Neuromarketing:

new approach of marketing research and how it can be used in prevention activities
The thinking man?
Think

Do

Feel
Even nowadays our conscious mind is only a tip of an iceberg.
We do not make decisions without emotions

**Antonio Damasio**,
Professor of Neuroscience
(University of Southern California)

Studied patients, whose ability to understand and use emotions had worsened because of brain damage.

**Finding:**
People are not fully rational decision makers – on the contrary!

**Conclusion:**
Emotion is an inseparable and central component in decision making.
Behavioral experiment: herd behaviour

Inevitably, the environment around us influences our behaviour.
In particular, we take notice of how others around us behave and/or had behaved before us.

The mere presence of graffiti doubles the number of people littering.

THE OLD PARADIGM
THE EMOTIONAL REVOLUTION

FEEL
DO
THINK

Neuroscience: The Missing Link
Observation, Questionnaires & Surveys
We know that...

We use **instinct** when processing information and making decisions.

We are able to come up with explanations, but these are often **post-rationalisations**.

We cannot explain our **motivations** at an aggregate emotional level—what “feels right” to us.
What is neuromarketing?

Neuromarketing uses the theories and methods of cognitive neuroscience to plan, execute and measure marketing activities (e.g. assess TV commercials) (Ale Smidts, 2002)

Neuromarketing research has been conducted for decades, just without calling it neuromarketing. So it may be quite new for marketing, but not for scientific research.
Methodology
Technologies used in neuromarketing

- Reaction times
- Behavioral experiments
- Eye-tracking
- Facial coding
- GSR
- EEG
- fMRI
TNS Emor uses the combination of three technologies: EEG + GSR + eye tracking

1. EEG – RELEVANCE
2. GSR – ACTIVATION
3. Eye tracker – ATTENTION

Negative reaction

Positive reaction
Examples
The effectiveness of anti-smoking campaigns

A

B

C

UCLA, 2012
The effectiveness of anti-smoking campaigns: rational evaluations, prefrontal cortex activity and reality

[Graphs and images showing comparisons of campaign effectiveness and brain activity]
Testing of anti-alcohol campaigns (Estonia, 2012)

SAMPLE

NUMBER OF PARTICIPANTS: 44

TARGET GROUP:
- GENDER:
  - 50% female
  - 50% male
- AGE:
  - 50% 18-35 y.o
  - 50% 36-60 y.o

DATA PROCESSING ALGORITHM

Tallinn
April 2012
Neuromarketing
© TNS
"Neuron" results
RELEVANCE (EEG), ACTIVATION (GSR) & ATTENTION (ET)

RELEVANCE | INT. ref.
--- | ---
5 | =

ACTIVATION | INT. ref.
--- | ---
4.8 | =

LEGEND
- positive
- neutral
- negative
- N/A not available

N=44
Testing of anti-speeding campaign (Latvia, 2012)

NUMBER OF PARTICIPANTS: 66

TARGET GROUP:

- GENDER:
  - female, N=33;
  - male, N=33

- NATIONALITY:
  - Latvians, N=32;
  - Russians, N=34

- AGE:
  - 50% 18-34 y.o
  - 50% 35-60 y.o

DATA PROCESSING ALGORITHM
By Human Mind and Brain

Riga
December, 2012
General results
RELEVANCE (EEG), ACTIVATION (GSR) & ATTENTION (ET)

Social 30” TOTAL SAMPLE, n=66

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positive  neutral  negative
Does gender matter?

WOMEN, n=33

MEN, n=33

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positive  neutral  negative
Indirect actions and campaigns might be a good idea to consider for changing behavior
Indirect actions and campaigns might be a good idea to consider for changing behavior
Using neuromarketing research

**Possibility to test the effectiveness of messages, independent of format:**

- Testing concepts before ad production (TV)
  - Input/feedback for producing the ad
  - Comparison between alternatives
- Testing finished ads before media spending (TV)
  - Input/feedback for changing or shortening the ad
  - Effective planning of media spending
  - Attention to details, second by second analysis
- Testing static material (print, outdoor)
  - Input/feedback for re-arranging the elements, reducing noise
  - Attention to details, second by second analysis
  - Comparison between alternatives
- Combined with focus groups for a holistic and deep understanding of consumer feedback.

The list is not exhaustive.
What to take out from this presentation for preventive actions?

A campaign, that is **created based on people’s rational evaluations** might not appear to be the most effective – people prefer to stay in their „comfort zone“ and are unaware of their unconscious reactions.

Extreme intimidation does not work.

**Influencing can be indirect** without directly saying what is trying to be achieved.
Thank you!

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