



APLICA EL NEUROMARKETING PARA VENDER MÁS Y MEJOR

Pablo Ferreirós

Financian:



Organizan:



AJUNTAMENT DE GANDIA







DEU NEUROMARKETING



Pablo Ferreirós Bennett



@PabloFerreiros



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www.pabloferreiros.com





TEMAS

- **Comprender el cerebro humano desde un punto de vista de marketing**
- **Las 3 partes del cerebro y cómo influyen en el proceso de compra en el consumidor**
- **En esta década del cerebro, tenemos que comenzar a venderle a la mente del consumidor**

TEMAS

- **Intro**
- **Del Marketing al Neuromarketing**
- **Biometría**
- **El caso del círculo de oro**
- **Mente del consumidor y comportamiento de compra**
- **El modelo triuno y caso**
- **Eye Tracking experimental**

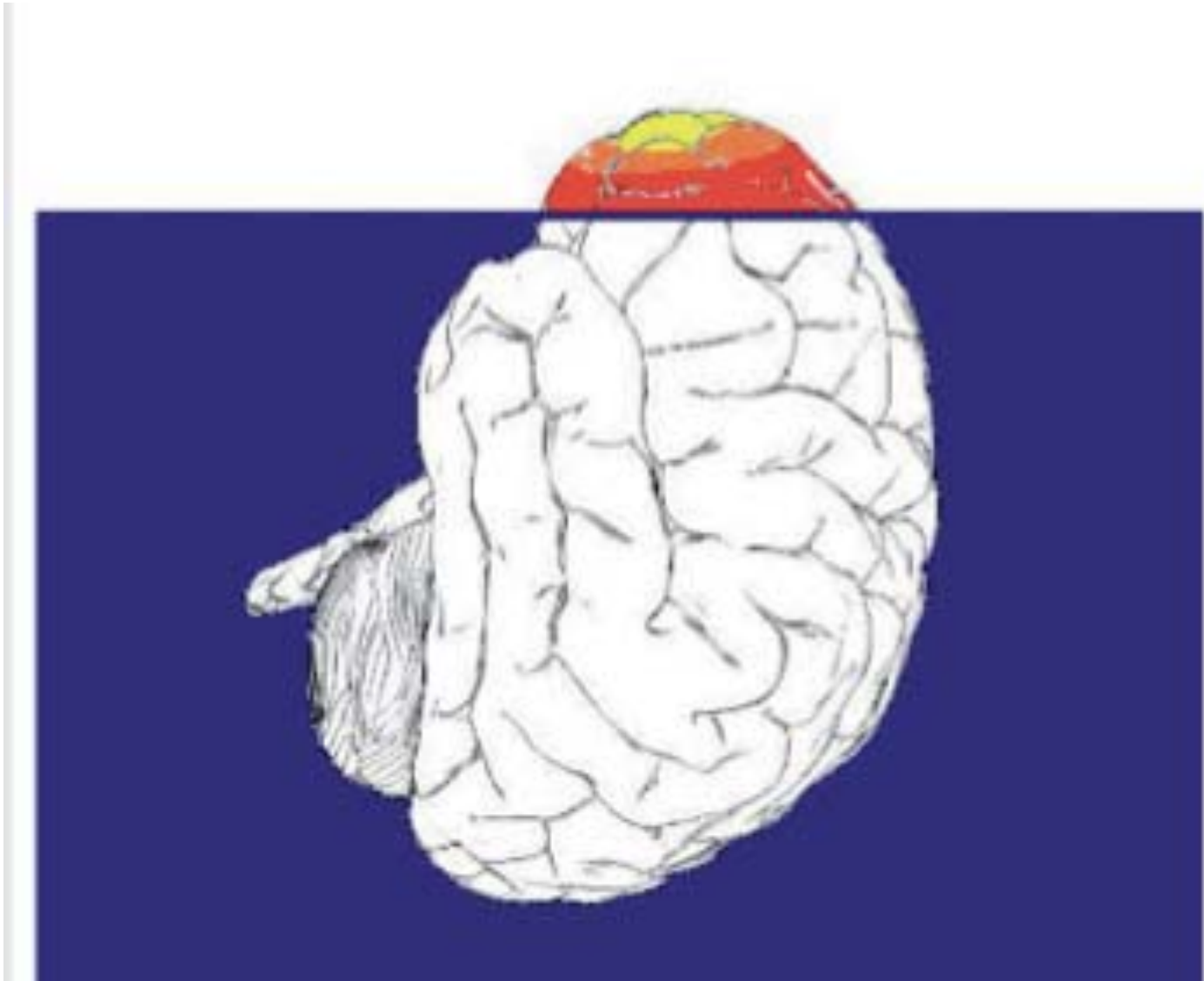
EN UN MUNDO LLENO DE BIG DATA

MARKETING TRADICIONAL

FORMAS DE MEDIR

**MI OBSESIÓN
Y MIS DOS PASIONES**

VIVIMOS TIEMPOS INCREÍBLES



