



Neuromarketing: The Science of Purchasing Behaviour

Flavilla Fongang

Brand Strategist, 3 Colours Rule

[@FlavillaFongang](#)


MozCon
Virtual

The background features a white central area framed by blue curtains with a scalloped top edge and red ties. The title text is centered in this white area.

Neuromarketing: The Science of Purchasing Behaviour

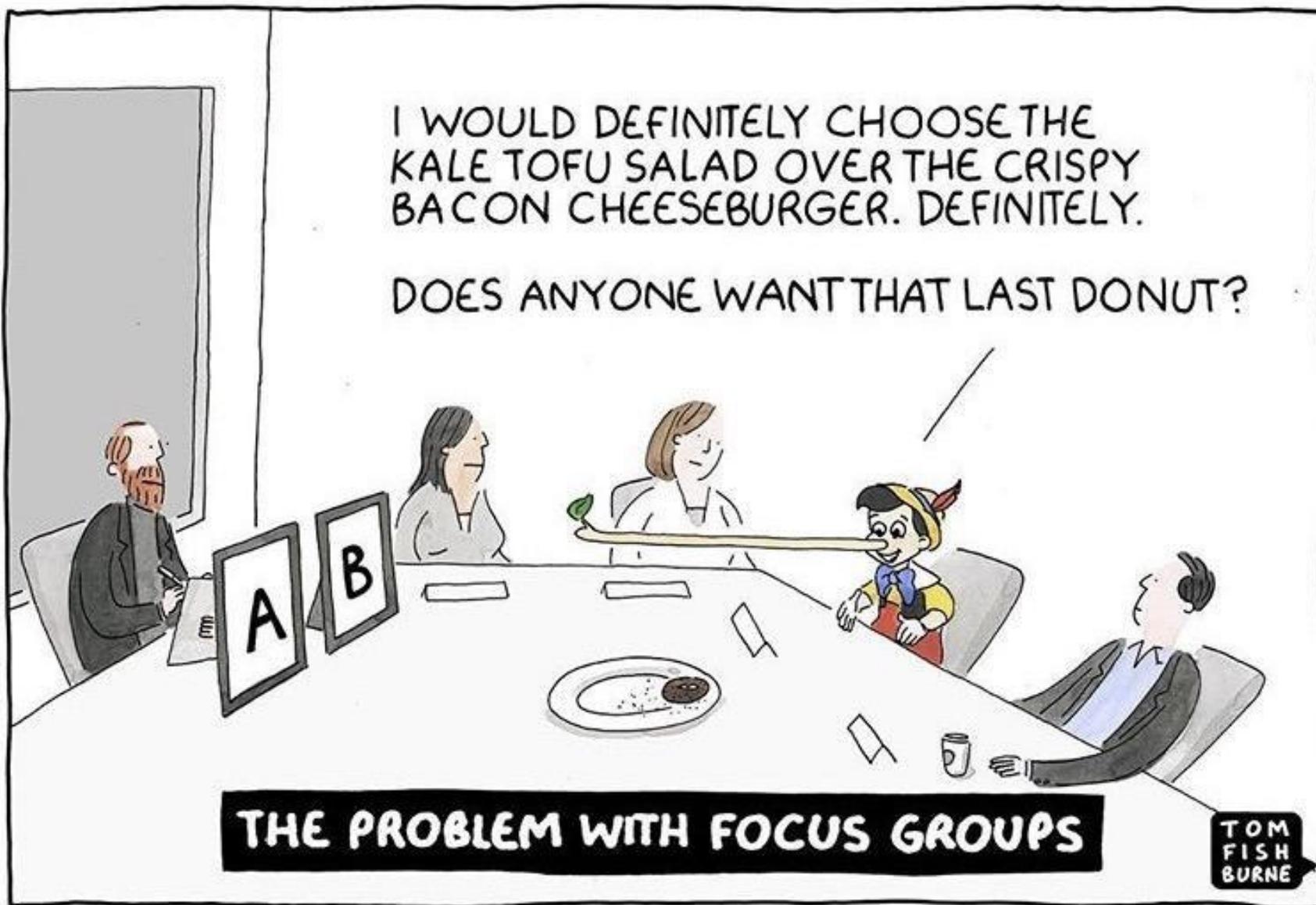


A man with a beard and light blue sweater is sitting on a chair with a dark, ornate floral pattern. He is looking off to the side with a thoughtful expression. A thought bubble is superimposed over the image, containing text.

Why should I care about
neuromarketing you gorgeous
woman?

BILLIONS OF WASTED MONEY





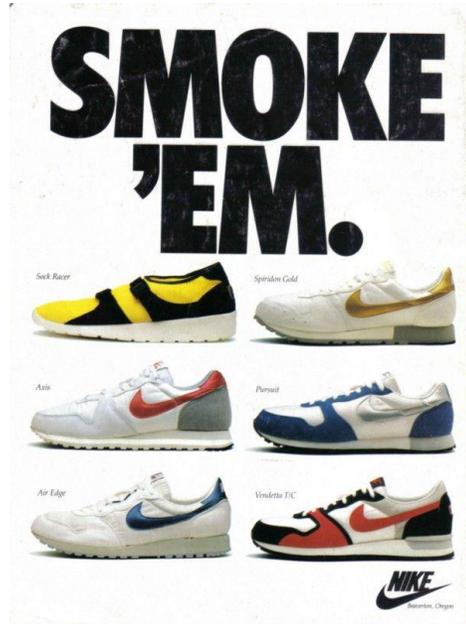
© marketoonist.com

Things have changed....



