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neuro

CONSUMER NEUROSCIENCE

A NEW CONCEPT

Emotion sales!

What are the mechanisms that determine the purchase decision?

On what exactly do the customers focus their attention?

How do the initial responses can predict the final choices?

To what extent are these processes based on the subconscious mind and can not be revealed by classical studies reports?

Why are there differences (sometimes major) between what the customers declare and what they actually do?

Neuro-marketing and the neuroscience behind it manage to answer using coherent and objective data, directly related to the subconscious mind of the subjects and that bring a new perspective on an old problem: **why do customers buy?**

Most of the mechanisms that lead to the purchase process take place in the subconscious mind.

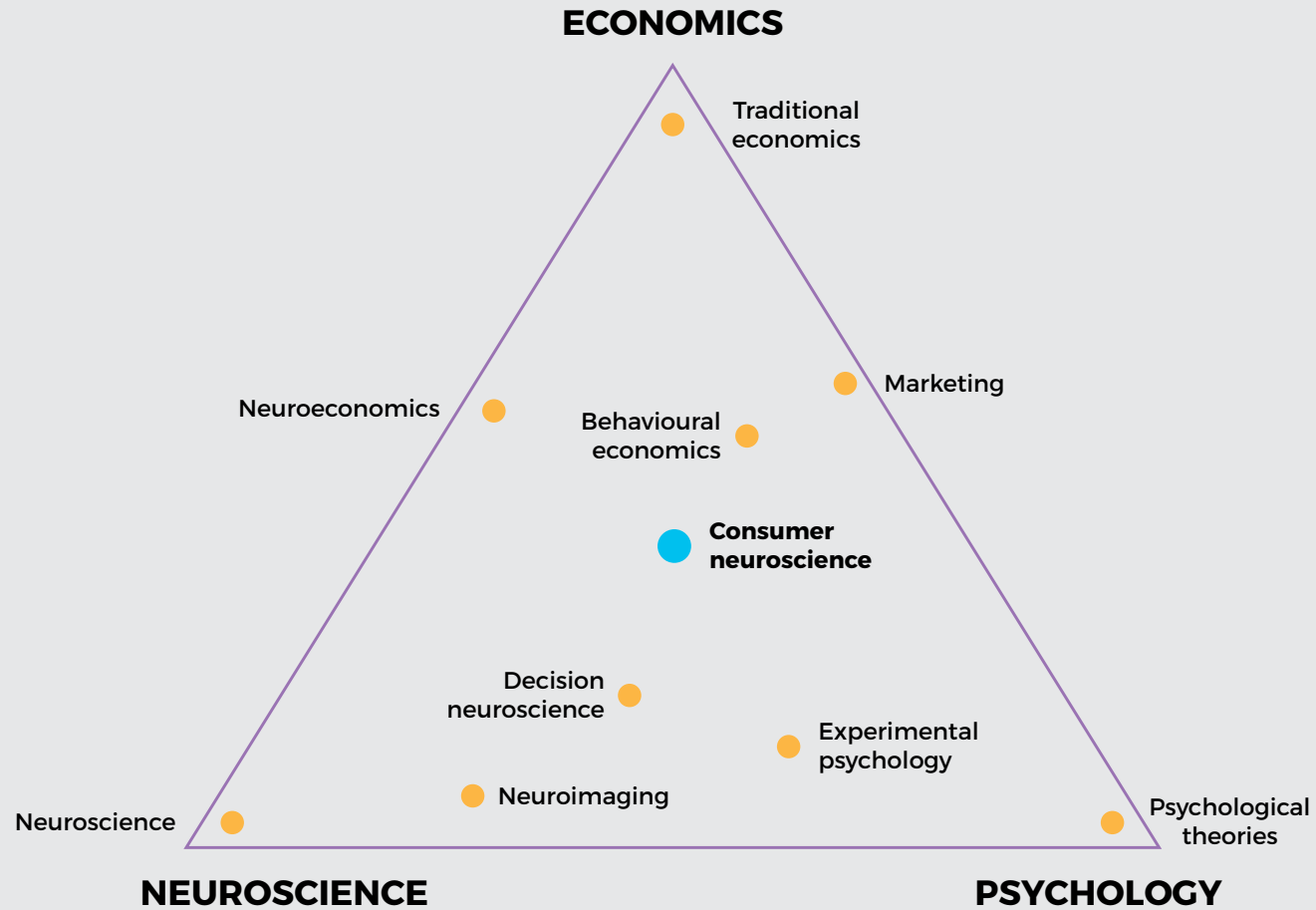
Emotions, filtered by mental clichés, distinctive to every individual, represent the foundation of the actions that we take. Because there is no decision that doesn't involve emotion, the decision to purchase can be emotionally modulated.