CONOCE LA MENTE DE TU CONSUMIDOR

**Un mundo en el que las emociones son parte
estratégica de cualquier negocio**

**Marketing & Neuromarketing: Creating
successful business models**





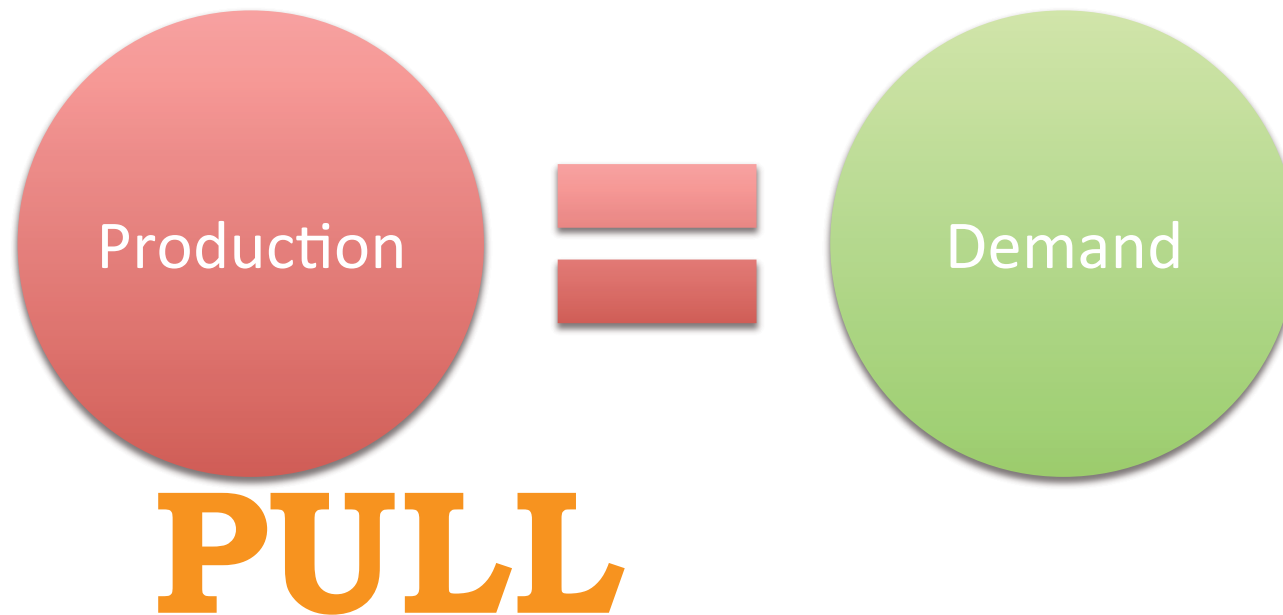






Cambio de enfoque

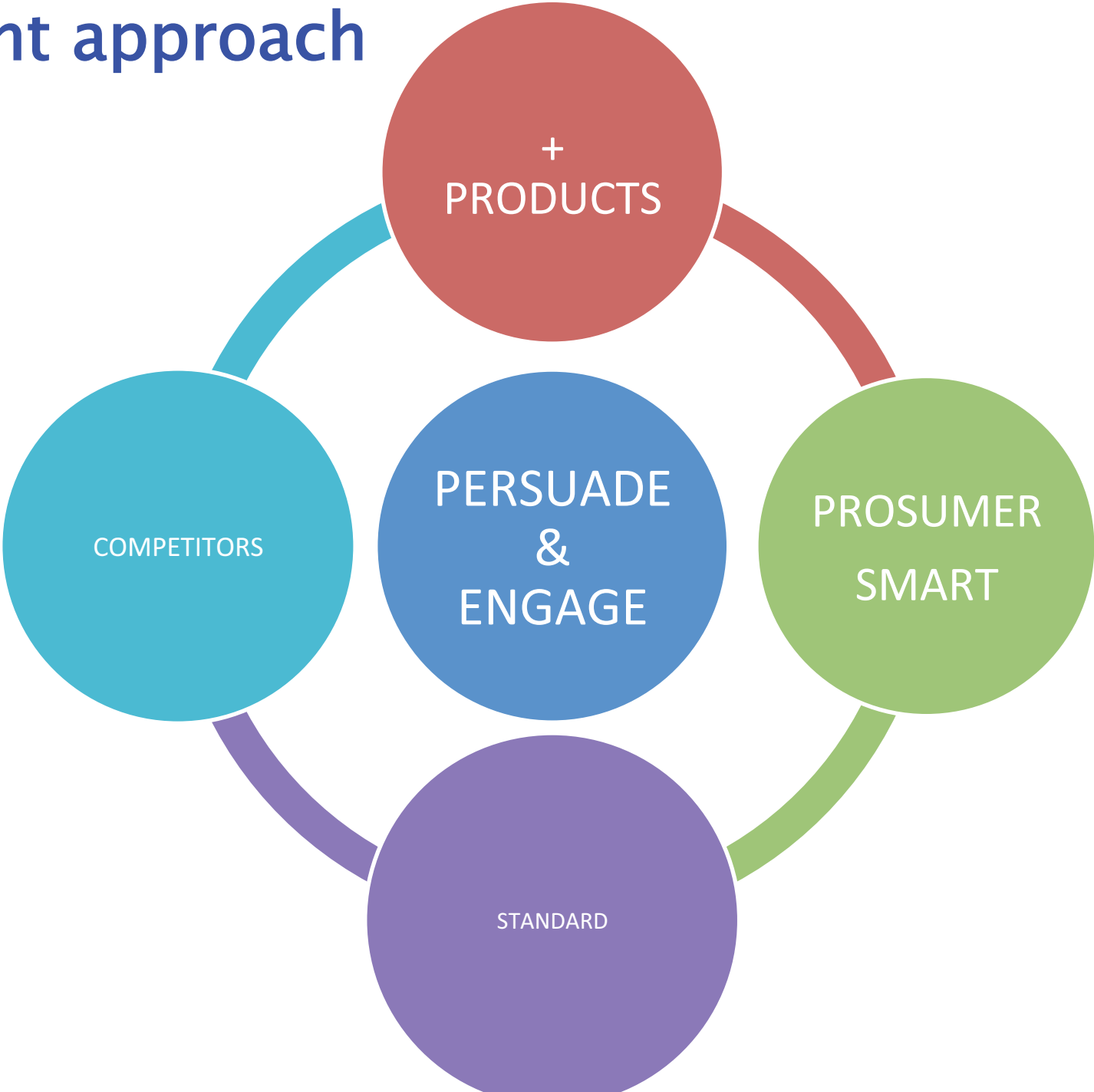
BEFORE: *“I have what you need”*



Little effort to persuade, competitors and inexperienced consumers.

Different approach

NOW:



New approach

We have to stimulate the demand of products to maintain our production:
“You need what I have got”

Advertising uses artificial consumer accelerators: fashion, obsolescence, rarity...

PUSH

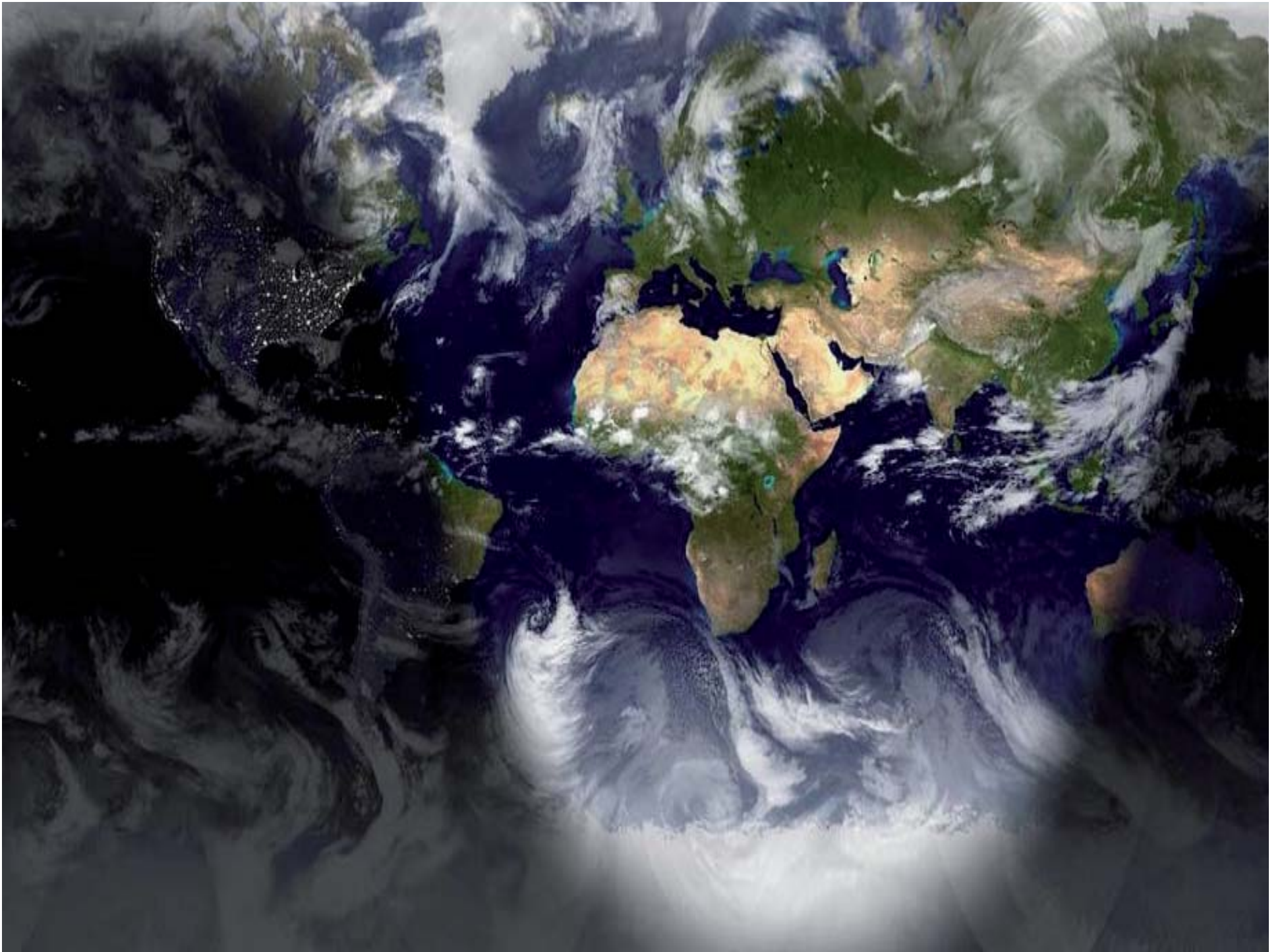
Avanzamos contigo



Avanzamos contigo









ANTES DE EMPEZAR



NUEVO PARADIGMA

Mk interruptivo

Llegar a menos, conectar a más

Consumidor más inteligente

No importa quien seas ,
si lo que compartes

Saturación publicitaria,
nativos digitales...

