

NEUROMARKETING



Understanding the
"Buy Buttons" in Your Customer's Brain

Patrick Renvoisé & Christophe Morin

A PDF COMPANION TO THE AUDIOBOOK

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STEP 1: DIAGNOSE THE PAIN

PAIN FACTOR

SOURCE	INTENSITY	TIMING	AWARENESS
Mainly Financial Loss of Money	High Prospect is allocating multiple resources to eliminate the PAIN	Immediate Prospect's life or business will endure instant deterioration if no action is taken	High Prospect is highly conscious and actively seeking a solution

FIGURE 4-1

Looking for a lighter
projector? Blink once for
'YES'



FIGURE 4-2



STEP 2: DIFFERENTIATE YOUR CLAIMS



With our projector,
size DOES matter

The 3999 series ProjectX projector is the smallest on the market. When you need to present, it fits right in a briefcase with room to spare. Don't get bogged down by dragging a dinosaur everywhere you go.



FIGURE 5-1

If he
thinks
it's
bright
in here
now...



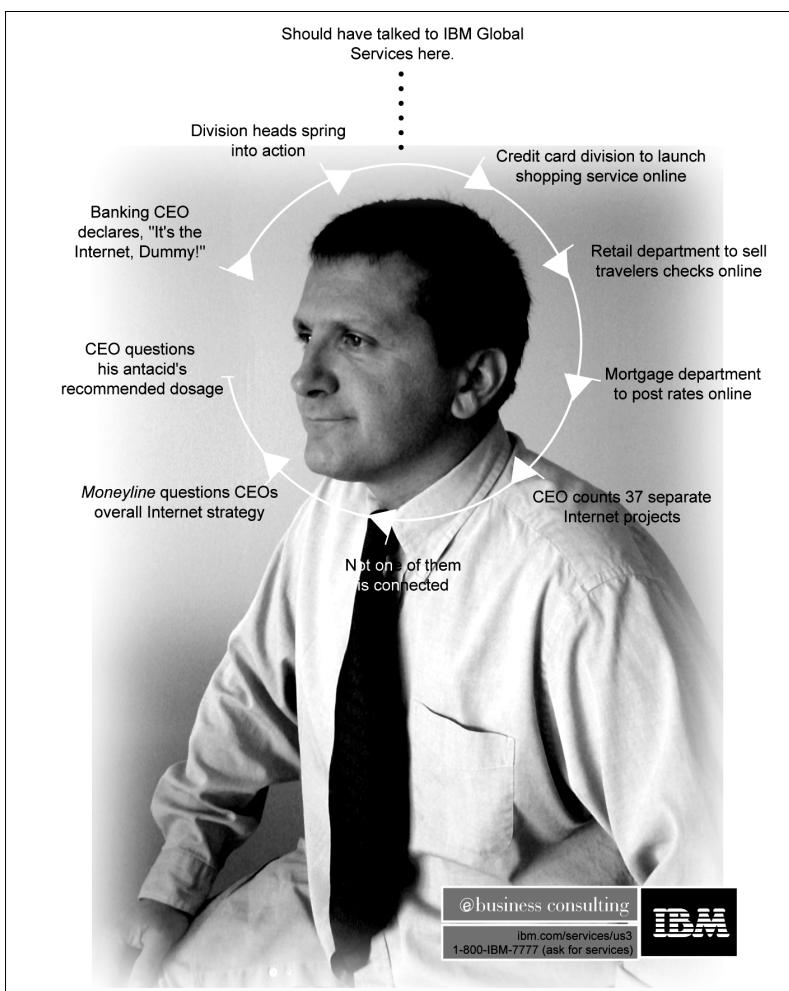
Wait 'til he sees our
