



Aalto University
School of Science

Neural correlates for *words–brand association*

Neuromarketing

Aaltonen, Chen, Laitinen, Lassfolk, Salloum & Tommila

What is *neuromarketing*?

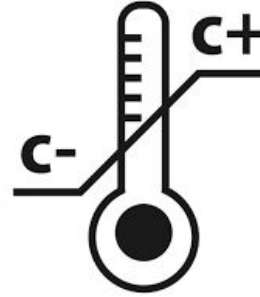
What is *neuromarketing*?

DECISION MAKING

Neurometrics

Biometrics

Psychometrics



Definition of *neuromarketing*

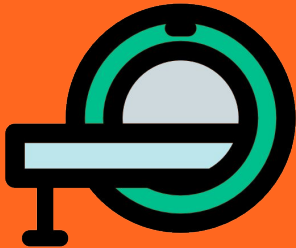
“The process of researching the brain patterns of consumers to reveal their responses to particular advertisements and products before developing new advertising campaigns and branding techniques.”

- Collins English Dictionary. Copyright © HarperCollins Publishers

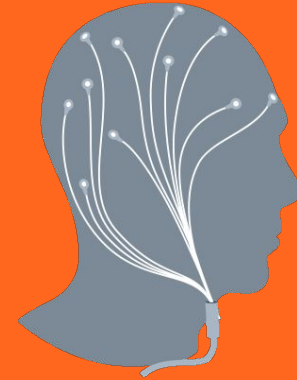
Different *methods*



EYE TRACKING



MRI



EEG

Example



<https://imotions.com/blog/neuromarketing-examples/>

Our *research*

What are we *studying*?

