

The *promise* and *perils* of Neuromarketing

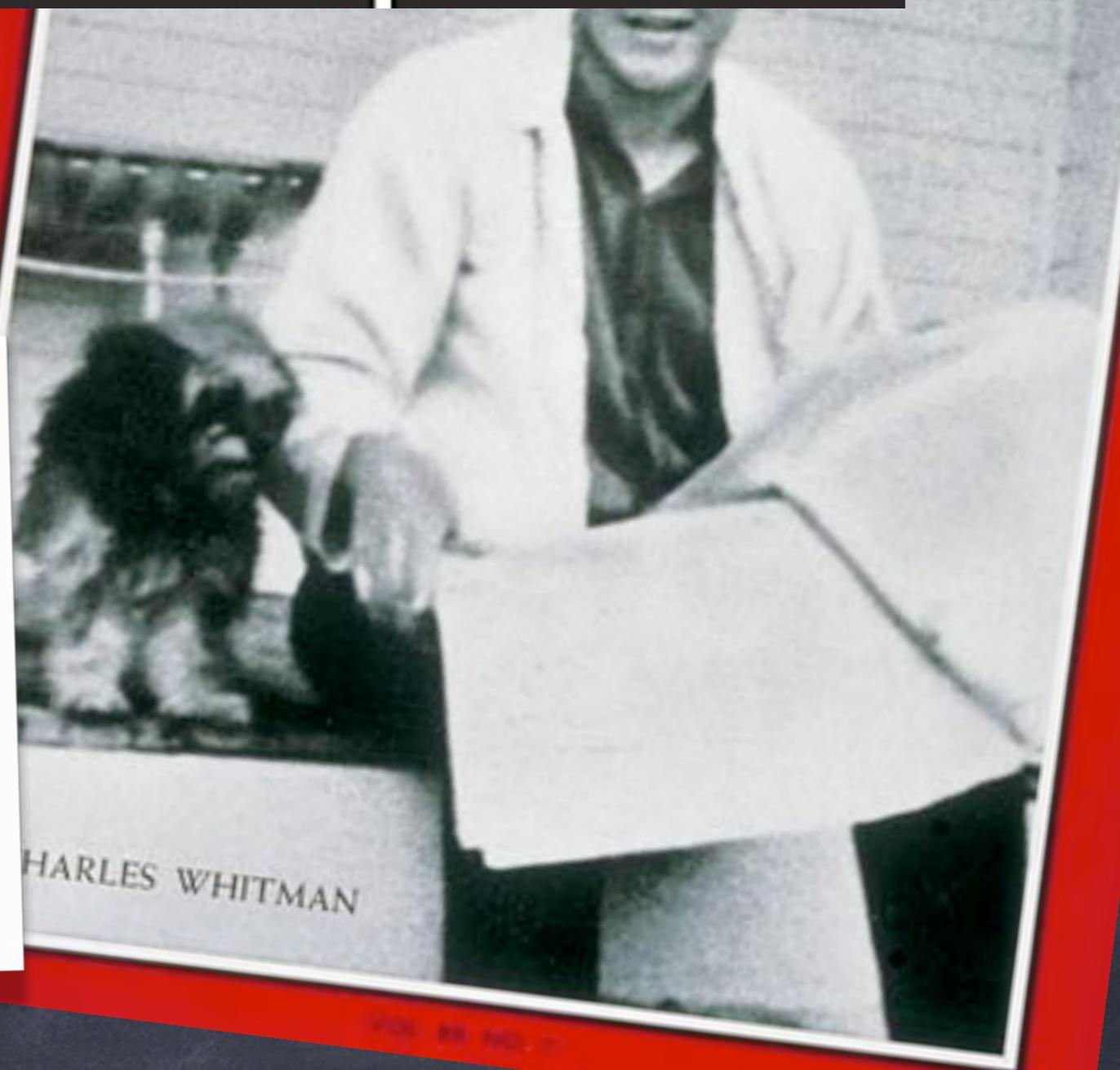