projector



FIGURE 5-2

6

STEP 3: DEMONSTRATE THE GAIN

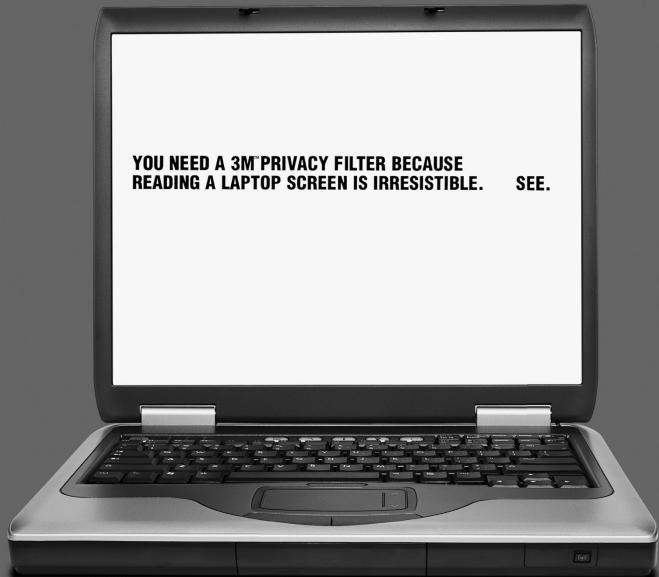


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ibm.com/services/us3
1-800 IBM 7777 (ask for services)

IBM

FIGURE 6-1



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READING A LAPTOP SCREEN IS IRRESISTIBLE. SEE.**

You get your work done. The wandering eyes beside you see only a dark screen. Reassuring 3M[®] Privacy Filters. Made of slim, protective, rigid-yet-flexible polymer. Easy to attach and remove. Available for laptops in many sizes. Uncanny 3M microlouver technology blocks out side views while you see your screen clearly as ever.

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3M
Privacy Filters

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Now you see it. Now they don't.

FIGURE 6-2

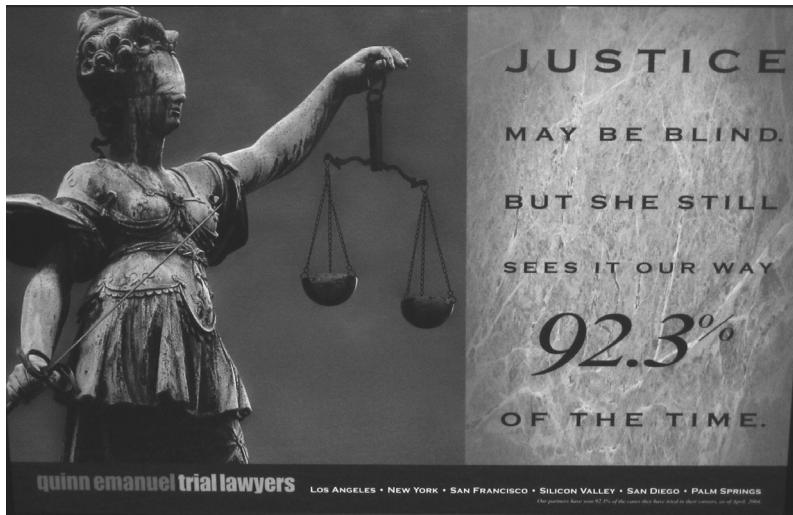


FIGURE 6-3



FIGURE 6-4

Proof of GAIN Matrix for Your CLAIMS				
Proof Gain	Customer Story	Demo	Data	Vision
Financial				
Strategic				
Personal				

