Upcoming Webinars

- Women of Tomorrow – September 22
Neuromarketing: Understanding the Subconscious Drivers

Caroline Winnett, CMO
Andrew Pohlmann, Managing Partner
NeuroFocus, The Nielsen Company
Today’s NeuroFocus presenters

**Caroline Winnett**  
Chief Marketing Officer, NeuroFocus

Caroline Winnett received her MBA from the Haas School of Business at the University of California, Berkeley. She went on to found Albany Associates, providing marketing services to corporate clients. Subsequently, she was Publisher of Wilderness Press and Chief Marketing Officer for BoardVantage. She sits on the boards of three California corporations and is the co-author of *Corporate Governance: Five Easy Pieces.*

**Andrew Pohlmann**  
Managing Partner, NeuroFocus

Prior to joining NeuroFocus, Andrew served in various senior leadership roles at JP Morgan Chase, Washington Mutual, Citigroup and Alticor specializing in corporate strategy, product development, business development and marketing. He was a Partner with Meridian Consulting, and his focus has spanned various industries assisting both institutional and consumer clients in the Americas, Europe, Asia and the Middle East. Andrew also helped launch BoardVantage, the leading web-based communication platform for corporate boards.
Poll question #1

Have you ever applied Neuromarketing to your business?

a) Yes
b) No
c) I don’t know
Uncovering the subconscious link between “on-shelf” and “in-basket”

**RETAILERS**
can learn the factors behind creating a more ideal in-store shopper experience

**MANUFACTURERS**
discover the features that make consumers better connect with products on the shelf
Up to 90% of purchasing decisions are made subconsciously.
7 dimensions of the shopper experience
Subconscious impact on purchase behavior

Duke/Stanford Study:
Can non-conscious activation of a goal influence buying selection behavior at a later point in time?

Tanya L. Chartrand et al., “Nonconscious Goals and Consumer Choice,”
“You notice that it is time to throw away your cotton crew socks and buy new ones. Consider these two options:”

Nike at $5.25 for 1 pair

Hanes at $6.00 for 2 pairs

Impact on consumer choice


“... none of the respondents correctly guessed the general purpose of the study or believed that incidental exposure to words might have altered their choice.”

PERCENTAGE CHOOSING THE HIGHER-PRICED NIKE SOCKS

- Prestige prime: 48.0%
- Thrift prime: 19.2%
Neuroscientific methods to determine subconscious drivers
Poll question #2

Our brains process 11 million bits of sensory information every second; how many bits of information do you think our conscious minds can handle per second?

a) Over 1 million  
b) Between 5,000 and 50,000  
c) Less than 100
up to 64 sensors collect data 2,000 times every second fully capture activity across all brain regions

neuroscience applied to marketing

eye-tracking and pupillometry pinpoint hot zones

high resolution EEG measures brain response

GSR (galvanic skin response) confirms emotion
ATTENTION
sustained focus and shifts in focus over time

MEMORY
formation and strengthening of connections in long-term memory

EMOTION
intensity of emotional engagement
Neuromarketing market performance indicators

**PERSUASION / PURCHASE INTENT**
indicates a likelihood of attitude or behavior change

**NOVELTY**
indicates something is new and worth remembering

**AWARENESS**
indicates something is understandable and comprehensible
Measuring deep subconscious response

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<th>STEP 1:</th>
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<td>BASELINE RESPONSE</td>
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- BASELINE BRAINWAVE MEASUREMENT OF MESSAGE ATTRIBUTES OR BRANDS
- P-300 RESONANCE CONFIRMS MESSAGE OR BRAND ASSOCIATION
Three distinct measurements enhance traditional measurement

- **Mobile EEG**
  - On-site

- **Video Realistic**
  - Off-site

- **3D Testing**
  - Simulator
NeuroFocus insights for Retail & Shopper Marketing

**BRAND**
- Testing brand performance

**PRODUCT**
- Understanding an individual’s sensory response to a product

**PACKAGING**
- Understanding package design and performance

**IN-STORE**
- In-store displays, merchandising, and circulars
Getting to ROI: Case studies
Neuro-design to improve shelf performance
Brain insights drove new design

- Silver foil used only around edges
- Lime flavor showcased
- Harmonious choice of fonts \((two\ \text{fonts}\ \text{vs.}\ \text{three})\)
- Uniform image behind text
- Name visible on back of bottle
- Clear bottle: beer is visible
Immediate marketplace traction

Lift from introduction of neuro-designed bottle

- Share Point change
- Volume % change

New bottle introduction
Marketplace validation – groundbreaking study of in-market effectiveness and pre-test effectiveness

Correlation between in-market effectiveness and NeuroFocus metrics is 85%
Practical applications of Neuromarketing
Curves attract. Sharp edges repel.

Deliberate use of spikes to visualize the pain of arthritis
In-store: Boost purchases by engaging senses

• Multi-sensory experiences stimulate many regions of the brain and greatly enhance the shopping experience.

• Look beyond the usual visual elements to consider the impact of touch, taste, smell and sound.
In-store: Round the edges
Packaging: Connect what’s outside with what’s inside

Subconscious desire for continuity linking product at hand with the place/ingredients/contributors from which it is made.

Brand attributes enhanced by information — knowledge of source equates to sense of quality.
On-shelf: Place products in environments reflecting how they will be consumed
Display: Showcase the product characteristics

Appropriate materials enhance the characteristics of the products or displays.

Natural-looking materials are especially important for food product displays.
Mirror neuron activation

Women respond strongly to images of people interacting
Key Takeaways

- Neuromarketing can be used to complement traditional research and marketing approaches.

- Understanding subconscious factors can identify hidden and substantial improvements in the shopper experience.

- Engage the senses to improve shopper engagement and purchases.

- Align package design with emotional drivers to improve on-shelf product performance.

- Display products in their environment of use to increase purchase potential.
Q&A

Thank you for attending.

• If you have follow-up questions or want more information, please contact your Nielsen Professional Services Representative.

• If you are not a current Nielsen client, please contact us by phone or email:

  Phone: 800-553-3727  
  email: CPGSolutions@nielsen.com

• OR if you have any questions regarding the content of this webinar, you can also contact:

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