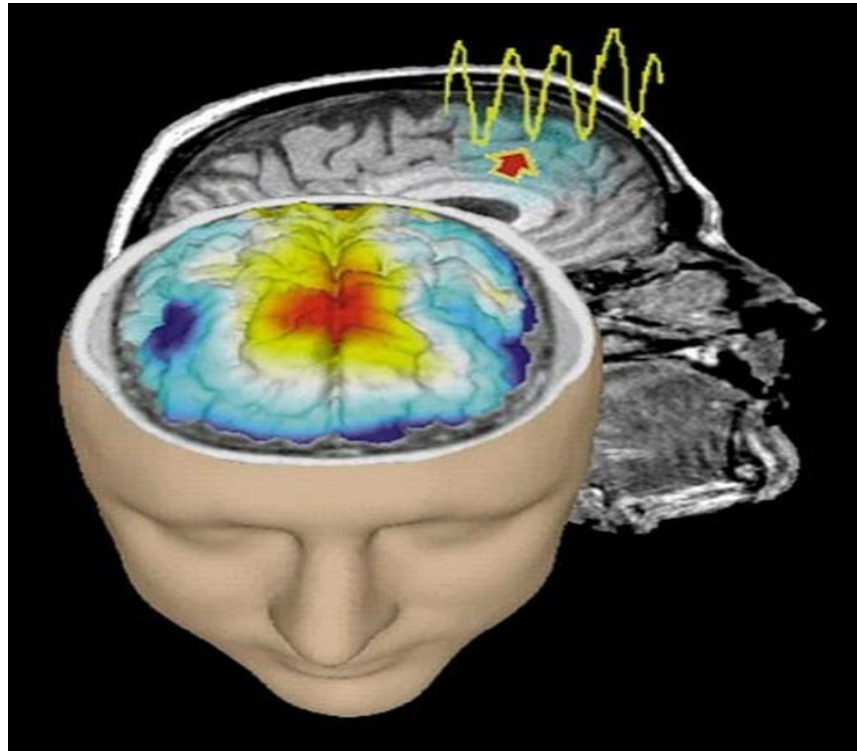


Neuromarketing



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Neuromarketing

Research studies

- how the brain respond to advertising using functional magnetic resonance imaging (fMRI),
- how the impulses from different market environments influence the consumers
- it maps brainwaves using a technology that measures brain activity with the purpose to be able to monitor individual response to specific products, packaging, advertisement ...

Buyology: Lindstrom, 2010

Neuromarketing

Functional magnetic resonance imaging (fMRI)

- It is a technology that measures the magnetic field caused by the electrical activity in the brain.



fMRI

- It monitors the brain activity by localizing the parts of the brain that receive more oxygen and blood.

Research

- 2004
- lasted 3 years
- it cost about seven million dollars
- with 2,081 volunteers and 25 times larger sample than in any other neuromarketing study so far. The research group was international.

Buyology: Lindstrom, 2010

Research

- Are all smokers blind to warning labels or they naively believe that they are immune to the side effects?

Buyology: Lindstrom, 2010



WARNING:
Cigarettes cause cancer.



Research

- 200 researchers
- Supervisor: Gemma Calvert, founder of Neurosense Oxford and Head of the Department of Applied neuroimaging of Warwick in England.

Buyology: Lindstrom, 2010

Question

- Do you smoke less because of the warnings on the cigarette packet?

Answer

- Most of them answered YES
- Control with fMR

Truth:

- Stimulation nucleus accumbens
- Chain linked neurons; these are activated when your body wants something, for example. alcohol, tobacco, drugs, sex, gambling ...
- By activating the nucleus accumbens in the brain your body increases the need to satisfy its desires.

Subliminal advertisement

- No Brand



Thank you for your attention

