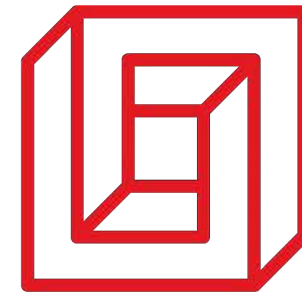


**Beyond
Reason**



**Actionable
Neuromarketing for
World Class Brands**



**Sex Sells
but**



**NEUROSCIENCE
Does it Better.**

Success

=

understanding

&

Influencing

human behaviour.







A shallow understanding & knowledge

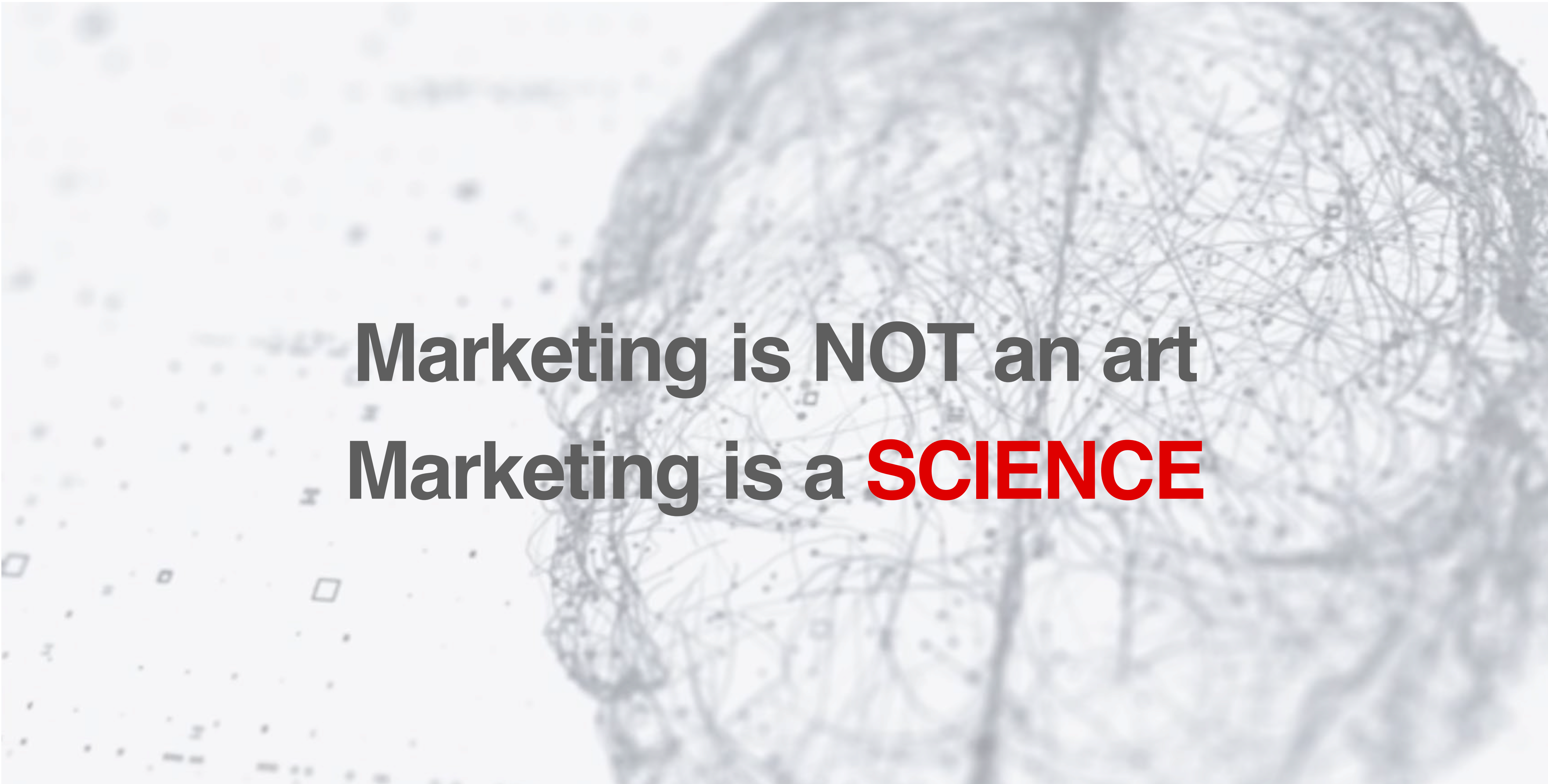




Vincent Van Gogh, Starry Night — 1889

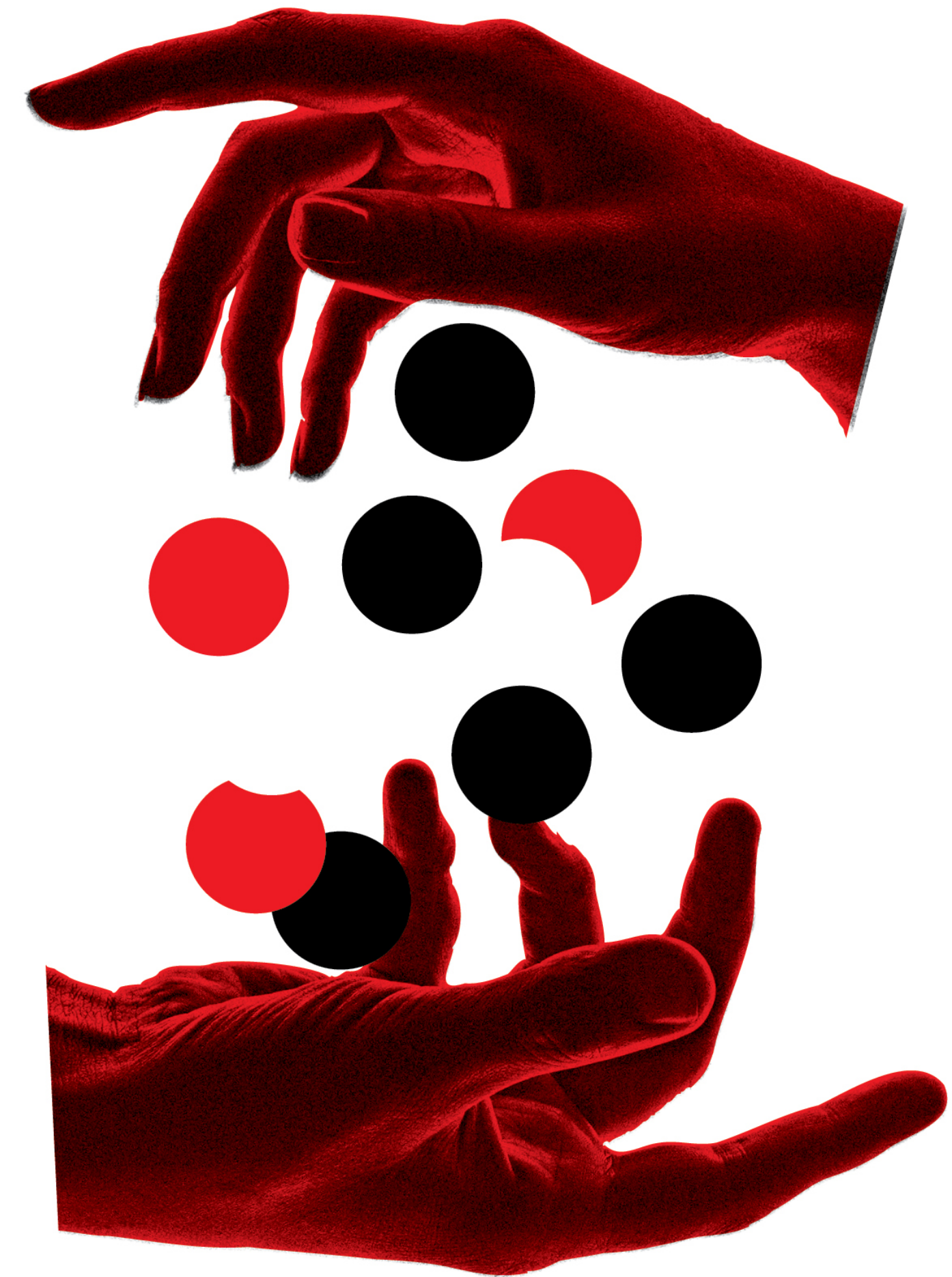


Nasa, Starry Night — 2023



Marketing is NOT an art
Marketing is a SCIENCE

The Dawn of a New Era,
The Neuro Transformation
of Marketing.



The neuro-transformation of
marketing
=
installing a **process**
that systematically enhances
A brand's capacity to influence
what people **LIKE** and **BUY**



