



Neuroanalysis The latest marketing methods

Chances and Possibilities of a Neuroanalysis for a Successful Marketing

The new approach to central marketing questions

Benefits

Time for new paths...

A Neuroanalysis...

One of the main keys to success is for companies to understand the customers needs and behavior.

Where traditional marketing reaches its limits, Neuromarketing combines the insights of modern brain research to better understand the customers buying motives and use them for marketing.

Newest neuroscientific methods help to make unconscious processes and reactions to advertisement visible, such as attention, emotion and motivation.



Is based on neuroscientific methods and combines technologies such as EEG, Eye Tracking and Facial Coding to make valid predictions about consumer behavior.

helps to identify the emotional effect of advertising.

helps to predict the success of an advertising campaign.

Eye Tracking

1

Eye Tracking identifies eye movement and gives insight about the level of consumers visual attention. It provides information about how much attention relevant elements in an advertisement are gaining.



EEG

2

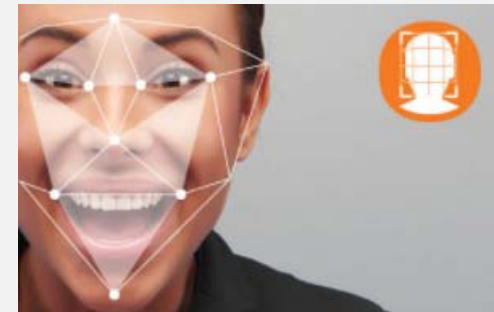
Electroencephalography (EEG) measures activity in specific regional spectra of the brain and gives insights into the emotional and motivational states of the brain.



Facial Coding

3

Facial Coding draws facial expressions and provides insights into the emotional states of your customers, while looking at your advertisements.



Detailed Analysis of Attention Using Eye Tracking

Eye Tracking: Description

Eye Tracking

1 Eye Tracking: Take a look and pay attention

Click
here



Heat map: Overall sample attention represented by heat zones.

Click
here

Eye tracking allows inferences on unconscious cognitive processes of the observer, which are hardly detectable by means of questionnaires. Often occurring effects in survey methods like social desirability can be excluded with this method.

An eye tracking analysis gives you the opportunity to capture the attention span, as well as the intensity of the gaze of your customers. For example, when viewing your advertising, websites, newsletters, etc. Therefore statements can be made as to whether important items are seen on the website or whether the product is seen at all.

Scan - Path: Visualized representation of the gaze course

Gaze pattern of one or more observers.



Dynamic analysis: TV advertising
Static Analysis: Print Advertising, Website

Heat maps,
Scan paths,
Fixations, Dwell
Time, TTF (Time
of first fixation)

Eye Tracking metrics

Analysis of Motivational Processes Using Electroencephalography

2

EEG: Capture purchase decisions via signals

The electroencephalogram is an established **neuroscientific procedure**, that records the brain's electrical activity during viewing of advertisement. Factors relevant to advertisement effectiveness, such as attention, memory and **the motivation** required to make a purchase decision, are recorded in a valid and real-time manner.

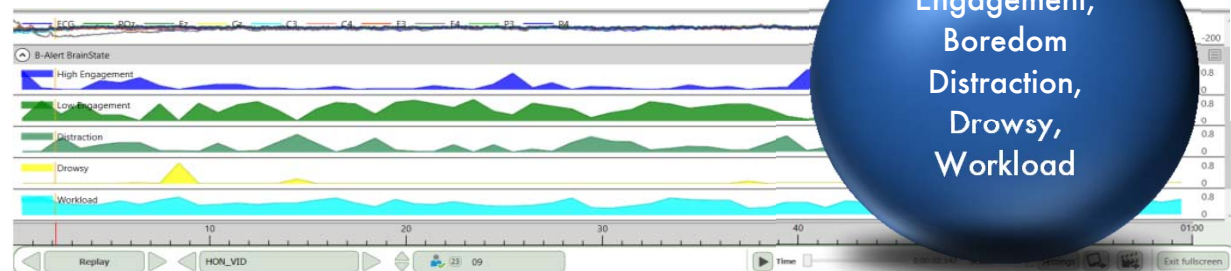
An in-depth analysis of the tested material by means of EEG allows to make statements about the effect of the advertising and can subsequently also be used to **optimize the tested advertising material**.

B-Alert Brain State:

Information processing, attention, memory and motivation are captured. Motivation is an essential and necessary factor for purchasing decisions.