The ability of the neuromarketing tools and techniques to access and evaluate information beyond the level of human, places neuro marketing ahead of the other research tools.

The neuro marketing is an important tool **in clarifying and understanding the customer behaviour**, possessing a big potential in the field of **identifying the subconscious and communication needs**

Companies such as **Yahoo, Google, Hyundai, Microsoft, Disney, Frito-Lay or Heineken** already use the advantage of neuromarketing studies to the benefit of the product, services and campaigns they develop.

POSITIONING



AGENCY TOOLS



neuroPOTENTIAL tools

>>>> neuroACTIVATION

The assessment of the interest activation level generated by the exposure to a visual message or another type of element

Main technique: GSR – EEG
Secondary technique: ET, HRV

The level of short term nervous excitement and the attention caption bring information about the interest activation, while the EEG reflects the intent to act.

>>>> neuroATTENTION

Identifying the elements that draw/ lead/ capture the attention and generate reactions:

Main technique: ET
Secondary technique: EEG, GSR

The monitoring of the distribution of the visual attention spam, performed in parallel to the EEG and the GSR, that identify the visual stimuli, that draw the attention and generate reactions(both positive and negative ones). Also, the extent to which the acoustic and olfactory stimuli of the context potentiate the reaction to the visual elements, generating individual reactions is identified.

>>>> neuroIMPACT

The classification of the communication elements based on their motivational relevance and the ranking based on magnitude

Main technique: EEG
Secondary technique: ET, GSR - HRV

The long term emotional commitment and the value of the approach/ reject ratio give reference as to the inherent relevance degree of self authentication of the subject.

AGENCY TOOLS



neuroSTRATEGIC tools

>>>> neuroMEMORABILITY

The identification of image and communication elements with motivational relevance that have a high potential for memorability, especially for long-term memory

Main technique: EEG - ET

Secondary technique: GSR

Analysing the level of attention and concentration, the novelty degree and emotional level value generated by the exposure to a particular stimulus in parallel to EEG data specific to semantic memory, we manage to estimate the degree of memorability.

>>>> neuroREACTION

Identifying ways of influencing the decision and trigger action based on the analysis of the implicit (unconscious) and the explicit (accessible introspection) reactions

Main technique: EEG - ET - CAT (Computer Assisted Test)

Secondary technique: GSR - HRV

By measuring the IRT (Implicit Reaction Time) and RT and doing tests targeting system 2, we collect the necessary data for identifying, categorising and prioritising the actions that underpin a specific habit.

SOLUTIONS KIT

PRODUCT

- **Optimising the concept;**
- **Testing the name and statements;**
- **Comparative testing** same category product
- **Sensory testing** (texture, colour, smell, sound);
- **Price and the purchase intent.**

PACKAGING

- **The expresivity of general design;**
- **The adequacy deegree** of the shape related to the product;
- **The rendering of the name;**
- **The rendering of the statements and claims;**
- **The sensory testing** of materials: virtual and phisical;
- **Use:** benefits for consumer;
- **Comparative testing:** same category packaging
- **Attention analysis.**

VIRTUAL SHELF

- **Virtual Shelf:** attention share;
- **Virtual Shelf:** optimising product visibility;
- **Virtual Shelf:** purchase intent;
- **POS Impact & Priming.**

ADVERTISING

- **Concept testing;**
- **Storyboard analysis:** concept implementation;
- **Print analysis and 2D digital media:** attention share, the effectiveness of the message rendering - the positioning of the elements and the optimal rations;
- **Pre-test and test** audio/video **commercials** .

SHOPPER ACTIVATION

- **The consumer's behavioral segmentation;**
- **The analysis of the product category** (decision, search, attention) and **chanel of purchase;**
- **The analysis of decision driving attitudes in purchase process ;**
- **The analysis of the product and packaging** related to the category and the direct competitors;
- **Communication elements analysis;**
- **Post shopping** related to total consumer experience.

WEB

- **Website:** Navigation, functionality and degree of use;
- **Digital Ad tracking and driving action analysis.**

SOLUTIONS

»»» PRODUCT

- Optimize the concept;
- Testing the name and the claims;
- Comparative testing of in the same category products;
- Sensory test (texture, color, smell, sound);
- Price and purchase decision.