FIGURE 6-5



THE FIRST MESSAGE BUILDING BLOCK: GRABBERS

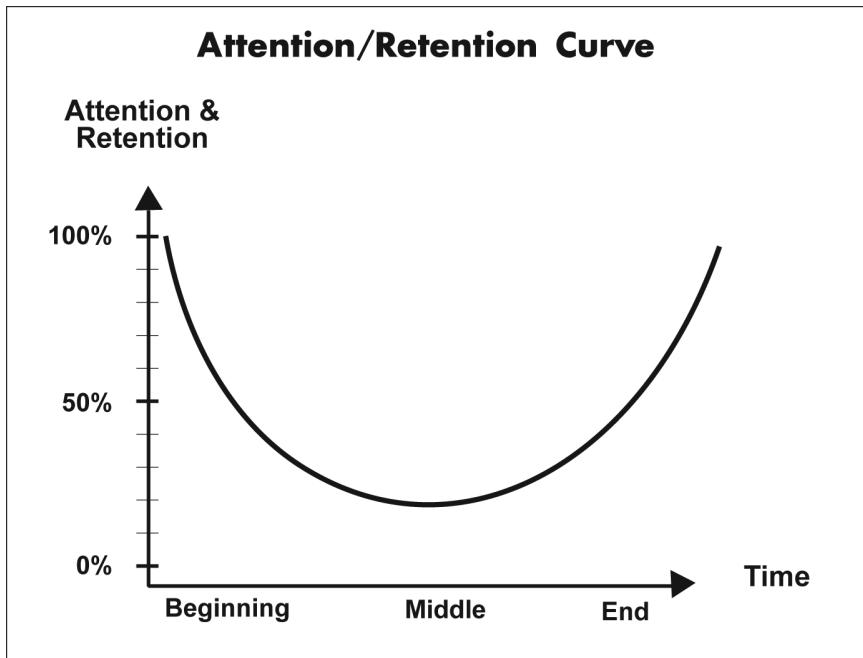


FIGURE 8-1

Human Resistance Curve

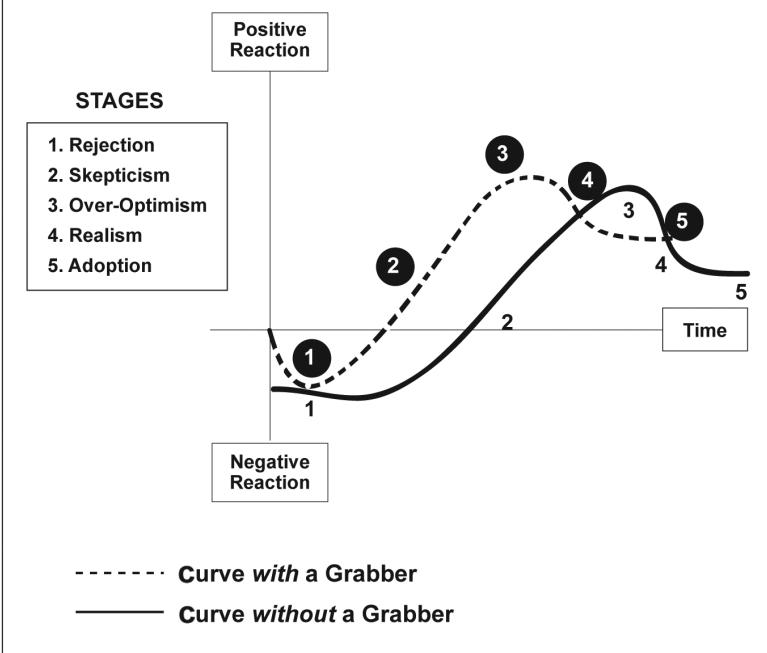


FIGURE 8-2



MESSAGE BUILDING BLOCK #2: BIG PICTURE



we believe your laptop
should always last the length of your flight

and we go to hong kong

we put a plug in your seat for your laptop
so you won't complete your battery
now you'll never be held back from getting things done
especially when you have the time to do it



Canadian Airlines
www.ca.com

FIGURE 9-1

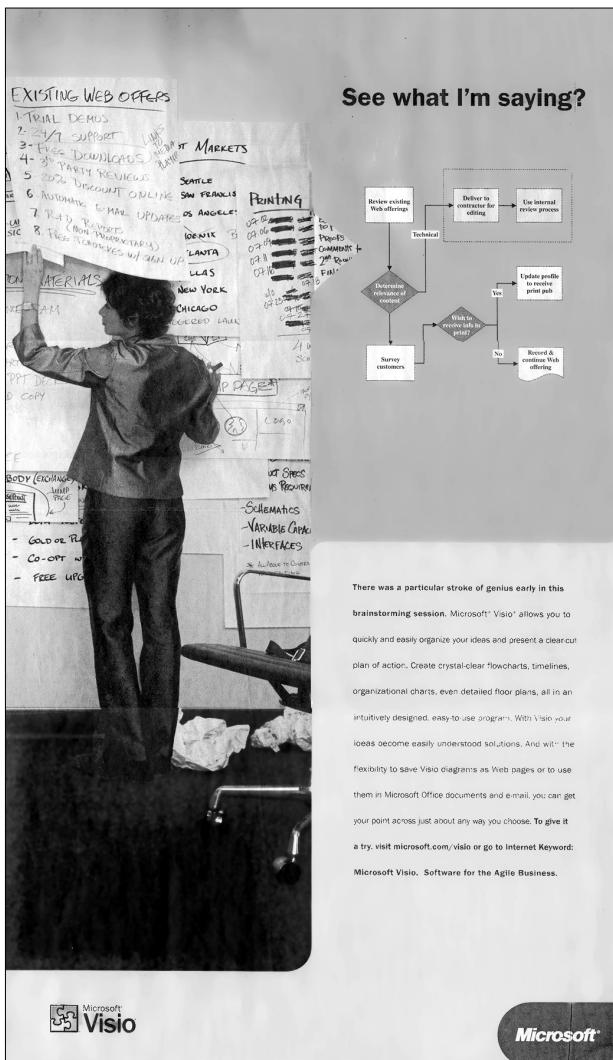


FIGURE 9-2

PHOTOGRAPHY BY GARRY OWNES / CPI

Who has a better chance to catch a Red-Spotted Grouper?