PRICE

50s - 70s
HOW
PRODUCT

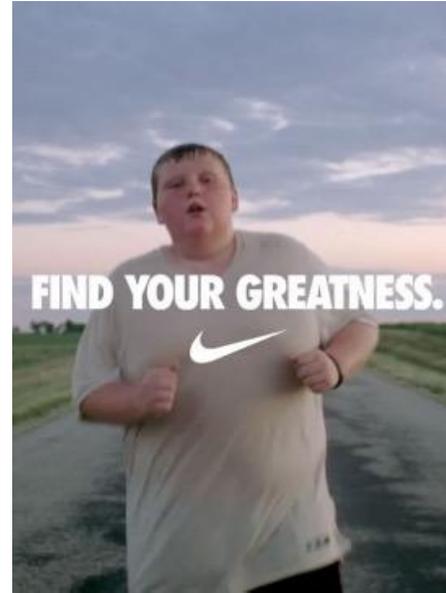


CHOICE

70s - 90s
WHAT
IMAGE



BRAND
MORAL



90s - 10s
WHY
POSITIONING



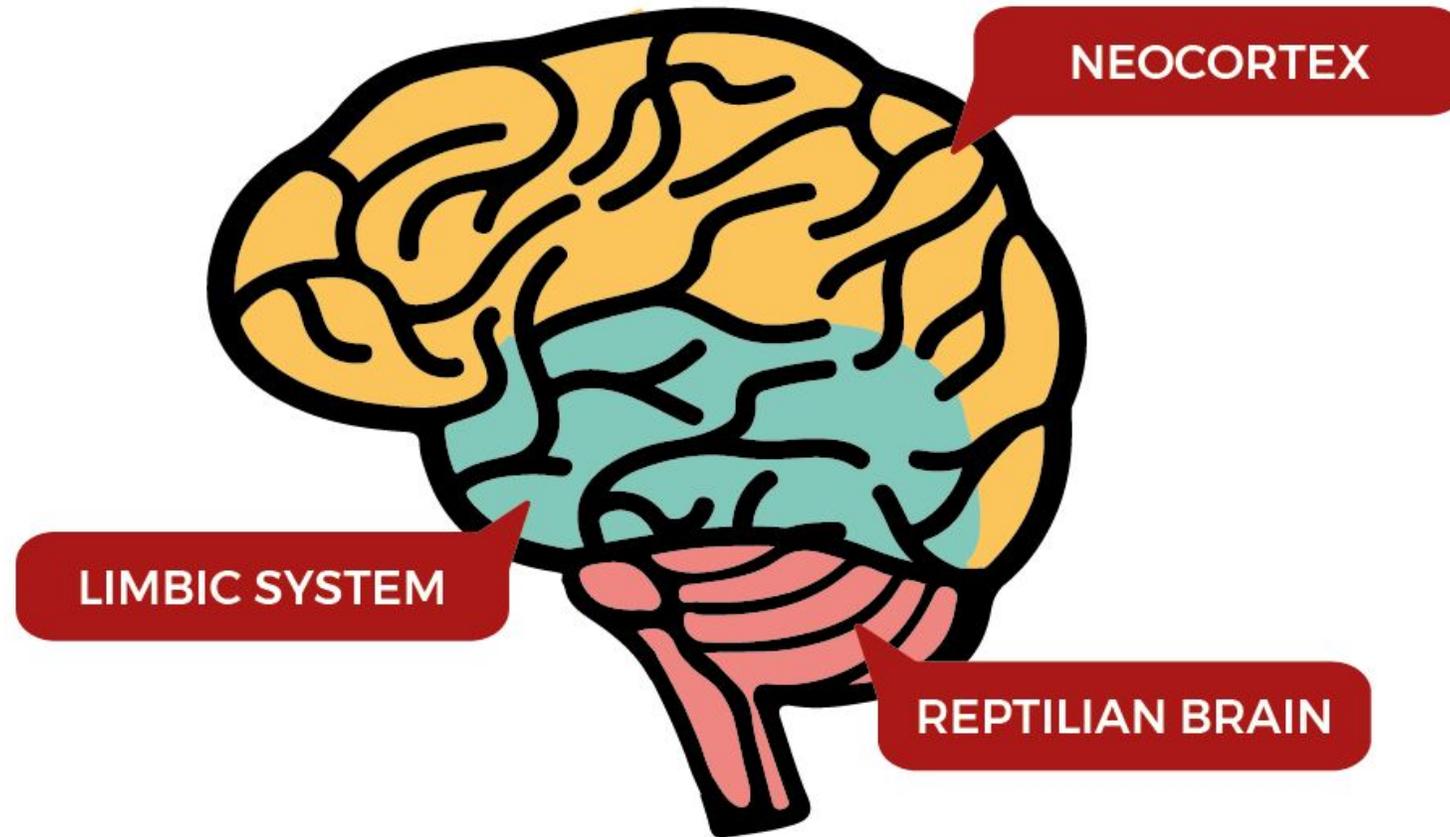
EMOTION

10s - 30s
WHO
DIGITAL

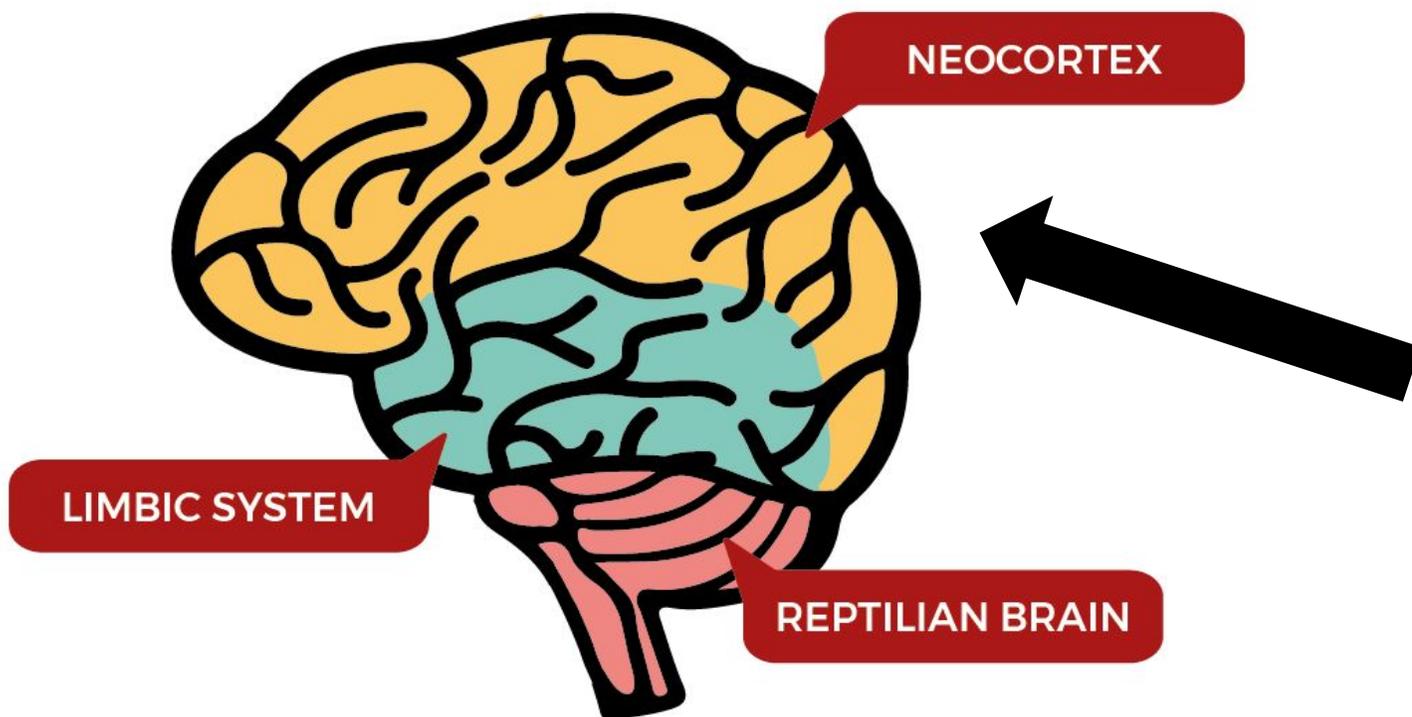


How does your brain work?

The 3 parts of the brain

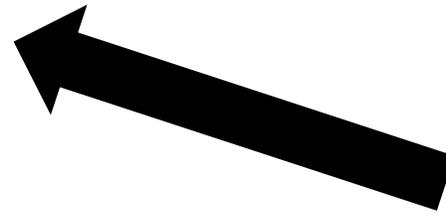
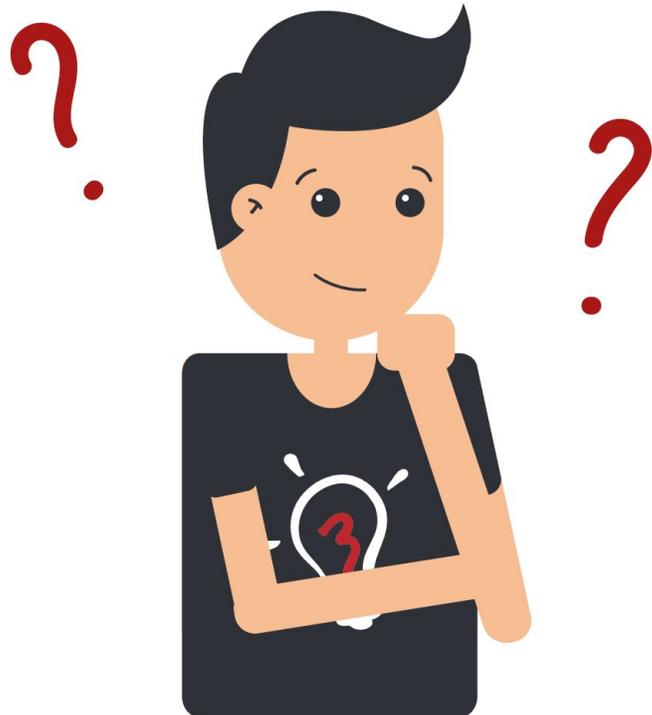


1 – Neocortex



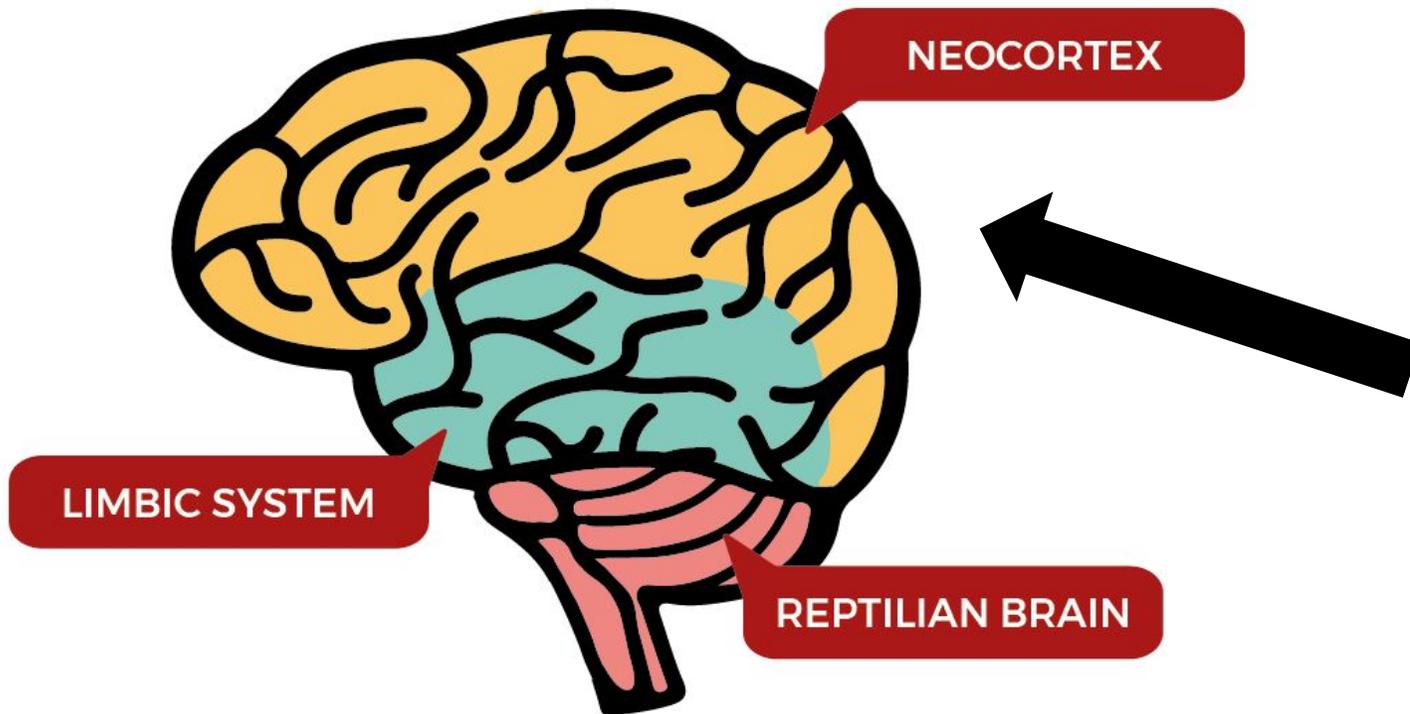
The New Brain
– **The Rational**
Controls imagination,
consciousness and
abstract thought.

