



NEUROMARKETING

UNDERSTANDING YOUR CONSUMER

LET'S FIRST UNDERSTAND THE BRAIN:

3 PARTS OF THE BRAIN:

BOTTOM LAYER:

BRAIN STEM AKA
OLD BRAIN

MIDDLE LAYER:

MID BRAIN AKA
DINO BRAIN

TOP LAYER:

NEO CORTEX AKA
EVOLVED BRAIN/NEW BRAIN

BOTTOM LAYER:

BRAIN STEM AKA
OLD BRAIN

INSTINCTIVE

DECISIONS BASED ON 4 FS
FIGHT, FLIGHT, FOOD OR FUCK

PLEASURE & SURVIVAL.
BREATHING AND HEARTBEATS.

MIDDLE LAYER:

MID BRAIN AKA
DINO BRAIN

FEELING/EMOTIONAL

SNAP DECISIONS/ON THE FLY

BASED ON WHAT WE SEE OR
EXPERIENCE EVERYDAY

TOP LAYER:

NEO CORTEX AKA
EVOLVED BRAIN/NEW BRAIN

THINKING PART

REASONING

SECOND GUESSING

THINKING SYSTEMS:

SYSTEM 1:

BASED ON EMOTION AND INSTINCT
BOTTOM AND MIDDLE LAYER

ACTION
FAST
PARALLEL
AUTOMATIC
EFFORTLESS
ASSOCIATIVE

SYSTEM 2:

BASED ON LOGIC - TOP LAYER

THINKING
SLOW
SERIAL
CONTROLLED
EFFORTFUL
RULES

HORMONES:

3 HORMONES THAT CONTROLL YOU:

DOPAMINE:

REWARD CHEMICAL

TIED TO ADDICTION
MAKES US FEEL GOOD
EMOTIONS: WANT, DESIRE,
SEEK & SEARCH

CORTISOL:

STRESS CHEMICAL

CORTISOL GOES UP AND
TRUST GOES DOWN WE
NEED TO LOWER CORTISOL
BY LESSENING STRESS LEVELS

OXYTOCIN:

TRUST CHEMICAL

EMPATHY
SOCIAL NEED
NEEDED HORMONE

SO WHAT IS NEUROMARKETING?

BASIC - THE STUDY OF EVERYTHING MENTIONED

DEFINITION - THE STUDY OF THE BRAINS RESPONSES TO ADVERTISING AND BRANDING USING FMRI & EEG TO MEASURE BRAIN ACTIVITY.

WHAT THEY MEASURE:

WTP - WILLINGNESS TO PAY

EXPECTATION AND EXPERIENCE

BRAIN MAPPING IN THE BUYING PROCESS

EMOTIONAL TRIGGERS

WHY USE NEUROMARKETING?

TO FIGURE OUT WHY CONSUMERS MAKE THE DECISIONS THAT THEY DO
AND WHAT PARTS OF THE BRAIN ARE MOTIVATING THESE ACTIONS.
FIGURE OUT THE BUY BUTTON. MEET UNMET NEEDS OF CONSUMERS.

USEFULNESS:

HANDY TOOL FOR MARKETING AND DESIGN

HELPS EXAMINE CULTURAL INFLUENCES ON BRAND PERCEPTIONS

WHO USES NEUROMARKETING?

GOOGLE, MICROSOFT, FACEBOOK, DISNEY...
BASICALLY 80% OF THE LARGEST COMPANIES IN THE WORLD.

Google

 Microsoft



Disney

6 NEUROMARKETING PRINCIPLES:

6

FOCUS ON CUSTOMERS

GET TO THE POINT

KEEP IT CONCRETE

CLOSE STRONG

USE EMOTION

PROS & CONS:

PRO:

REACH UNCONSCIOUS MIND

CONVINCING SALES PITCHES

COMPELLING ADS

RELIABLE: NEURONS DONT LIE

CON:

SOME SAY ITS BRAINWASHING
AND UNETHICAL

HOW TO EFFECTIVELY USE NEUROMARKETING:

- IN LINE WITH BRAND STRATEGY
- OVERTIME
- PRIMING PROCESS: SPEAK TO THE CONSUMERS SUBCONSCIOUS. PLANT A SEED.

THE END