**CHAPTER 1 – SUMMARY NOTES**

*Listen to the lecture and complete the summary notes. Write* ***NO MORE THAN 3 WORDS*** *for each blank.*

**Introduction**

Topic: NEUROMARKETING

Main idea 1: (1)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Main idea 2: (2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and some examples

Main idea 3: Future (3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Main idea 1:**

* Advertisers’ finding: + buying decisions not always rational,   
  + (4)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are stronger than logical reasons
* Main motivations for purchases remain (5)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Focus groups and surveyshave beenusefulbut (6)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  🡪People need a more (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to understand (8)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Main idea 2:**

**How it works**

* Use machines for (9)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It takes pictures of (10)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to figure out how people are thinking and how they (11)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about products, brand and advertising

*Procedure:*

* + Connect subject to MRI machine –show a picture or (12)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Look at the picture of the person’s brain and activities going on (13) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🡪know where (14) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of brain are located

**Examples**

* 2004 study of Pepsi and Cola
* Blind tasting: volunteers didn’t know (15)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_🡪50% choose Coke, 50% choose Pepsi

Active brain connected to feeling of reward 🡪 brain focused on the real taste

* Brand name given: 75 % choose Coke, 25 % choose Pepsi

Part of brain active connected to self-image or personality 🡪 choose Coke due to its brand

(16) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ translates into sales

* + University of Germany
* Test how men reacted to pictures of cars 🡪back of brain active = brain used to recognize faces
* Men see car designs as (17)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Main idea 3:**

**Possibilities**

* + Correctly read pictures of brain activities 🡪understand consumer feeling and attitude and predict (18) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + help companies:
* Understand the target markets’ (19) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Predict consumers’ needs and desires

**Concerns: possible abuse of this method**

* More than just meeting the consumers’ needs

Use information to (20) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ people (political purpose…)