1 – Neocortex



The New Brain
– The Rational
Controls imagination,
consciousness and
abstract thought.

2 – Limbic system

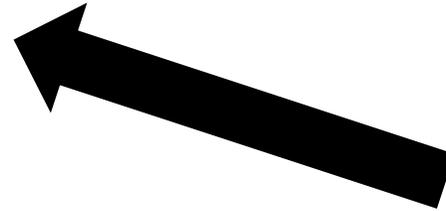


The Middle Brain
– **The Emotional**
Controls emotions,
judgements and
behaviour

2 – Limbic system

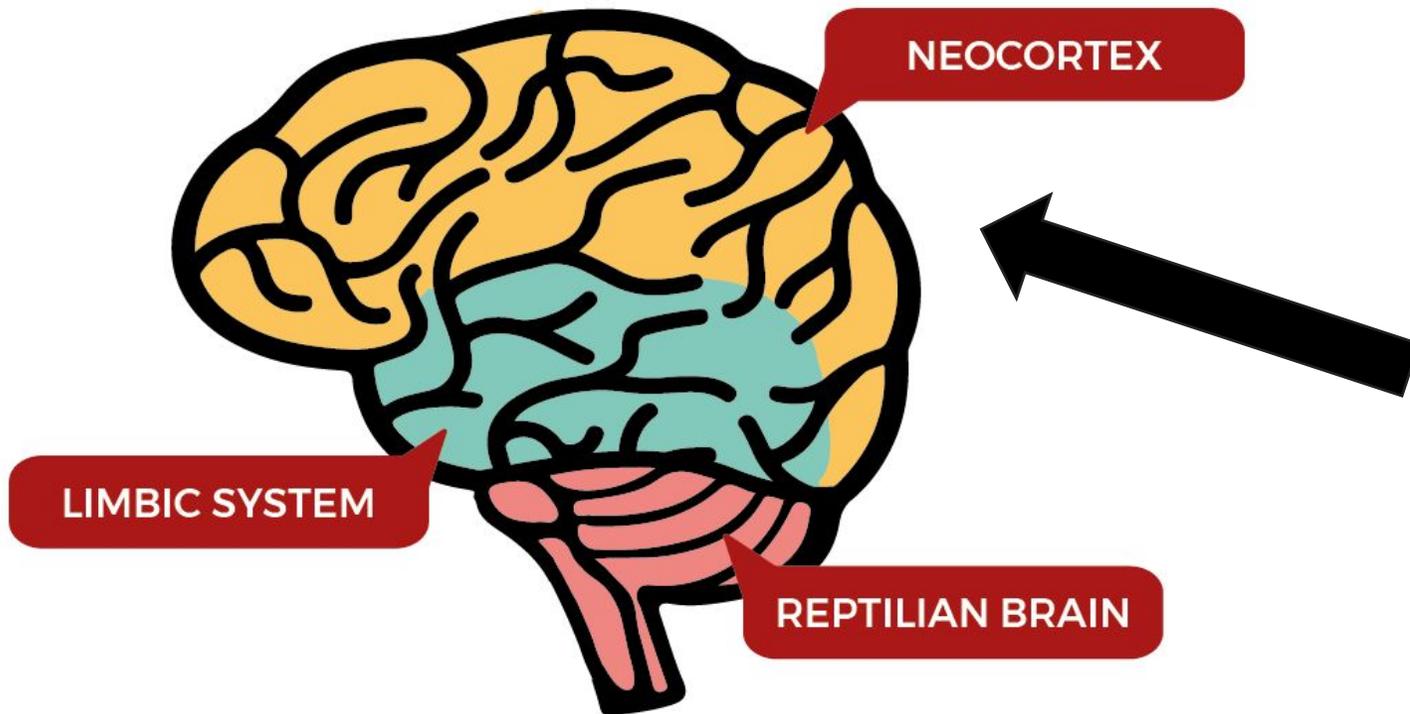


**I AM
A BURRITO
OF SADNESS.**



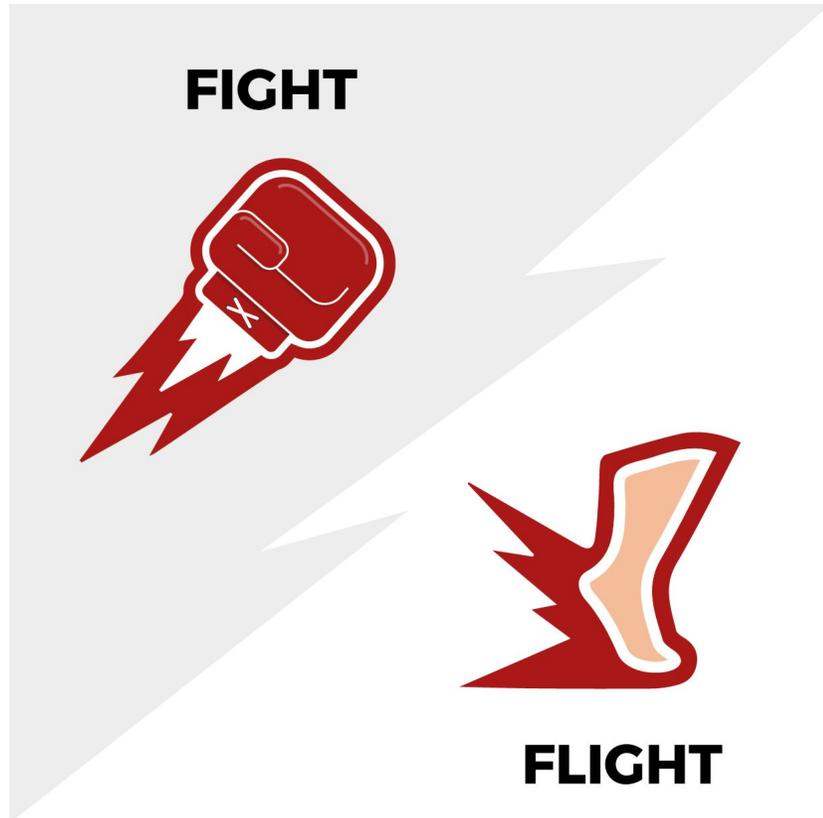
**The Middle Brain
– The Emotional**
Controls emotions,
judgements and
behaviour

3 – Reptilian brain



**The Instinctual
(Primitive) Brain**
Controls the body's vital
functions
Flight or fight response
Generate survival
reactions

3 – Reptilian brain



**The Instinctual
(Primitive) Brain**
Controls the body's vital
functions
Flight or fight response
Generate survival
reactions

Which part of the brain has the most control?