Finnair *safe*

Finnair
dangerous

nostalgic *Nokia*

great *Samsung*

Abloy *safe*

Abloy
luotettava

6 study *subjects*

50% *male*

50% *female*

right *handed*

students

2/3 from *academic
family*

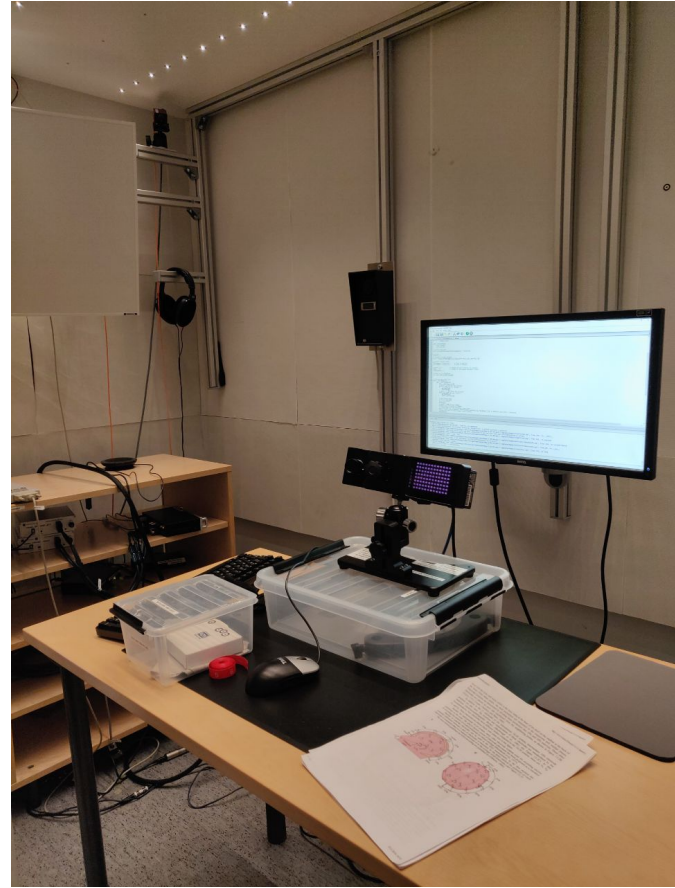
