Neuromarketing, The Science of Purchasing Behaviour: How to Use It Effectively To Attract And Convert More Prospects Into Customers
Flavilla Fongang
The Brand Experience Futurist

Founder of 3 Colours Rule
Award-winning branding and marketing agency
What is neuromarketing you gorgeous woman?
BILLIONS OF WASTED MONEY
I would definitely choose the kale tofu salad over the crispy bacon cheeseburger. Definitely.

Does anyone want that last donut?

The problem with focus groups
Brand Strategy
Design & Web
Marketing & Social media

Distinguish
Attract
Convert
Things have changed....
PRICE

50s - 70s
HOW
PRODUCT

CHOICE

70s - 90s
WHAT
IMAGE

SIMPLE

90s - 10s
WHY
POSITIONING

EMOTION

10s - 30s
WHO
DIGITAL

BRAND
MORAL
Go beyond the expected
Go beyond to support their ultimate goals
Functional integration = Ecosystem
Functional integration = Ecosystem
Functional integration = Ecosystem
1. Innovation
2. Strategic alliance
Innovation must be part of your company culture to keep your customers engaged.
Think convenience
How does our brain work?
The 3 parts of the brain

- LIMBIC SYSTEM
- NEOCORTEX
- REPTILIAN 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

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

I AM A BURRITO OF SADNESS.
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

PINK → GREY → BLUE
YELLOW → PURPLE → PINK
BLUE → BROWN → YELLOW
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.
Let’s offer them another special discount. They might buy again.
Brand Strategy
Design & Web
Marketing & Social media
Distinguish
Attract
Convert
Brand Strategy
Design & Web
Marketing & Social media

Distinguish
Attract
Convert
6 stimuli reptilian brain

Diagnose the pain
1 - Self-centred

Differentiate your claims
2 - Contrast

Demonstrate the gain
3 - Tangible

Deliver to the reptilian brain
4 - Beginning & End
5 - Visual
6 - Emotion
Self-centred
Me, me, me, me

• Does your content help someone fix a problem?
Self-centred
Me, me, me, me

• Does your content help someone fix a problem?
Self-centred
Tangible

Demonstrate the value of your offer
Tangible

Heinz hot Ketchup Campaign
Which Fast Food Chain Has The Best Burger & Fries?

% of Americans saying the following make the best burger/fries

- McDonald's
  - Fries: 34%
  - Burger: 7%

- Five Guys
  - Fries: 29%
  - Burger: 15%

- Wendy's
  - Fries: 14%
  - Burger: 14%

- Arby's
  - Fries: 7%
  - Burger: 7%

- In-N-Out
  - Fries: 5%
  - Burger: 9%

- Hardee's
  - Fries: 5%
  - Burger: 2%

- Jack in the Box
  - Fries: 5%
  - Burger: 2%

Tangible
- Case studies
- Visual evidence
- Graph market statistics
- Photos or Videos
- Customer testimonials

n=1.2m  Survey conducted from 8/27/2014 to 9/16/2014
Source: YouGov
Tangible

- Samples
- E-Book
- Initial consultation
Tangible

- Experts
- Demonstration
Tangible

Social proof with PR
Use Contrast

The reptilian brain is trained to notice contrast.
Financial outcomes

Appearance or Love

Freedom (more free time)
Beginning & End

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

What feeling does your brand bring?
“No mom should have motherhood taken away.”

The reptilian brain is more drawn to negative emotion.

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.
Visual

A picture is worth 1000 words.
Visual

Focused on appealing from the consumer’s perspective
6 stimuli reptilian brain

Diagnose the pain
1 - Self-centred

Differentiate your claims
2 - Contrast

Demonstrate the gain
3 - Tangible

Deliver to the reptilian brain
4 - Beginning & End
5 - Visual
6 - Emotion

Salesbrain model
Brand Strategy
Design & Web
Marketing & Social media

Distinguish
Attract
Convert
Future?
Marketing DNA
Thank you