Read out loud the colour not the word

PINK



GREY



BLUE

YELLOW



PURPLE



PINK

BLUE



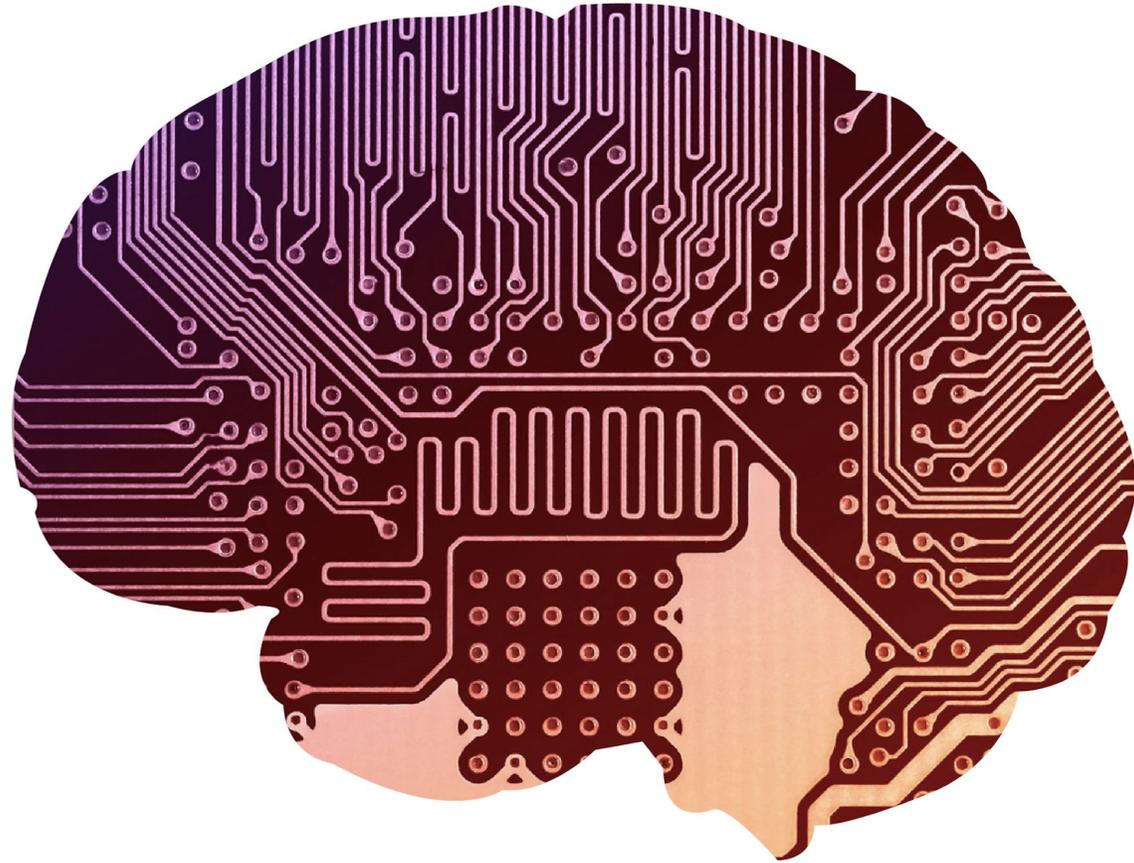
BROWN



YELLOW

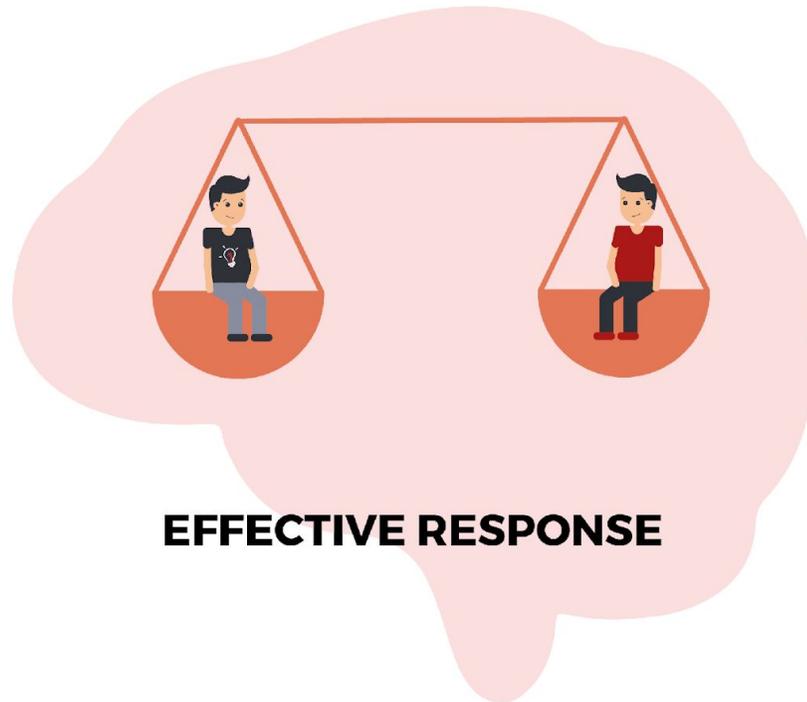
Read fast & out loud the colour not the word





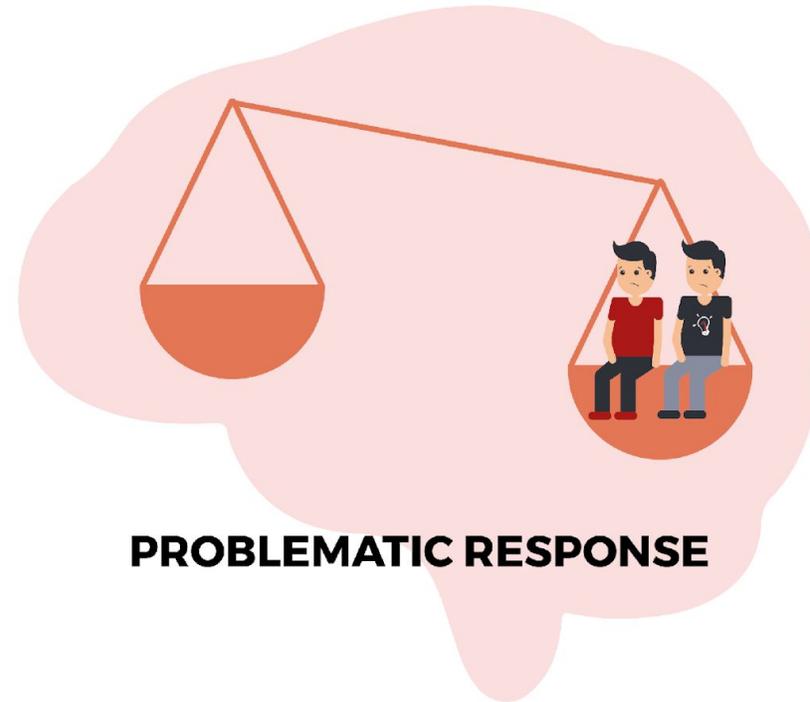
Brain conflict

WORK TOGETHER

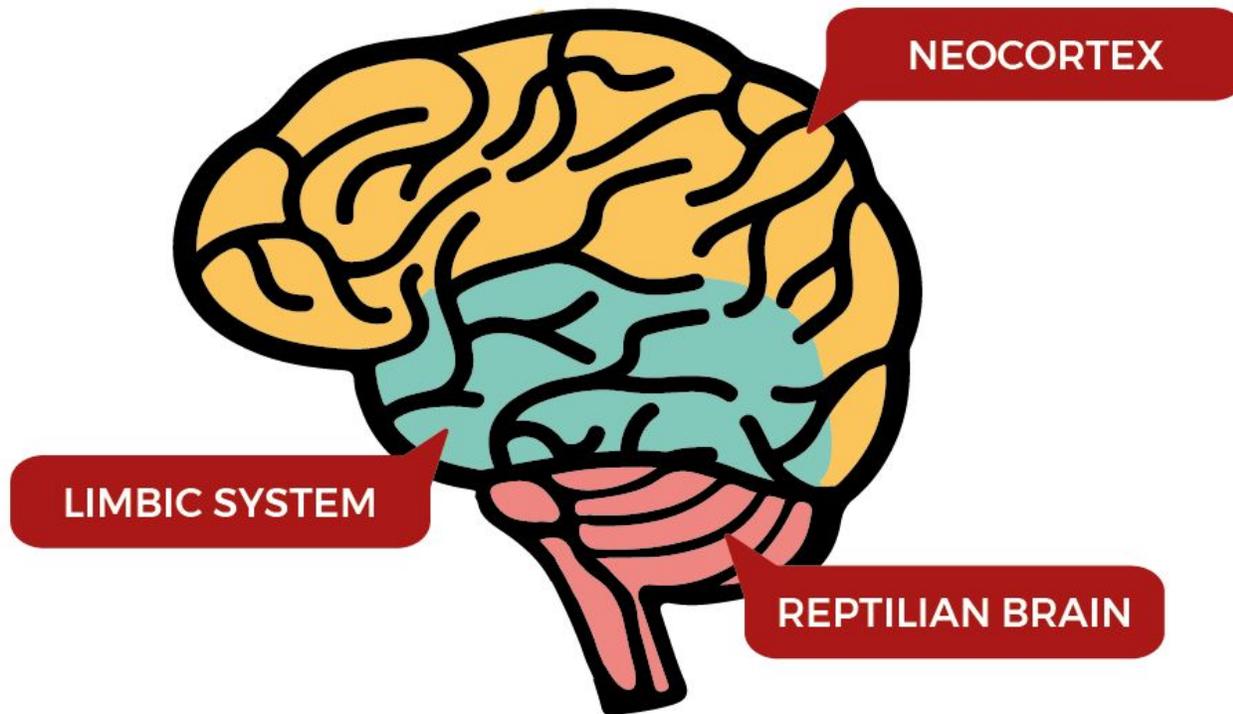


EFFECTIVE RESPONSE

DON'T WORK TOGETHER



PROBLEMATIC RESPONSE



The **reptilian** has a greater impact on our **final decision** than neocortex or limbic system

Electroencephalogram (EEG)