different *fields*



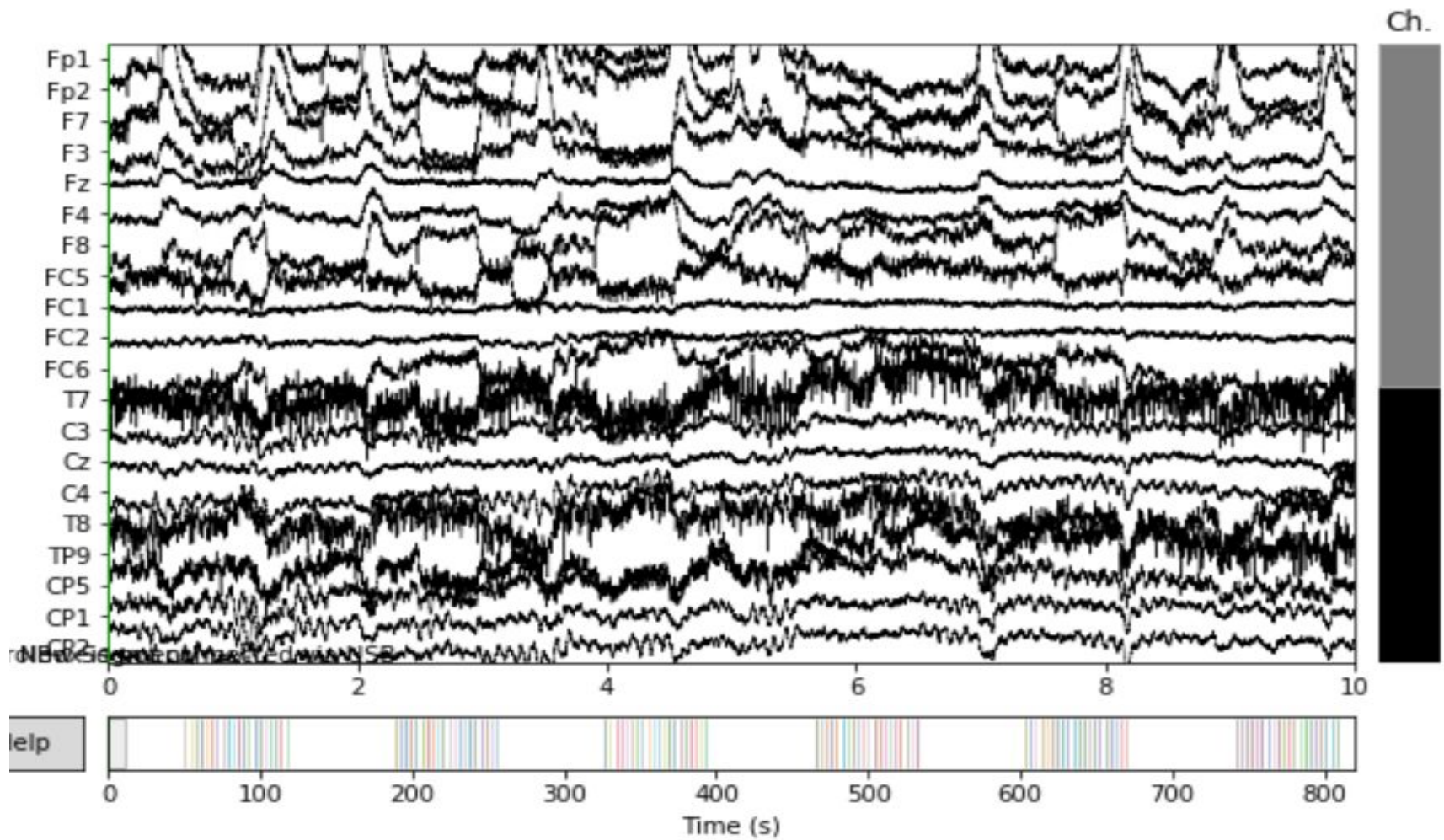
ages 21 - 33

Experiment *process*

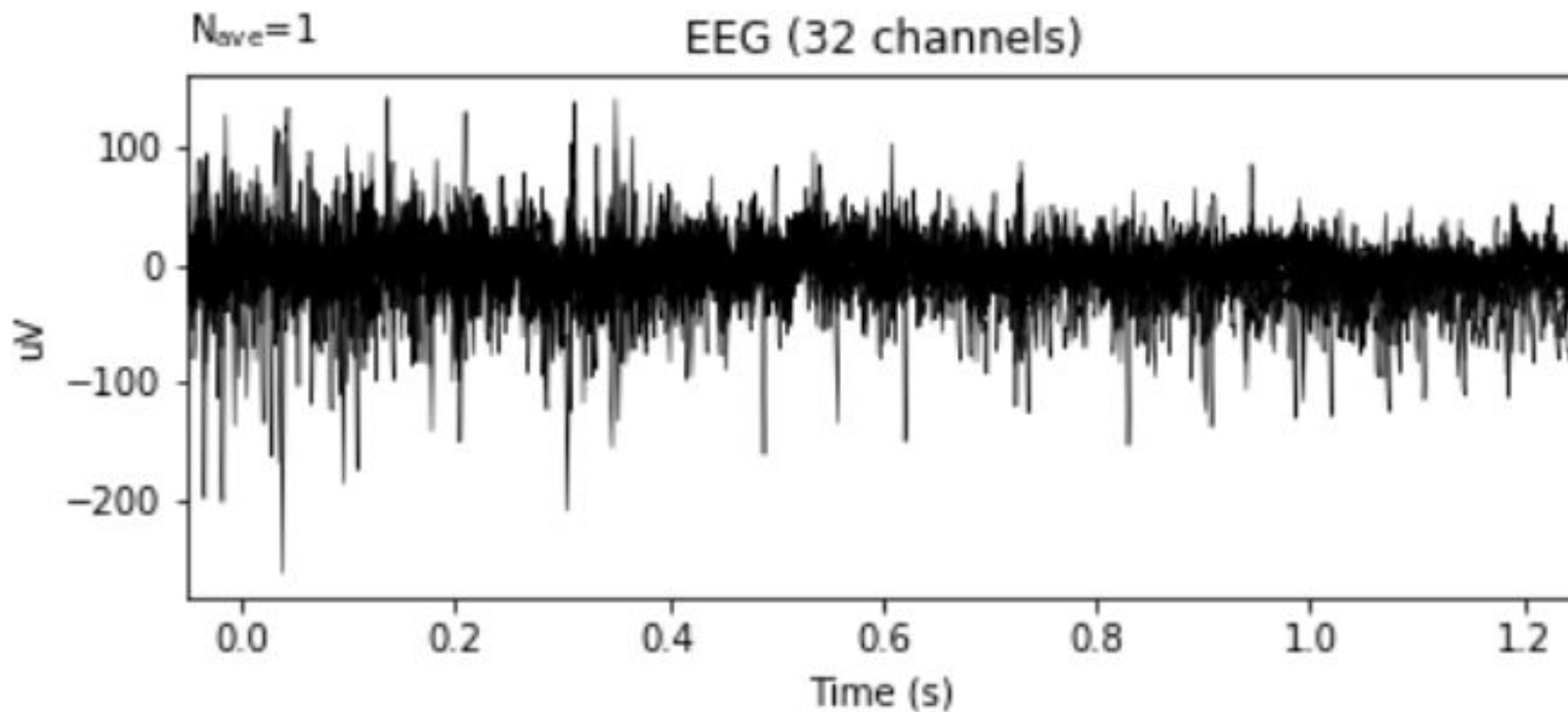




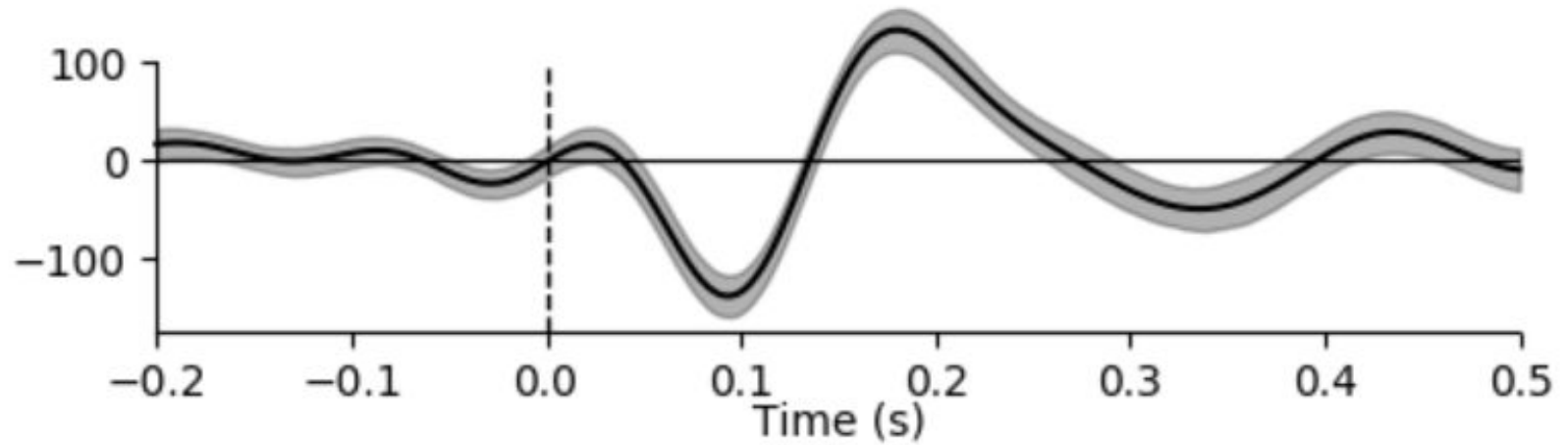
Preliminary *results*



Such *a mess* (for now)

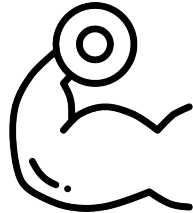