Dynamic analysis: TV advertising, radio advertising

Static Analysis: Print Advertising



EEG metrics

Detecting and Analysing Emotions via Facial Coding

Facial Coding: Description

Facial coding

3

Facial Coding: The face reveals emotions

Emotional states often do not come into consciousness when viewing advertisements and therefore can not be expressed through language. These implicit processes can hardly be grasped with conventional survey methods. The **software-based Facial Coding method** draws facial expressions and gives you insights into the emotional states of your customers. A **dynamic analysis** of commercials is possible with this measurement method. It is possible to determine exactly which scene of a spot needs to be changed.

You will learn what emotions your target audience feels while watching your commercials and make strategic changes accordingly.

Emotional Arousal:

By recording visible muscle movements and facial micro-expressions, both emotional arousal and negative valence can be detected. The 6 basic emotions are determined: joy, sadness, anger, disgust, Surprise and fear.



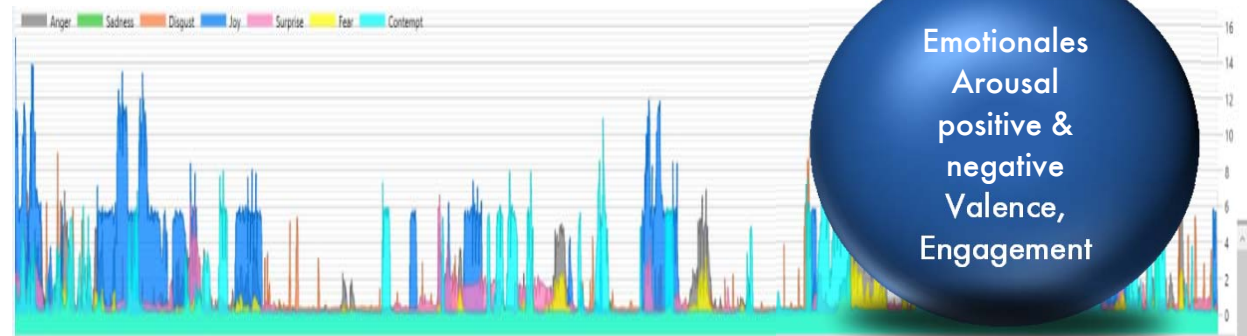
Dynamic analysis: TV advertising, radio advertising

Static Analysis: Print Advertising

Positive valence:

Positive emotional reaction of the test person when viewing the advertising material

Engagement: The strength of the test subjects emotional expression.