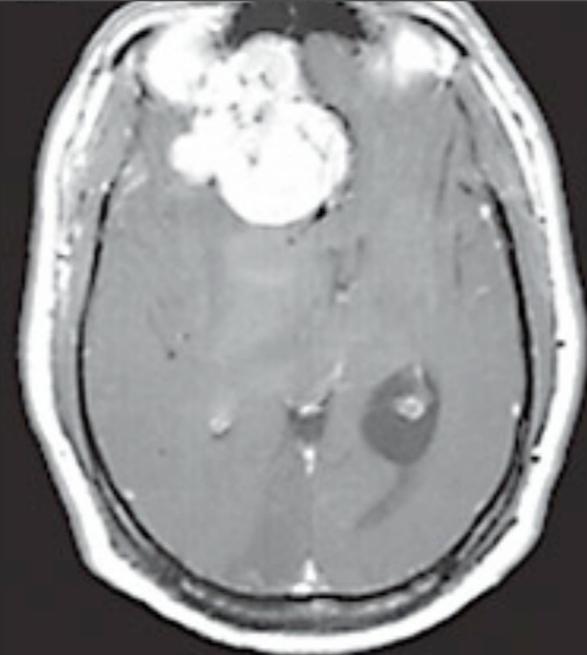
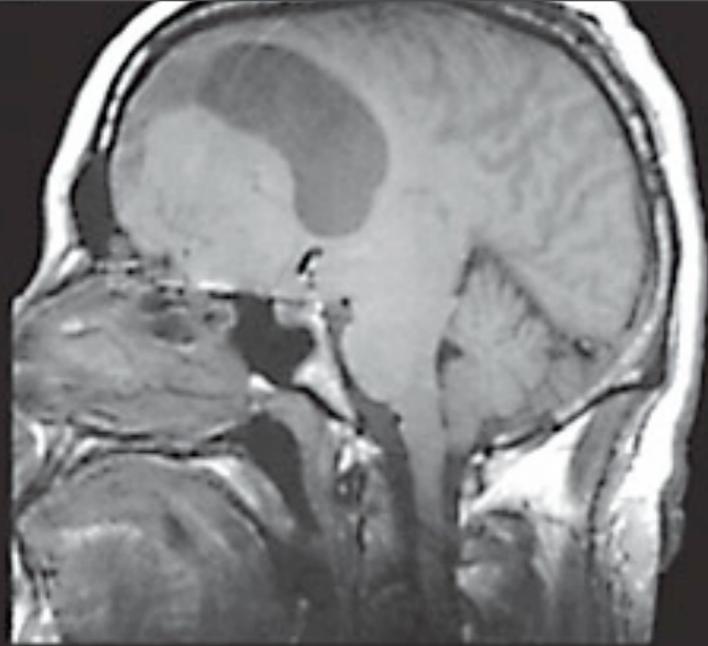
Marketing Leadership Summit