The device analyses and registers the brain's electromagnetic activity



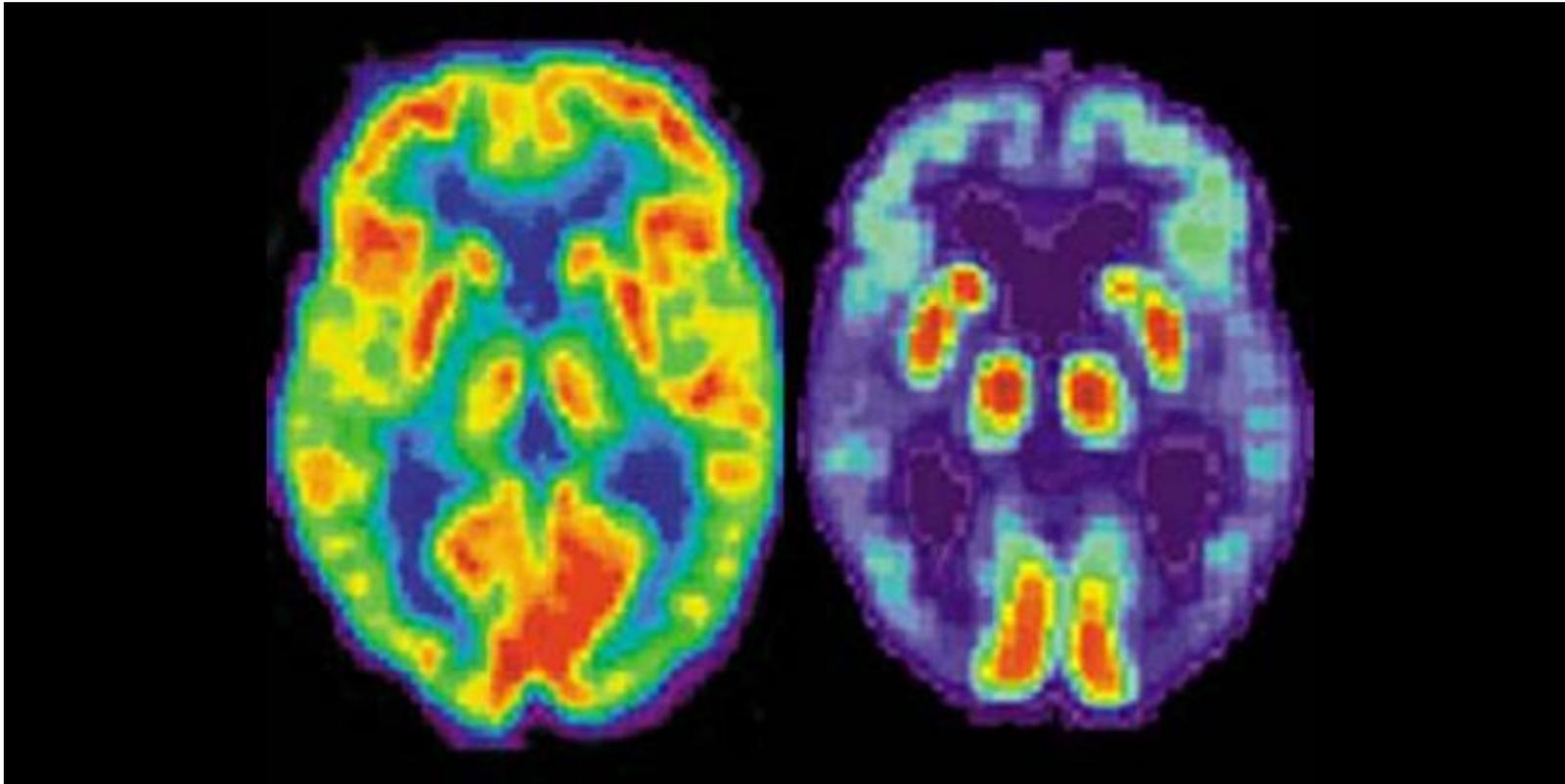
Minimal Diadem
Dry EEG



Versatile EEG 32Ch
Semi-dry EEG

fMRI Functional magnetic resonance

It measures and maps brain activity



Facial coding:

To measure and register the voluntary and involuntary movements of facial muscles



Eye Tracking:

Look through your consumer's eyes



Alignment is not an option

Strategy + Advertising & Client relationship

**Client retention
and acquisition**

Strategy + Advertising & Client relationship

**Client retention
and acquisition**

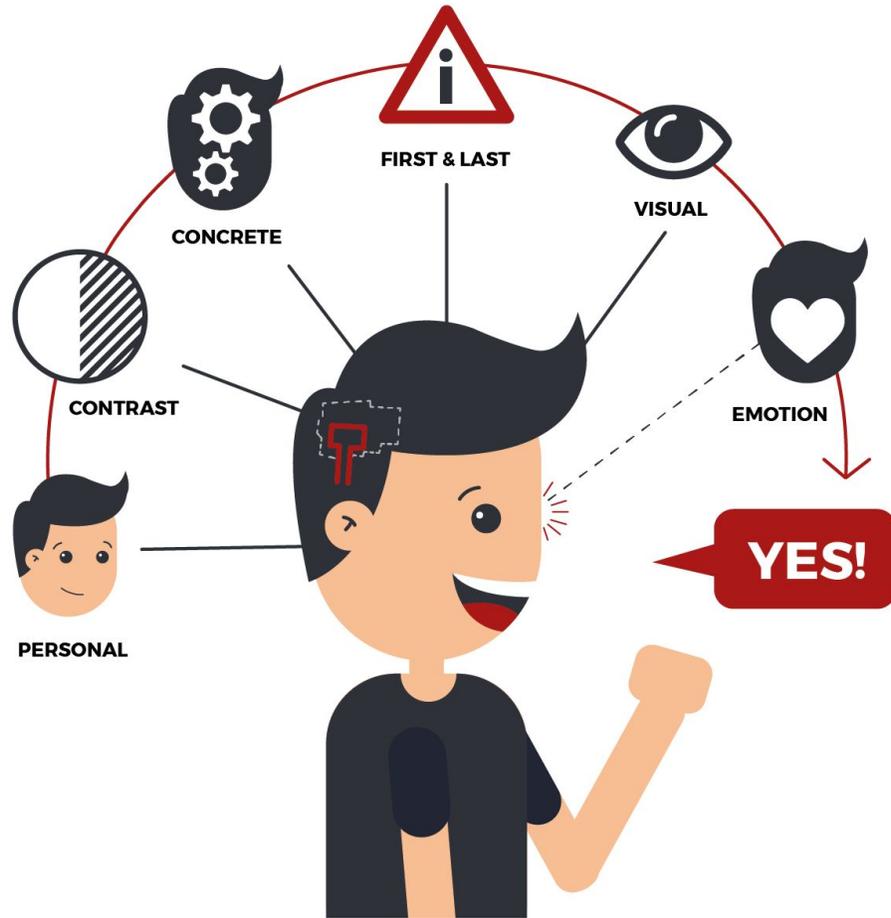
**Market expansion
or
New markets**

Strategy + Advertising & Client relationship

**Client retention
and acquisition**

**Market expansion
or
New markets**

**80% Brand 20%
product**

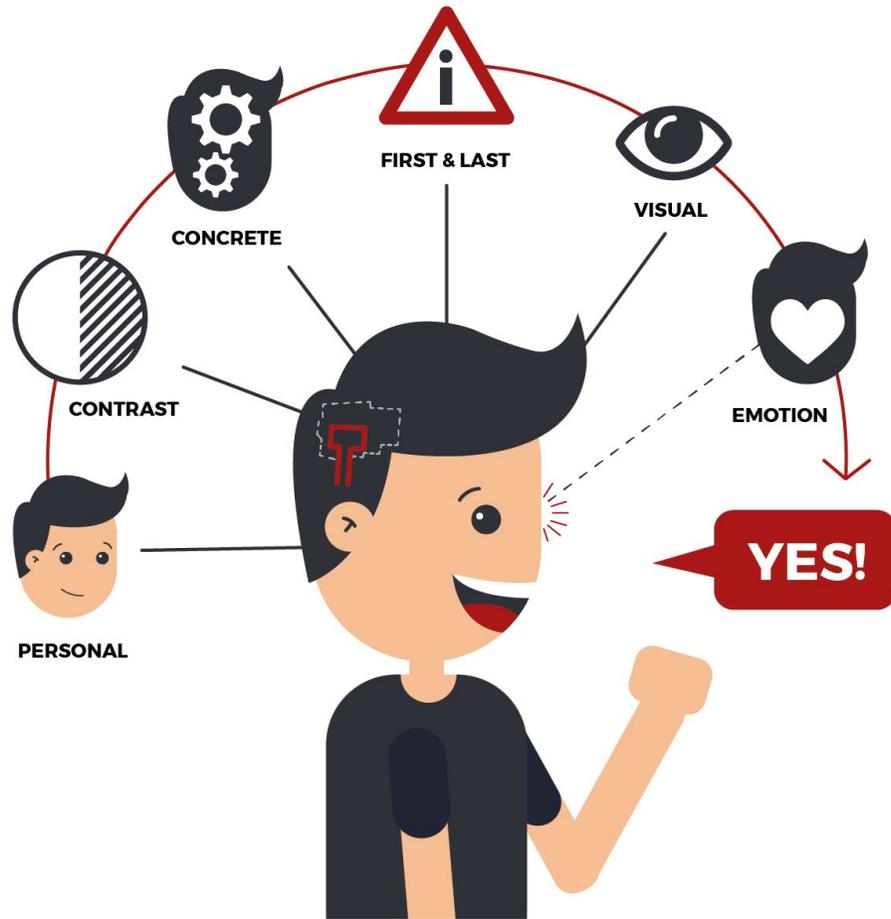


Salesbrain model

6 stimuli reptilian brain

Diagnose the pain or desire

1 - Self-centred



Salesbrain model

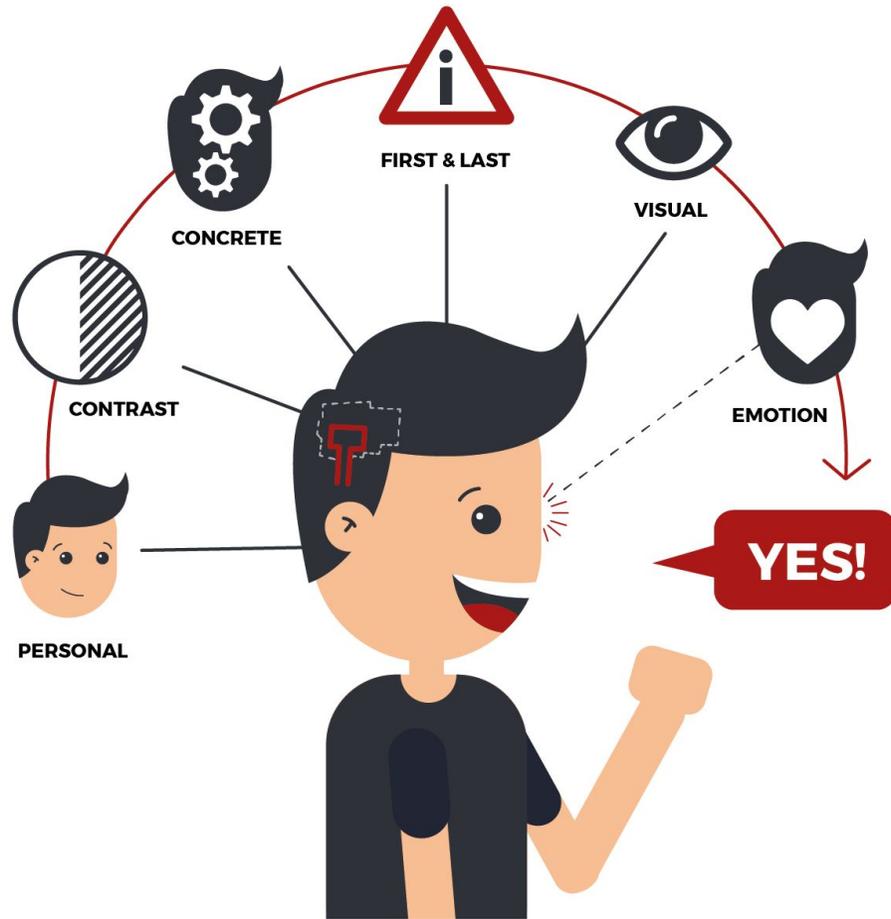
6 stimuli reptilian brain

Diagnose the pain or desire

1 - Self-centred

Differentiate your claims

2 - Contrast



Salesbrain model

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Diagnose the pain or desire

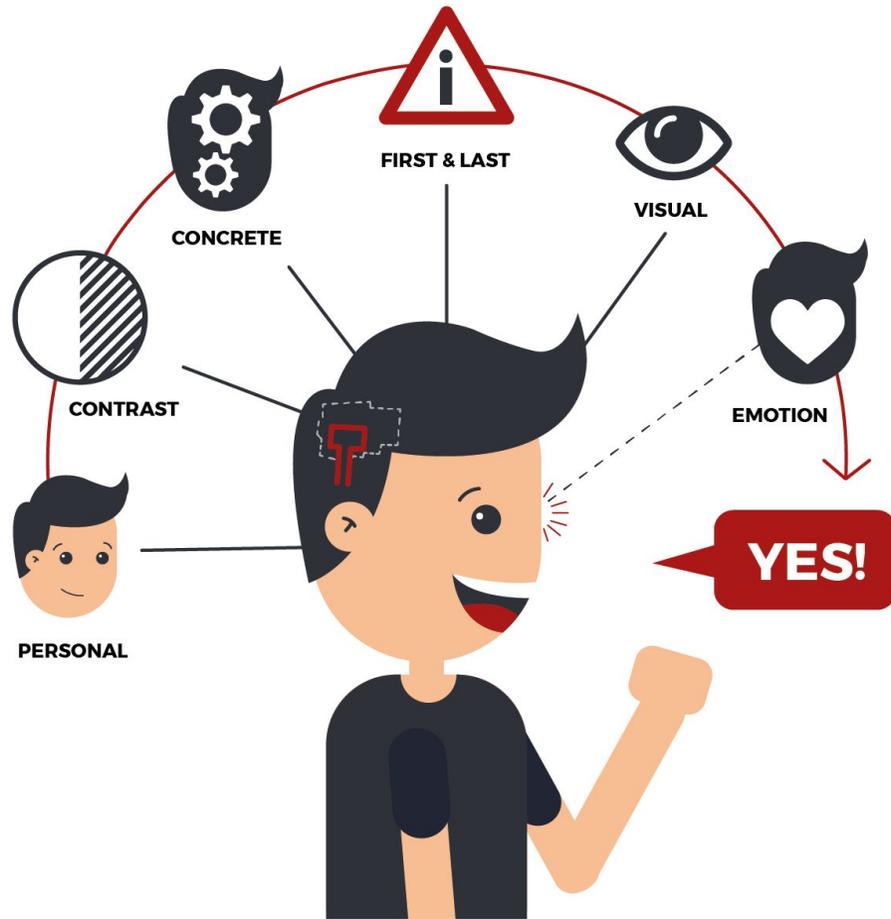
1 - Self-centred

Differentiate your claims

2 - Contrast

Demonstrate the gain

3 - Tangible



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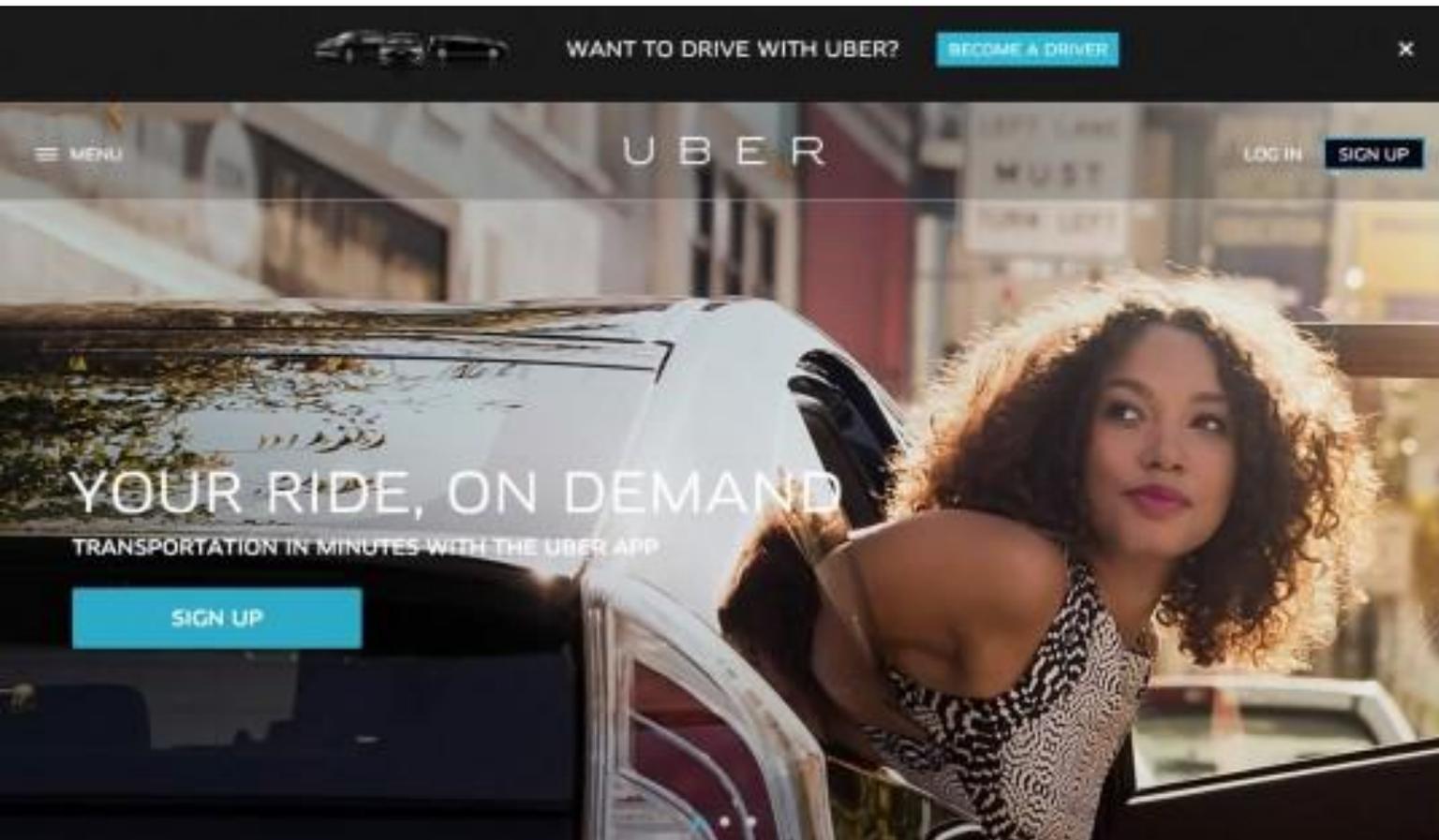
Deliver to the reptilian brain

4 - Beginning & End

5 - Visual

6 - Emotion

1: Diagnose the pain or the desire



Self-centred Me, me, me



Self-centred Me, me, me

Does your content help someone fix a problem or stimulate a desire?

