

NEUROMARKETING



WHAT IS NEUROMARKETING?

The term neuromarketing emerged in 2002 when Professor Ale Smidts published his article "Kijken in het brein" ("Looking into the brain")

Neuromarketing is a field of study using neuroscience technology, such as functional magnetic resonance imaging (fMRI) and other techniques e.g. Electroencephalography (EEG), to see how people's brains respond to advertising and other brand-related messages.

The purpose of Neuromarketing is not to manipulate the brain of the consumer However





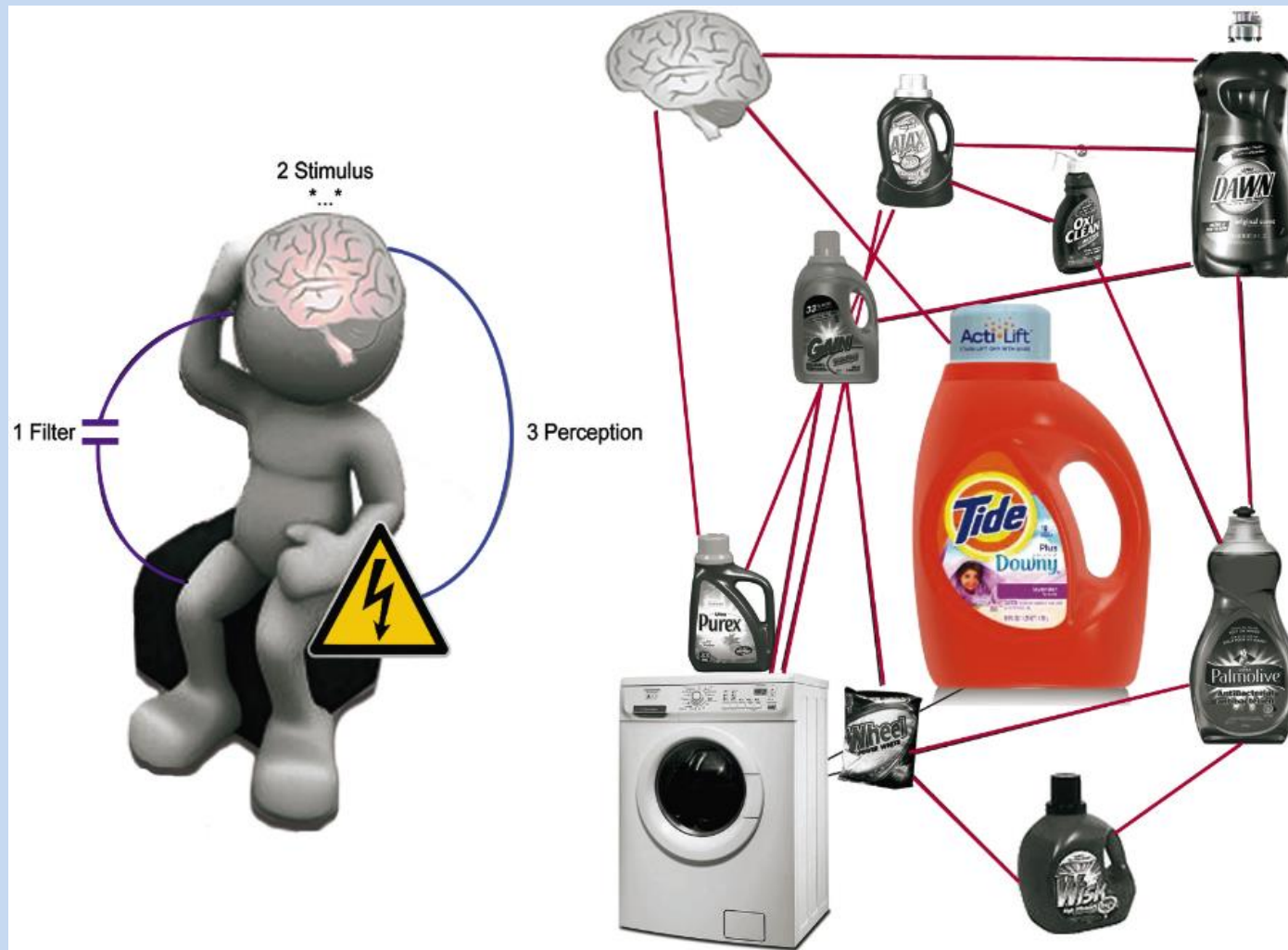
...Is to listen
better to
what the
consumer is
desiring .