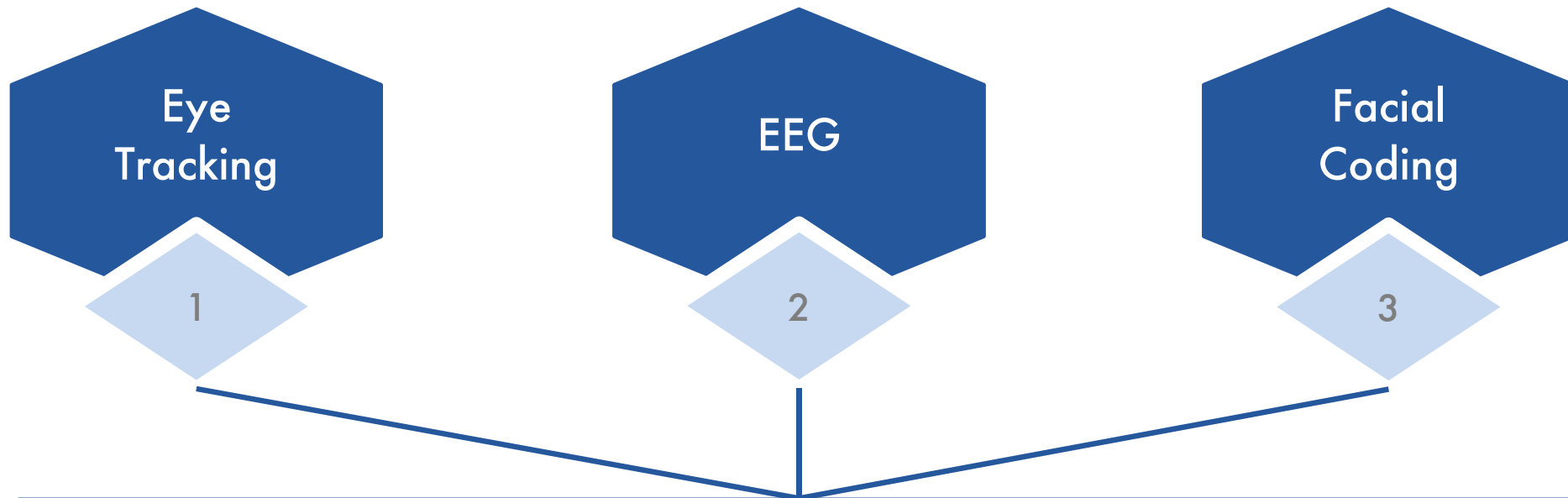


Facial Coding metrics

A Combination of Tools Provides Optimal Results

Advertising media analysis, using all implicit measurement methods

Tools

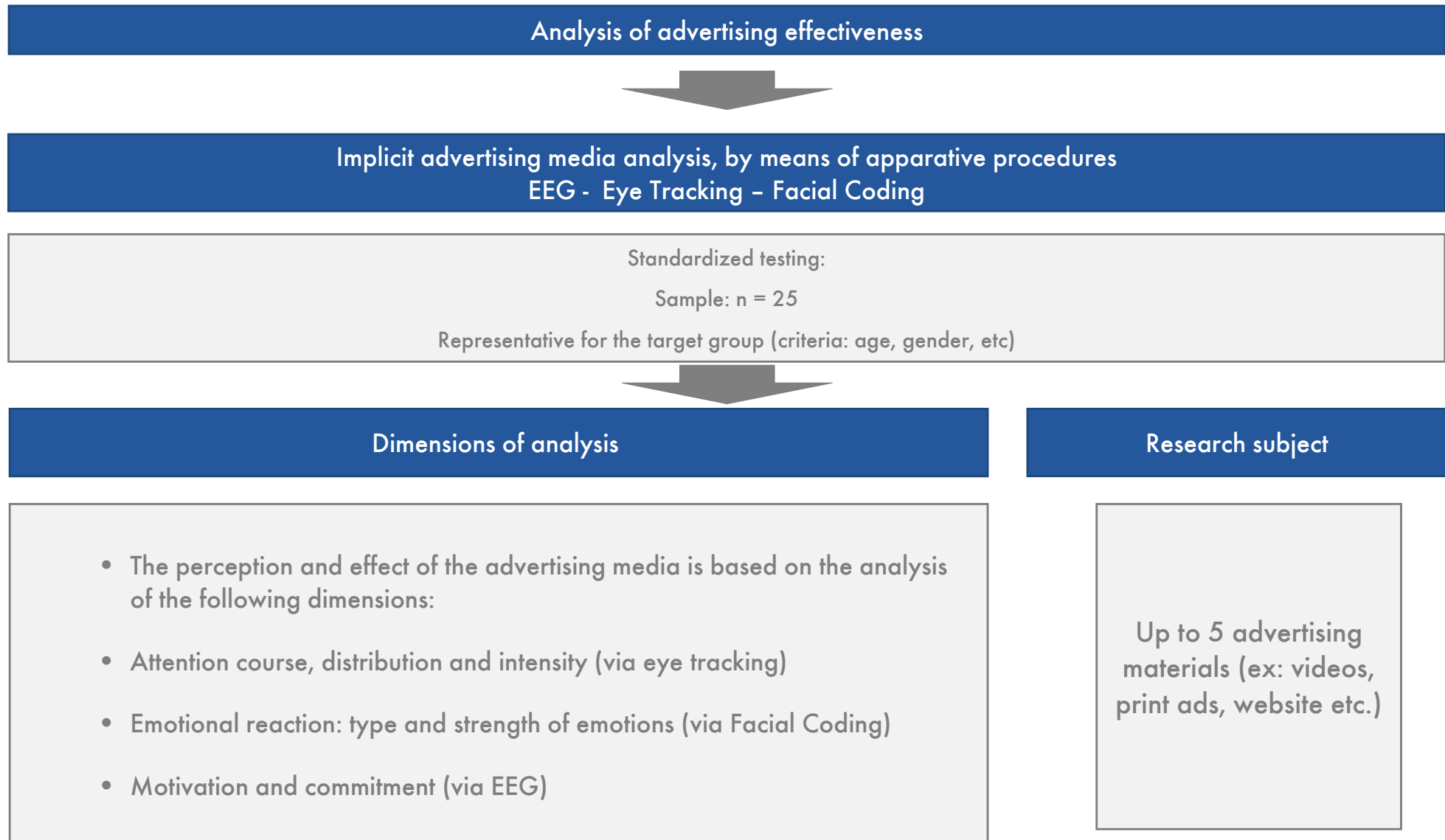


- The combined use of these implicit methods allows assertions about the effectiveness of the advertising media
- Attention, measured by eye tracking, the nature and strength of emotions, measured by facial coding, and motivational factors, that are proven to be necessary for purchasing decisions and are captured by EEG, can be identified through the use of these neuroscience techniques.