Producto. Marca. Experiencia

2.0 no es una moda

No conocáis a vuestro cliente por
un pwp



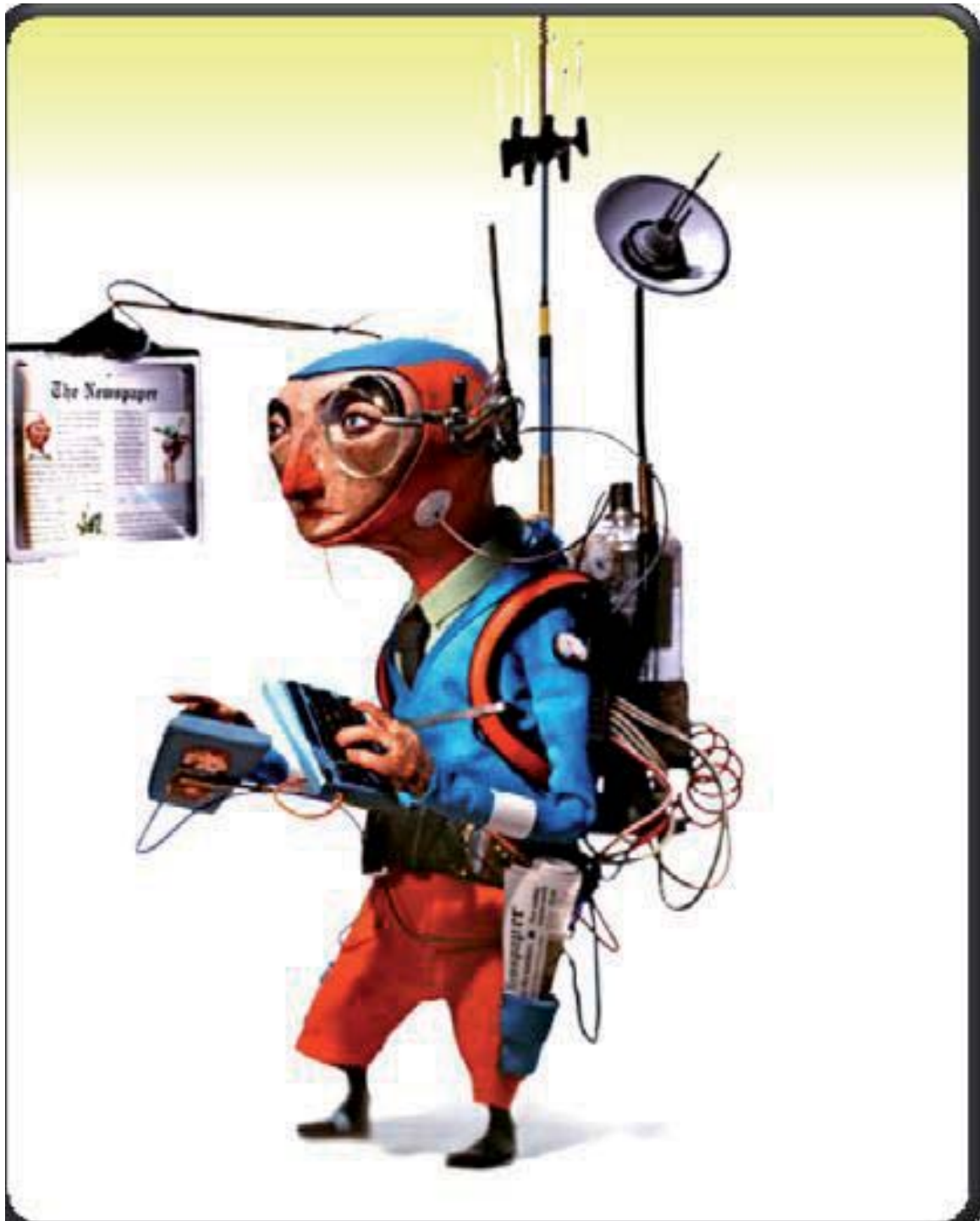
“Cuando todos los días escuchas música fúnebre, al final, te pones el traje negro de rayas y te metes en el ataúd”





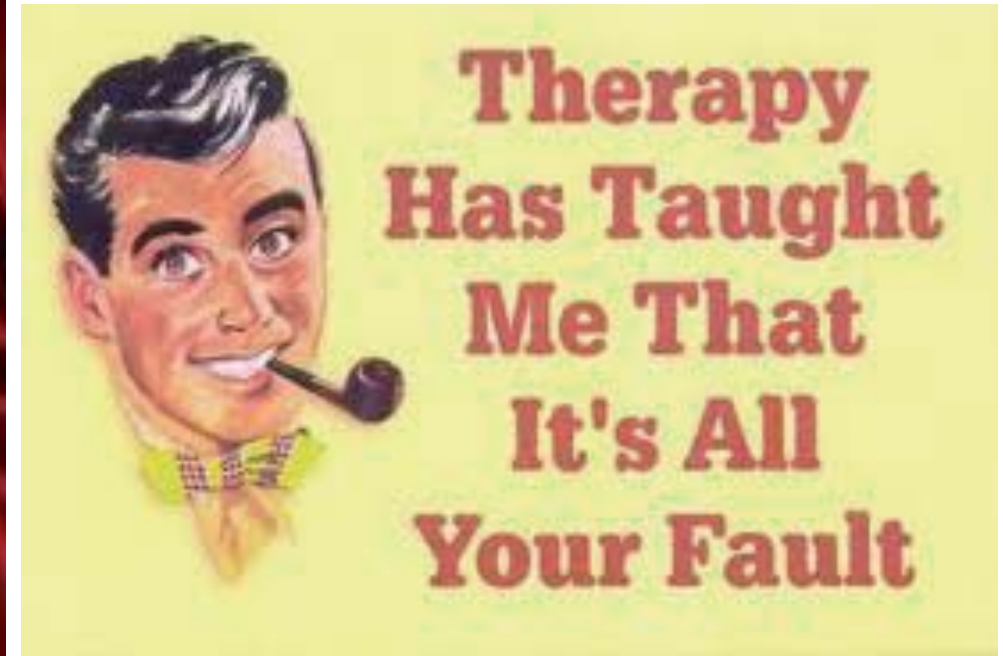
**PROSUMER
&
NUEVAS GENERACIONES**





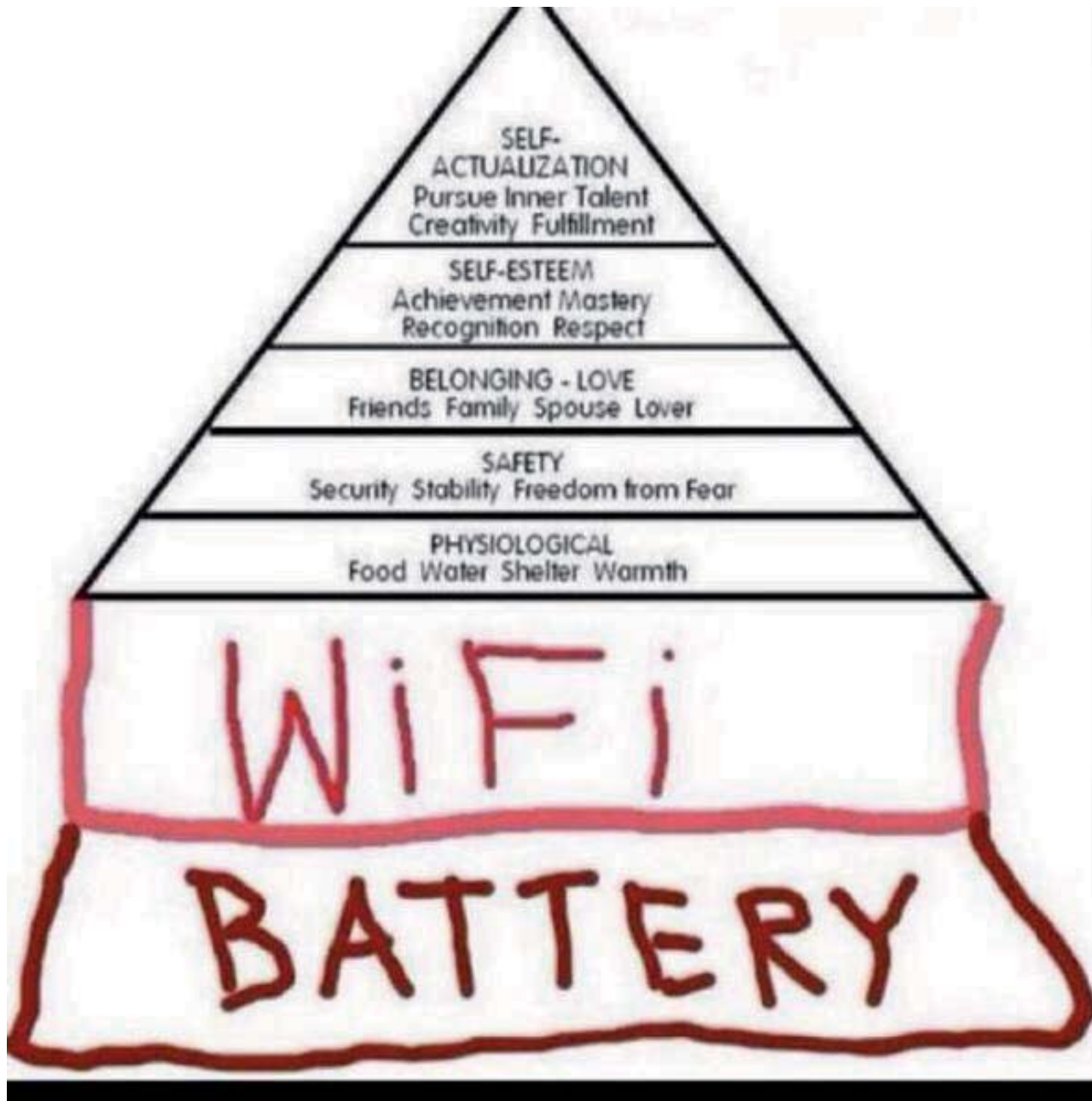
**Multitarea,
Inteligente &
exigente**





¿La generación perdida?