We test and analyze reactions to multi-sensory attributes and properties, **the concept, the potential benefits and the communication**, beginning with the concept stage.

Using the tool that we have developed can **identify needs and expectations, attitudes and deep habits, the consumer is not aware of** and which he is unable to verbalise.

Eye-tracking and biometric neurometrics data bring out **emotional issues or filters generated by mental frames operating at a subconscious level**, not accessible to introspection.

Based on preliminary analysis of the total experience (first impact, opening , use, satisfaction), we take a look at the **subconscious answer within all aspects and stages of consumer interaction with the product.**

SOLUTIONS

»»» PACKAGING

- The expressiveness of the general design;
- The suitability of the shape in terms of the product;
- The playing back of the name;
- The playing back of the statements and promises;
- The sensory testing of materials: both virtual and physical;
- Use: benefits for the consumer;
- Comparative test: same category packages;
- The attention analysis.

First impressions count. The packaging has a substantial impact on how consumers perceive the product.

We test many design directions and offer advice to improve the direction identified as the most suitable for the chosen concept.

The tests will indicate what prototype plays back and communicates best the attributes, benefits and claims.

Subsequently **we offer creative advice in perfecting the creative variation that draws out best the attention on the shelves and provides an advantage over the competition.**

Our innovative approach adds valuable insights obtained by combining several methods based on emotion monitoring, eye-tracking and EEG.

SOLUTIONS

>>>> VIRTUAL SHELF

- **Virtual Shelf:** attention share;
- **Virtual Shelf:** optimising product visibility;
- **Virtual Shelf:** purchase intent;
- **POSM Impact & Priming.**

In terms of communicating on the shelves a product's first few seconds are vital. In creating the packaging design things should be thought about "remotely": **product selection and based on it's positive attributes occur at a distance from which the details of the package are not distinguished.**

Viewing a product from a distance is twice more effective that viewing it closely.

The effect of the first eye gaze is twice as powerful as the subsequent gazes. Subsequent gazes at articles to be bought reflect a diminished purchase intent.

In our counselling services we offer attention caption tracking at the stage of pre-design, identifying elements that stand out, those that are overlooked **and to what extent the packaging is properly communicating the identity and benefits of the product.**

The methods we use allow us to identify which creative version best attract attention (in the absence of any indicators to search or to look carefully) **and what version is easier to find on the shelf** (when asked explicitly to identify the product on the shelves).

Purchase decisions are mostly taken inside the store. **On average one in six purchases of a particular brand is made because of that brand's exposure elements on media and of advertising inside the store.**

Creativity not only differentiates marketing done inside the shop, but can turn unconscious shopping into conscious shopping. With the aid of technique we can identify to what extent the POS message is compelling and relevant and we can make suggestions regarding the optimum POSM positioning inside the store.

In the priming studies we analyse the purchase intent before and after the exposure to the POSM.

SOLUTIONS

»»» ADVERTISING

- Concept testing;
- Storyboard analysis: concept implementation;
- Print analysis and 2D digital media: attention share, the effectiveness of the message ending - the positioning of the elements and the optimal ratios;
- Pre-test and test audio-video commercials.

The tool that we have developed allow us **to find the true potential of elements used in communications** and offer advice in choosing and positioning for **an effective communication**.

We recognize **choosing and positioning for an effective communication**

We recognize which elements involved in communication capture attention, are memorable, impact or induce action, what generates emotional involvement and the optimal communication between emotional and rational.

We extract data necessary for:

- Advice on **creating a message that has impact**;
- **Improved communication** so that it responds correctly to major emotional and practical needs related to the product service or brand;
- The subject of communication is implicitly coded into **long-term memory**.

In this way, communication, regardless of support, **will be able to change perception, will generate the desired behaviour will delight the viewer and deliver information efficiently.**

SOLUTIONS

»»» SHOPPER ACTIVATION

- The consumer's behavioral segmentation;
- The analysis of the product category (decision, search, attention) and channels of purchase;
- The analysis of decision driving attitudes in purchase process;
- The analysis of the product and packaging related to the category and the direct competitors;
- Communication elements analysis;
- Post shopping related to total consumer experience.

By combining tools at our disposal we can offer **valuable insights in terms of subconscious attitudes** from the consumer relating to product or brand.