- Such an in-depth analysis of your advertising material allows a targeted and precise optimization of the tested advertising.

Study Design for an Advertising Media Analysis

Measuring advertising effectiveness via EEG, Eye Tracking and Facial Coding

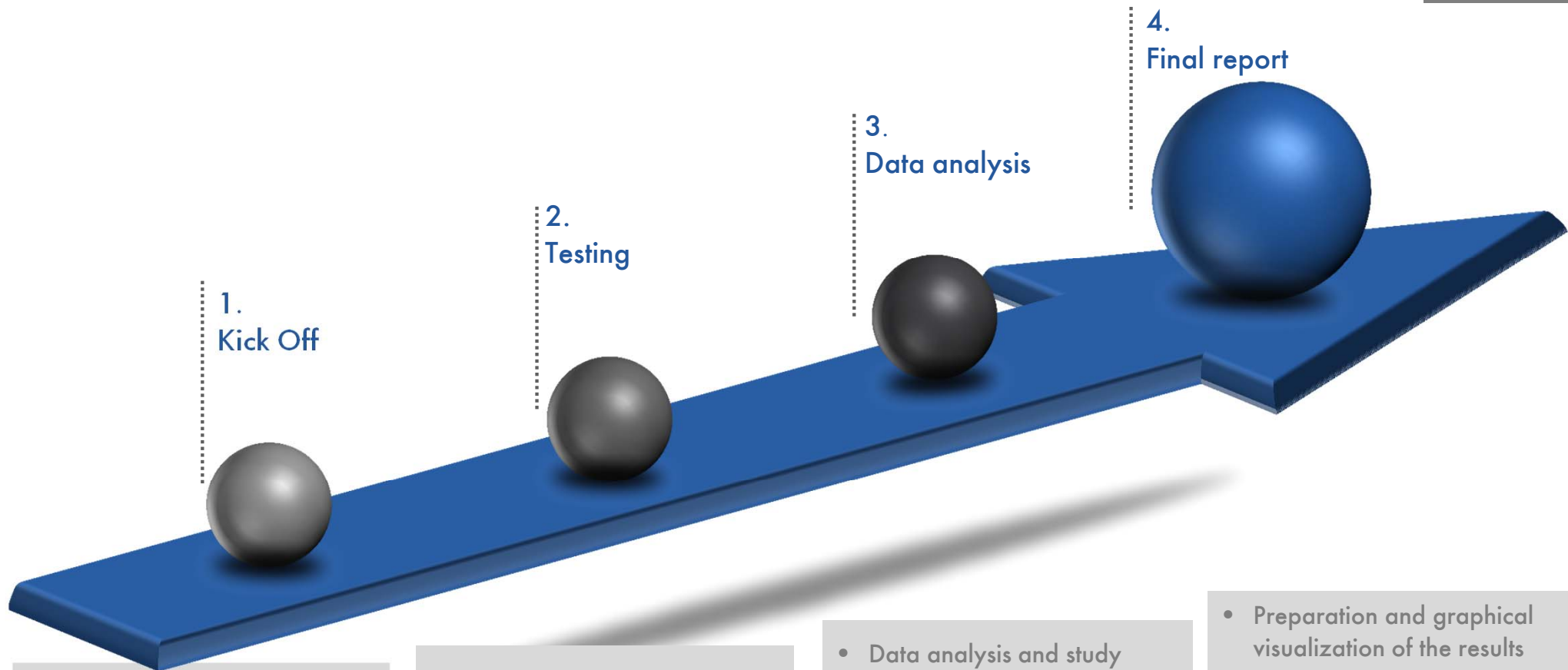
Project structure



The Four Project Steps of the Advertising Media Analysis

The four project steps: From kick-off to the final report

Project course



- Defining the project goals and the project setup
- Selection of the advertising media to be analyzed (5 in total)
- Defining the target group