When you're looking for a specific type of job candidate, it makes sense to go where they're easy to find. That's the whole idea behind the CareerBuilder Network. Instead of one big, broad job board, we offer you over 60 targeted career sites to choose from, all in one place. With leading sites like Bloomberg.com, iVillage.com, latimes.com or philly.com. You can post to individual

careerbuilder
NETWORK

sites or combine them to match exactly what you need. No one else allows you such a targeted approach to recruiting. So why waste your time with a big stack of unqualified resumes when you can zero in on your candidate by industry, diversity, local or national criteria? The CareerBuilder Network makes it easy to narrow your search and catch only the ones you want.

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60 targeted career sites are better than one. Post your jobs today.

FIGURE 9-3



MESSAGE BUILDING BLOCK #3: CLAIMS

Now you can feel
right at home
about getting a mortgage!



Whether you're a first-time homebuyer, you're ready to refinance, or you're shopping for your next home, Nationwide Advantage MortgageSM Company introduces a whole new way to finance your dreams. We're making mortgages fast and easy with our 10-minute mortgage approval. It's just one more way Nationwide is on your side.

What makes Nationwide Advantage Mortgage different from the rest? Take a look:

SPEED
Final approvals in minutes.
Unlike many other lenders who may pre-approve you quickly, but then put you through a lengthy final approval process, we make approvals quick and easy. Whether you submit your application online or by phone, you could have your approval decision in as little as 10 minutes!

SIMPLICITY
One approval includes different options.
You're also going to feel relaxed and right at home because we're not going to ask you to tell your life story. Our short application is surprisingly simple to save you time. We're also different from the rest in another important way. Most lenders will not even start the approval process until you decide on a type of loan. As a Nationwide customer, your approval comes with a list of all the products you have qualified for. So you only apply once, and then enjoy the flexibility of choosing from a variety of real loan options.

SAVINGS
Reduced or eliminated fees.
Compare us to other lenders and you'll find we've reduced or completely eliminated many of the typical costs associated with getting a mortgage. Many of our customers benefit from reduced closing costs like lower appraisal fees. Plus, with Nationwide you won't pay an origination fee!

If you have any questions, expert help is always just a phone call away. From approval through closing, count on the support of an experienced Nationwide Advantage Mortgage loan professional. We're here to answer any questions you have about the mortgage process, and we promise to make buying a new home or refinancing your current one easier than you ever thought possible.

SPEED. SIMPLICITY. SAVINGS.
That's the Nationwide Advantage.

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Or call 1-888-244-8055
Monday through Friday, 7:00 a.m. - 10:00 p.m. ET
or Saturday, 9:30 a.m. - 6:00 p.m. ET

Nationwide
Advantage MortgageSM

The Nationwide Advantage Mortgage solution is powered by Fannie Mae technology.

Speed. Simplicity. Savings.