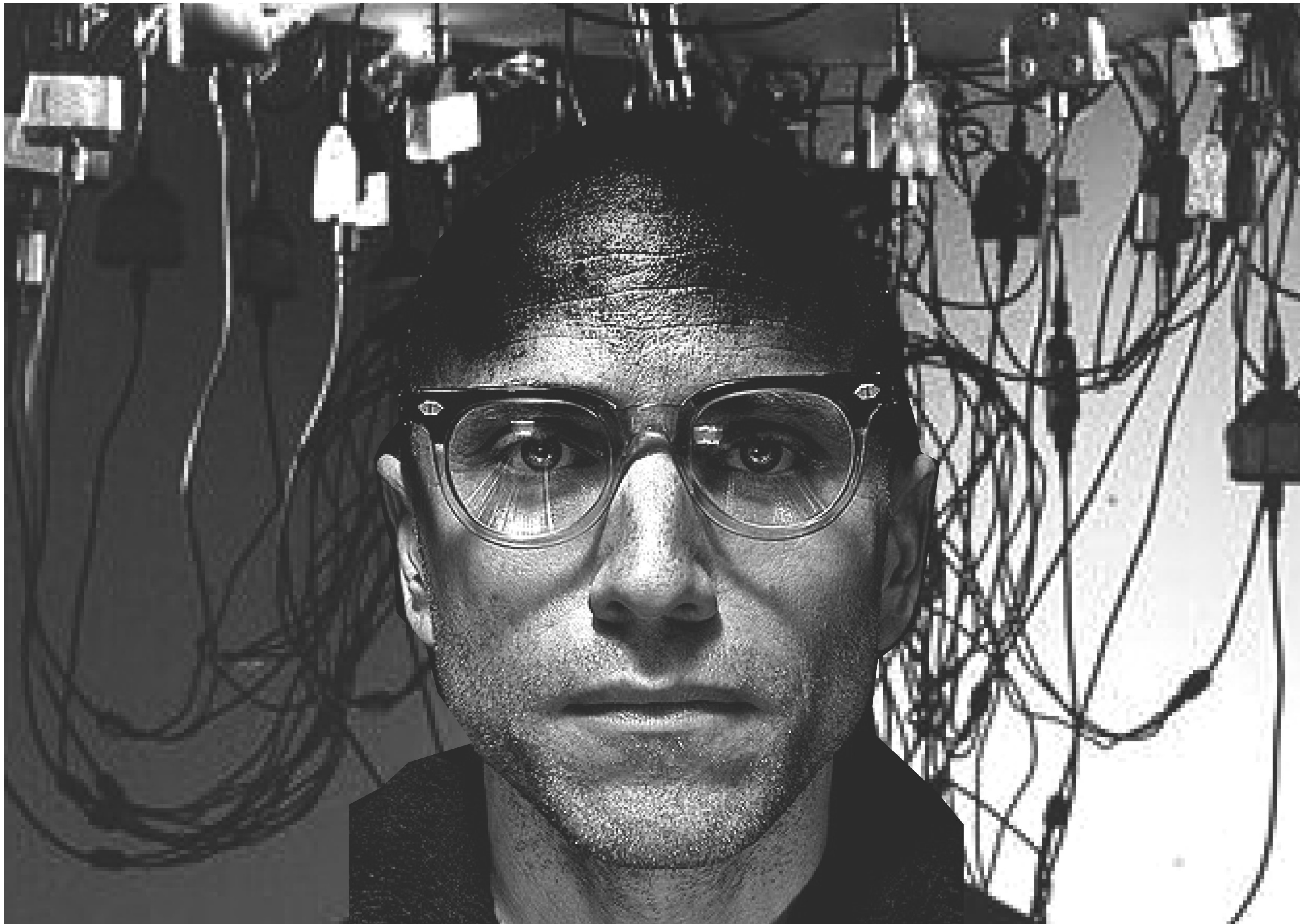




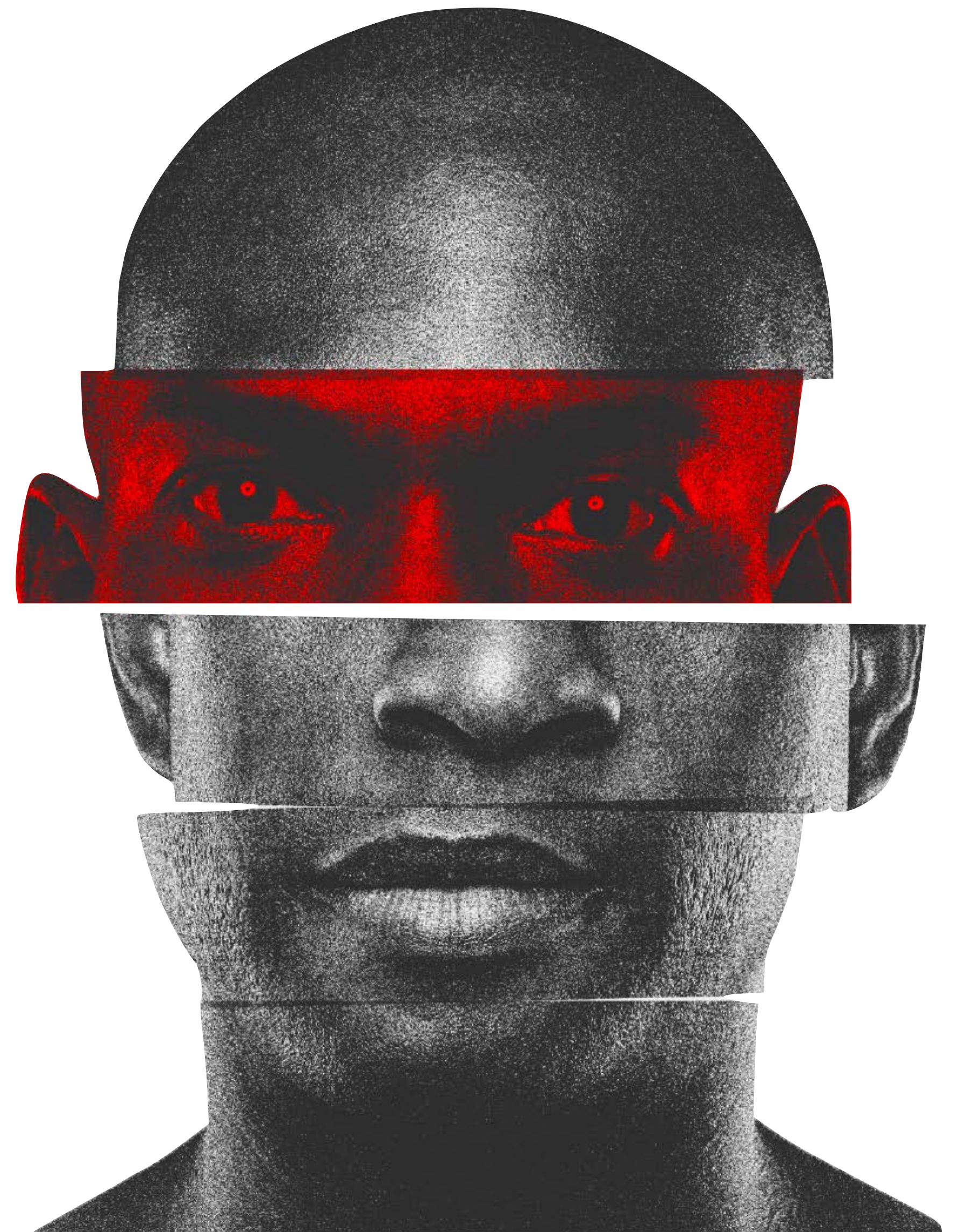


+150 BRANDS | 34 COUNTRIES | 150 MILLION CONSUMER RESPONSES





85%



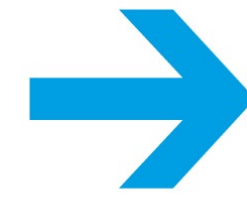




SENSORIAL
INPUT



IMPLICIT
EVALUATION



EXPLICIT
EVALUATION

**Le decision
centre
=
The
Implicit mind**

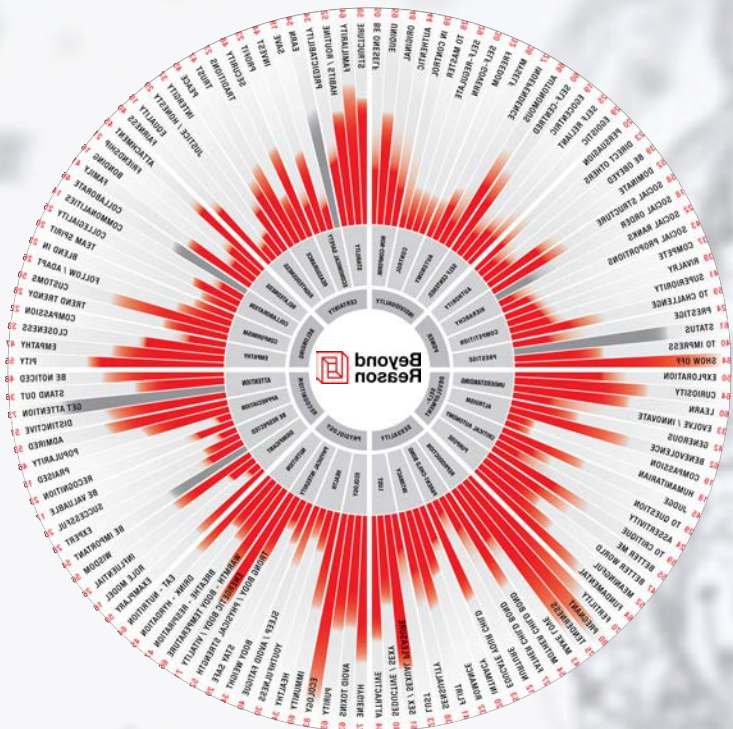


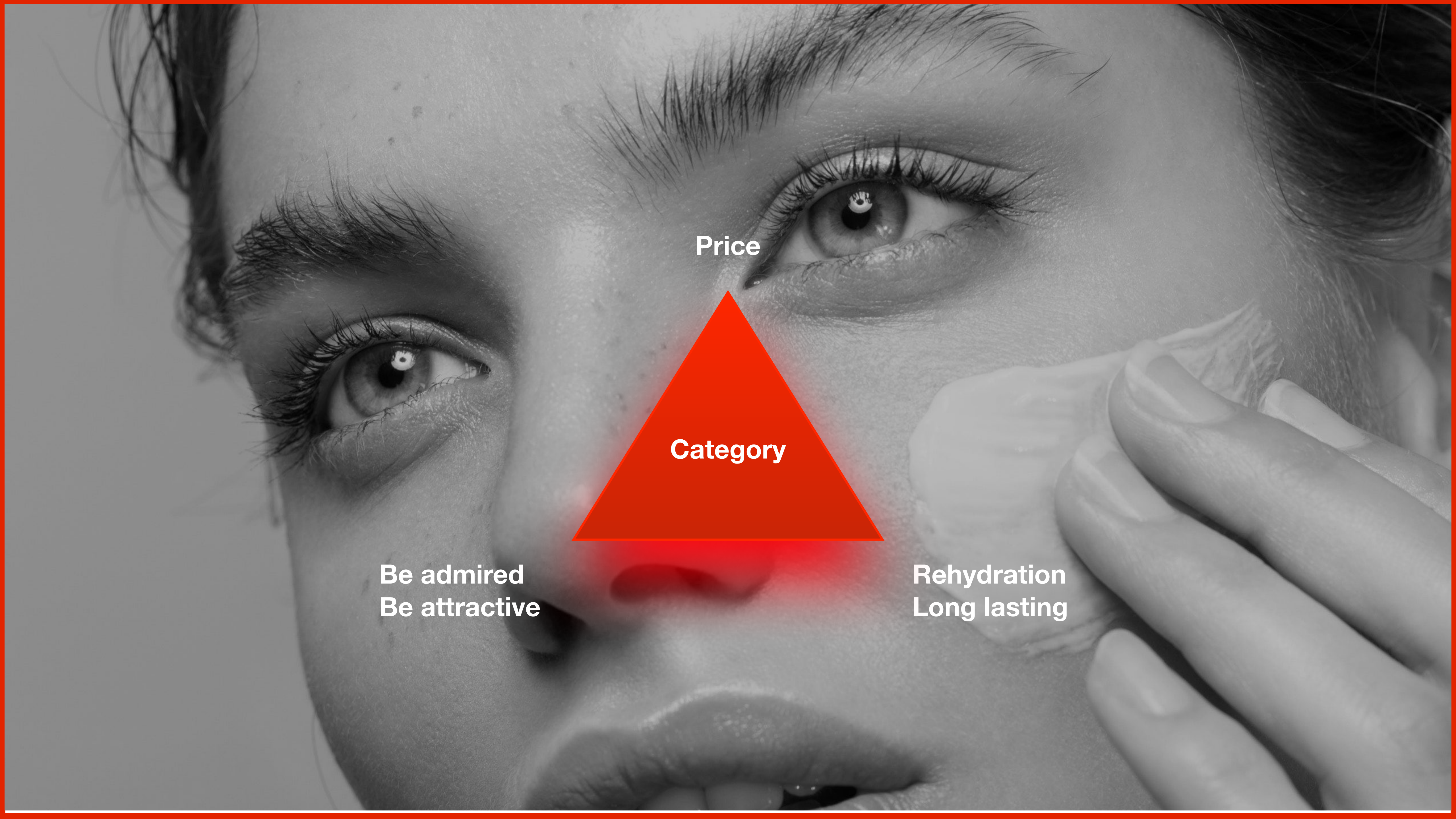


Price



Material Motivations





Price

Category

**Be admired
Be attractive**

**Rehydration
Long lasting**

29.6€

COMPETITOR

Material

75% satisfaction

10,35€



Material

73% satisfaction

29.6€

COMPETITOR

Immaterial

82% satisfaction

Material

75% satisfaction

29.2€



Immaterial

55% satisfaction

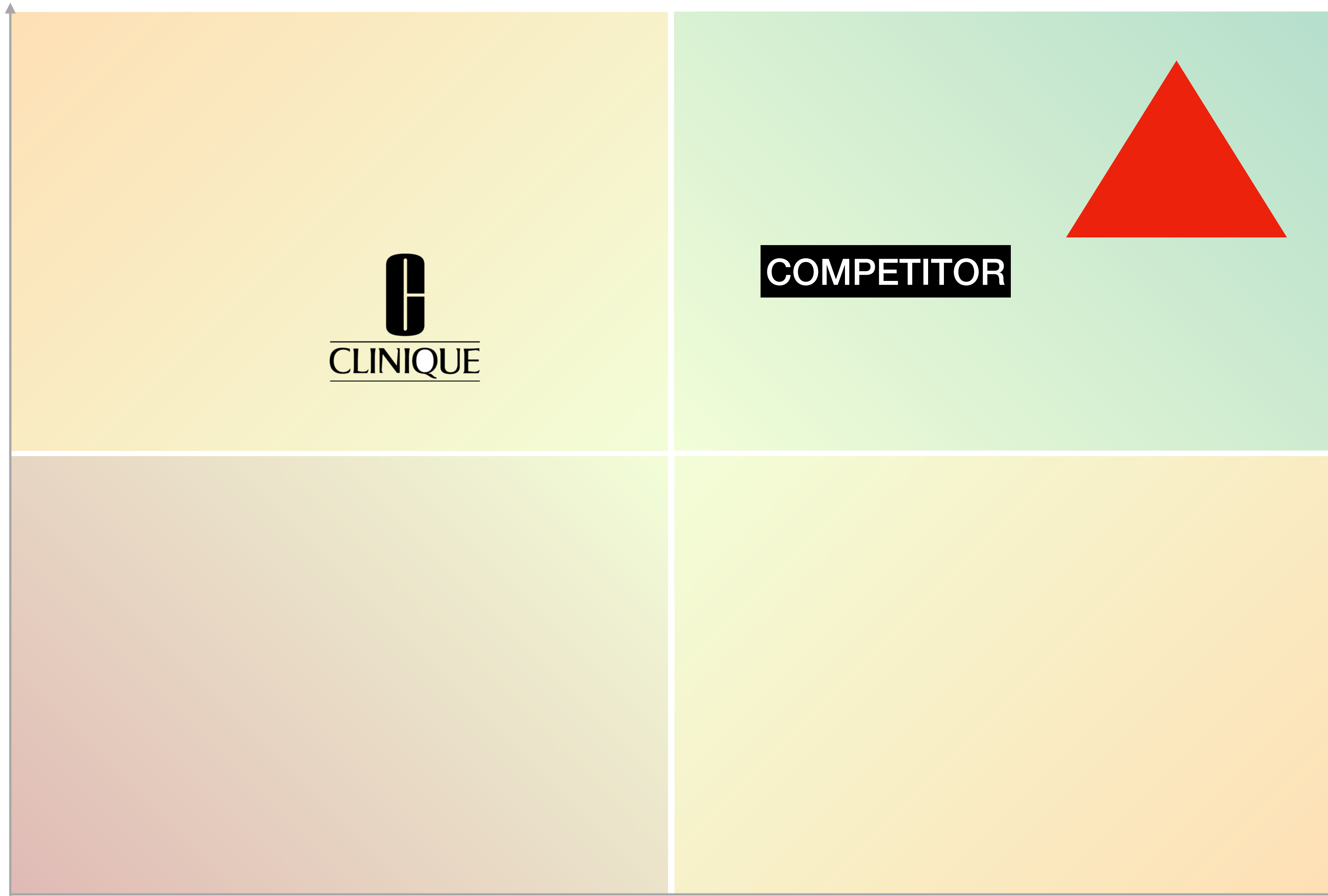
Material

73% satisfaction

high

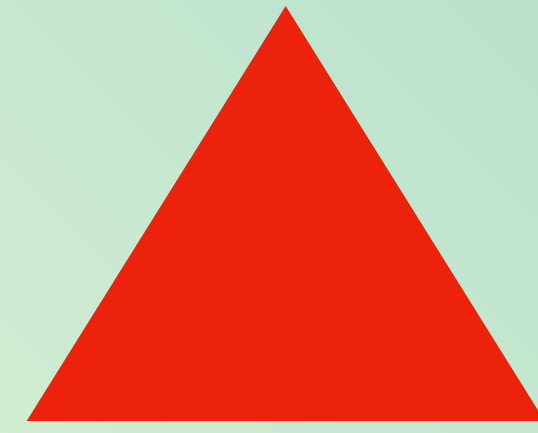
Material Motivations

low




CLINIQUE

COMPETITOR

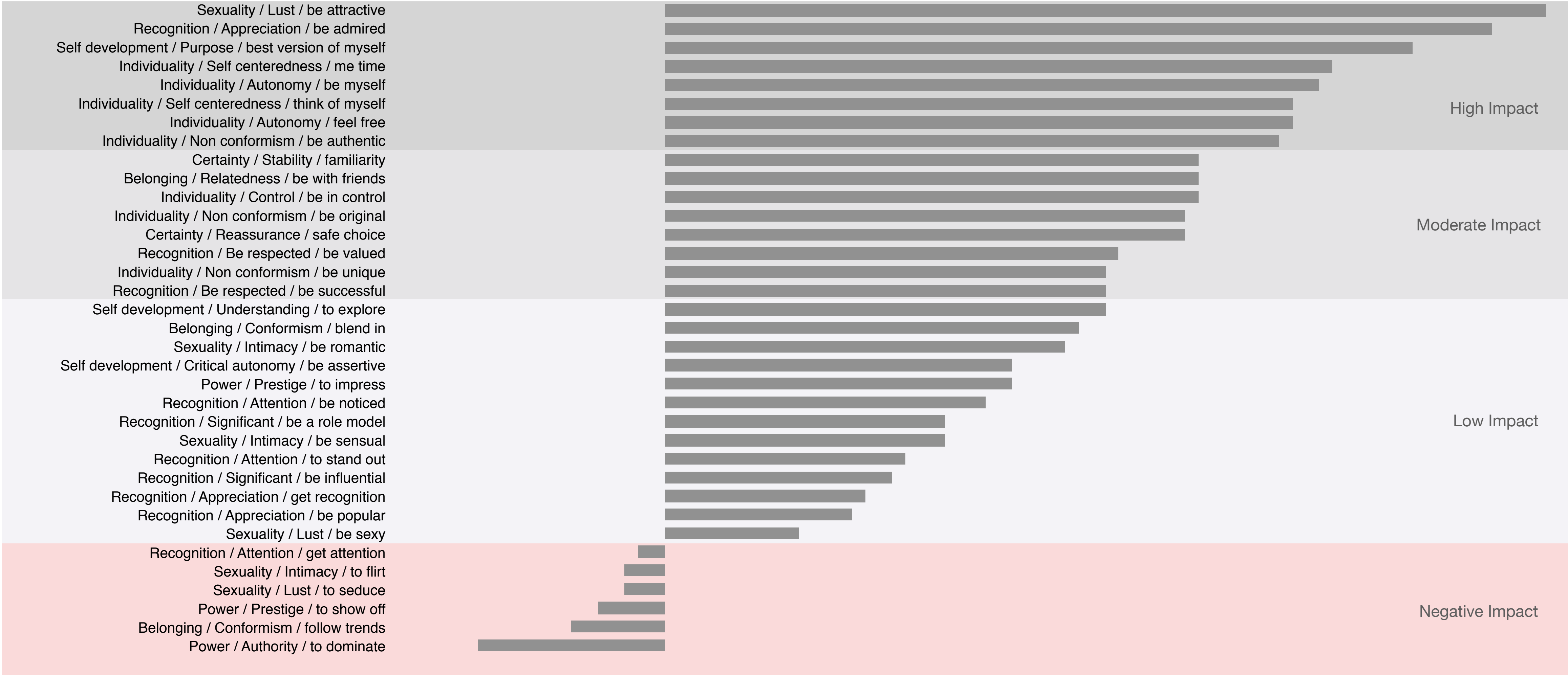


low

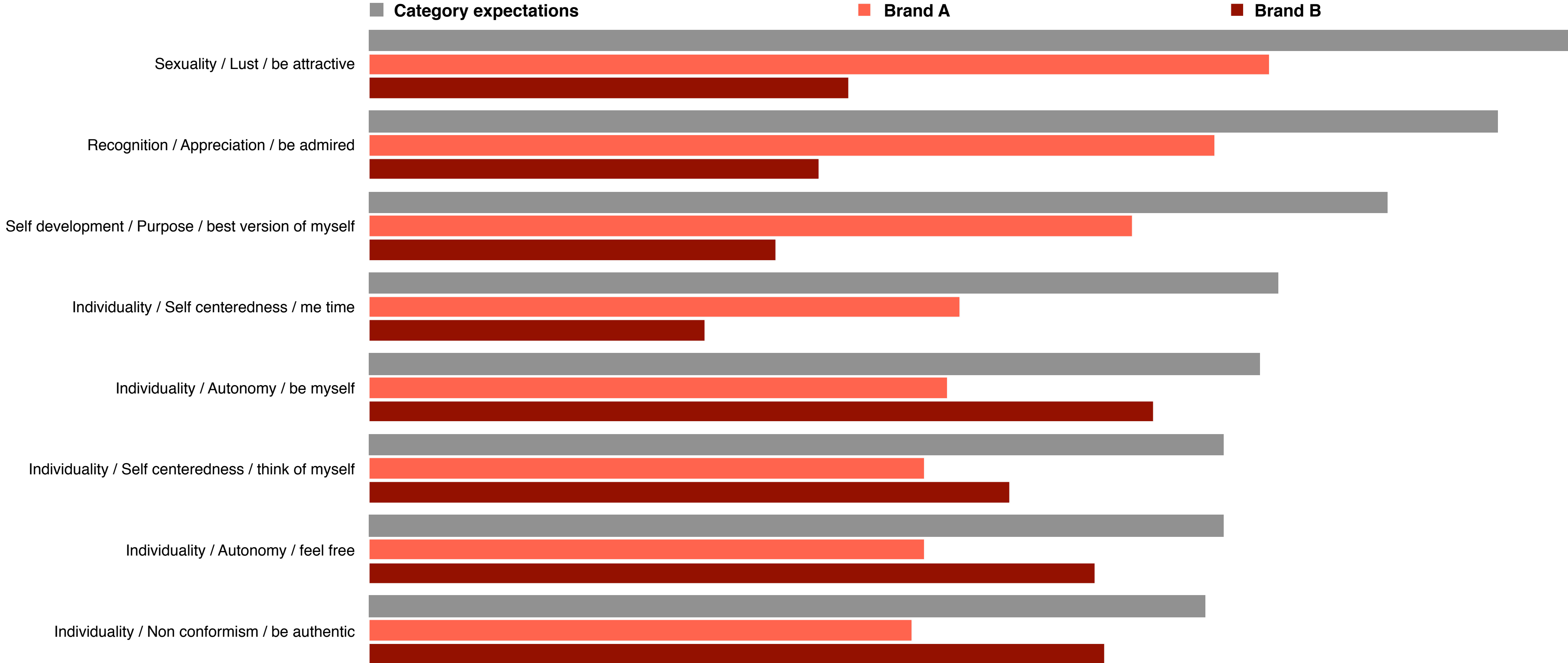
Immaterial Motivations

high

Consumer Category Expectations



Category Expectations vs Brand Performance





La Neuro-Transformation maximises your
influence on **preference & purchase**
&
increases the **perceived value** of a brand.

Geef je huid de kracht van 72u rehydratie.

Nieuwe technologie met aloe vera.
Moisture Surge 72-hour Auto-Replenishing Hydrator.
Op allergie getest, 100% parfumvrij.
Shop online op clinique.nl

Het #1 merk in moisturizers, vanaf €20*

C
CLINIQUE

CLINIQUE
moisture surge
72-hour auto-replenishing hydrator
soin auto-réhydratant 72h

SKINACTIVE
ALOE VERA
BOTANISK DAGKREM

GARNIER SKINACTIVE BOTANICAL DAY CREAM

DOY CARE
ALOE VERA

DOY CARE
ALOE VERA

LET YOUR SKIN BE BORN AGAIN

DOY CARE
ALOE VERA

REVITALIZING FACE WASH

PURE ALOE VERA GEL FOR ALL SKIN TYPES

BRAND
ADVERTISEMENT

BRAND

shutterstock

