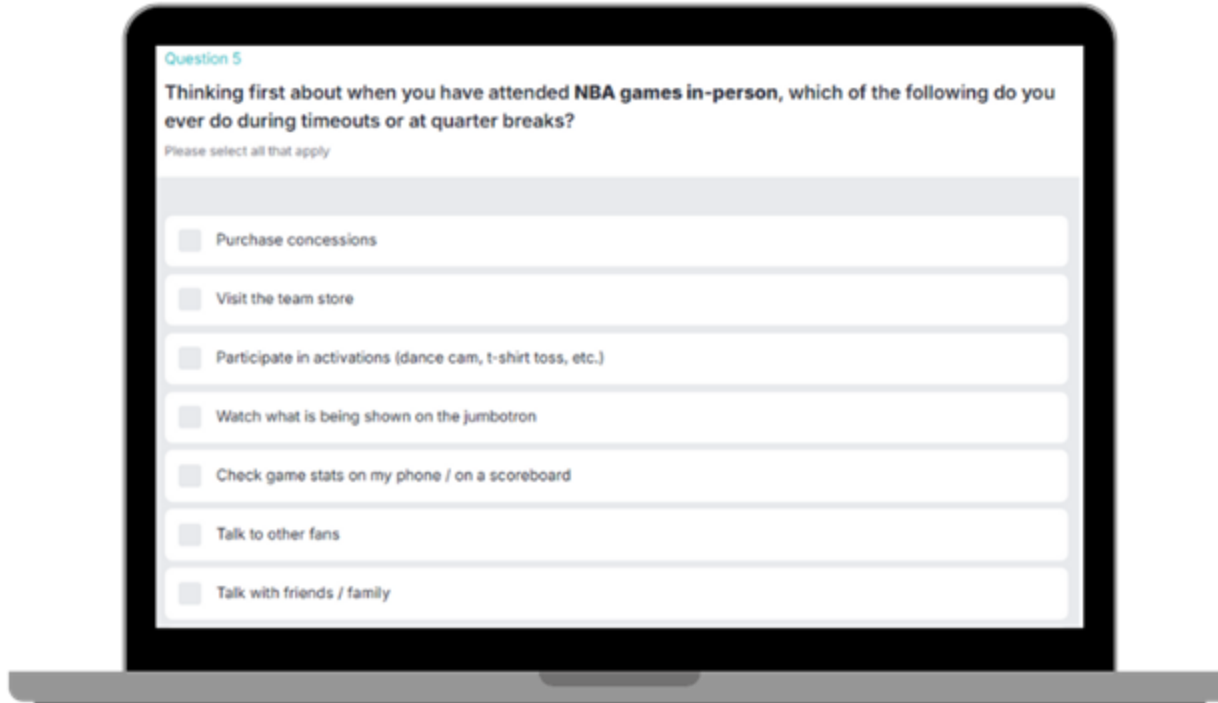
**Expensive**

At what price would you consider a ticket starting to get expensive, so that it is not out of the question, but you would have to give some thought to buying it?

# Leveraging a **PSM** to understand price perceptions



# Leveraging **U&A** metrics for game break behavior



Question 5

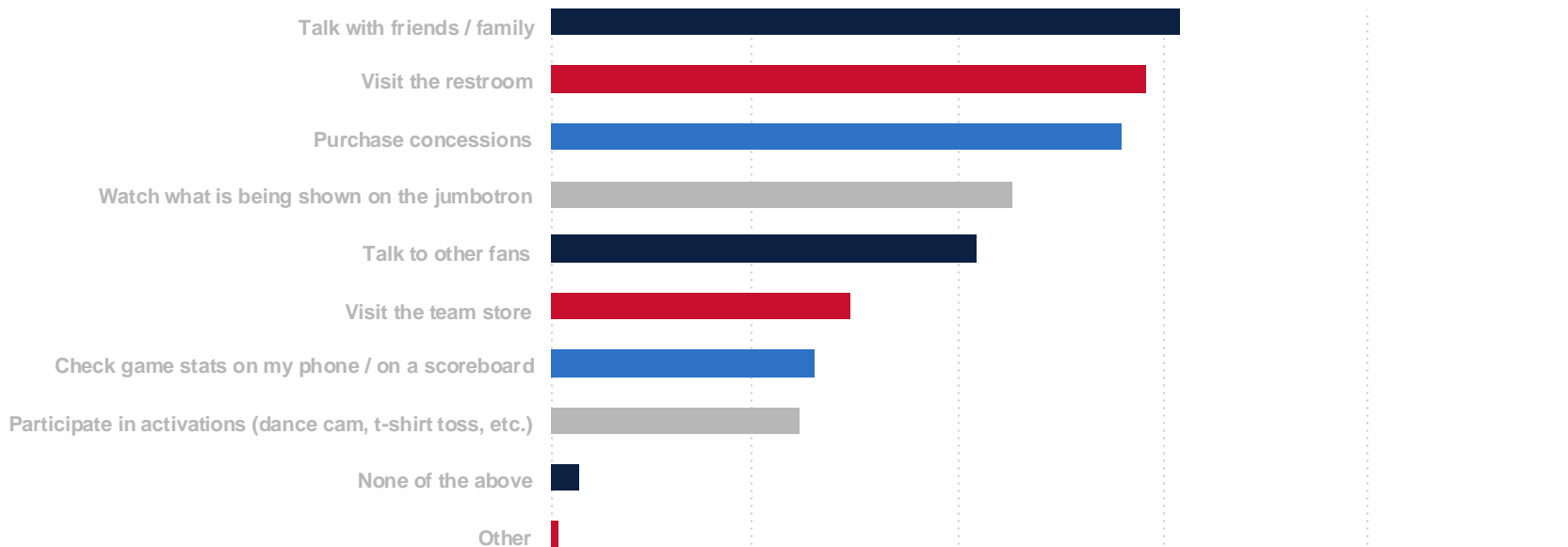
Thinking first about when you have attended **NBA games in-person**, which of the following do you ever do during timeouts or at quarter breaks?

Please select all that apply

- ☐ Purchase concessions
- ☐ Visit the team store
- ☐ Participate in activations (dance cam, t-shirt toss, etc.)
- ☐ Watch what is being shown on the jumbotron
- ☐ Check game stats on my phone / on a scoreboard
- ☐ Talk to other fans
- ☐ Talk with friends / family



# Leveraging **U&A** metrics for game break behavior





**How are  
you thinking about  
consumers at every  
possible touchpoint?**



# quantilope & the LA Clippers: **Fireside Chat**







# Thank you!