- Recruitment of the participants according to the defined segmentation
- Conducting the individual tests (field phase)

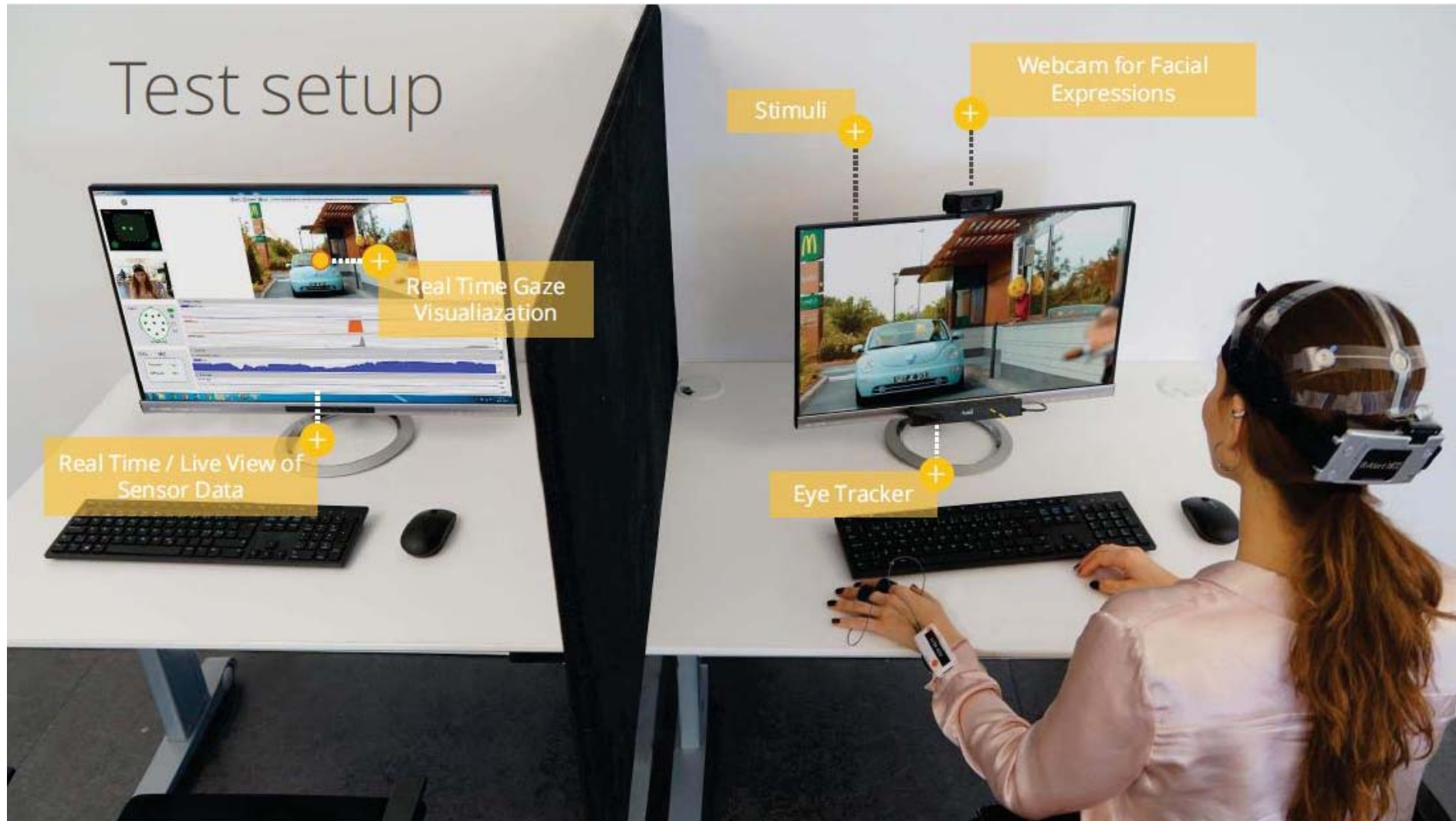
- Data analysis and study results
- Determination of the advertising impact based on the relevant dimensions
- Interpretation and final results

- Preparation and graphical visualization of the results
- Strategic recommendations (suggestions for optimization)
- You will receive a final report as an interactive PDF with professional graphical charts