DE LAS 4 PS A LAS 4 ES

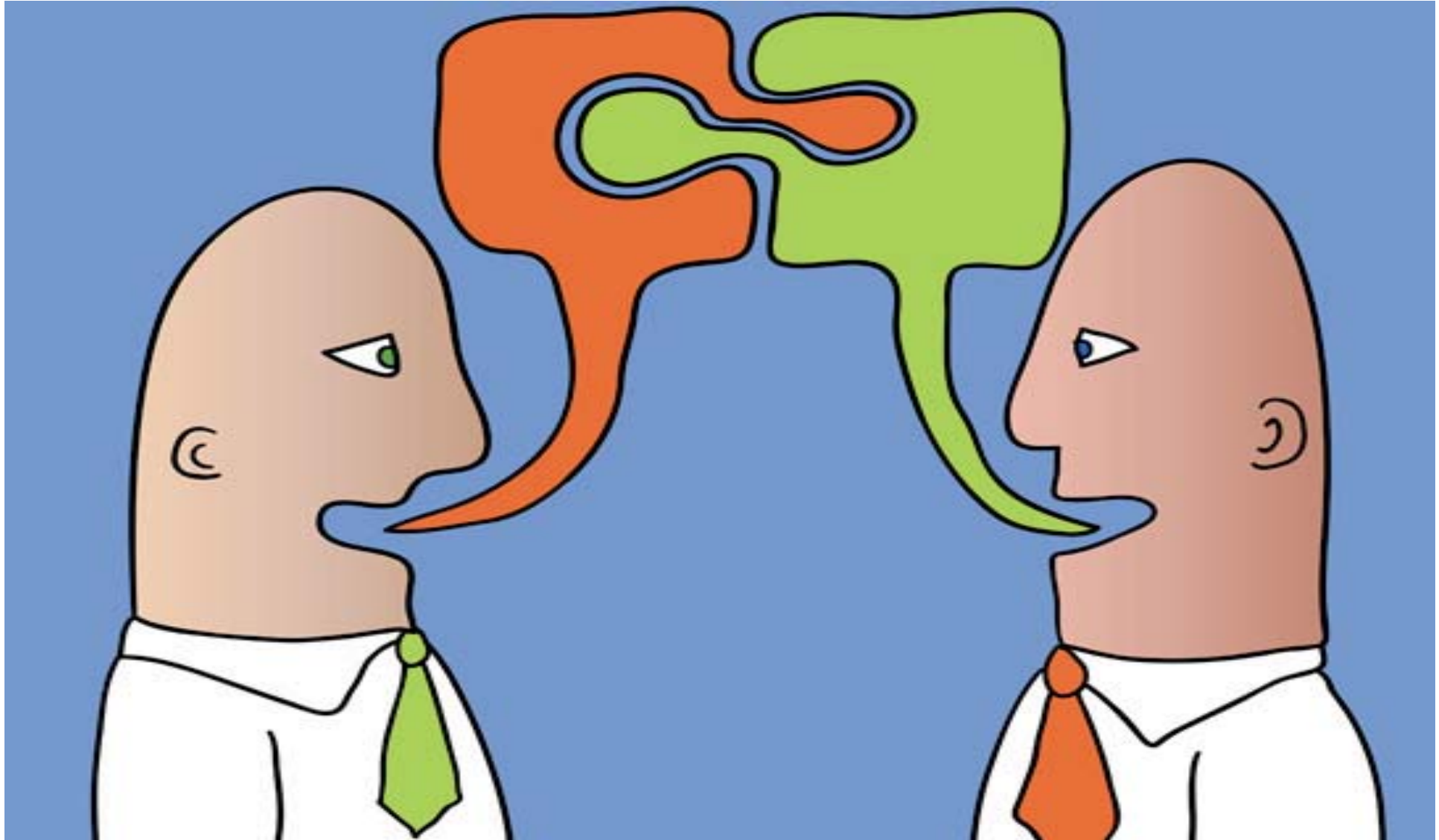
From Product to Experience
From Place to Everyplace
From Price to Exchange
From Promotion to Evangelism

PRODUCTO

MARCA

EXPERIENCIA

*Sorry, hablar de tu producto
ya no es Sexy...*



ENFOQUE

Racional

Emocional

Mix

Llegando al
corazón, llegarás
a todo el mundo





A VER SI LO ENTIENDO

LLEGARON A VENDER EL MISMO CAFÉ
QUE PRODUCEN EN ESTE PAÍS PERO
OCHO VECES MÁS CARO Y LA GENTE
HACE FILA PARA SENTIRSE "COOL"