FIGURE 10-1

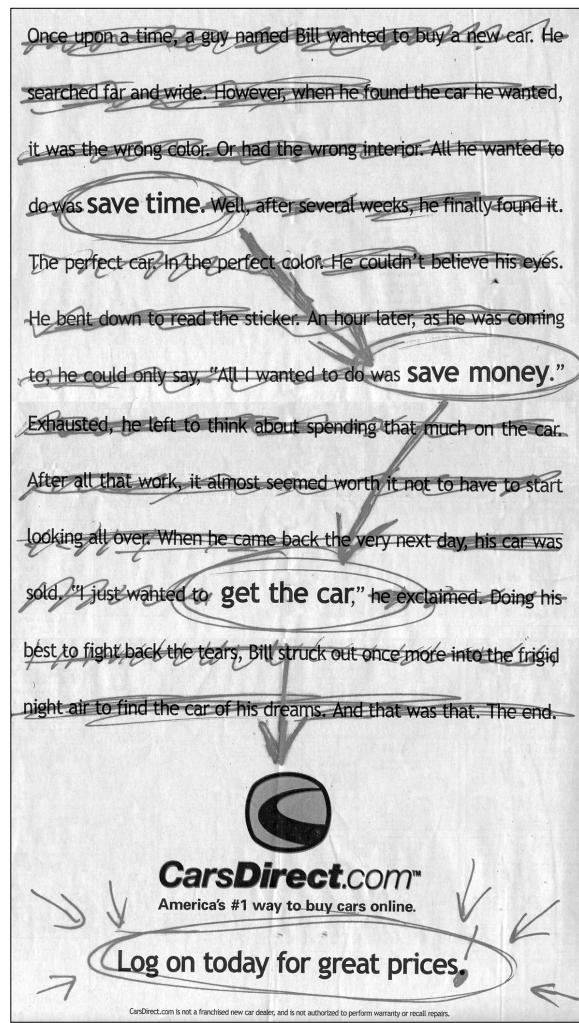


FIGURE 10-2



IMPACT BOOSTER #2: YOUR CREDIBILITY

Colors		
Color	Symbolizes	Used By
Red	Power, Activity, Rescue	Coca-Cola, Red Cross, Business 2.0
Pink	Calm, Feminism	Barbie, Pepto-Bismol, Mary Kay
Orange	Movement, Construction, Energy	Cingular Wireless, SalesBrain, Home Depot
Yellow	Light, Future, Philosophy	Kodak, National Geographic, Best Buy
Green	Money, Growth, Environment	John Deere, Starbucks, British Petroleum
Blue	Trust, Authority, Security	IBM, Microsoft, American Express
Purple	Royalty, Spirituality, New Age	Sun, Yahoo, Barney

FIGURE 15-1



IMPACT BOOSTER #3: CONTRAST

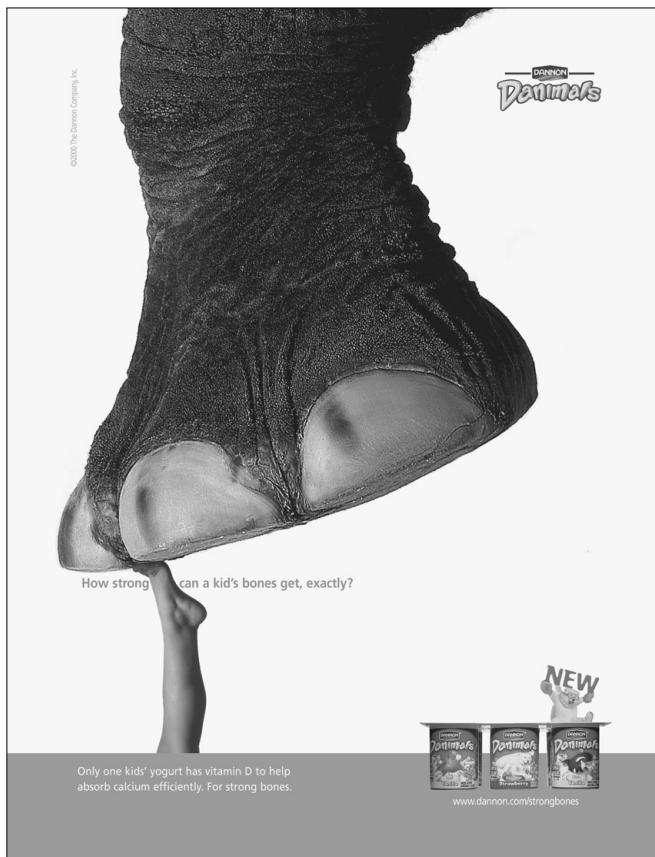


FIGURE 16-1



IMPACT BOOSTER #4: EMOTION

**implementing an
e-business strategy
can be a
rocky path with
many obstacles
along the way**



At the speed of business today, relinquishing control is not an option. We have a proven method to help smooth the road and allow you to retain control of the decisions you make when it comes to your future. Before you take the first step, request our FREE Success Kit today by calling 1-800-555-5946.