2: Differentiate your claims



I'm a PC.



I'm a Mac.

Use Contrast

The reptilian brain is trained to notice contrast.



Use Contrast

The reptilian brain is trained to notice contrast.

**Financial
outcomes**





**Financial
outcomes**

**Appearance or
Love**

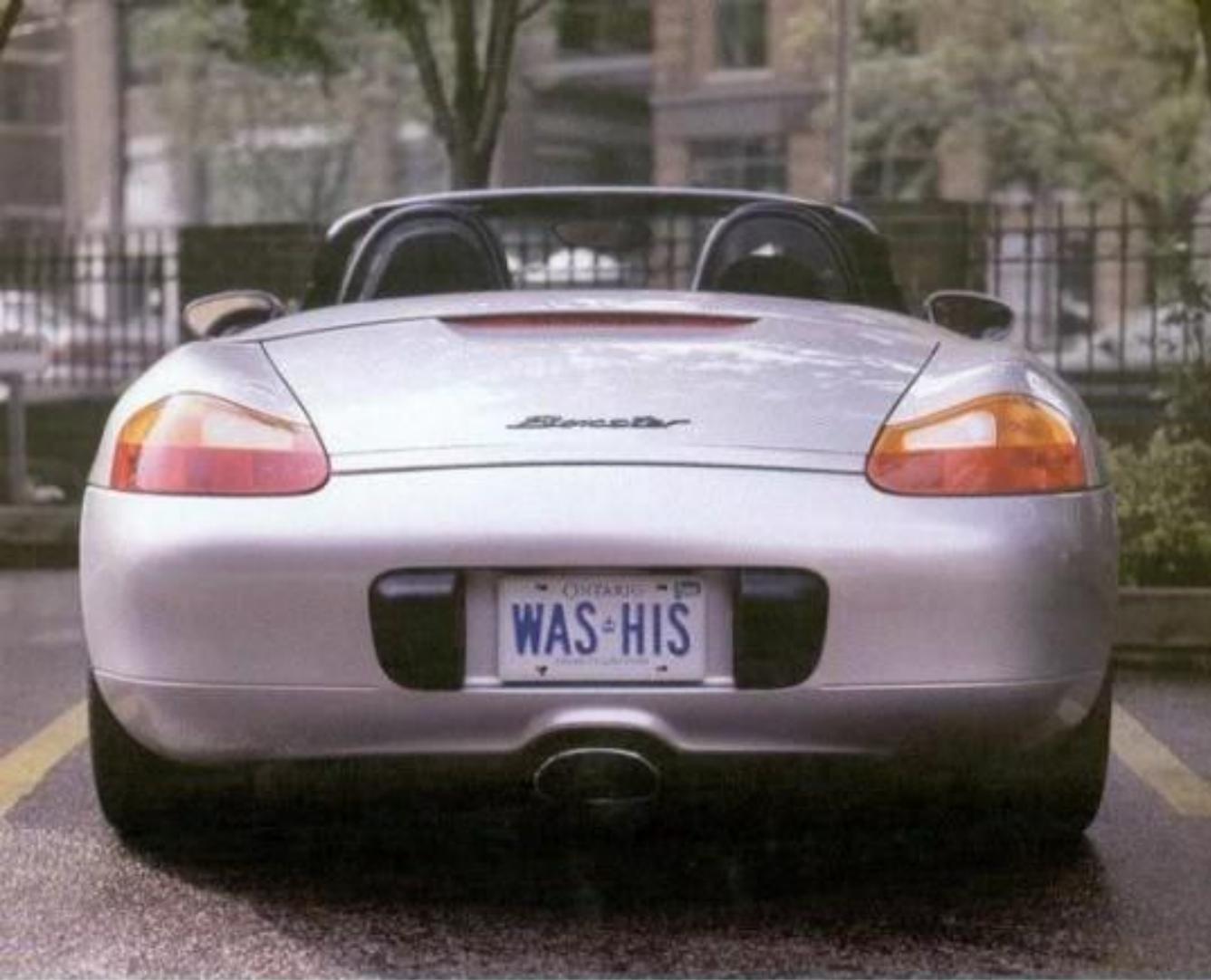


**Financial
outcomes**

**Appearance or
Love**

**Freedom
(more free time)**

3: Demonstrate the gain



Tangible

Demonstrate the value of your offer

Sanders, Lyn & Ragonetti Associates, Trial Lawyers

202-195 County Court Blvd. Brampton, Ontario L6W-4P7 Tel: (905) 450-1711 Fax: (905) 450-7066 www.slra.com

A man with a beard is sleeping at a desk in a dimly lit office. He is wearing a dark green short-sleeved shirt. In front of him is a blue laptop with the Apple logo. To his right is a silver desk fan. The background shows a window with blinds.

iPhone X[®]

The longest
battery life in
an iPhone ever.

Tangible

Demonstrate the value of your offer



Tangible

Trust needs to
come out from
the mouth of
your audience
not you!

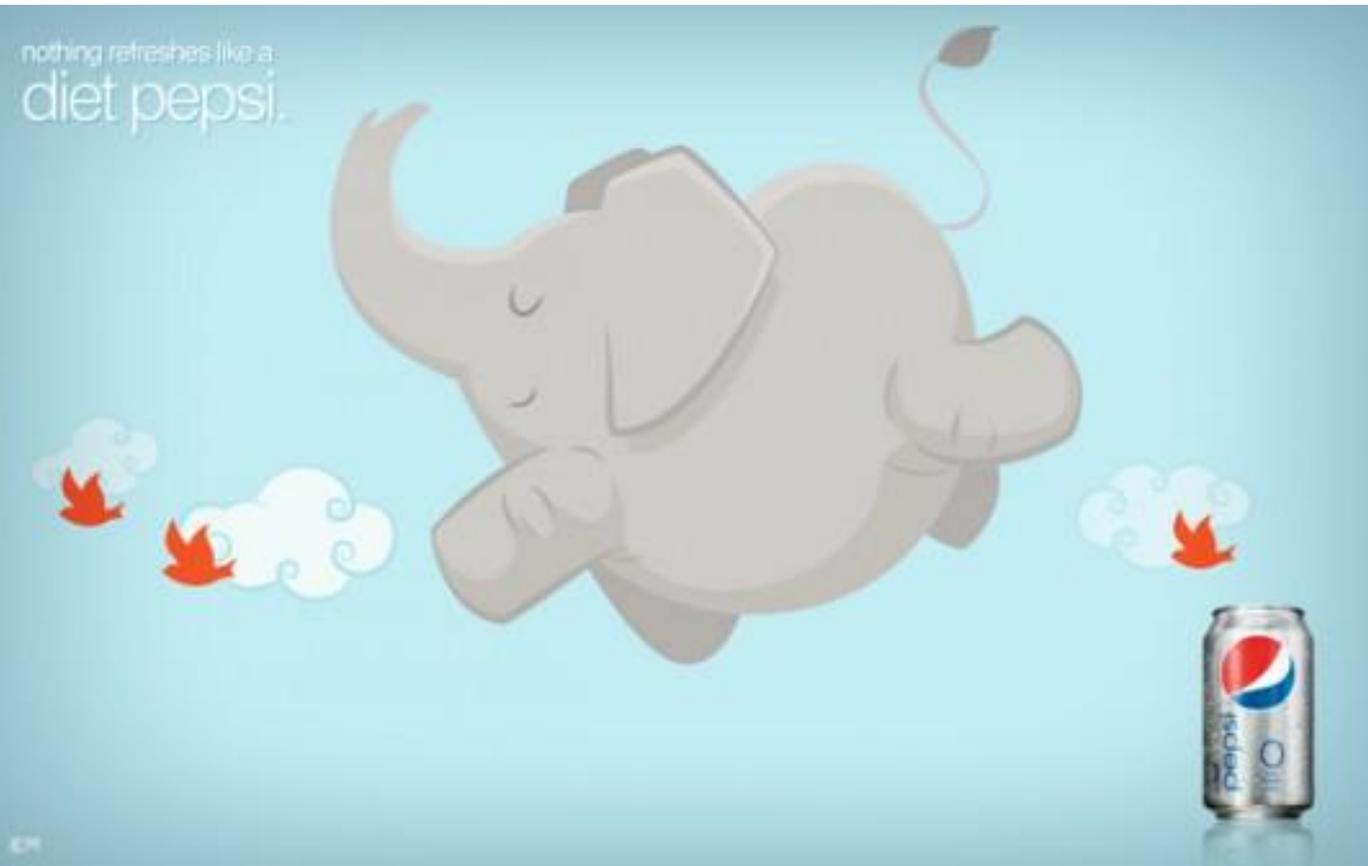
4: Beginning & End



Beginning & End

Placing the most important info at the beginning is a must, and repeating it at the end is an imperative

5: Visual



Visual

A picture is worth 1000 words.