We follow the "performances" that the product or brand has obtained at the subconscious level, identifying **subconscious reactions, key consumer attributes, subconscious assessments about issues of form, functionality, feelings, values, benefits, extensions category.**

We offer advice for ways and means by which **to optimise the perception and positively affect conscious and unconscious especially choosing attitudes, leading to the purchase process.**

SOLUTIONS

>>>> WEB

- **Website:** Navigation, functionality and degree of use;
- **Digital Ad tracking** and driving action analysis.

Using Remote Eye Tracking as the main technique we provide **a detailed analysis of the scrolling process, the information reading, searching, categorising items by attention levels, the impact and assessment of the elements.**

Also, we can **reference the impact of banner ads in a given context and their power to induce action** (click to website, subscribe, click to buy).

AVANTAJE

Within the research method developed by **neuro**, the technology makes efficient and brings to parameters the classical methods.

It is the most efficient method by which:

To save time

**To get
valuable
insights**

**To became
a trend setter**

**To make efficient
investments into
marketing materials**

**To optimise the
relationship with
the customers**

**To grow the
profit margins by
stimulating the
purchase decision
and fidelisation**

**To optimise
communication**

**To grow the market share by identifying the
means of target extent**

neuro METRICS

ATTENTION / EMOTIONAL ENGAGEMENT / MEMORY RETENTION

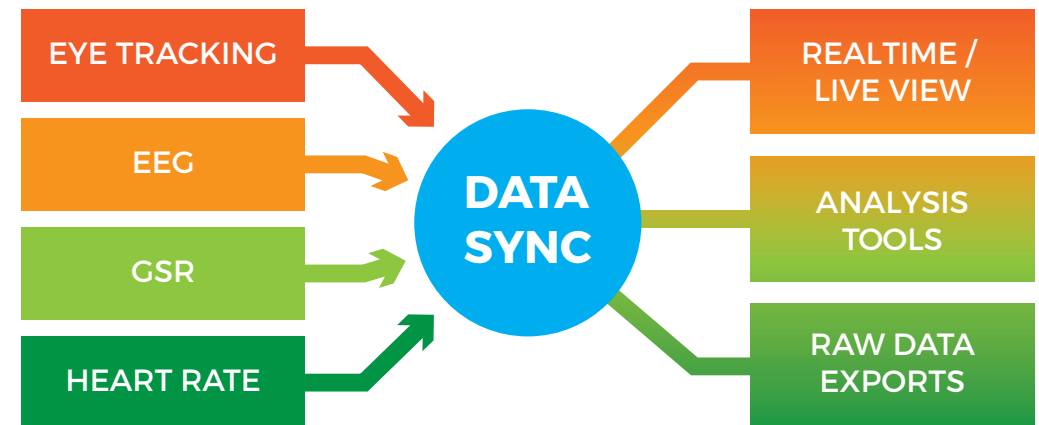
There are four categories of synchronised sensors, which **record, store and analyse** the real time data using a digital platform.

Measure & Insight	Eye-tracking	Eye-tracking + BioMetrics	Eye-tracking + NeuroMetrics
Attention	✓	✓	✓
Emotional arousal	✗	✓	✓
Emotional arousal & Motivation	✗	✓	✓
Cognitive load & Stress	✗	✗	✓
Distraction & Drowsiness	✗	✗	✓

TEHNICA

There are four categories of synchronised sensors, which record, store and analyse the real time data by exposing the subjects to a large range of stimuli:

- STATIC IMAGES
- VIDEO
- VIRTUAL OR REAL ENVIROMENTS
- WEBSITES
- SOFTWARE INTERFACES
- VIRTUAL OR REAL PRODUCTS
- AUDIO RECORDINGS