Our goal

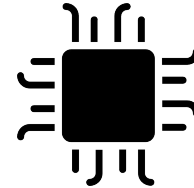


Artefacts causing troubles

endogenous
(biological)

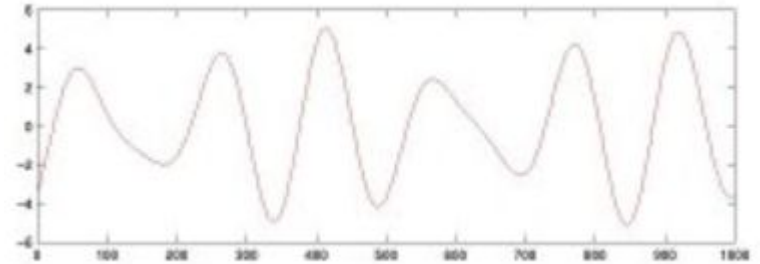
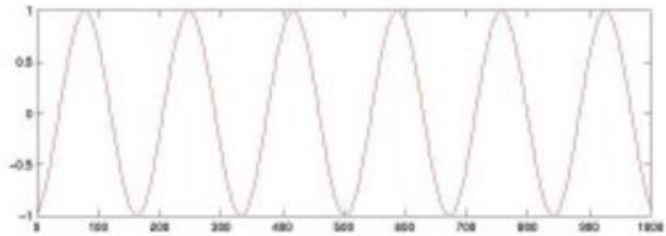
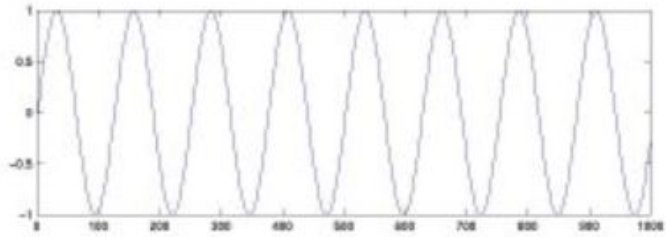