LOREM ipsum dolor sit amet, consectetur adipiscing elit. Mauris sagittis magna vestibulum et varius ac, nulla et amet. In eget hendrerit nisi eu suscipit. In faucibus gravida, sed convallis sagittis felis. Suspendisse ornare magna et varius. Quisquam et, nisi. Mauris et, ultricies ante, ac, bibendum. Quis, Vivamus in, nisi. Nunc donec congue erat. Sed posuere. In, euismod. Quisquam convallis. Vivamus et, morbi. Magna, vestibulum. Nulla sagittis, congue. In, vestibulum. Quis, suscipit. Et, nunc. Suspendisse, in, nulla. Suspendisse, in, quis, interdum. Quis.

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LOREM ipsum dolor sit amet, consectetur adipiscing elit. Mauris sagittis magna vestibulum et varius ac, nulla et amet. In eget hendrerit nisi eu suscipit. In faucibus gravida, sed convallis sagittis felis. Suspendisse ornare magna et varius. Quisquam et, nisi. Mauris et, ultricies ante, ac, bibendum. Quis, Vivamus in, nisi. Nunc donec congue erat. Sed posuere. In, euismod. Quisquam convallis. Vivamus et, morbi. Magna, vestibulum. Nulla sagittis, congue. In, vestibulum. Quis, suscipit. Et, nunc. Suspendisse, in, nulla. Suspendisse, in, quis, interdum. Quis.

©2018 Clinique Laboratories, LLC



Nieuwe technologie met aloë vera.

Geef je huid de kracht van 72u rehydratatie.

Nieuwe technologie met aloë vera.
Moisture Surge™ 72-Hour Auto-Replenishing Hydrator.
Op allergie getest. 100% parfümvrij.

Shop online op clinique.nl

Het #1 merk in moisturizers, vanaf

€20*



CLINIQUE

*Indicateve publieksprijs. Nielsen data P13 CY2017 - prestige beauty markt.



De verleiding van perfecte huid,
gehydrateerd door Moisture Surge.

Shop online op [clinique.nl](https://www.clinique.nl)

Het #1 merk in moisturizers, vanaf

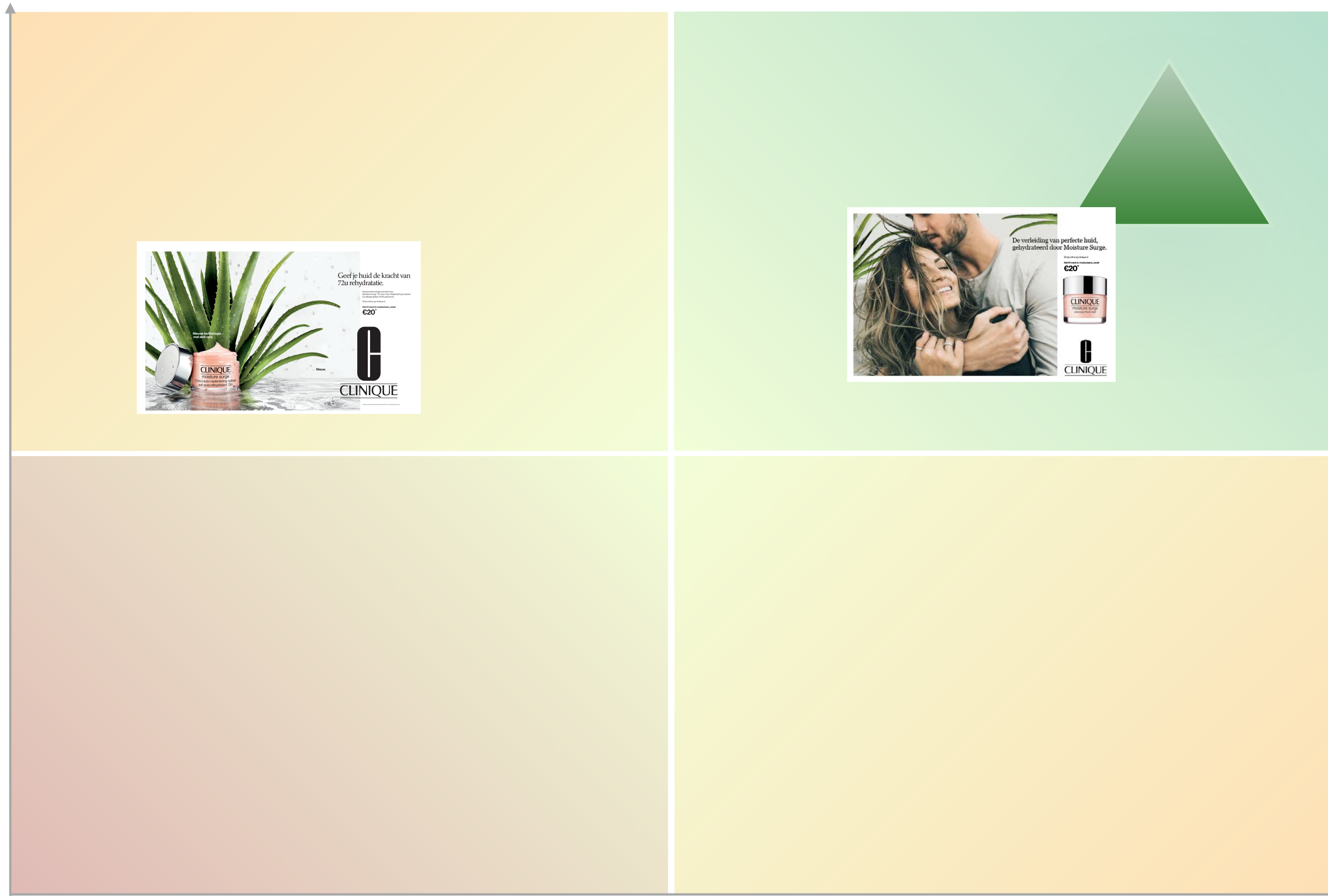
€20*



high

Material Motivations

low



low

Immaterial Motivations

high

high

Material Motivations

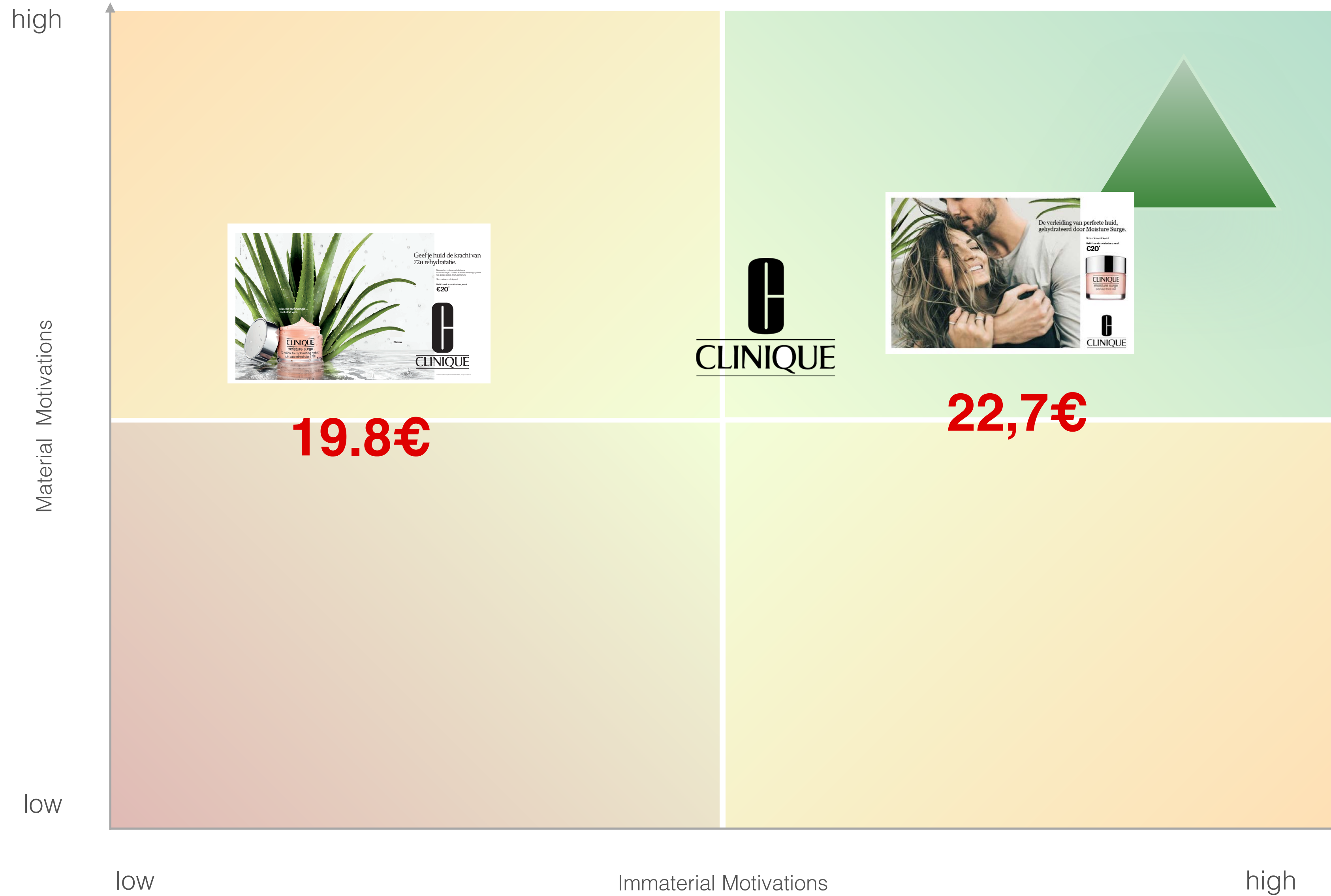
low



low

Immaterial Motivations

high



The Neuro-Transformation enables you to optimise the entire marketing mix.