- Each person receives three or four ads per minute, equivalent to some 2 million ads a year. "This is too much", says the guru of marketing, Philip Kotler, who argues that the amount of received stimulus has generated a kind of hatred by consumers towards the "invasive" companies.
- Outside boards , walls, buses, television, spectacular, radio, and Internet. Everything is used for advertising, creating greater competition among companies. At least 80% of the commercials on television are destined to draw attention.



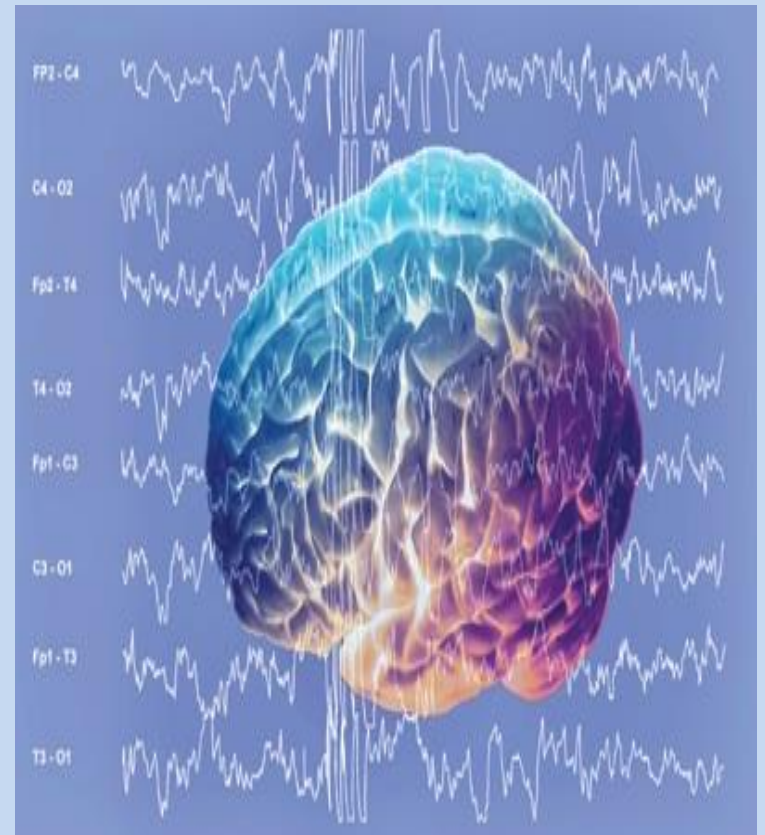
FILTERING BRAND NAMES IN THE BRAIN: MULTIPLE BRANDS COMPETE FOR OUR ATTENTION



NeuroMarketing

Outcomes

- The knowledge provided by NeuroMarketing will help marketers create products and services designed more effectively and marketing campaigns focused more on the brain's response.



Understanding Our Consumer Behavior

- Until now, most marketing, advertising and branding strategies have been built on qualitative and quantitative market research.
- The fact is, roughly 90% of our consumer buying behavior is unconscious, and we can't actually explain our preferences, or likely buying decisions, with any accuracy.
- So market surveys and customer focus groups may be put at a dubious value.



Criticism of the current methodology on consumer research

- The world has changed, but our methods to understand the consumer have not.
- We remain confident still using ineffective research techniques, and thus interpret badly the acts and ideas of consumers.

Is Neuromarketing a substitute for traditional market research?

- Neuromarketing serves to support the other methods as the responses obtained in surveys or in focus groups , confirming their results or validating them with a physiological basis in addition to the psychological.

To Summarize

- Neuromarketing will to help understand and confirm what consumers tell us.
- New equipments to measure emotions are now being used in the market such as eye tracking & facial recognition . We expect FMRI will be less used in marketing research .
- It requires a multidisciplinary team for the application and interpretation of the results (doctors, engineers, neuroscientists and marketers).
- New discoveries about the brain will advance Neuromarketing knowledge
- Consumers are "unique" and it is difficult to generalize results based on small samples.

NEUROSCIENCES ARE ADVANCING AT A FAST PACE



**NEUROMARKETING WILL DO IT
ALSO...**