Moran Cerf, PhD

Donald P. Jacobs Assistant Professor of Marketing and Neuroscience

moran@morancerf.com





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

CHEAPER?
FASTER?



neuro-m.com

PROBLEM: VERY LITTLE IS PUBLISHED ABOUT THESE

REPLACE/SUPPLEMENT OTHER METHODS

ACCESSING HIDDEN VARIABLES

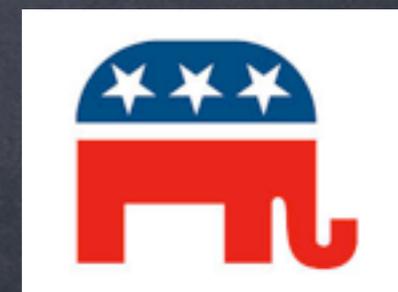
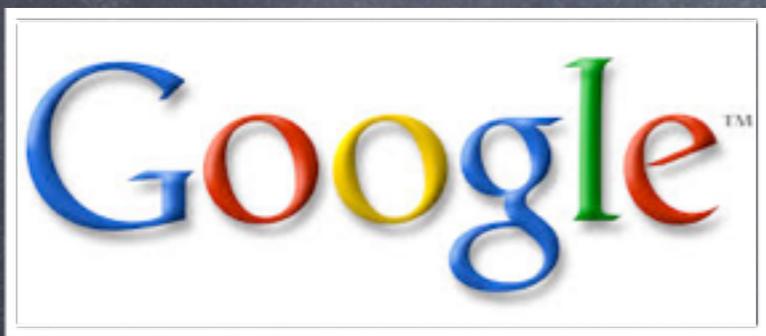
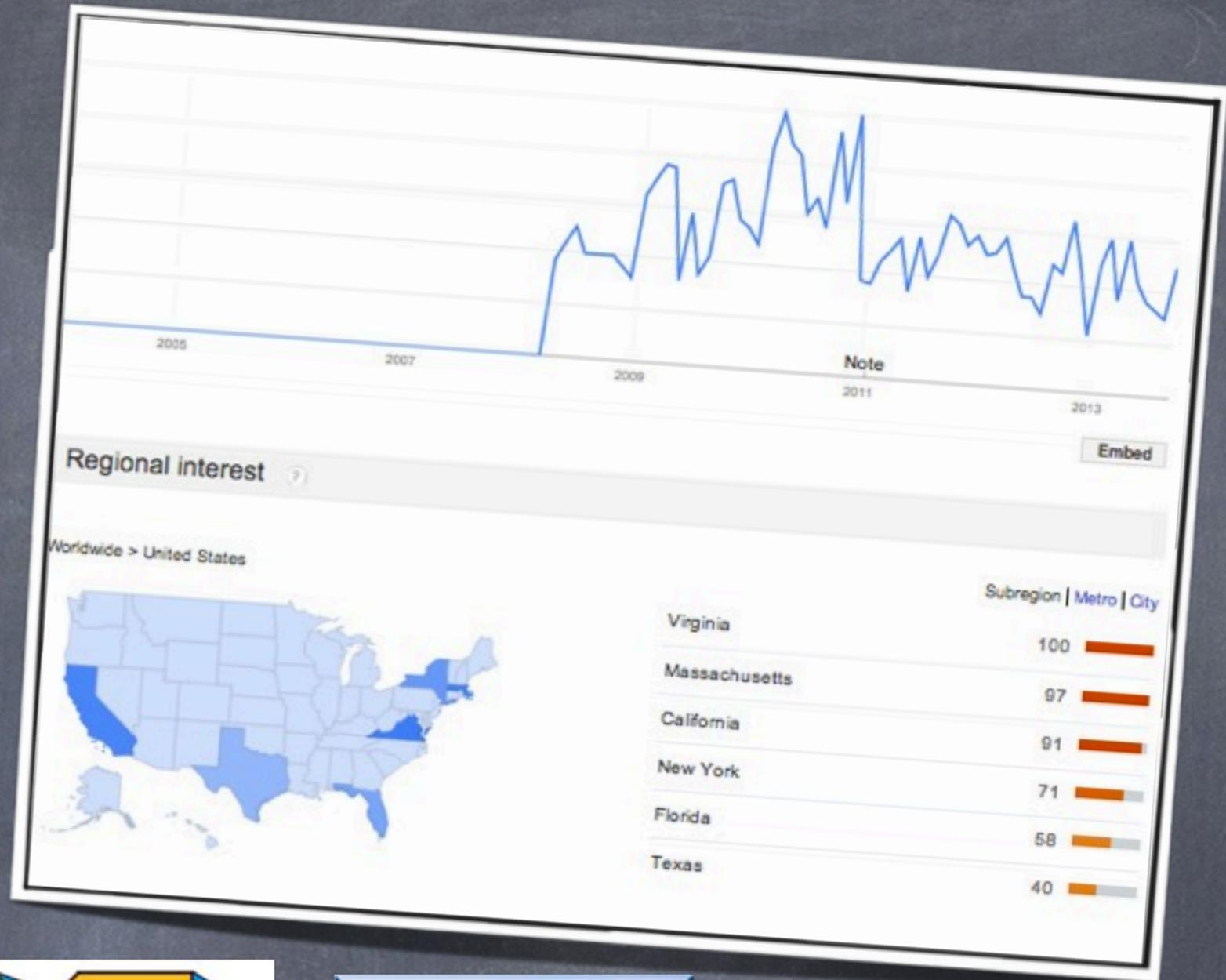
ASSOCIATIONS
DESIRES
INTENT TO BUY
PREJUDICE
FEAR
ENGAGEMENT

...



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