FEVER-TREE

5.48€ / L

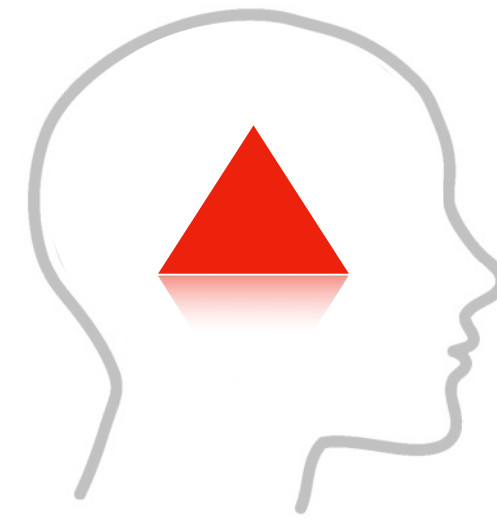
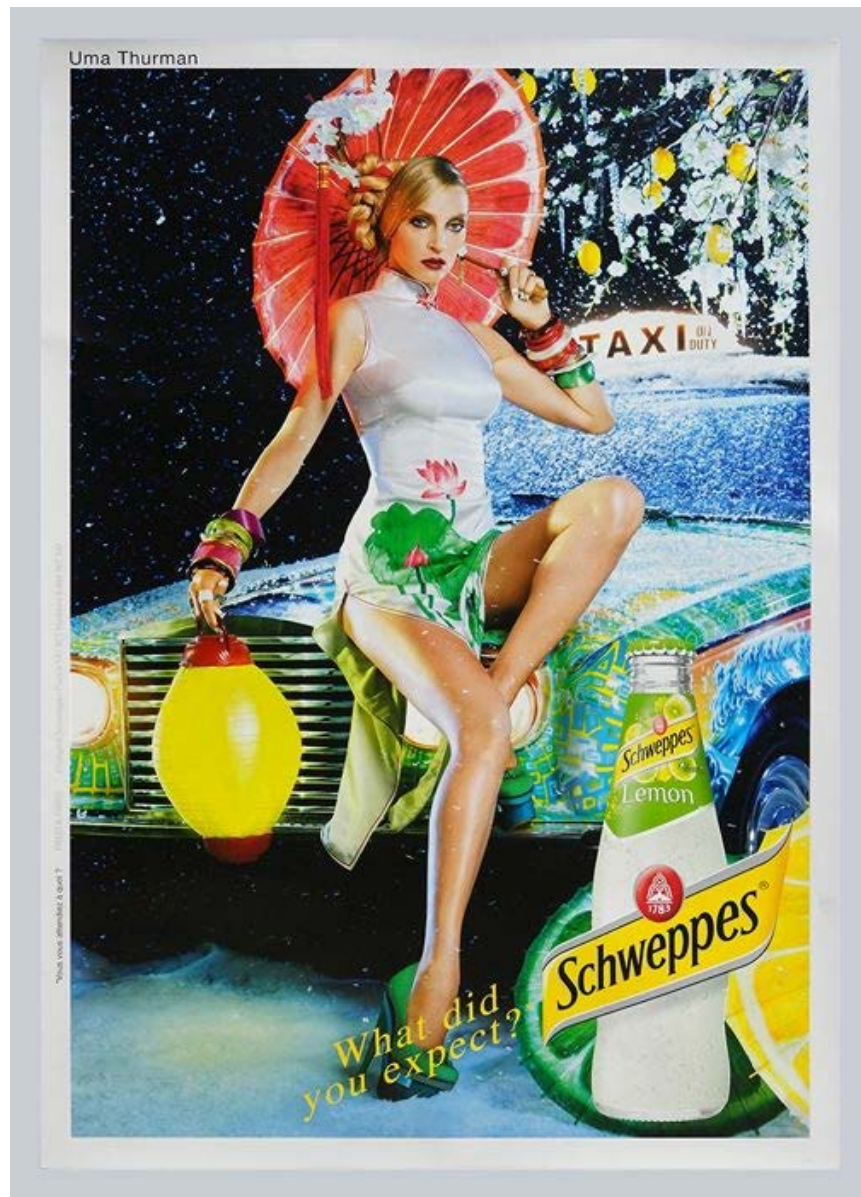


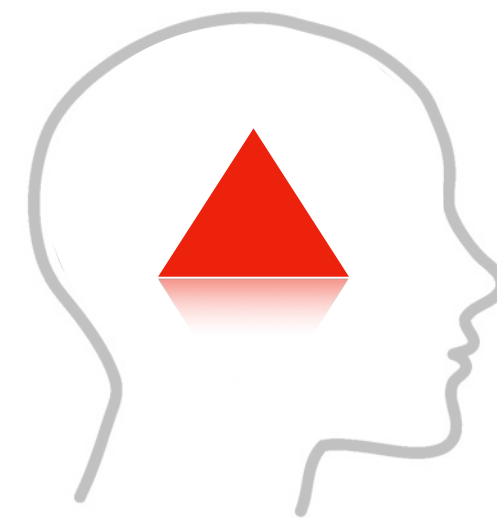

Schweppes®

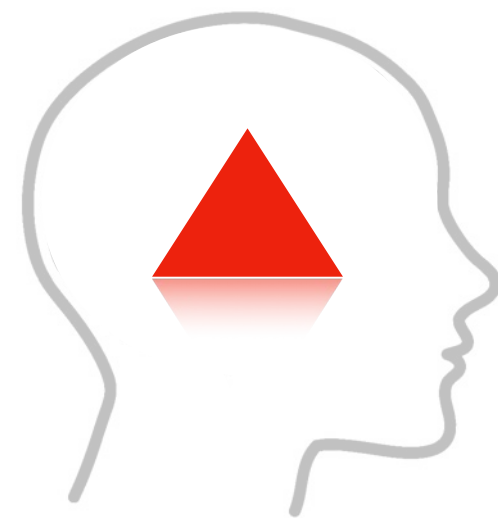
5.15€ / L

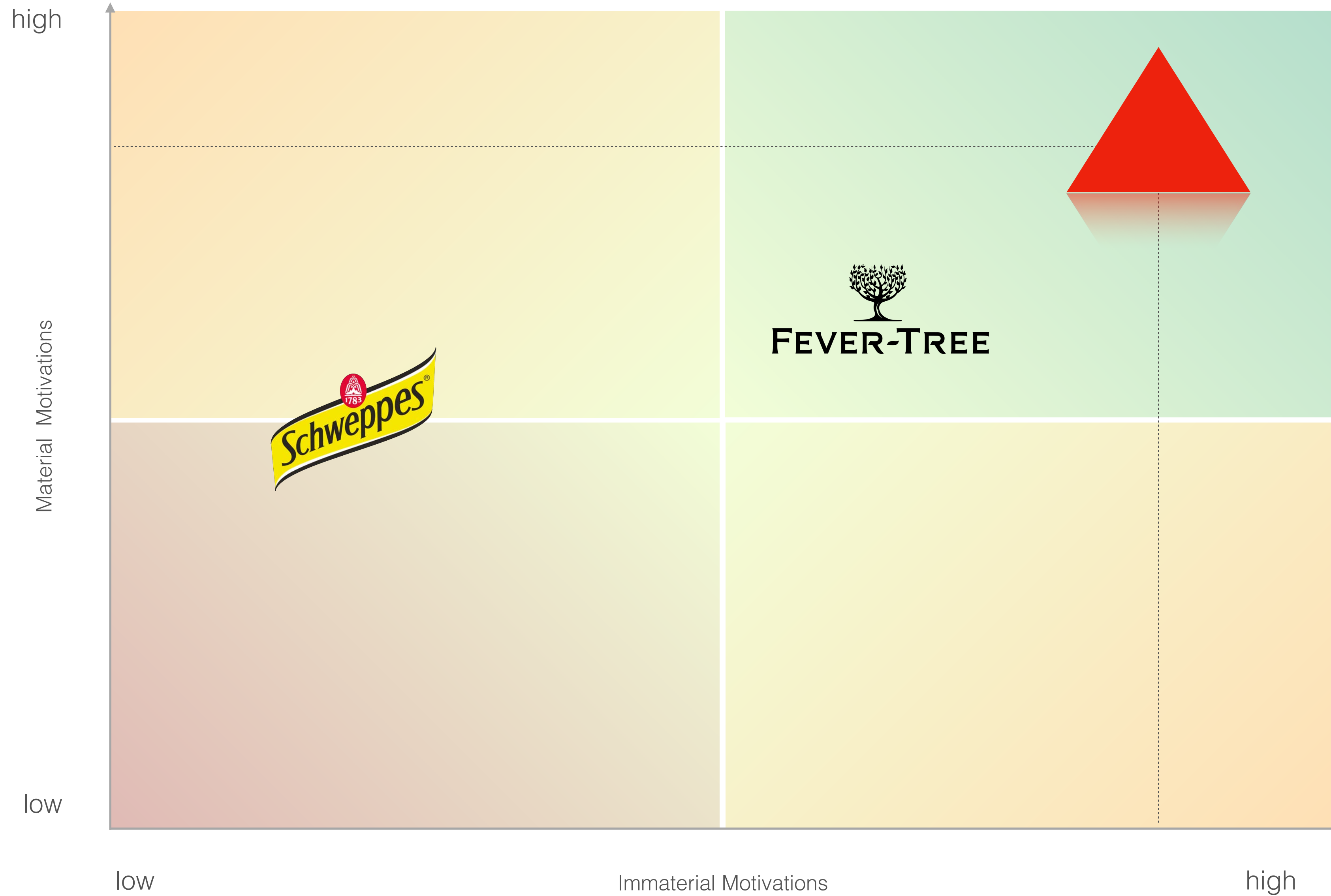












high

Material Motivations

low



low

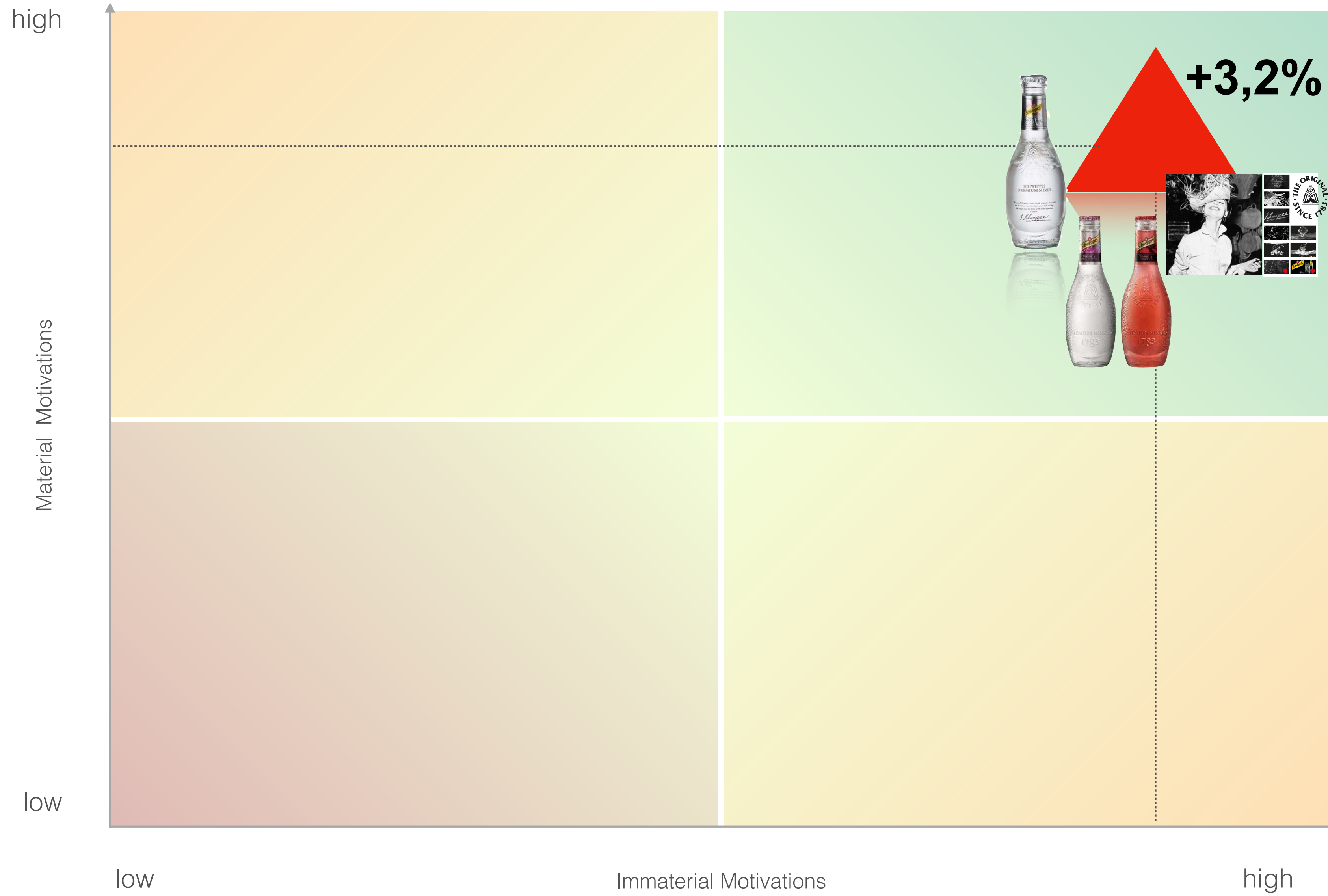
Immaterial Motivations

high



THE ORIGINAL SINCE 1783





The **Neuro-Transformation** process allows you to construct ALL marketing & sales initiatives according to the customer's **material & immaterial** purchase motivations.