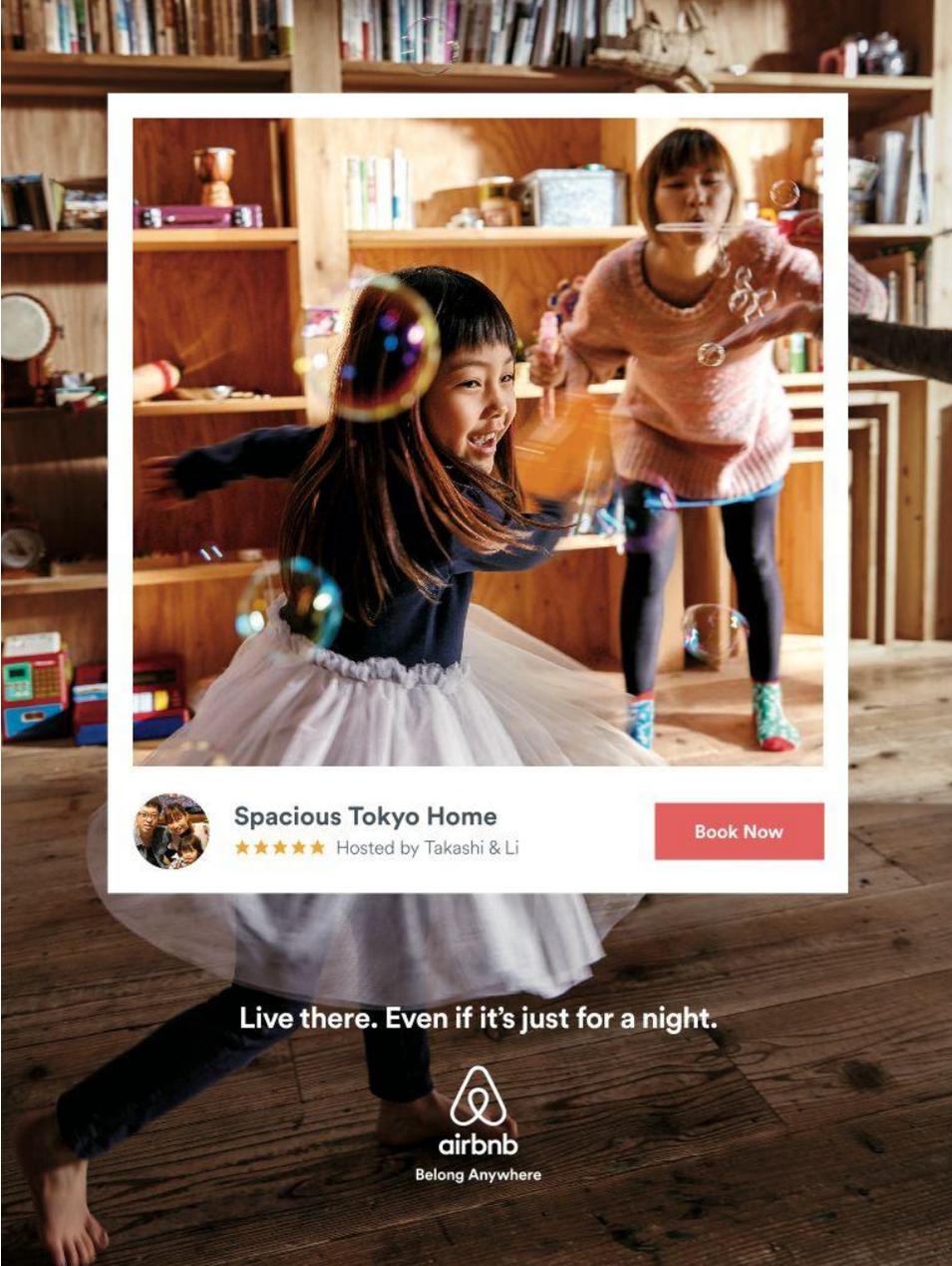


SAMSUNG MP3 PLAYER 

Visual

Focused on appealing
from the consumer's
perspective

6: Emotion



Emotion

What feeling does your brand bring?



“No mom should have motherhood taken away.”

UBER Motherhood

Over a third of road fatalities in Canada involve alcohol – more than any other nation. Uber Canada and MADD Canada launched an awareness campaign to remind Canadians of the consequences of impaired driving.

The campaign launched with a powerful public service announcement. With its overarching message that, “No mom should have motherhood taken away,” the PSA encouraged viewers to consider how their decisions have a lasting impact on those closest to them.

Our goal with the campaign was to strike an emotional chord and convey the message that when impaired driving takes someone’s life, it takes other lives with it.

Emotion

The reptilian brain is more drawn to negative emotion



Negative emotion

Focused on appealing from the consumer's perspective

One more mind hack?



**Employ the
power of the
gaze**

Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant: Alan J...



Extra gentle for the most sensitive skin.

Sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.

Huggies One and One's unique high-absorbency natural-blend cotton softness provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.huggies.com

Before

Participant #111 - 40



Engineered for the most sensitive skin.

...soft and gentle, and moisture...

...high absorbency natural-blend cotton...
...soft, extra thick, gel-free protection...
...baby's sensitive skin. The chlorine-free materials and...
...is non-toxic and non-irritating. Clinically...
...recommended for babies with allergies...
...and sensitive skin.



TM

After

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com



Sensory Marketing: Looks aren't everything



VISION



HEARING



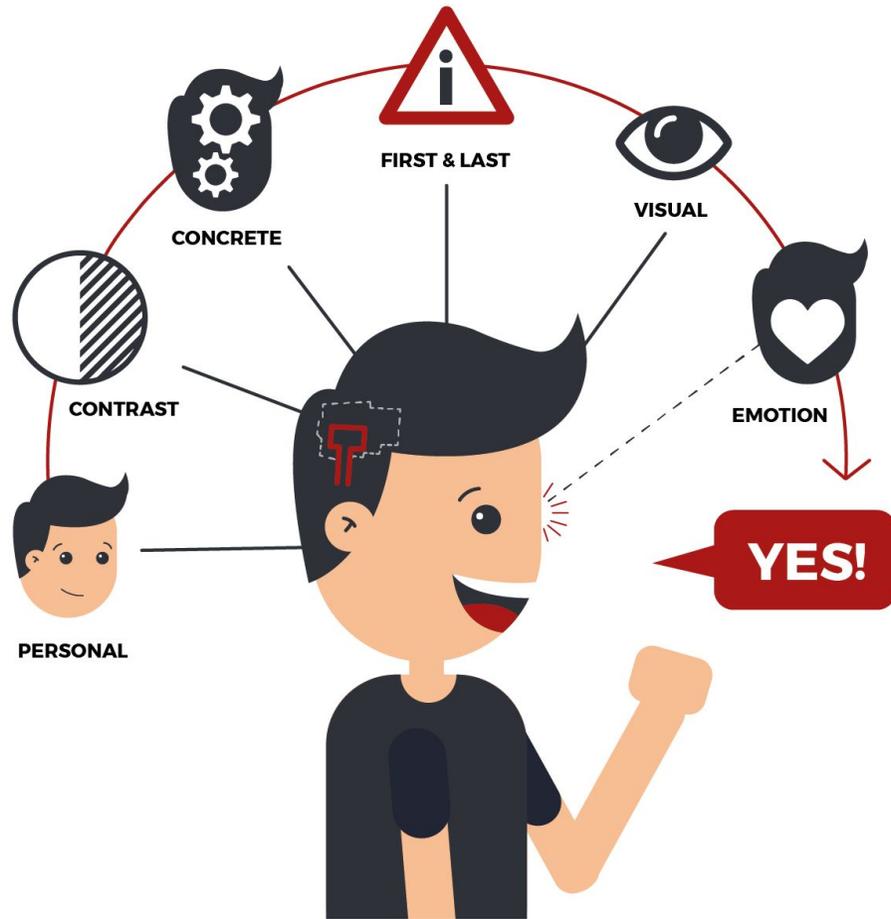
SMELL



TASTE



TOUCH



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Deliver to the reptilian brain

4 - Beginning & End

5 - Visual

6 - Emotion

99 Strategies to Get Customers

INCLUDES A 90 DAY
PLAN FOR CUSTOMER
ACQUISITION

99

STRATEGIES
TO GET
CUSTOMERS

You may have 99 problems,
but getting your next
customer won't be one

FLAVILLA FONGANG

THE AWARD-WINNING
BRAND STRATEGIST



The assumption

Improve your customer journey



**Think of a brand
you really love...**

Improve your customer journey



Exceed your expectations



“We must always surprise.”
--- *Karl Lagerfeld*

Source: Karl Lagerfeld

Go beyond **the expected**

Go beyond the expected
Go beyond to support their ultimate goals



1. Innovation



1. Innovation
2. Strategic alliance



Innovation must be part of your company culture to keep your customers engaged

KFC & Moonpig





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Thank You!

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@flavillafongang