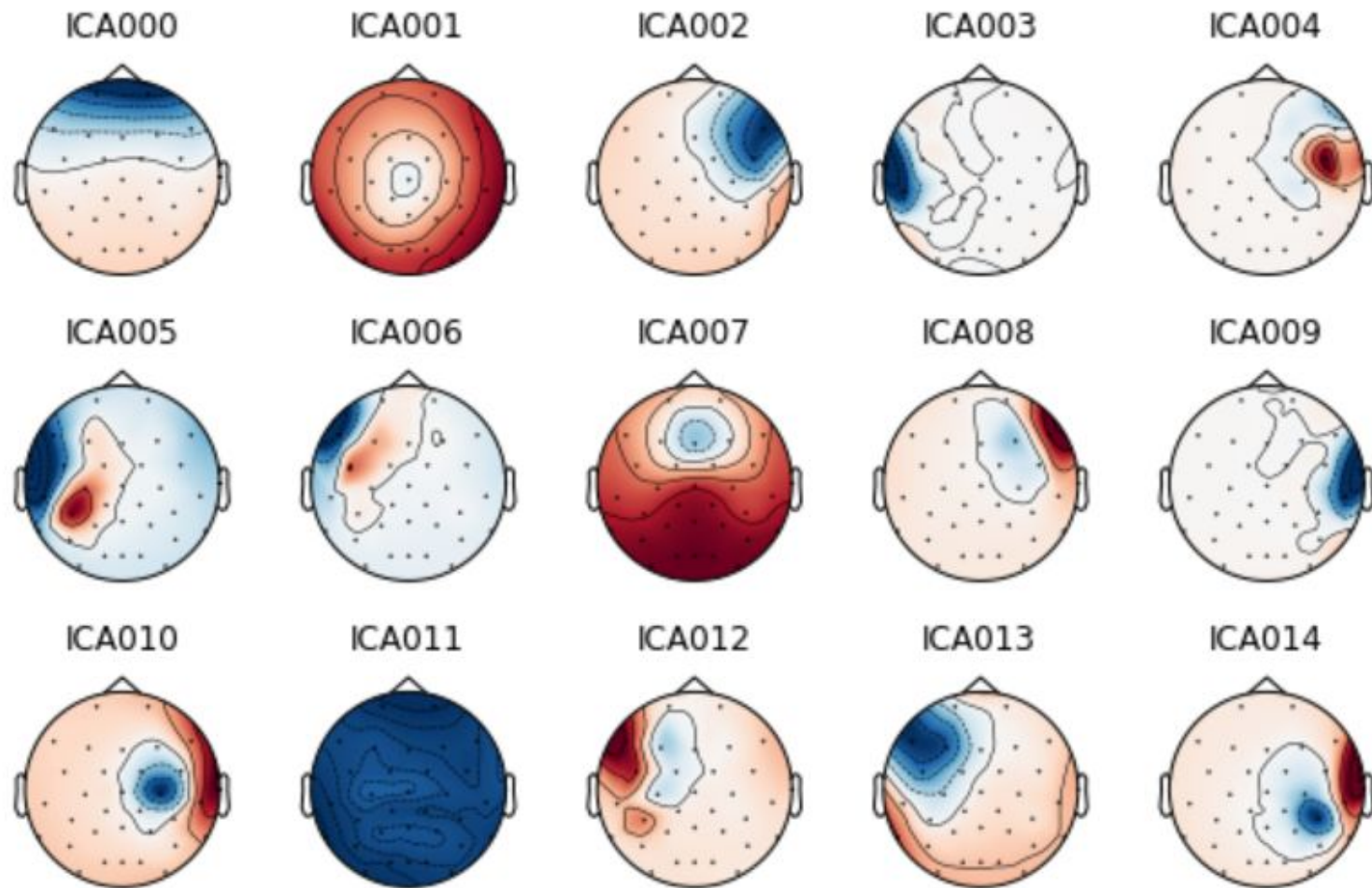
exogenous
(environmental)