Descafeinado

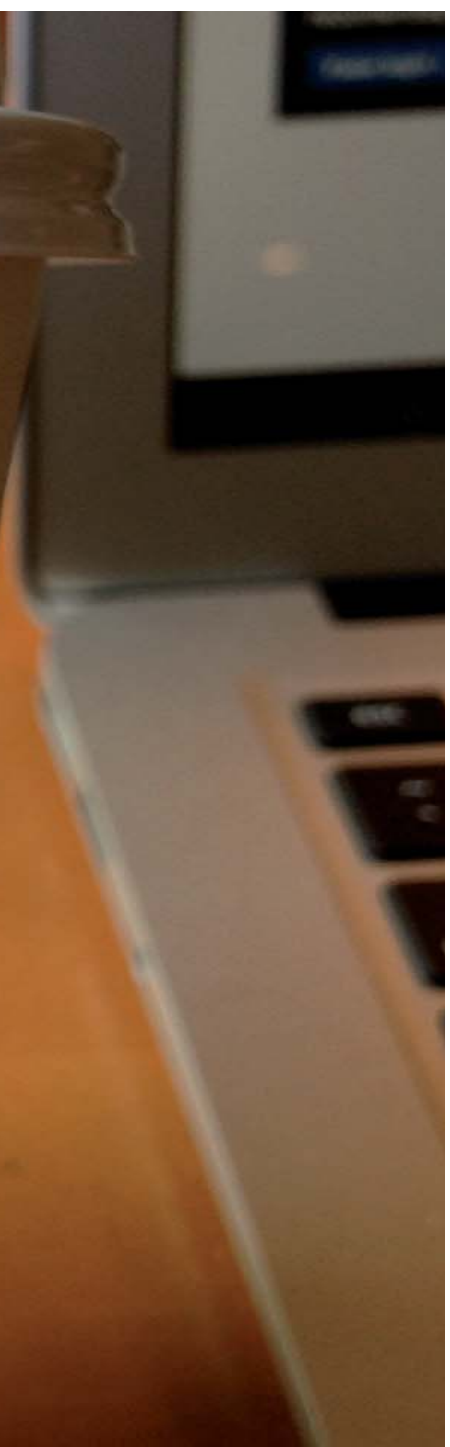
Shots

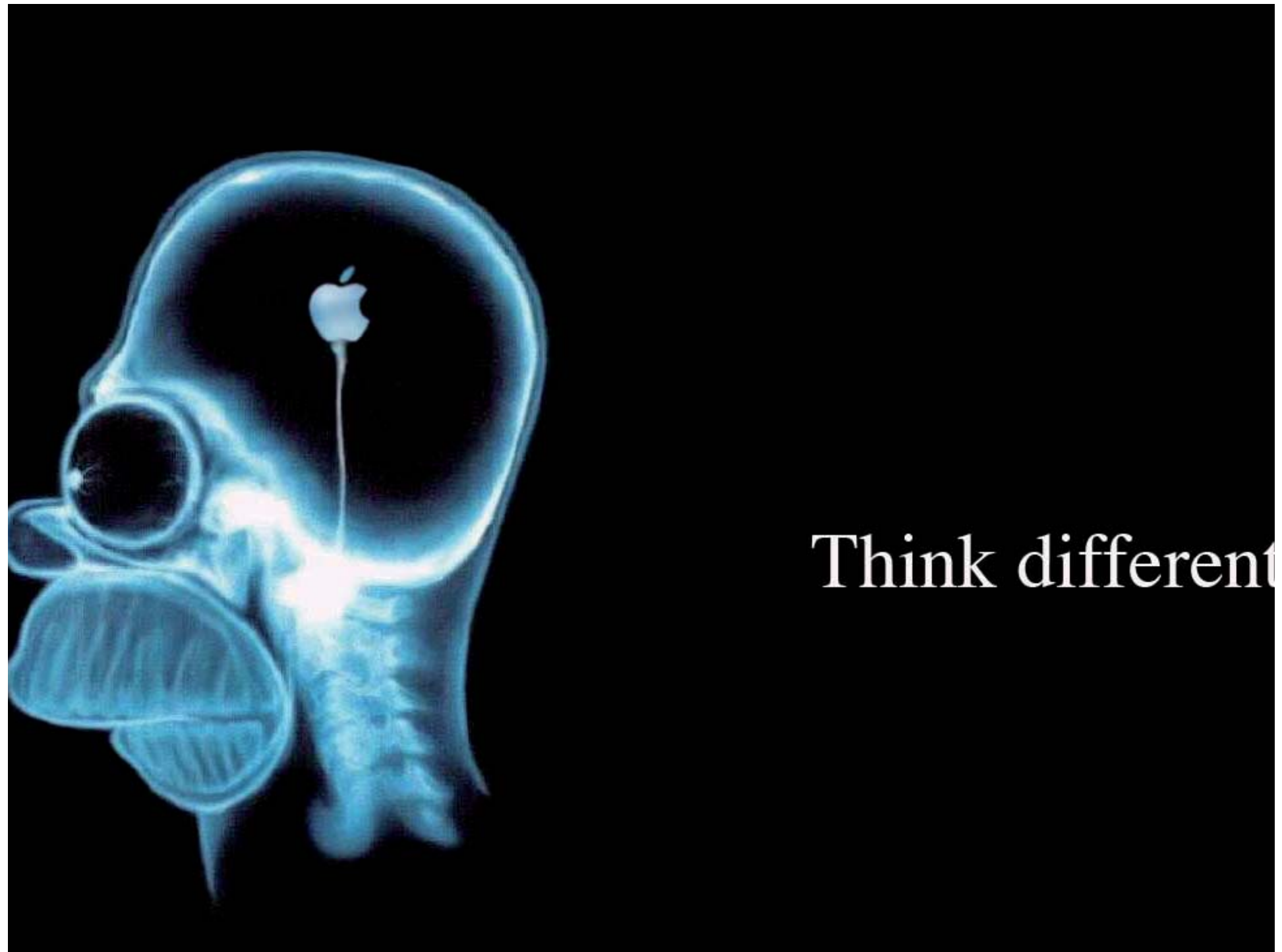
Sirabe / Xarope

Leche / Leite

Personalizado

Pablo ☺





Think different



STAPLES Center

STAPLES MAKE more HAPPEN™

STAPLES



OFFICIAL SPONSOR OF THE LOS ANGELES LAKERS



HAWKERS
ESTD 1992

Chevron with TECHRON.  Chevron with TECHRON

Office Express

TOYOTA



NBA

STOP INTERRUPTING CONVERSATIONS START SHARING - ¿QUIÉN GANA?