Customer journey Satisfaction vs Frustration of goals

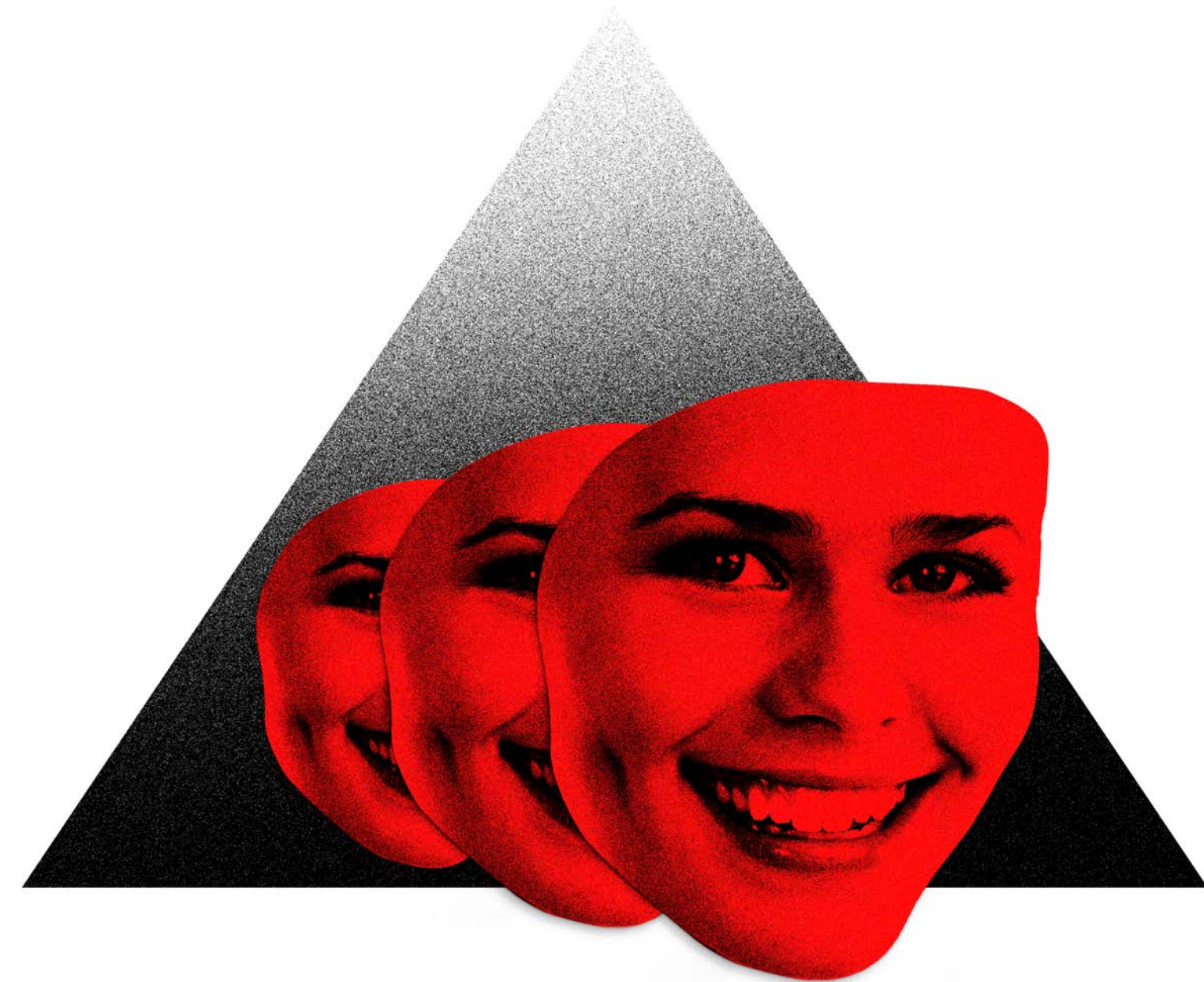




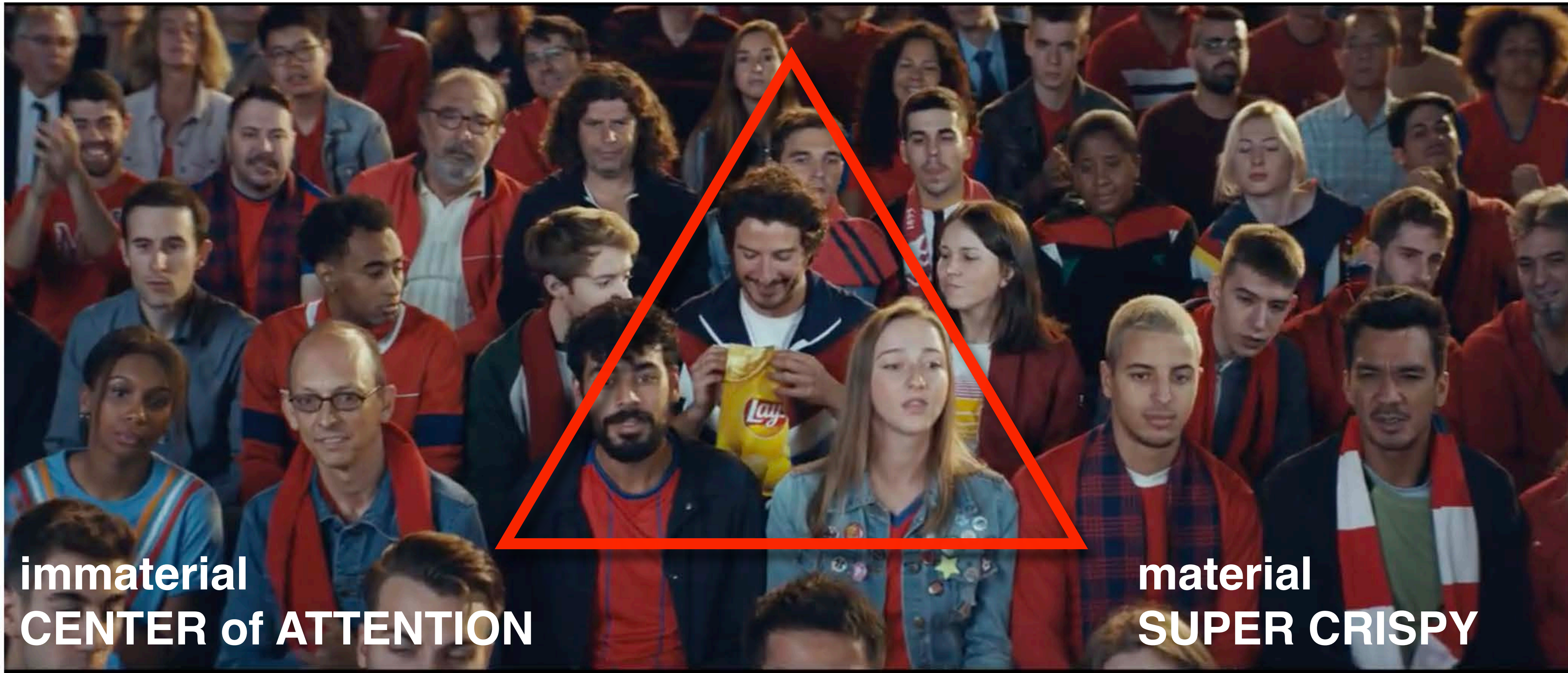


**“Implicit motives determine
which actions are experienced
as rewarding and satisfying.**

**Goals that do not align
with implicit motives,
cannot bestow feelings
of reward or satisfaction”**

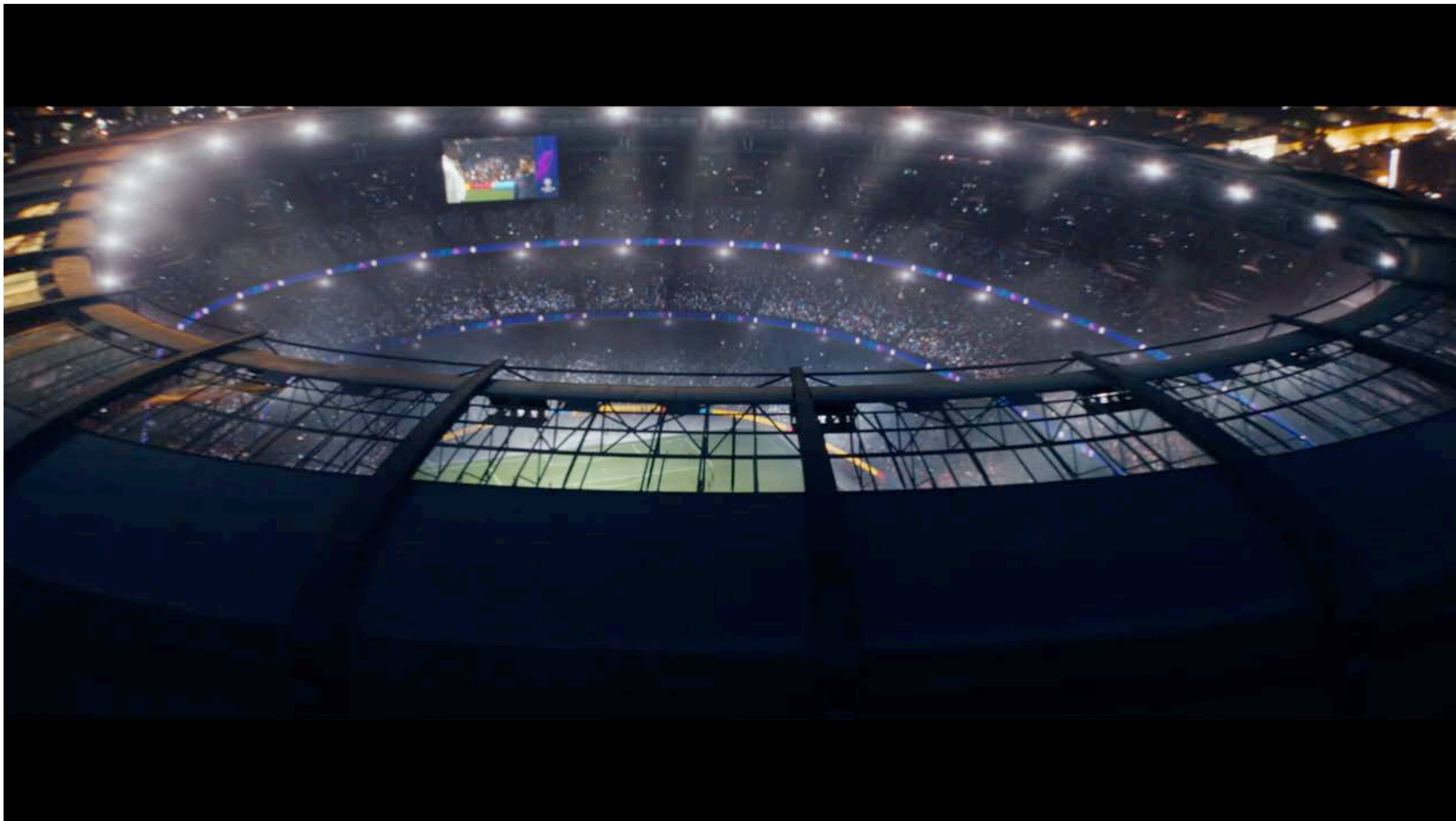


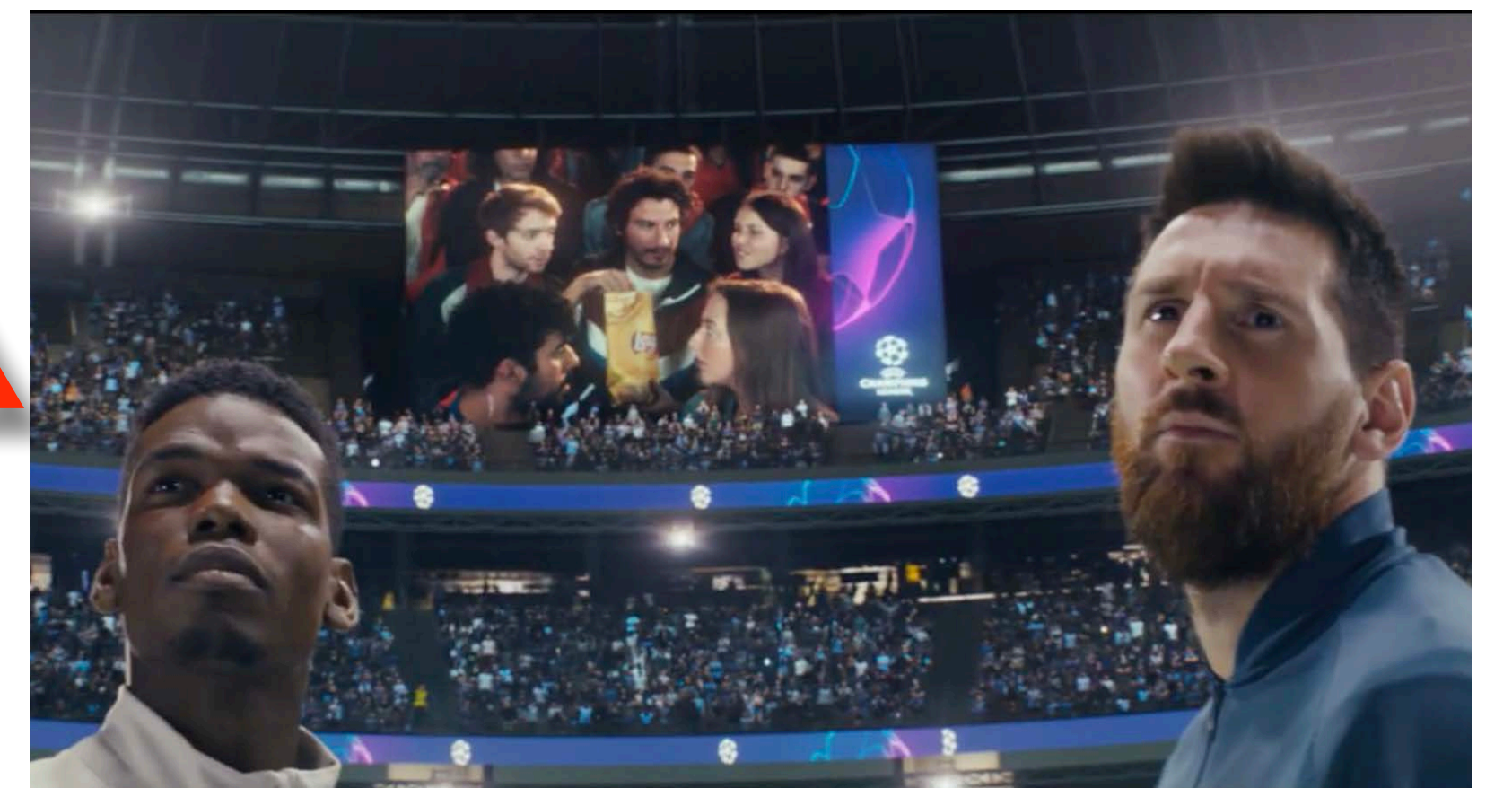
Joachim Brunstein, Professor of Psychology, University of Giessen, Germany.