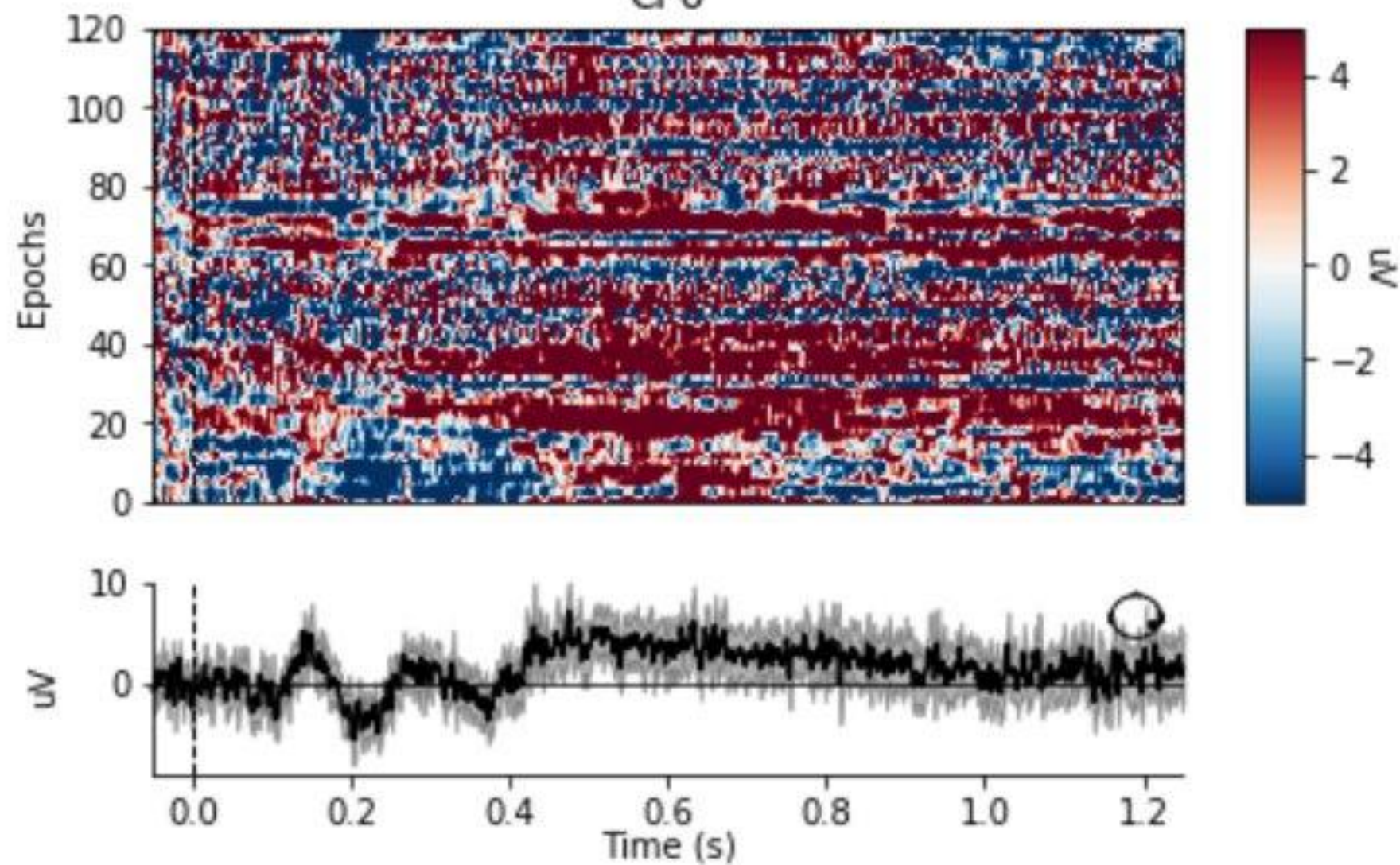
ICA

Independent *Component* Analysis





CP6



Next steps

Removing the artefacts

Filtering the data

Interpretation

Machine Learning

Thank *you*!



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