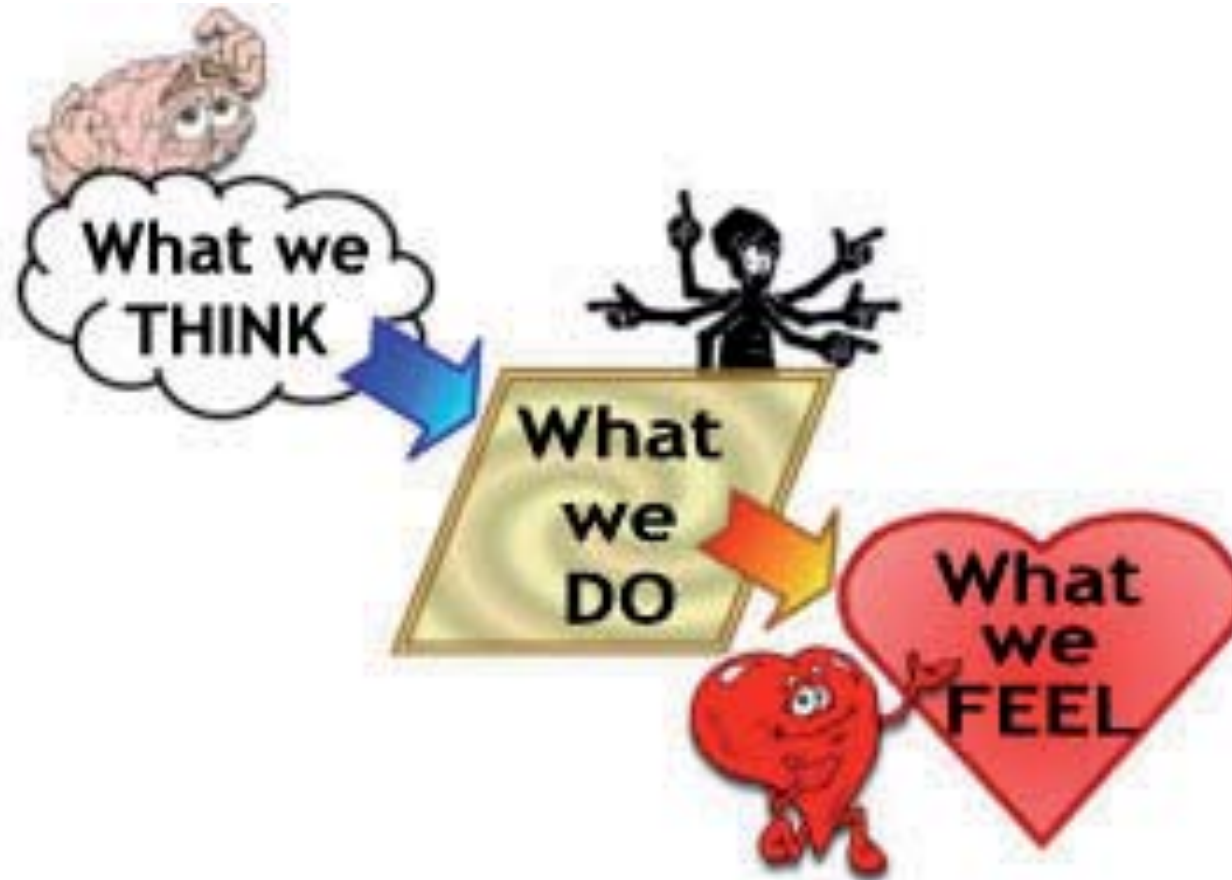
NETFLIX

Aliexpress

amazon



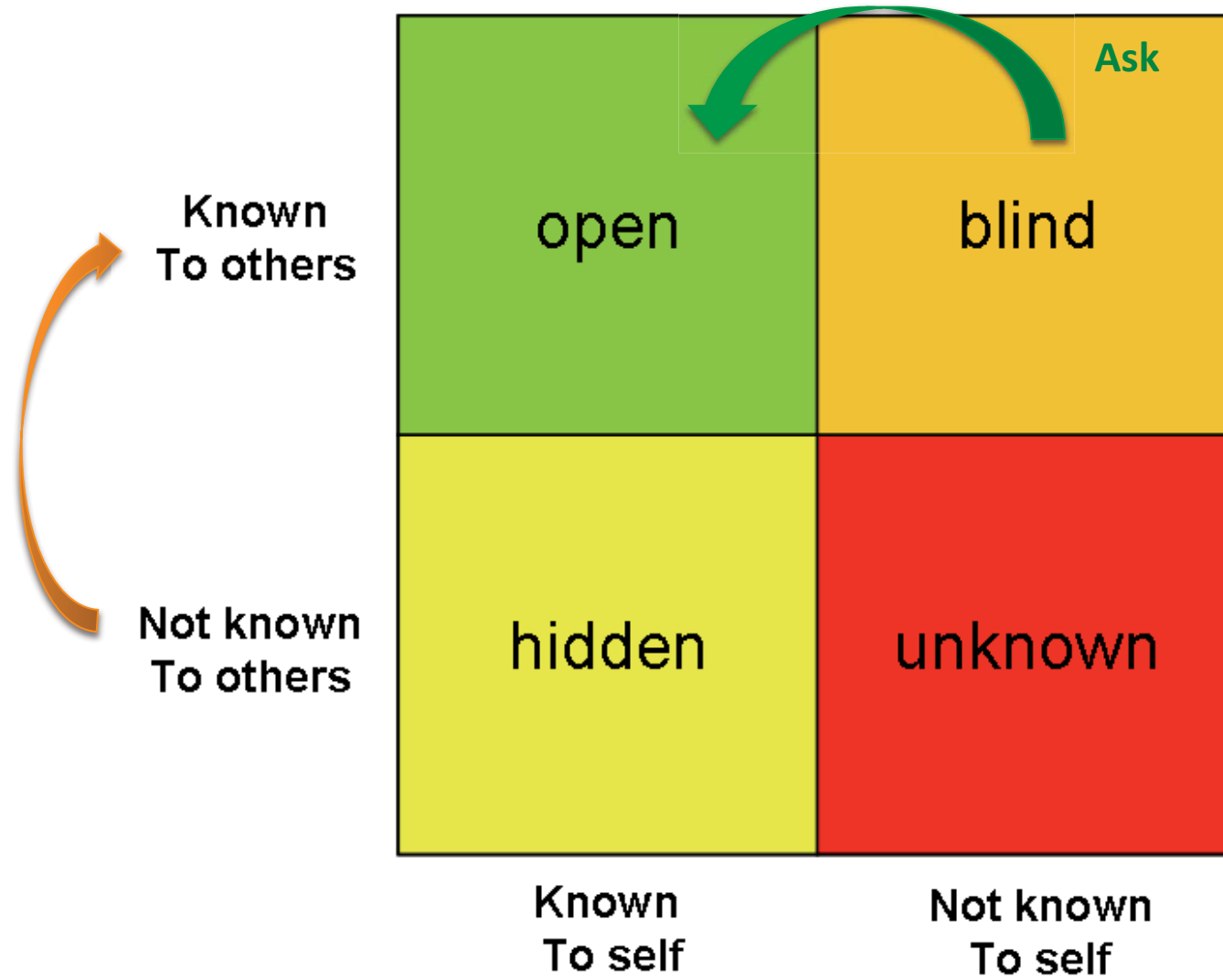
Consumidor experiencial





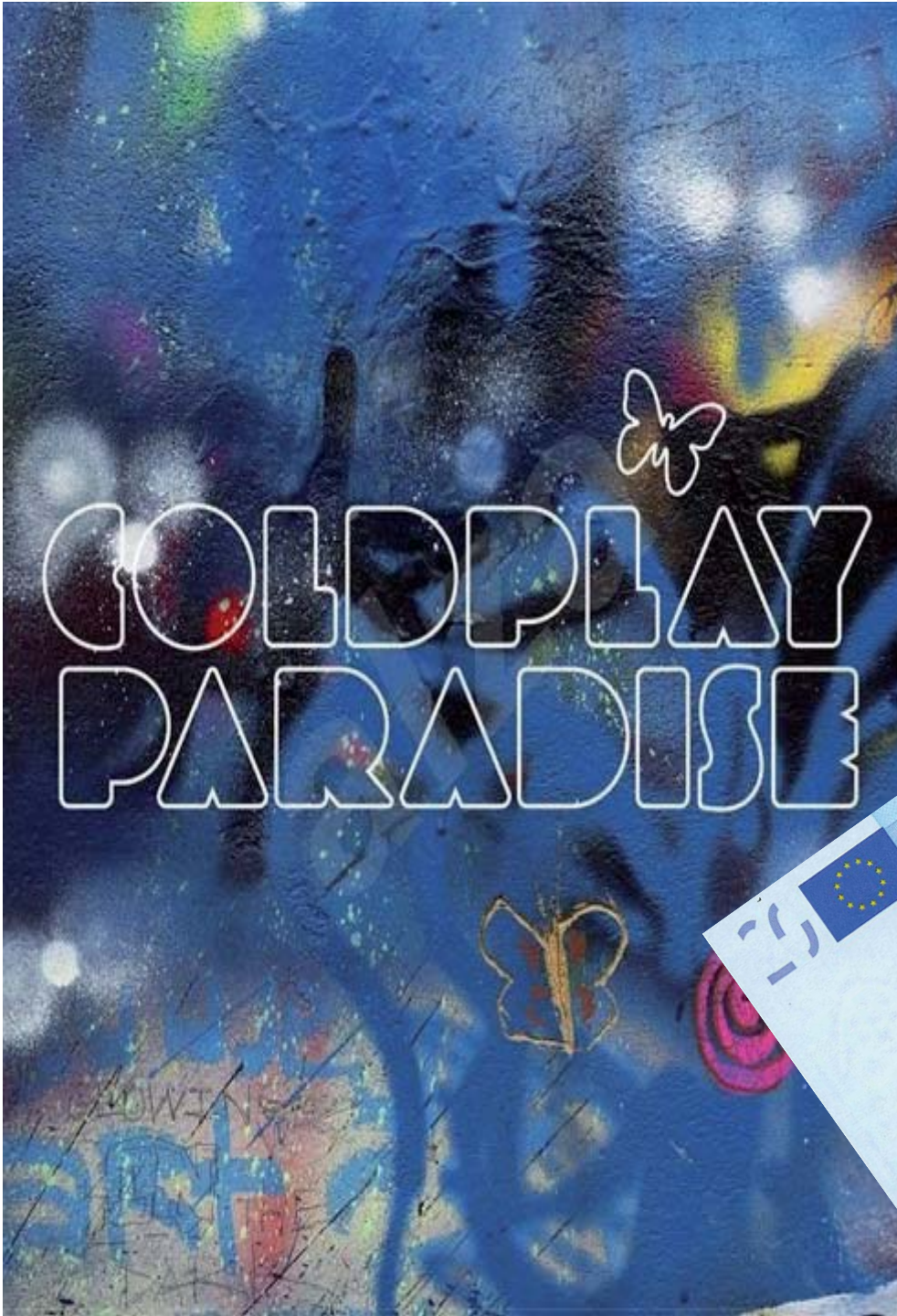


The Johari Window





EMOCIONES VS. EXPERIENCIAS

















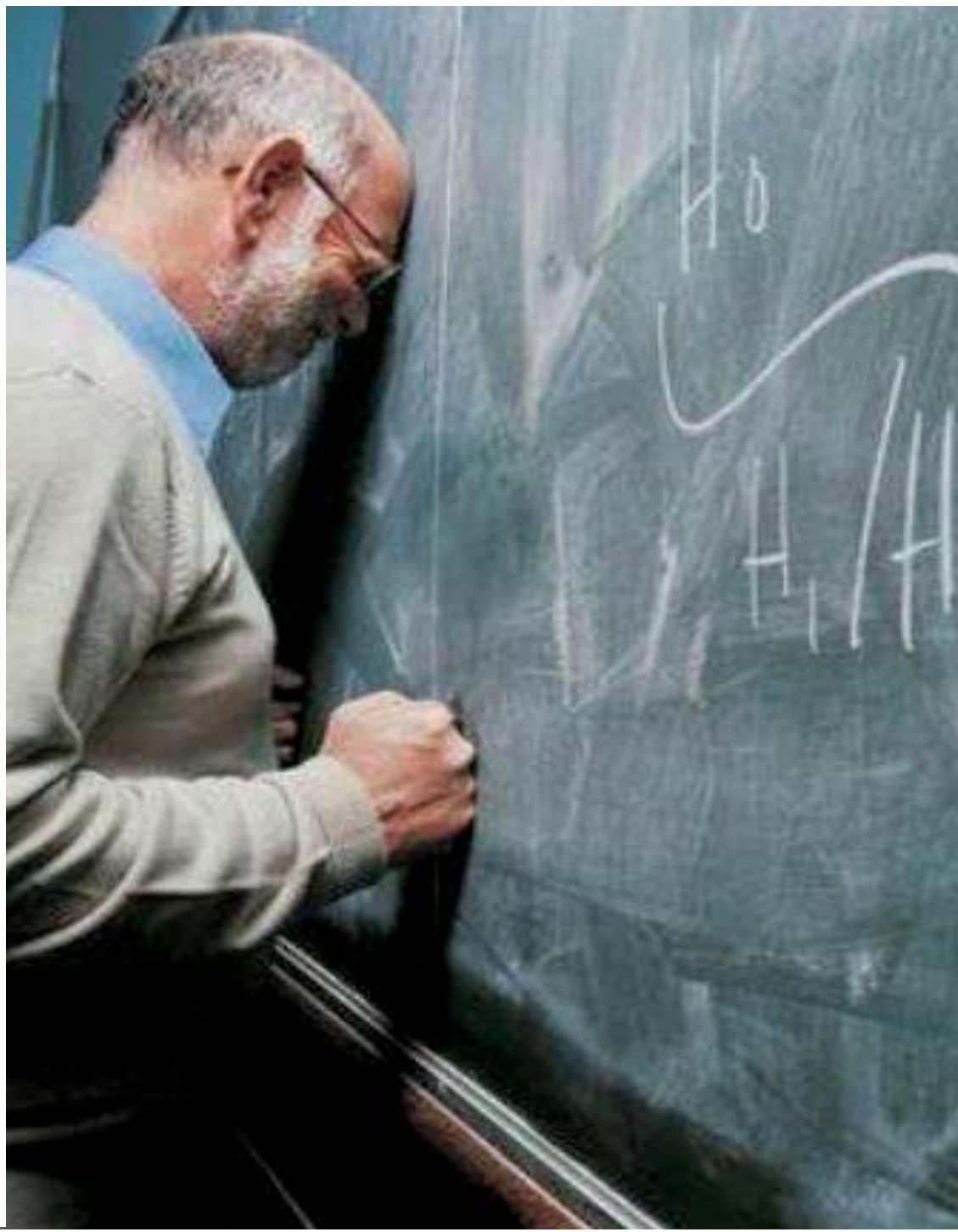
LOVE...



Or...

TOTALLY THE

OPPOSITE





ESTÍMULO



EMOCIÓN



DECISIÓN



MEMORIA - RECUERDO

ELEGIR

=

RENUNCIAR

=

ÉXITO

USP

TOP 3-5-7

**A VUESTRO CEREBRO NO LE
GUSTA LA CONFUSIÓN**

RENUNCIAR NOS LLEVA AL ÉXITO



- A una idea o experiencia

Principio de unicidad: **una marca es mucho más potente si se asocia a una única idea o experiencia**, la hace suya y explota todas sus posibilidades



¿QUÉ VENDES?