**immaterial
CENTER of ATTENTION**

**material
SUPER CRISPY**

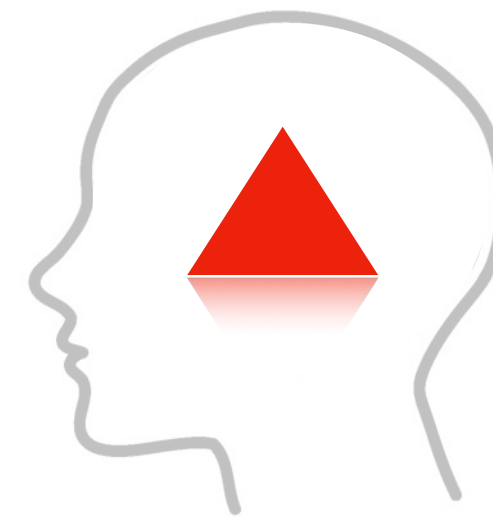




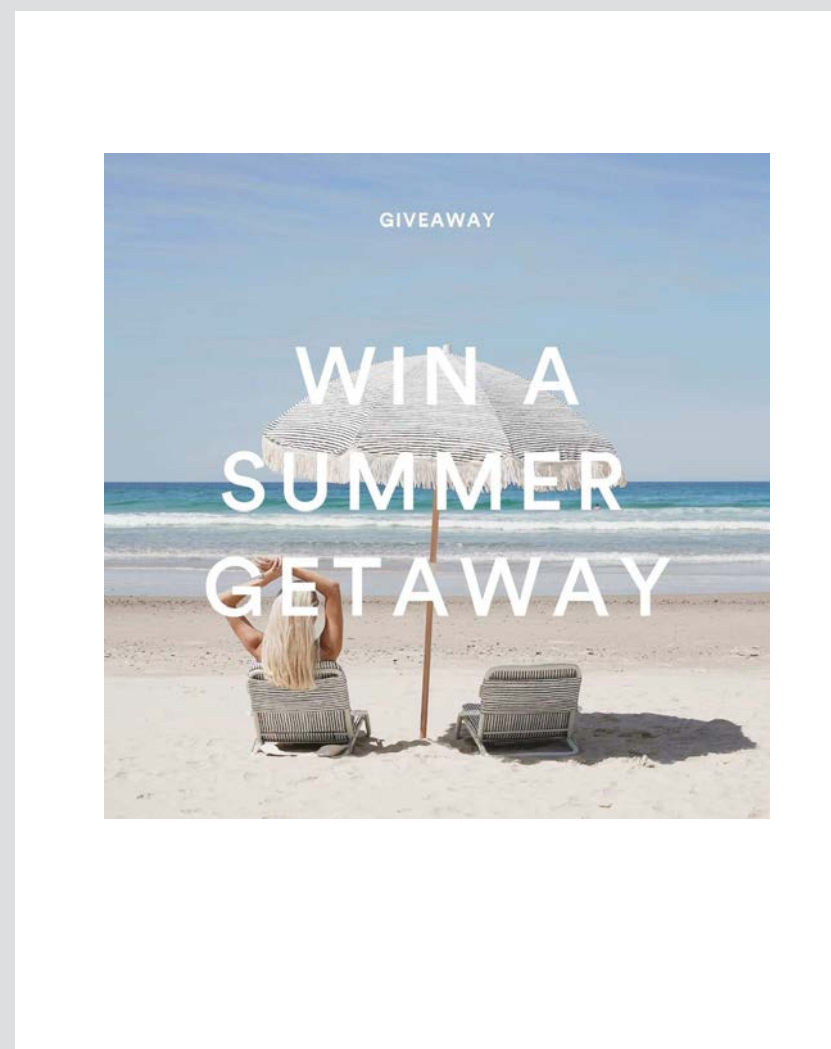


**material
SUPER CRISPY**

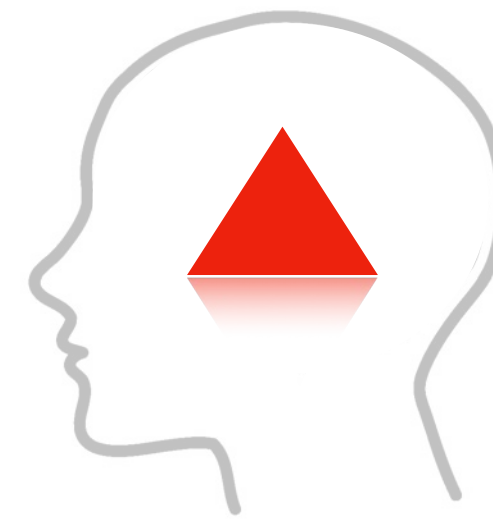
BTL



BTL



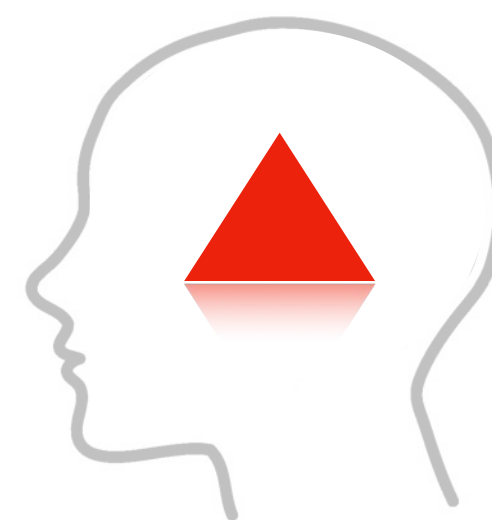
NPD



NPD



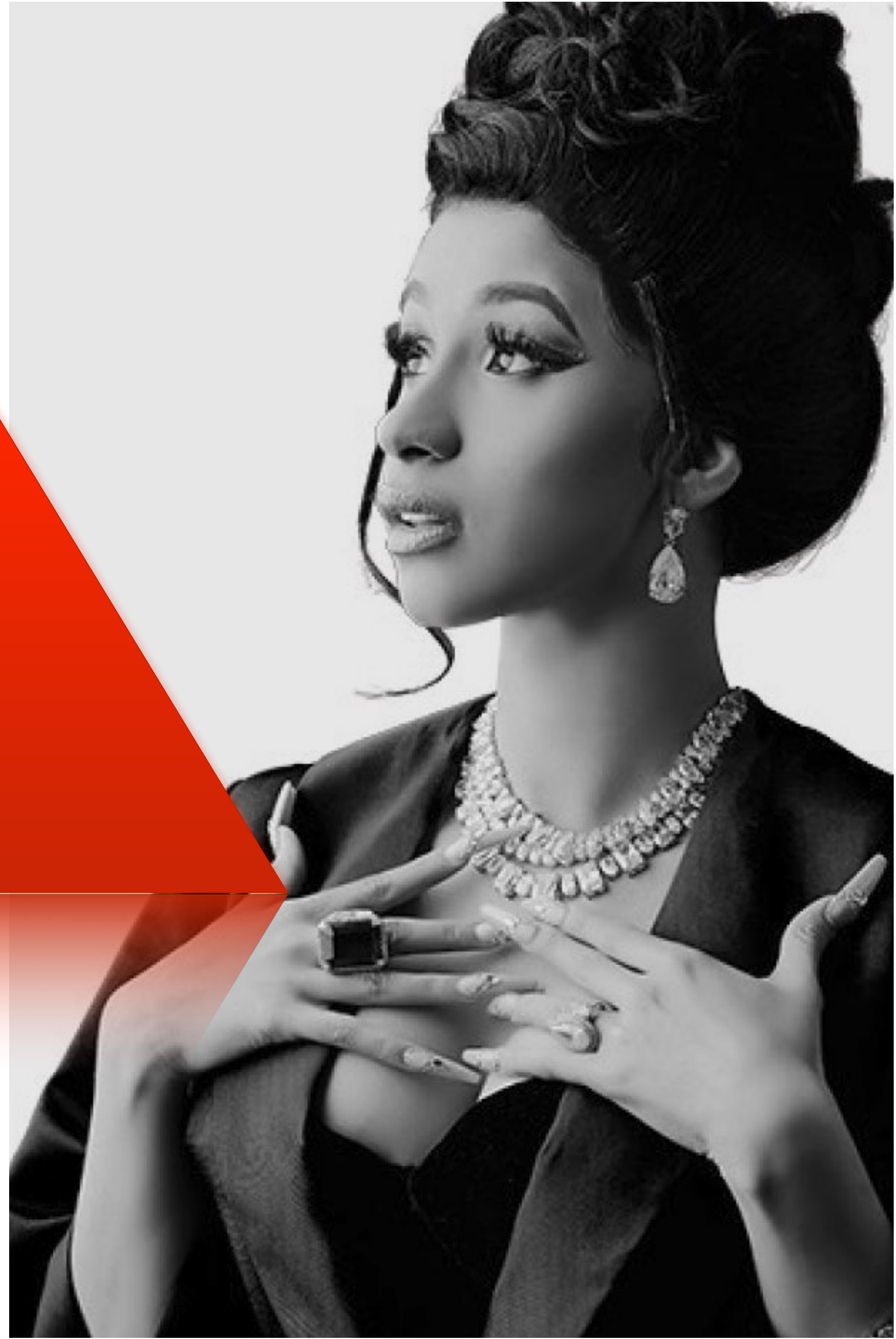
Festivals



Festivals







Cost



Benefit

Cost

Geef je huid de kracht van 72u rehydratie.

Nieuwe technologie met aloë vera.

19.8€

CLINIQUE

CLINIQUE

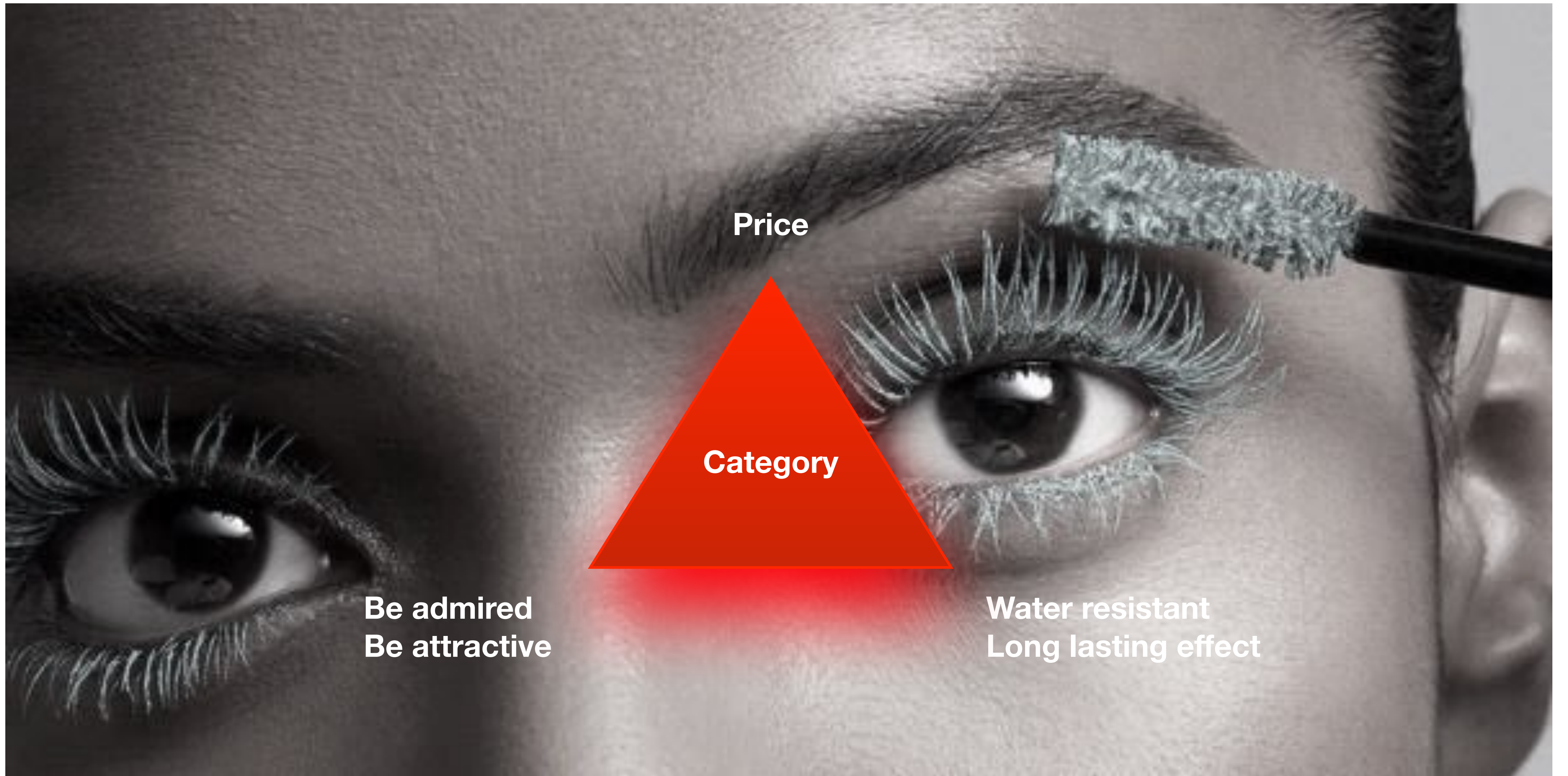
De verleiding van perfecte huid, gehydrateerd door Moisture Surge.