Test Setup

Presentation of the test situation: Test execution and visualization of the results in real time

Test Setup



Example Analysis for Two TV-Spots

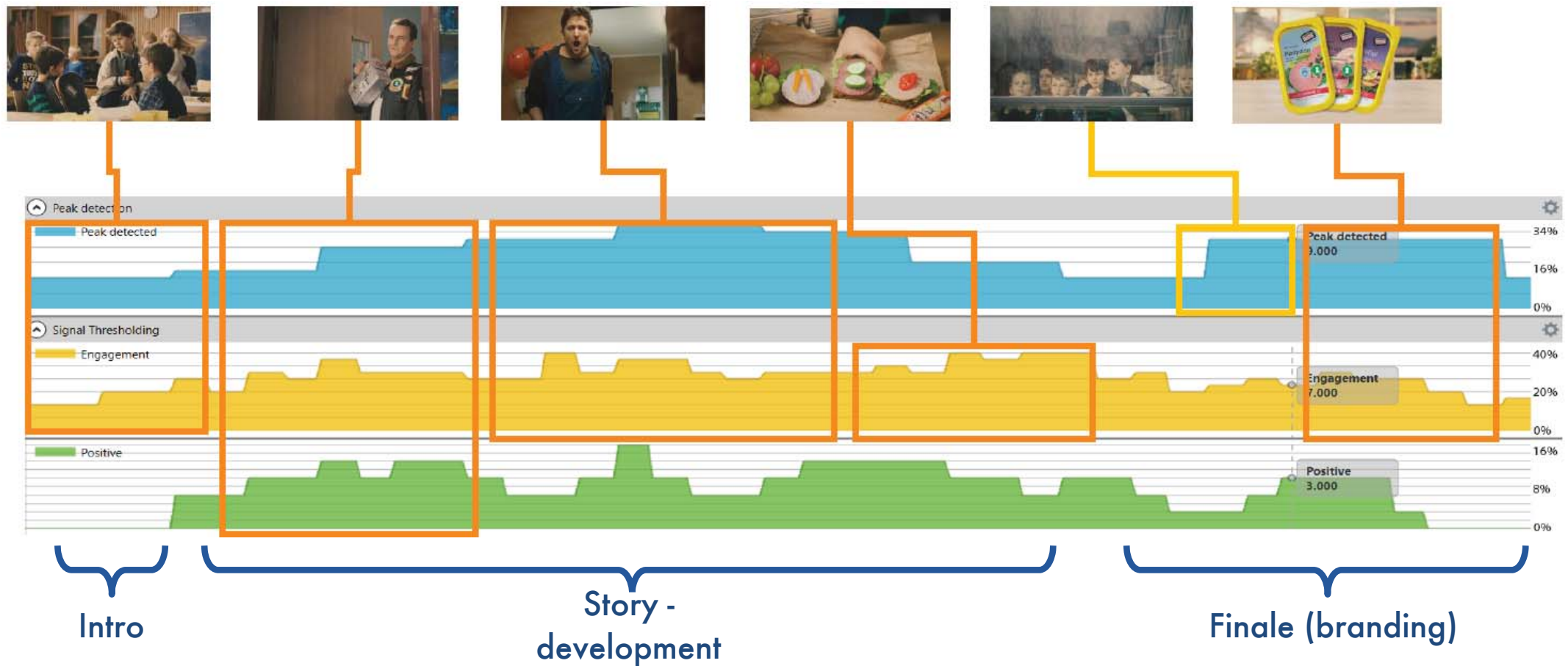
Example Analysis for two TV-Spots – EEG, Eye Tracking und Facial Coding