Yves Saint Laurent

1499 €



**PERSONALIZA,
CUSTOMIZA &
ADAPTA**

BOSS

HUGO BOSS



& ZAPPOS

NO CONOZCAS A TU CLIENTE POR UN PPT



DE LOS MASS MEDIA A LOS NEW MEDIA

9404327326 646473307358666539

- PAN
- LECHE
- AZUCAR
- NARANJAS
- *MARCAS
BLANCAS

TARGET





TARGET



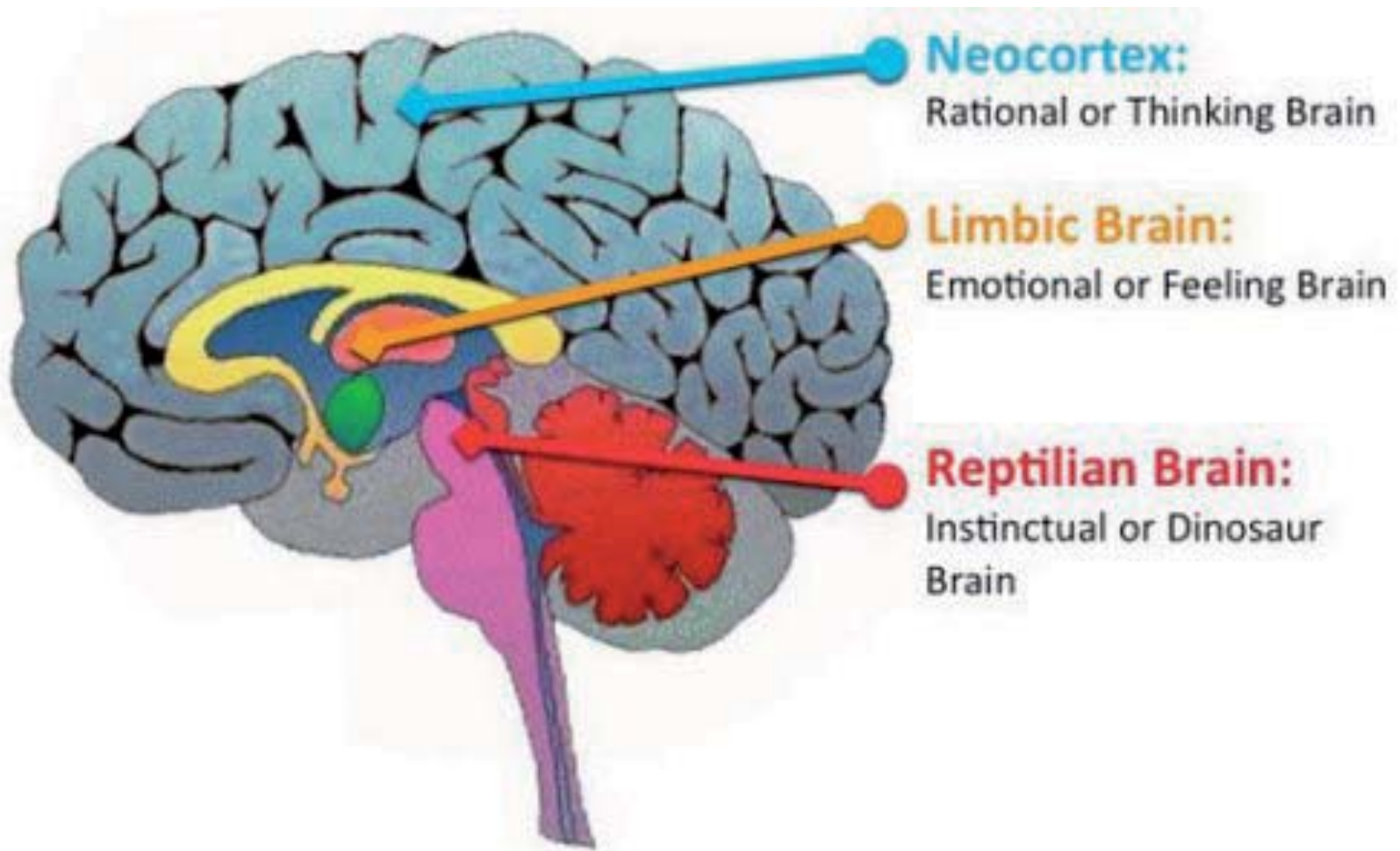
La ciencia de las decisiones humanas (y de tus clientes)