22,7€

CLINIQUE

CLINIQUE

Benefit

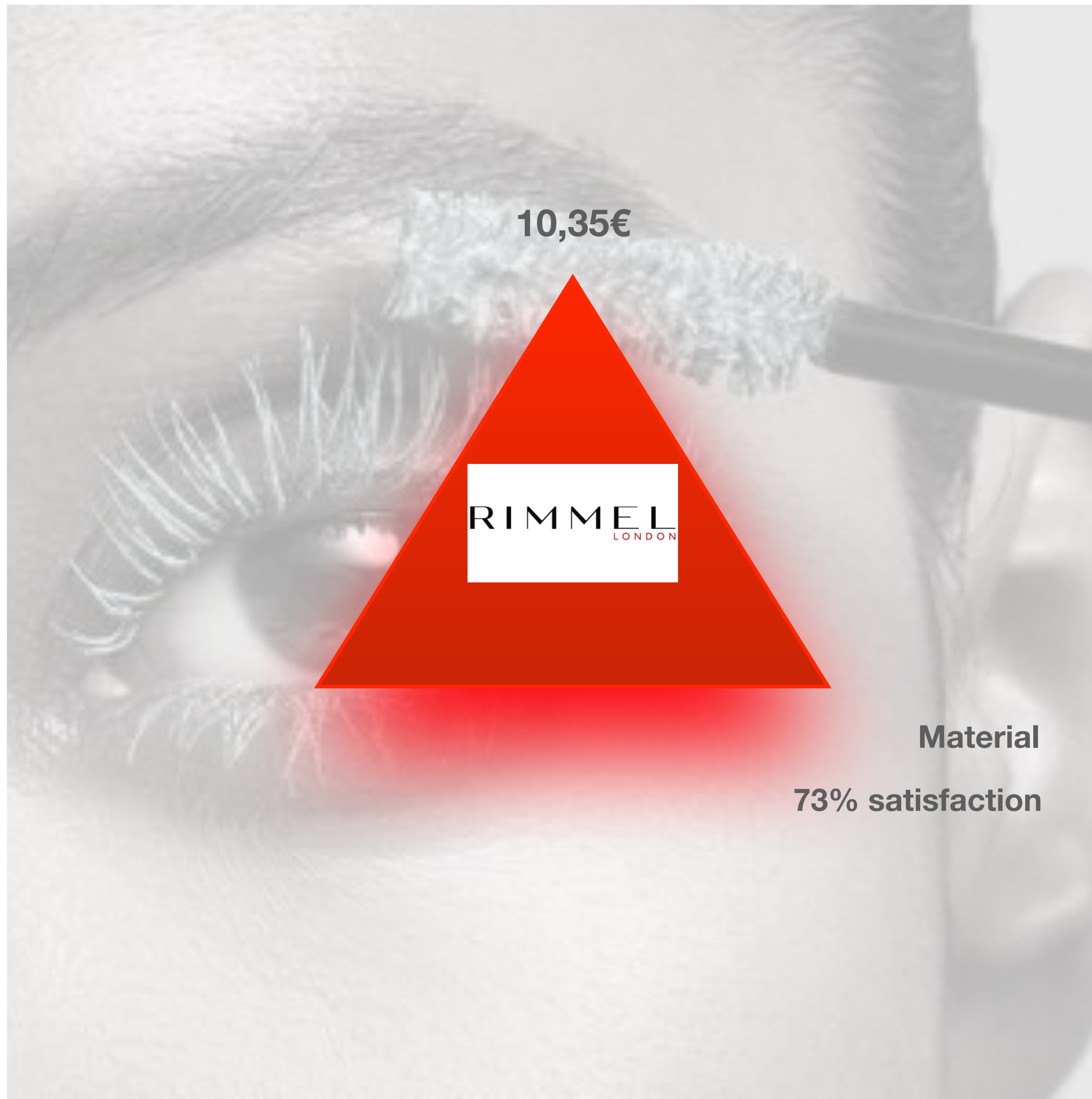
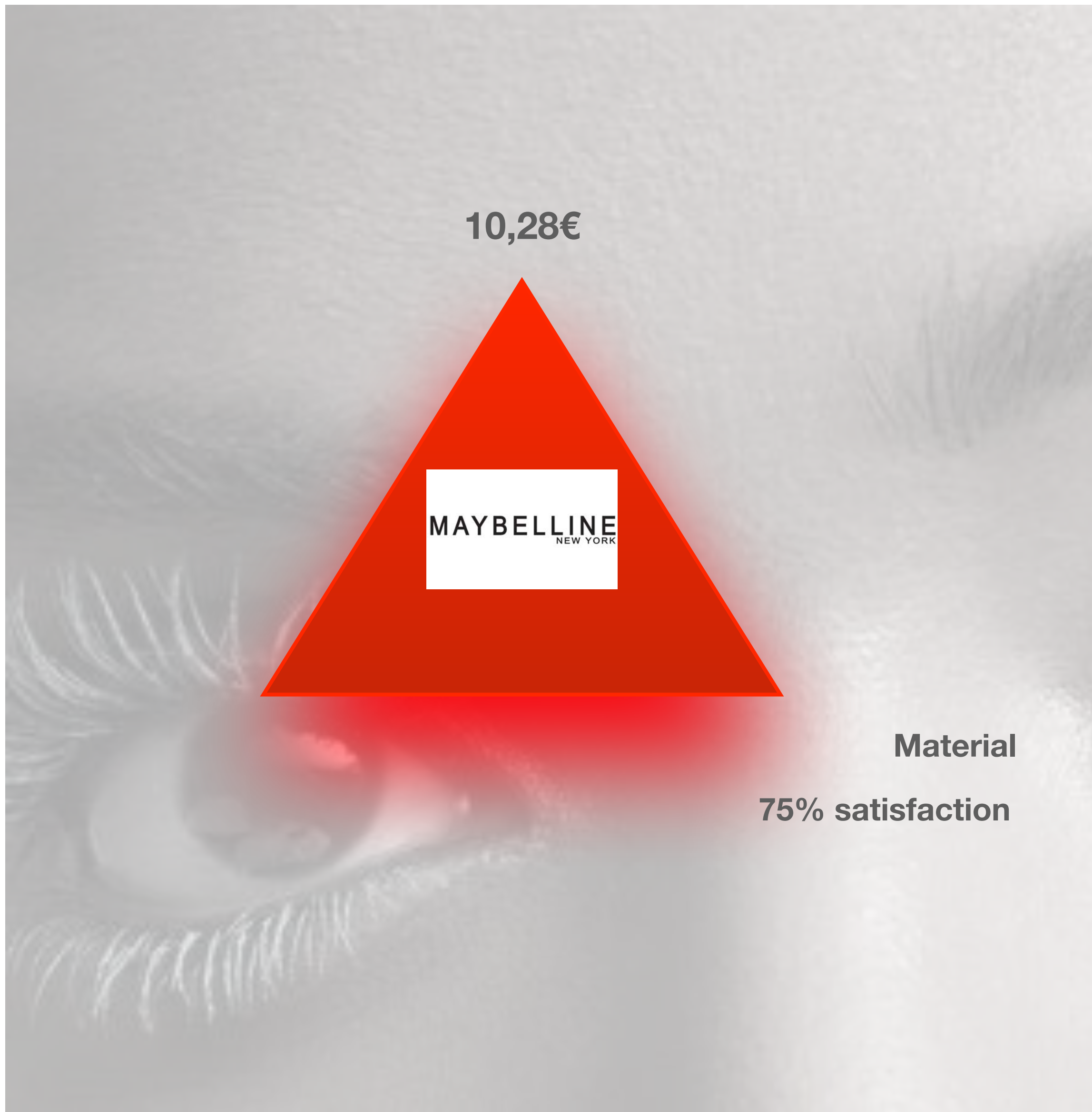


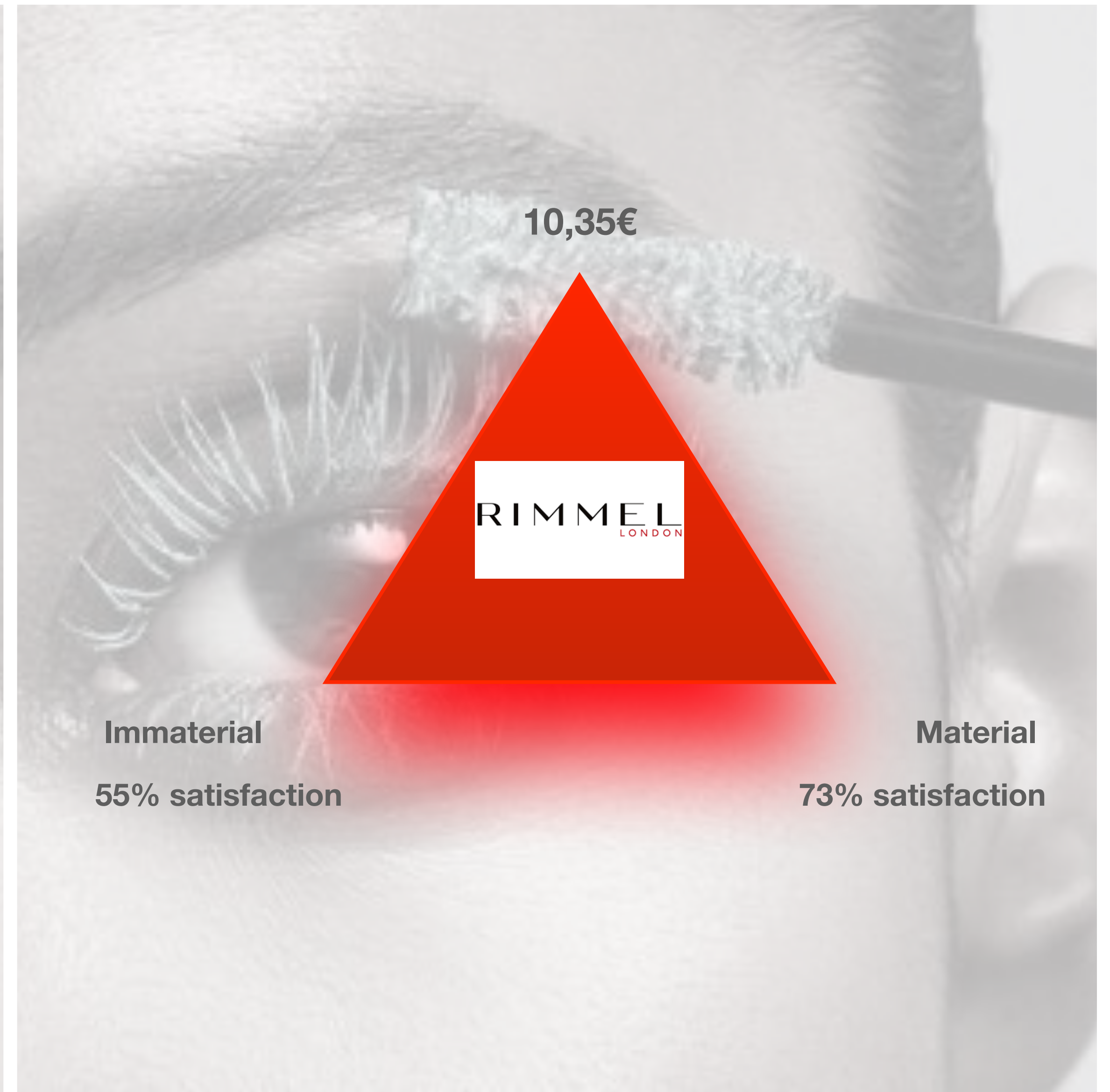
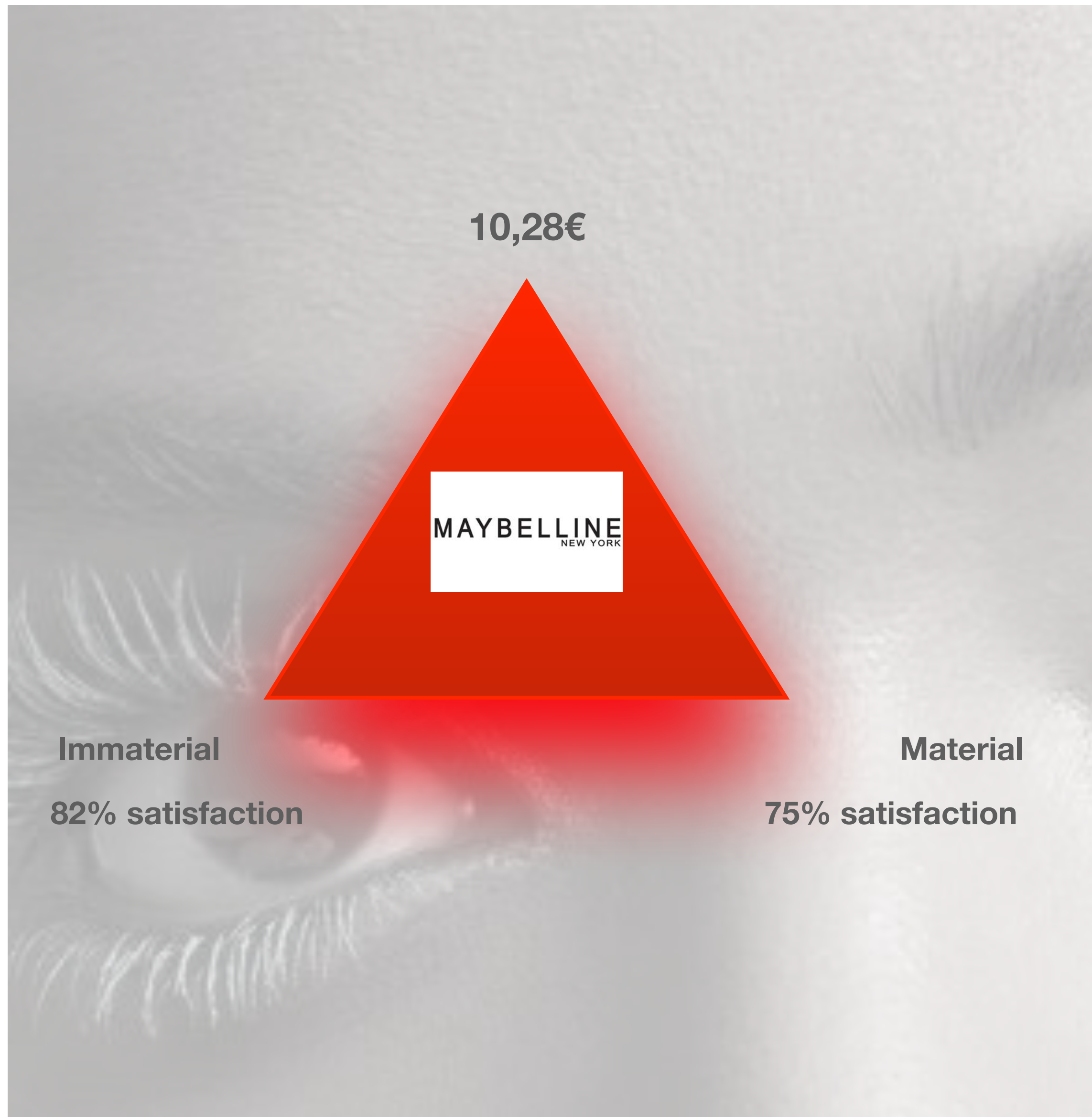
Price