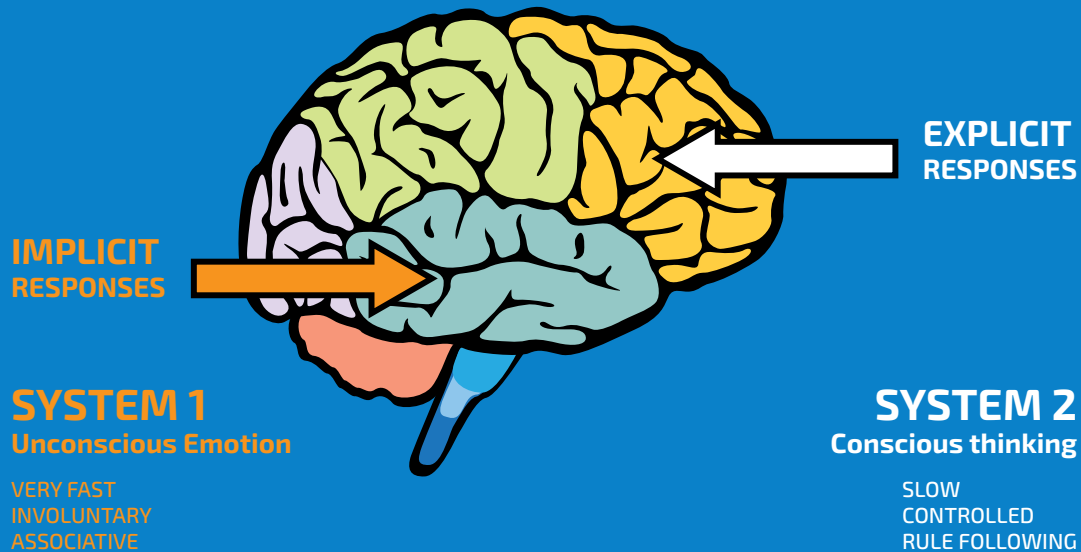
TECHNIQUE

- Remote Eye-tracking
- Dry EEG
- GSR
- Heart Rate Variability

neuroINDICATORS

- **System 1:** responds quickly (ms), reacts automatically, stores informations by association.
- **System 2:** responds a lot slower, much slower, conscious mental operations, controlled, following rules.

2 DECISION MAKING ROUTES



>>>>

neuroINDICATORS

LTEE

Long Term Emotional Engagement

STE

Short Term Excitement

ACC/AVV

Acceptance – Avoidance Fraction

IRT

Implicit Reaction Time

RT

Reaction Time

SYS1/SYS2

System1-System2
Decision Making Routes Fraction

TTFF

Time To First Fixation

FT

Fixation Time

NF

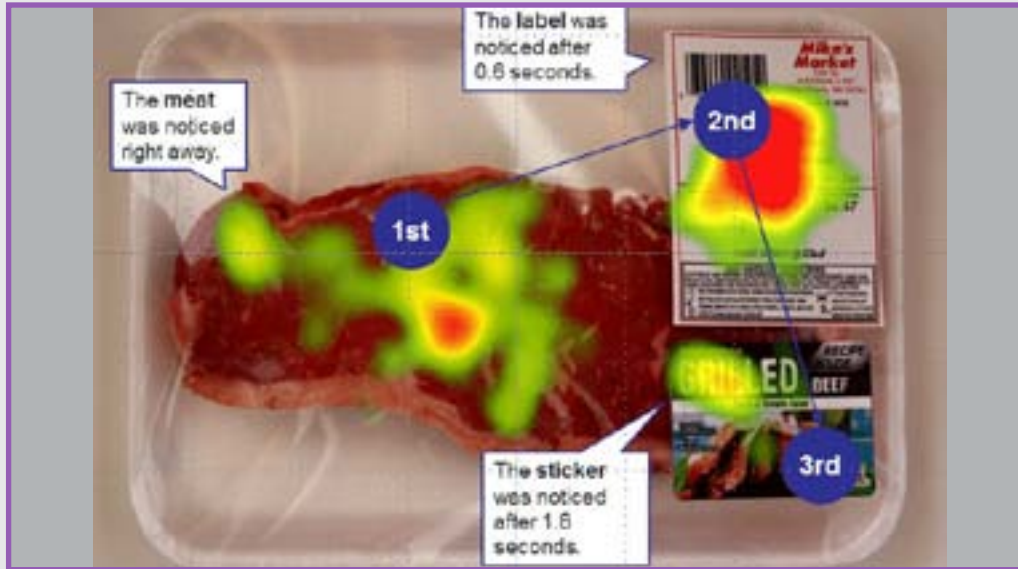
Number of Fixations

NR

Number of Revisits

LTMF

Long Term Memory Fixation



Packaging

The first impression: is incredibly rapid and hard to change!

The human brain processes visual information 60.000 times faster than it decodes the text.

The packaging has at its disposal around **100 milliseconds to communicate the first impression** (to gain the subconscious's trust) and **4 seconds to attract attention and convince at the shelf** (relating to the competitors).

Using our tools we **pre-test the proposals in order to respond to at least three main questions:**

- Is the packaging shelf efficient?
- Does it bring competitive advantage relating to the competitors?
- To what extent does the packaging efficiently reflect the attributes and follows the brand image?