Example analysis



Display of Results – TV-Spot-Analysis

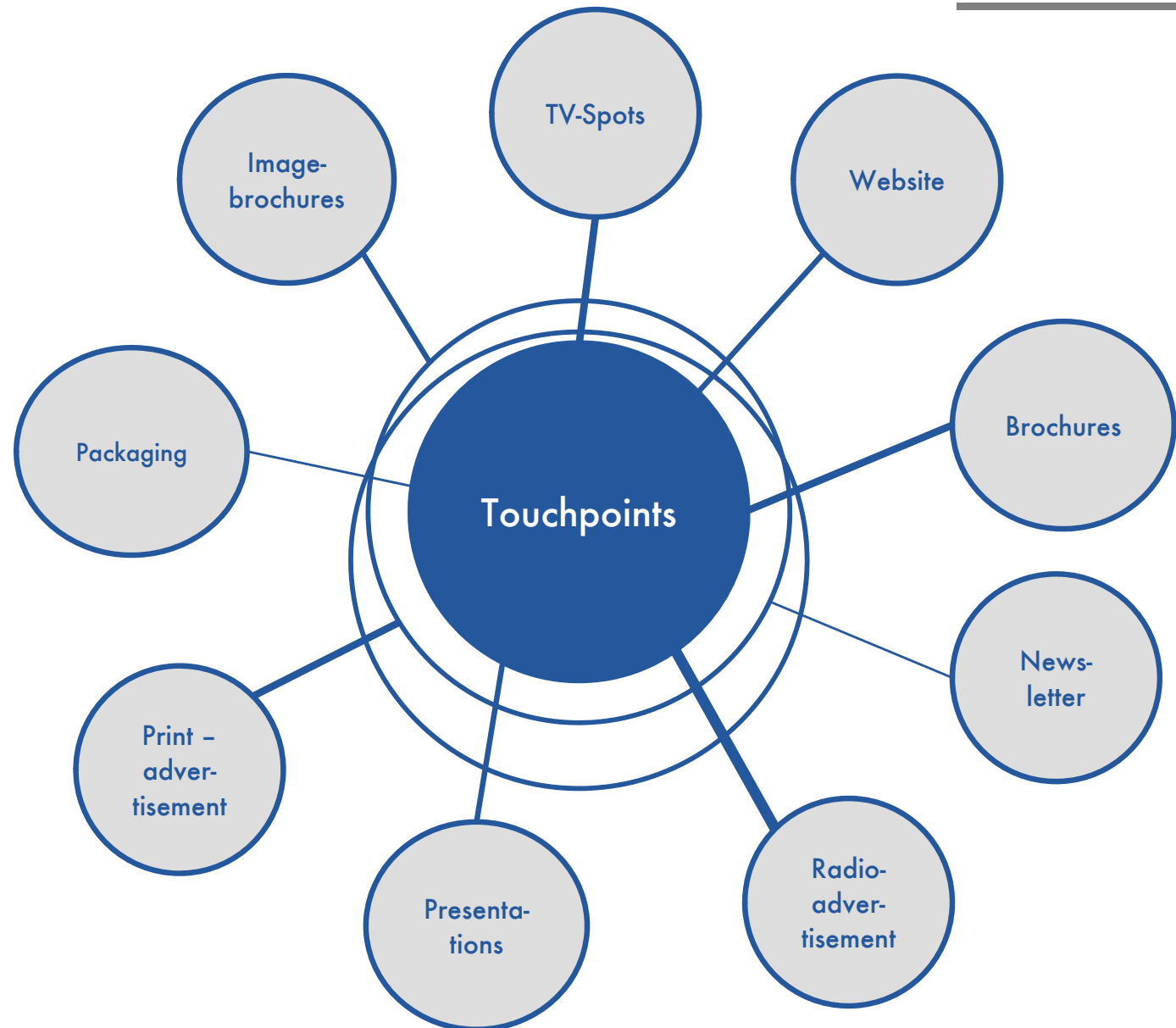
TV-Spots analysis via EEG – sequential analysis of the TV-Spot



Advertising Media Analysis: Possibilities of application

Neuro-optimized advertising media:

All relevant fields of perception and touchpoints between the brand and the customer can be used for a Neuroanalysis and thus optimized in a targeted manner.



Investment Costs for a Neuroanalysis

Project Step		Duration	Costs
1	Kick-Off u. Project Set-up	1 day	€ 990,-
2	Testing (up to 5 advertisements such as TV-spots, print advertisement, website etc.)	1 week	€ 11.900,-
3	Data analysis	2 weeks	€ 5.600,-
4	Final report		€ 18.500,-

Why Interconnection Should be Your Partner...

InterConnection offers many years of expertise in all marketing and sales areas with more than 500 customers per year.

We operate worldwide with 4 offices and 40 consultants from all areas.

15 years of experience and over 1,000 customers worldwide.

Partners and offices in Vienna, Bratislava, Lviv and Buenos Aires.

The quality standard of a consulting firm is the basis of satisfied customers and our success.



Please do not hesitate to contact us
should you have any questions!

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