from the lab to the studio

the neuro revolution

DR. A.K. PRADEEP
A Nielsen Revolution

creative design
(neuroscience + big data)

media buy
(mathematics + big data)
Breakthroughs in neuroscience

“We have learned more about the brain in the past five years than during all of human history combined.”

CHARLIE ROSE, talking with ERIC KANDEL, Nobel Laureate in Medicine, NeuroFocus Advisory Board Member

neuroFocus
A Nielsen Company
up to 64 sensors collect data 2,000 times every second to fully capture activity across all brain regions.

proved neuroscience applied to marketing

eye-tracking and pupillometry pinpoint hot zones

high resolution dense-array EEG
The Neuroscience Revolution

Three trends converging ...

- Learnings from **TRADITIONAL RESEARCH**
- Learnings from **NEUROFOCUS**
- Learnings from **AUDIENCE MEASUREMENT**

**THE NEUROMARKETING REVOLUTION**
Continuing dissatisfaction with traditional research approaches

Marketers still complain in …

“Half of my marketing budget is wasted, I just don’t know which half.”

Product developers still lament …

“80% of new products fail at the shelf.”
NeuroFocus to StudioNeuro

What we learned in the last 7 years

- Perception
- Sensory Awareness
- Shopper Experiences
- Emotion
- Consciousness and Attention
- Mobile
- Language and Communication
- Memory
- Social Networks
Neuroscience and Academic Advisors

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ATTENTION
Based on the science behind ADD/ADHD clinical diagnosis

Three Metrics Measured Directly at the Brain

EMOTION
Based on the science behind mania & phobia clinical diagnosis

MEMORY RETENTION
Based on the science behind Alzheimer's clinical diagnosis
Market Performance Indicators

- **PURCHASE INTENT**: directly translates to sales and volume
- **NOVELTY**: level of uniqueness and differentiation in the mind of the consumer
- **AWARENESS**: messaging comprehension
NeuroFocus measurements today

**Brand**
Testing brands across seven dimensions of NeuroFocus’ Brand Essence Framework.

**Product**
Neurological Iconic Signatures – neurological ‘high points’ of the consumption experience. Product and concept evaluation.

**Packaging**
Package design and performance.
Analysis of neurological responses to graphics, design elements, and messages.

**Advertising**
Consumers’ subconscious responses to advertising and other messaging, from development to execution and media placement.

**In-Store**
In-store displays, merchandising, and layouts including online stores
Proprietary tools:
- Mobile EEG testing
- N-Matrix 3D Virtual Reality™ testing
Lesson 1

Brain based Design of Brands
INCREASE brand loyalty

TRACK subconscious brand response

GAIN market share
How the brain perceives brand:

- **BRAND ESSENCE**
  - FORM: The physical manifestation of the brand
  - FUNCTION: Indispensable attributes of the brand
  - FEELINGS: Natural feelings that arise upon the mere mention of the brand
  - VALUES: Positive social precepts exemplified by the brand
  - BENEFITS: Inherent advantages of interacting with the brand
  - EXTENSIONS: Additional, manifest manifestations of the brand and/or its attributes
  - METAPHORS: The brand as an exemplar for a larger operative context

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brain based design

brand design

brand confusion

brand absorption
LESSON 2

Brain based Design of Shopper Experiences
Nonconscious processing and the shopping experience

Our brains process **11,000,000 bits** of sensory information every second.

But our conscious minds can only handle about **40 bits per second**.

That’s a selection ratio of **0.000004%**.

What happens to those other **10,999,960 bits of information**?

