How Neuroscience Differs from Traditional Market Research

Shazia Ginai, CEO
95% OF DECISION MAKING IS SUBCONSCIOUS
NEURO RESEARCH ADDS UNIQUE VALUE

Ask

Quantitative Surveys

What people do

Measure

Audits

Neuroscience

How they think and feel

Qualitative Research
NEURO GOES BEYOND SUPERFICIAL IMPACT
NEURO GOES BEYOND SUPERFICIAL IMPACT

QUANTITY
- 200 data points a second

QUALITY
- Second-by-second response
MEMORY IS KEY
PEAKS OF MEMORY ARE LIKE SNAPSHOTS OF INFORMATION
“I was basically told: ‘You are never showing this ad’”

- Phil Rumbol, Director of marketing at Cadbury’s
Dairy Milk Sales
INCREASED BY 9%

Reported Brand Favorability
INCREASED BY 20%

UK Singles Chart
CLIMBED TO #14

Cannes Lions 2008
WON GRAND PRIX
EMOTION AND NARRATIVE DRIVE MEMORY
EMOTION DRIVES MEMORY THROUGHOUT
THE SMALLEST DETAIL CAN HAVE THE BIGGEST IMPACT
SMALL CHANGES MAKE A BIG DIFFERENCE

Call your advisor or speak to us about how we can work together to save retirement

Talk to MLC or one of our advisors about how we can work together to save retirement
WE ARE OPERATING IN A MULTIMEDIA WORLD
EASING THE COGNITIVE LOAD
EASING THE COGNITIVE LOAD

Voice

Correct Answer Response

Text

High Activity

Low Activity
ALEXA OR ALEX?
FEMALE VOICES ARE MORE APPROACHABLE

Average approach/withdraw by respondent gender

Strength of Approach/Withdraw

- Men: 0.73 (Female Voice), 0.63 (Male Voice)
- Women: 0.31 (Female Voice), 0.06 (Male Voice)

FEMALE VOICES ARE MORE APPROACHABLE
INFORMATION PROCESSING IS STRONGEST FOR VOICE ASSISTANTS OF THE SAME GENDER

Average response to assistant of same gender

- Male response to Male Voice: +29%
- Female response to Female Voice: +21%
MAKE THE SUBCONSCIOUS CONSCIOUS
Thank you!

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