The promise and perils of Neuromarketing

Marketing Leadership Summit

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WHAT DOES IT PRACTICALLY MEAN?
REPLACE/SUPPLEMENT OTHER METHODS

COMMERCIAL GOODS
TECHNOLOGY
FOOD AND BEVERAGES
CARS
ARCHITECTURE
POLITICAL CAMPAIGNS
ENTERTAINMENT (GAMES, MOVIES)
....
REPLACE/SUPPLEMENT OTHER METHODS

ATTENTION
EMOTION
MEMORY
FAMILIARITY
REPLACE/SUPPLEMENT OTHER METHODS

CHEAPER?
FASTER?

**PROBLEM:** VERY LITTLE IS PUBLISHED ABOUT THESE
REPLACE/SUPPLEMENT OTHER METHODS

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FASTER?

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ACCESSING HIDDEN VARIABLES

ASSOCIATIONS
DESIRSES
INTENT TO BUY
PREJUDICE
FEAR
ENGAGEMENT

...
THINGS THAT WORK

- ADS (print)
- COMMERCIALS
  - evaluation
  - compression
- GAMING
- DESIGN
  - choice between options
Questions to ask

Do you get anything **better** from using neural data?

Do you get anything **cheaper** or **faster** using neural data?

Can you afford **not** to get it? (competition, trend)

When you get it - what’s the best way to use it?

If your marketing manager comes to you with an idea about neuro-marketing. How to evaluate it?
Thank you