Shoppers’ brains process them subconsciously.
Appeal to all the senses
Multi-sensory experiences stimulate the brain and enhance the shopping experience. Look beyond the usual visual elements and consider the impact of touch, smell, taste, and sound.
throw a curve

avoid sharp edges and interruptions in aisle and display designs. the brain is more comfortable in environments without angles and sharp edges.
keep it simple

The brain loves order and simplicity. Clutter will overwhelm the consumer. Keep displays and merchandising neat and uncluttered.
show the source

For food products especially, the brain seeks to know the origins of the product. Showcase them to satisfy the subconscious mind’s desire.
how the brain perceives shopping

- **INFORMATION**: core and key information about the store, products, and services
- **COMMUNITY**: promoting shopping experiences that enable belonging to a larger social group
- **INTERACTION**: capability to interact with brands, products, and services in the store
- **ENTERTAINMENT**: shopping as a means of entertainment
- **EDUCATION**: key awareness raising and knowledge enhancement
- **SIMPLICITY**: making things simple through all aspects of the shopping experience
- **SELF WORTH**: continued enhancement of self-esteem and self-worth through the shopping experience
- **COMMUNITY**: promoting shopping experiences that enable belonging to a larger social group
brain centered retail

store design
aisle experiences
connection to brand and ads
LESSON 3

Brain based Design of Advertising
Women engage faster with faces
Best Practices for Marketing to the Female Brain

Use emotion-based, visual imagery (not facts and figures). Focus, for example, on human elements and faces.

Layer emotional decision-making opportunities over purely rational information.

Use subtle humor and emphasize altruism.

Emotional authenticity is KEY.

Strong emotional memories have long-lasting, power and will increase purchase intent among women.

Social connections are crucial – help her feel included, appeal to her through shared stories.
## Best Practices for Marketing to the Female Brain

| Use collaborative, reciprocal language: “Let’s put an end to boring dinners.” “We support doing less laundry, don’t you?” |
| Let her figure out her own goals; don’t dictate them to her. Provide her with plenty of information – and the time to digest it. |
| Acknowledge that she’s integrating many goals with every purchase or shopping experience. By getting that meal, she’s saving money and spending more time with family. She’s a multi-tasker and likes being acknowledged for her abilities. |
| Make sure that the take-away message is based in positive emotion (other memories don’t “stick” as well - e.g. factual/statistics) |
Best Practices for Marketing To The Male Brain

Men prefer products created just for them.

Don’t expect men to “get” nuanced facial expressions.

Use action to gain the attention of the male brain.

Get to the point quickly, clearly, and directly.

Use active, declarative statements.

Consider creating a game to attract/engage male customers.
Subconscious emotions evolved for this …

primacy of context
brain and mobile advertising
Four ways to attract attention

1. Motion
2. Novelty
3. Error
4. Ambiguity
FACEBOOK JOINERS AND POSTERS:
8 Deep Subconscious Drivers

1. WHY DO CONSUMERS LOGIN TO FACEBOOK?

2. WHY DO CONSUMERS POST ON FACEBOOK?
Studio neuro

brain centered ads

tv ads

mobile ads

social networking ads
LESSON 4

Brain based Design of Packaging
brain’s perception of the 3 battles a package fights

In the shelf → In the hand → At home
neurometrics suited for packaging battles

PURCHASE INTENT
directly translates to sales and volume

NOVELTY
level of uniqueness and differentiation in the mind of the consumer

AWARENESS
messaging comprehension
3D PRINTING – ITERATED DESIGN

rapid prototyping of packages

Revolutionizing packaging
visual feel and hand feel
brain centered packaging

tactile feel

neurometric centered for the 3 battles

3D printing
LESSON 5

Brain centric Methods
INTEGRATED MEASUREMENT
brain makes behavior

- Neurometrics integrated
- Traditional testing methods integrated
- Neuro learnings and best practices integrated
- Gaming and technology integrated
- Rapid prototyping and design integrated
Mathematical Media Buying

Sophisticated mathematics and portfolio optimization drive media buying.
# Mynd Advantages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Full-brain, real time measurement of brainwave activity.</td>
<td>Designed by world-class neuroscientists and engineers.</td>
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<tr>
<td>Rigorously tested in both laboratory and real world settings.</td>
<td>Fully online and operational within seconds.</td>
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<tr>
<td>Easy to use and comfortable to wear.</td>
<td>Adaptable across multiple environments.</td>
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![Mynd Advantages Image](image-url)
Thanks,