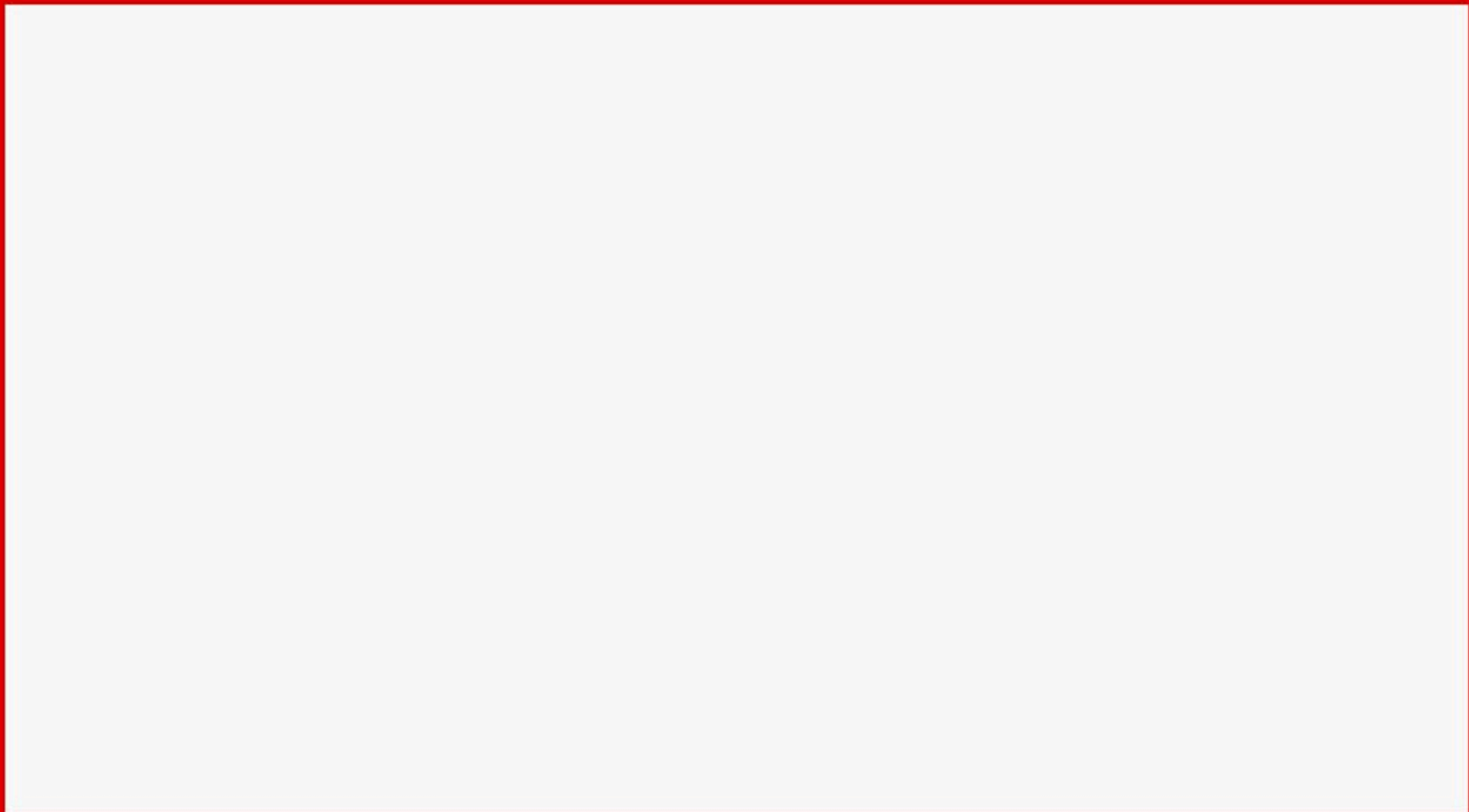
Category

**Be admired
Be attractive**

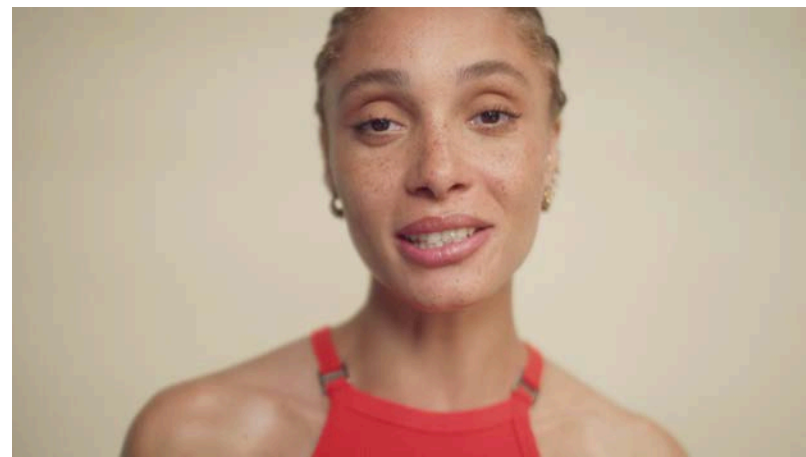
**Water resistant
Long lasting effect**







1



Here's the way I see it

2



3



4



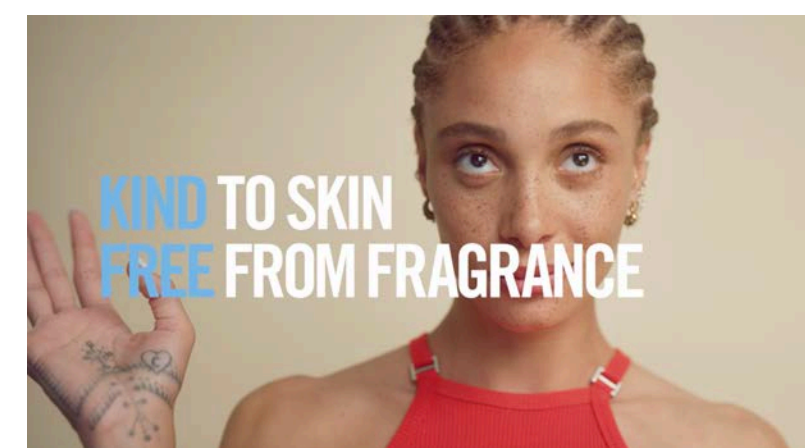
our new way of creating make-up

5



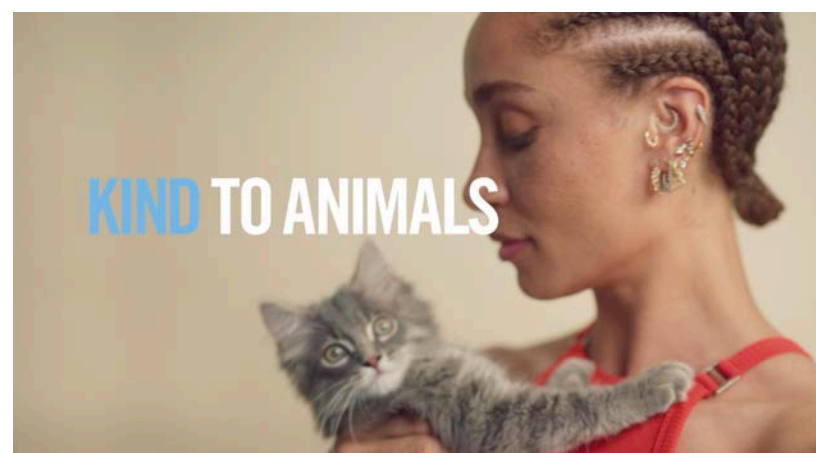
kind to us

8

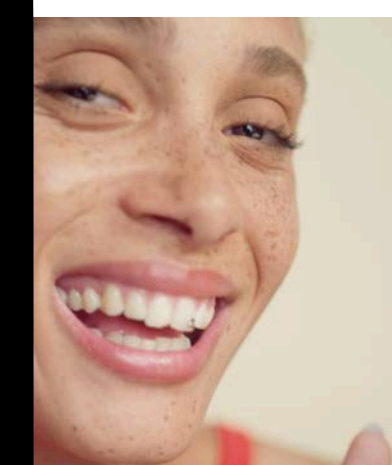


free from fragrance

9



kind to animals



skin

12



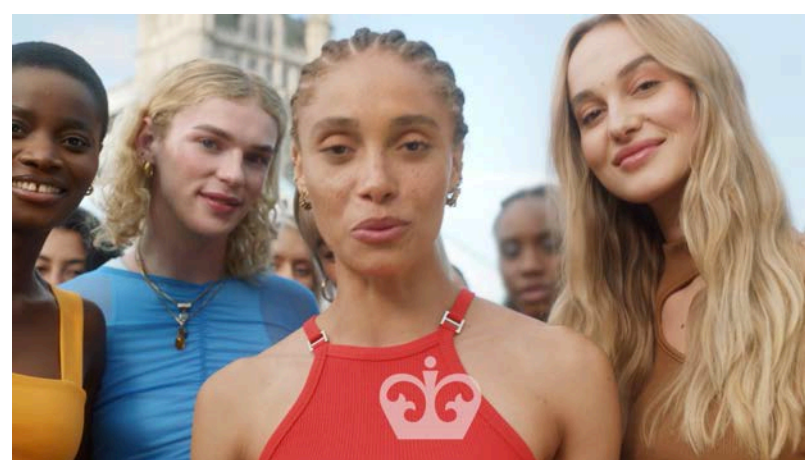
new kind & free

13



from Rimmel London

14



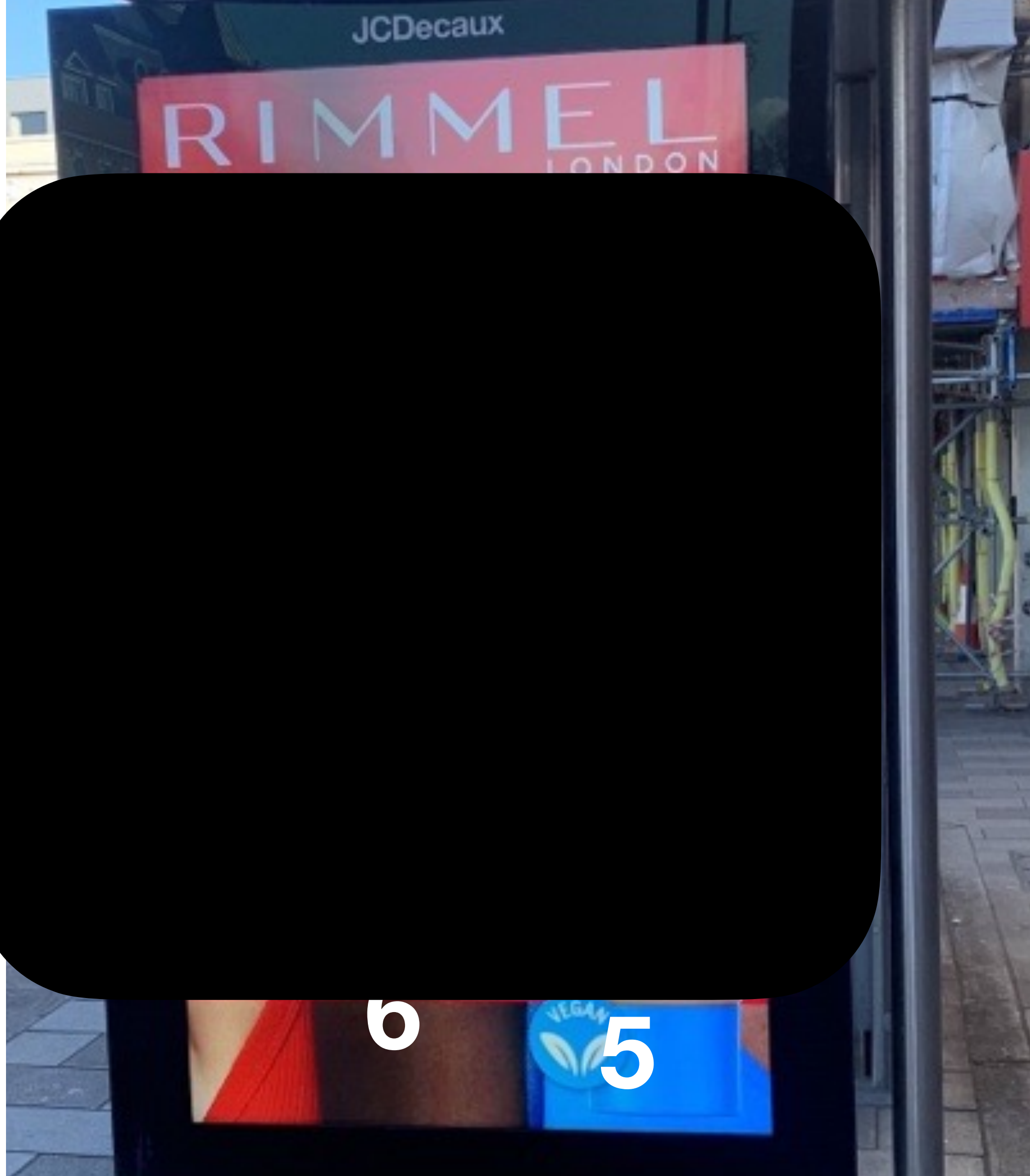
where clean works

15



of make-up

16



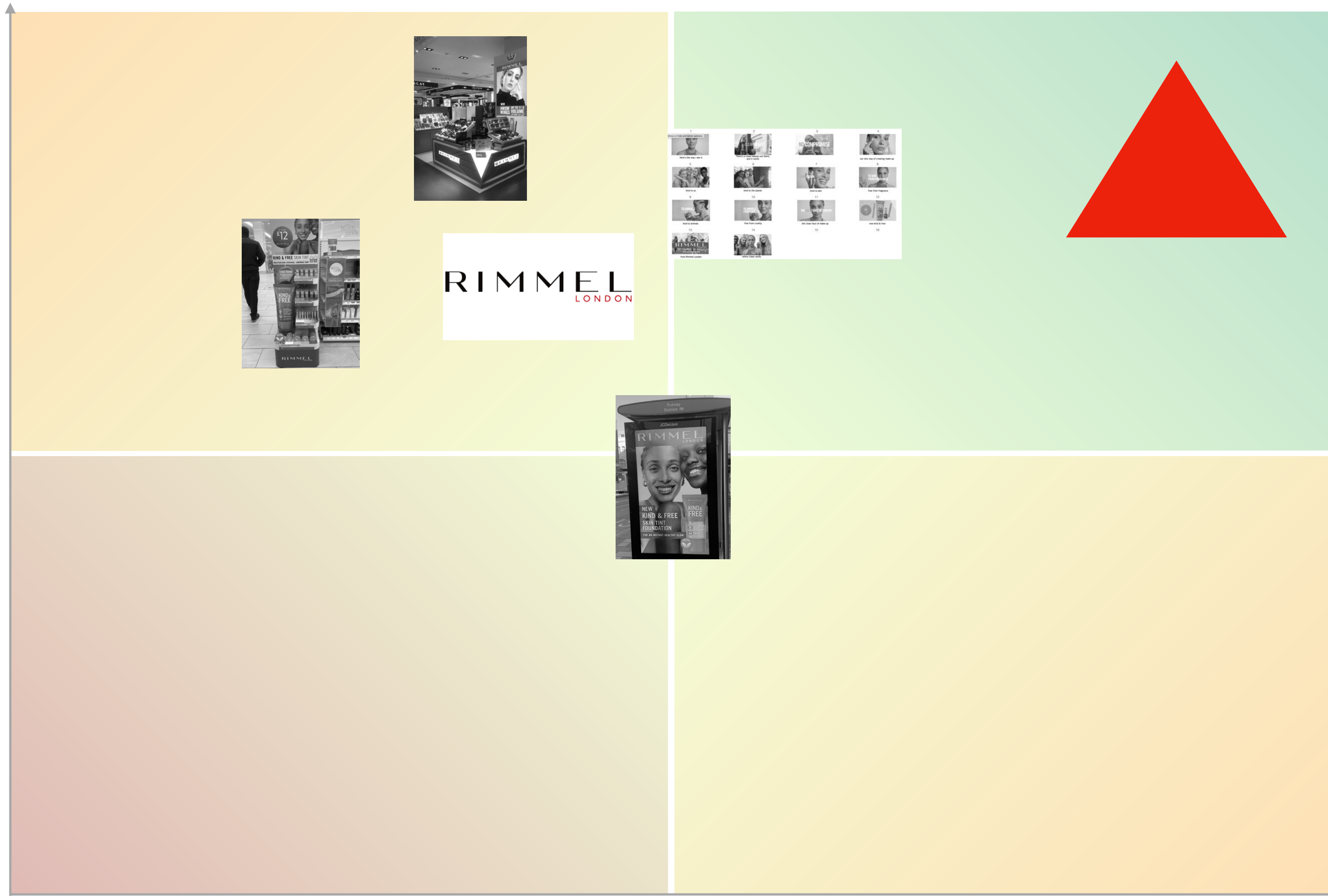




high

Material Motivations

low



low

Immaterial Motivations

high