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FIGURE 17-1

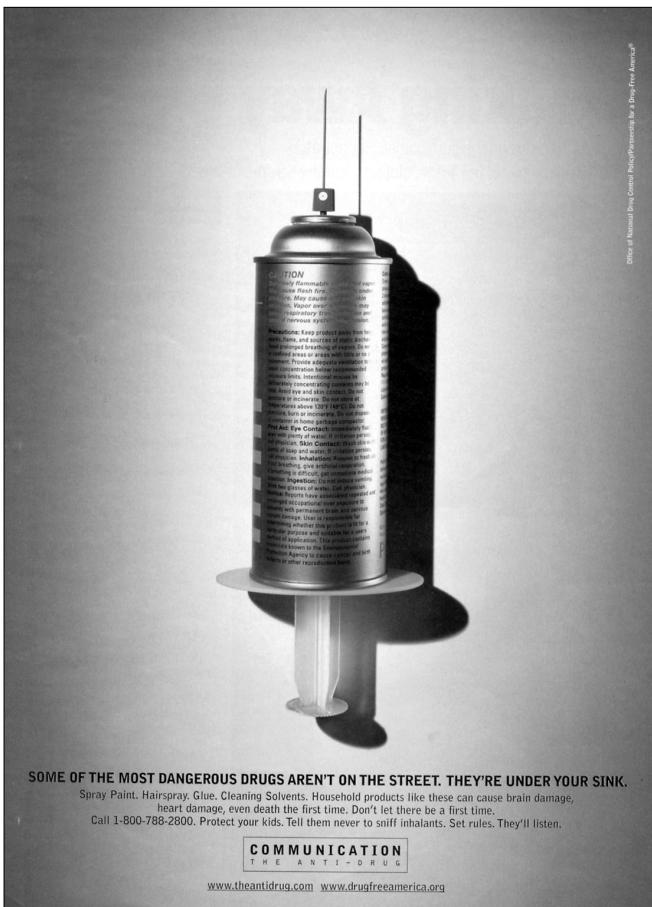


FIGURE 17-2

PARTNERSHIP FOR A DRUG-FREE AMERICA



IMPACT BOOSTER #5: LEARNING STYLES

The Linux Open Source Model

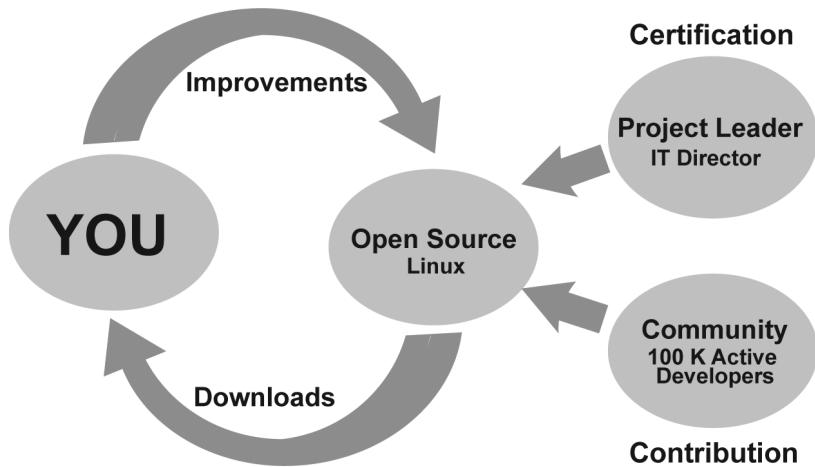


FIGURE 18-1

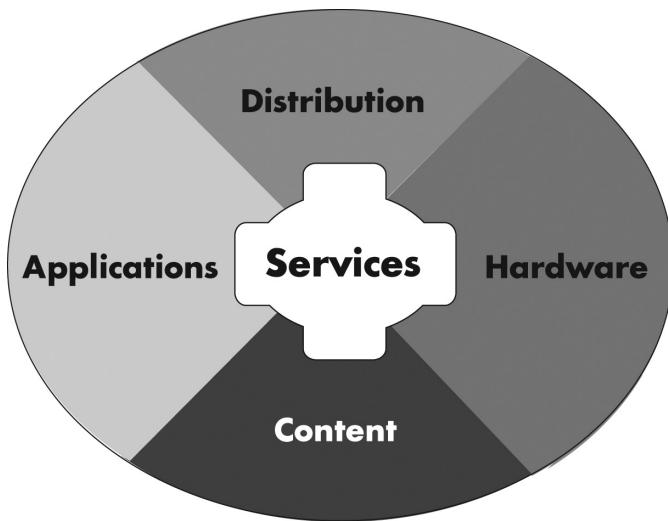


FIGURE 18-2

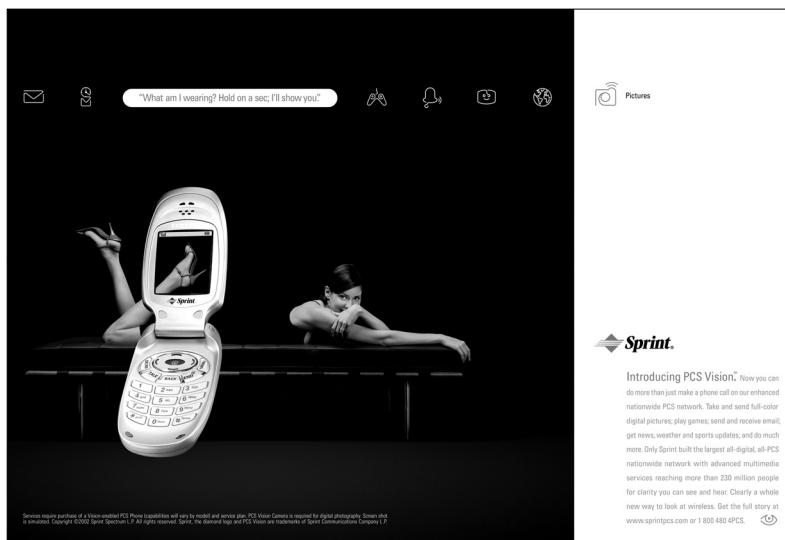
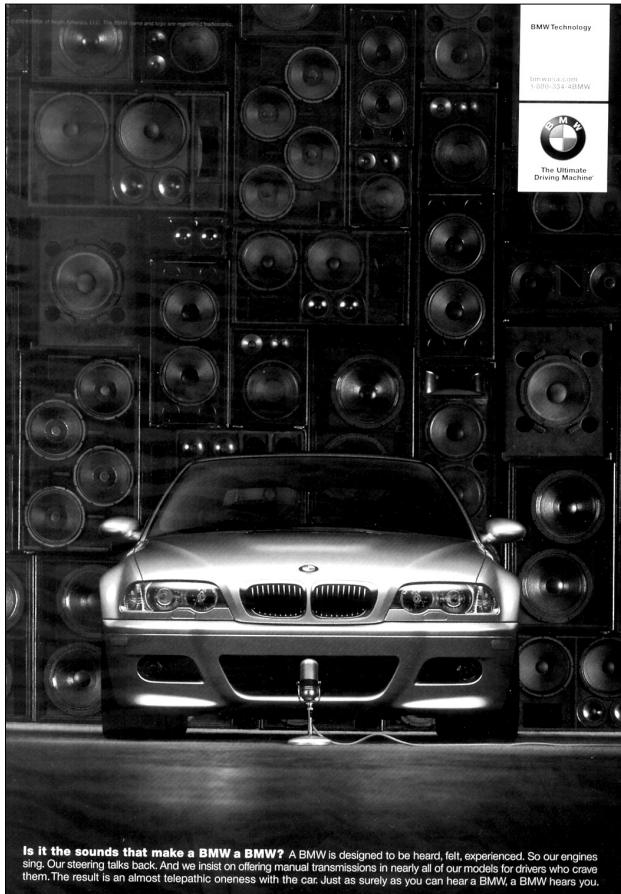


FIGURE 18-3



Is it the sounds that make a BMW a BMW? A BMW is designed to be heard, felt, experienced. So our engines sing. Our steering talks back. And we insist on offering manual transmissions in nearly all of our models for drivers who crave them. The result is an almost telepathic oneness with the car. Just as surely as you can hear a BMW, a BMW hears you.

FIGURE 18-4

SELLING TO THE OLD BRAIN IN EVERYDAY LIFE

Cluster Attractiveness & Opportunity				
	Cluster A	Cluster B	Cluster C	Cluster D
PAIN	0.8	0.90	0.6	0.8
CLAIM	0.7	.90	.95	0.8
Proven GAIN	1	0.5	0.6	0.8
Your Cluster Attractiveness	0.56	0.405	0.342	0.512
Cluster Size in \$M	50	100	150	120
Your Cluster Opportunity	28	40.5	51.3	61.44