Shelf

- **The purchase decision ratio within the store** reaches at this time a maximum of **76%**.
- **66% of the products taken in hand will also be purchased**, a fact that underlines the importance of catching the customer's attention.
- **The choosing** of a product and its positive attributes take place from **a distance from which the packaging details are not distinguishable**. Moreover, **the first fixation effects are twice as powerful** that later fixations.
- The biggest reward is experienced at the beginning of the discovery process. Later fixations on the articles that will be bought show the purchase intention, but diminished. **The visualisation of a product from a distance is twice as efficient** as the close-by visualisation.
- The technique that we use offers **additional perspectives about the physical, physiological and neuro-electrical processes related to the emotions, the thoughts and the complex actions of the purchase process and consumer behaviors**.

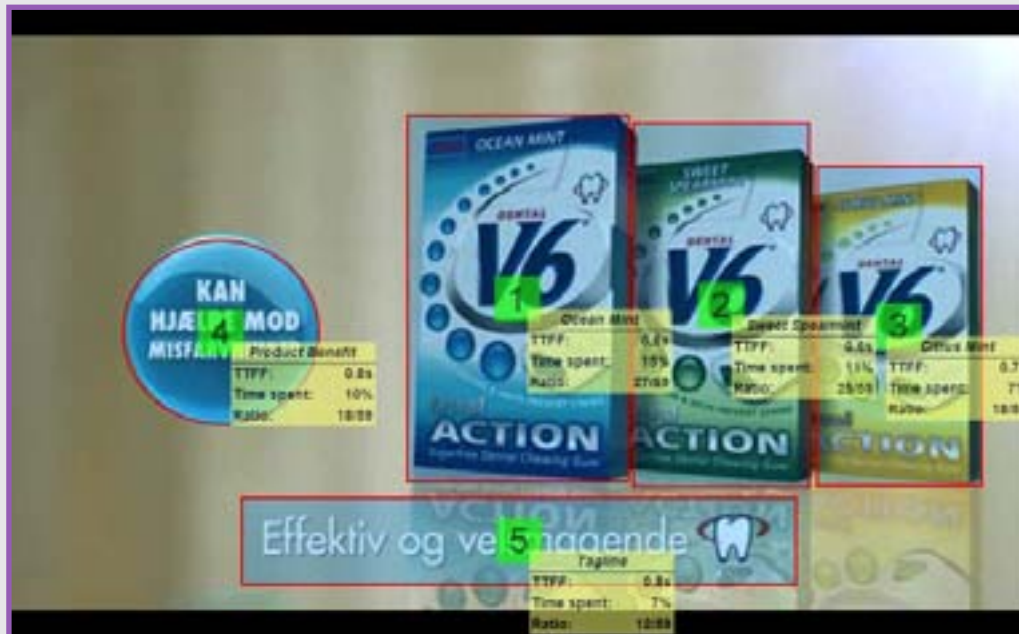


Layout

The **creativity** not only differentiates the marketing, but can also transform the **subconscious shopping into conscious shopping**.

Almost **1 of 6 acquisitions of a certain brand are made thanks to the brand elements exposure** on various advertising materials, found especially within the store.

- Up to **93% of all human communication is non-verbal** and 90% of the information received by the human brain is non-verbal .
- **50% of the human brain** is assigned to **processing visual information**.
- **50 de miliseconds** are enough to **form an opinion about a website**. **33 miliseconds** are enough to estimate the **credibility of a human face**. We don't even remember having seen that face, but the amygdala has formed an opinion, reacting differently from one face to another.
- Using technique, olosindu-ne de tehnică, **we can optimise the communication by: attention focus, finding the optimum balance between information and emotion, identifying the elements that generate trust and memorability, and in the case of websites we optimise the navigation process and the functionality.**



TV Commercials

- Which **elements to introduce** in order for the brand, product or message of the TVC **to be stored within the long-term memory?**
- When to **use emotion**, when is the **subconscious attention grabbing more efficient** and when **does the conscious attention act better?**
- How accurate does **the storyboard** used in pre-testing **reflect the final video?**

Even if it is known that **conscious attention stimulation is appropriate when trying to impose a new brand on the market** and that the easiest way to **inprint into people's memories is the association to a range of emotions**, the efficiency of the TVC is a lot harder to estimate using established studies

Using technique we can estimate **the TVC's efficiency with an up to 82% accuracy**, and **corelation between the storyboard and the final video material can be optimised to up to 80%**.

We can help you obtain an **efficient TVC by using a good "mix" between the new neuromarketing communication approach and the technically achieved efficiency analysis.**

be . think . act

POSITIVE



neuro

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