- Neurométricos
- Biométricos
- Psicométricos









Neocortex:
Rational or Thinking Brain

Limbic Brain:
Emotional or Feeling Brain

Reptilian Brain:
Instinctual or Dinosaur Brain



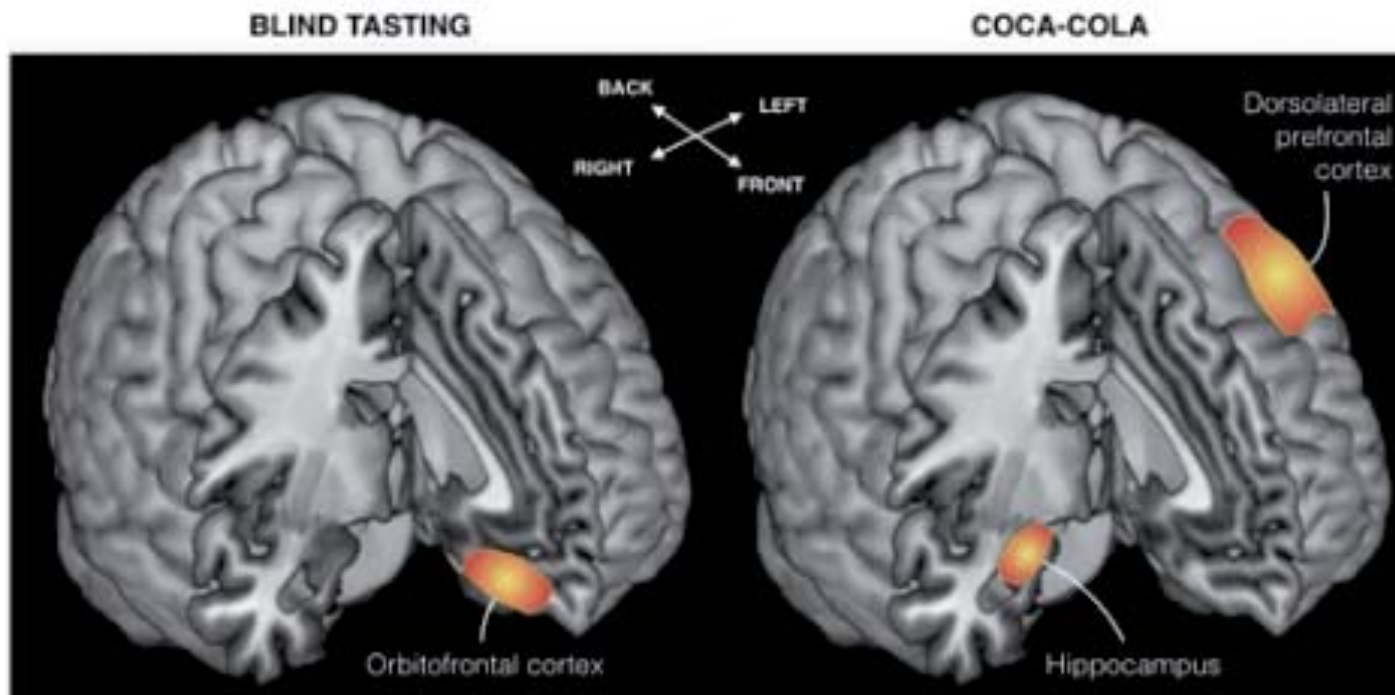


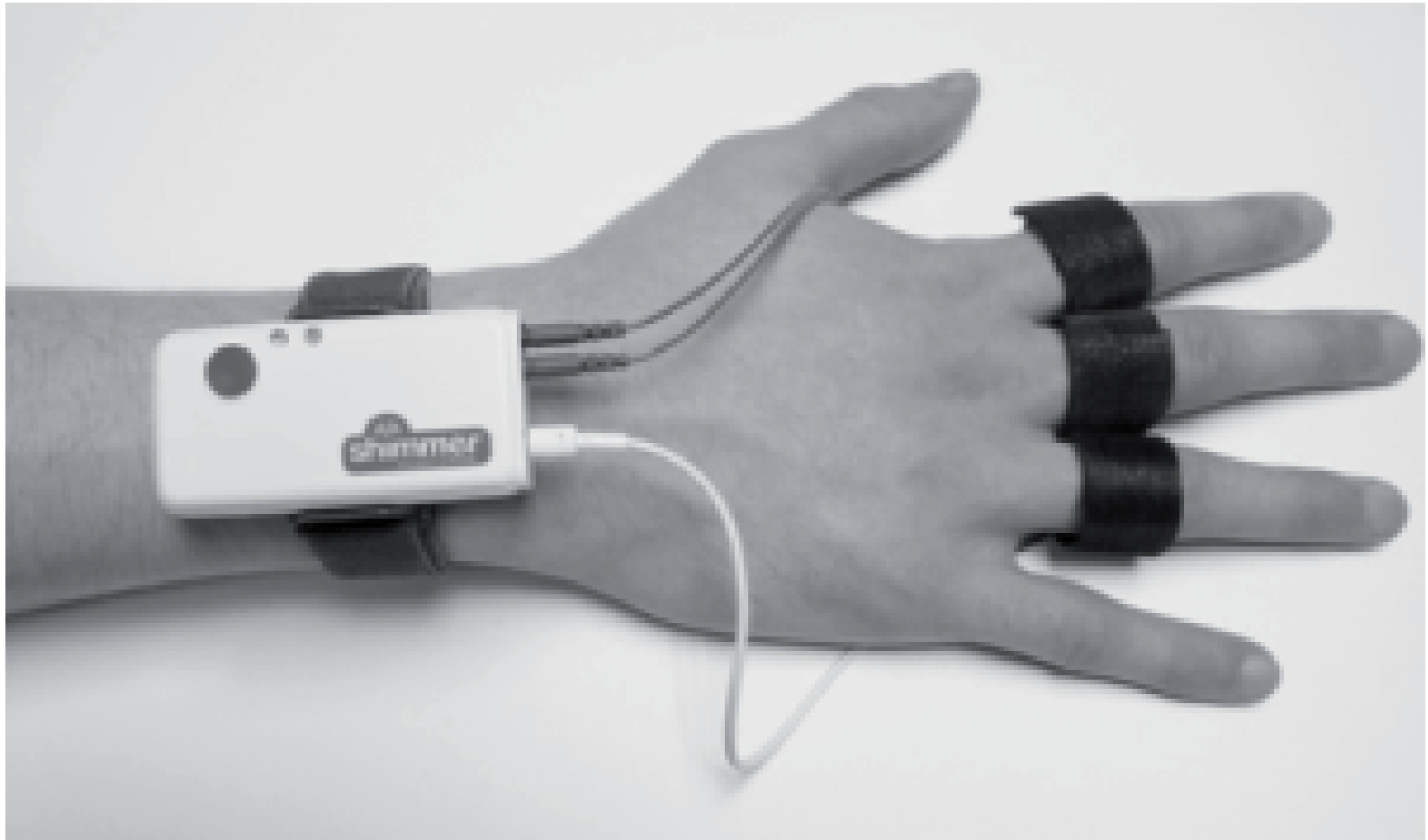






Coke vs Pepsi





WEB

MUSIC

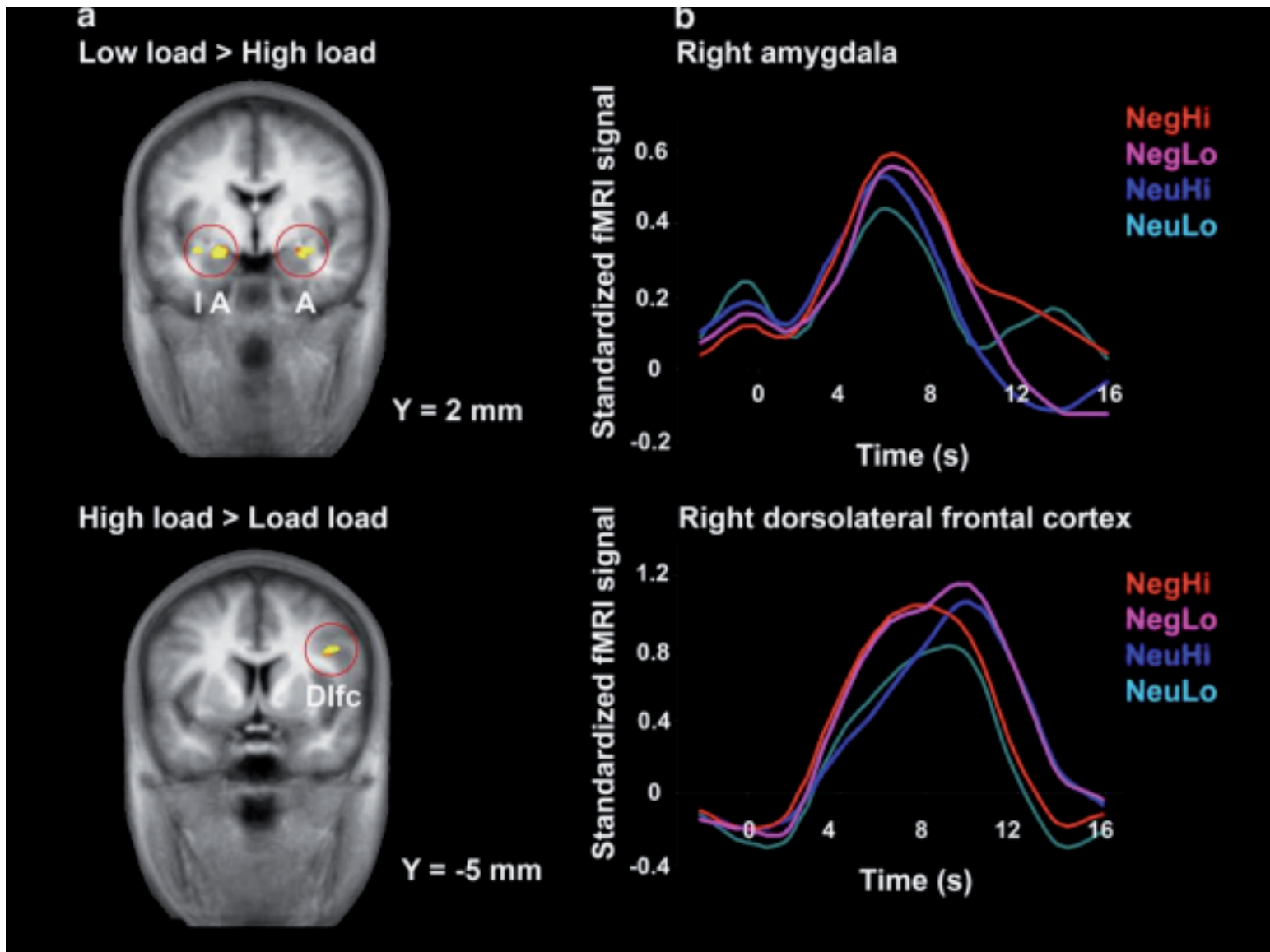
VISUAL MARKETING

VIRTUAL REALITY

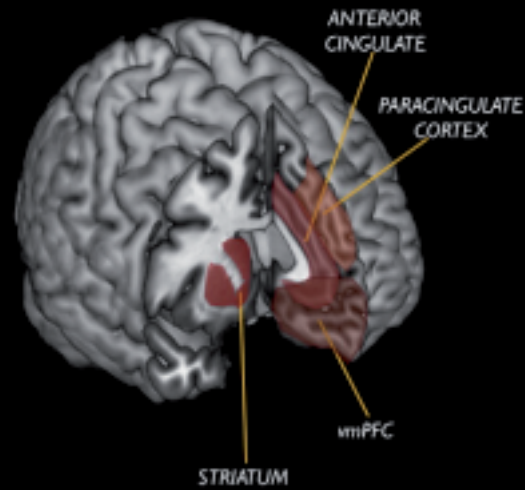
VÍDEO

PACKAGING

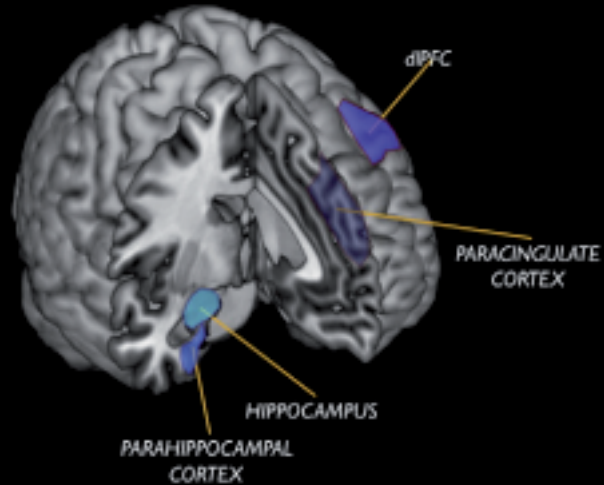
SHOPS



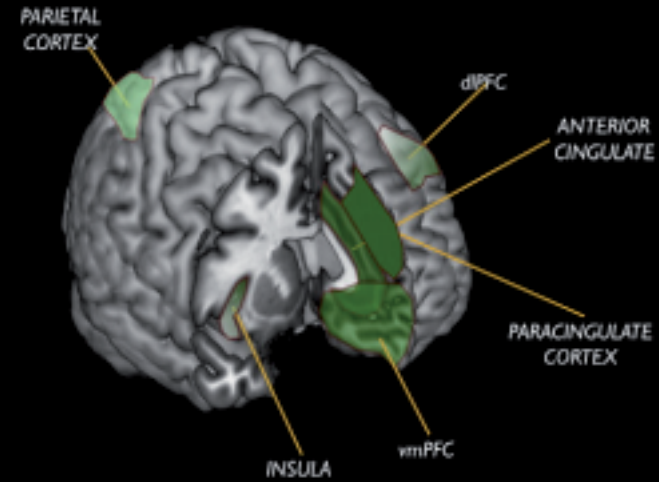
Types of brand associations



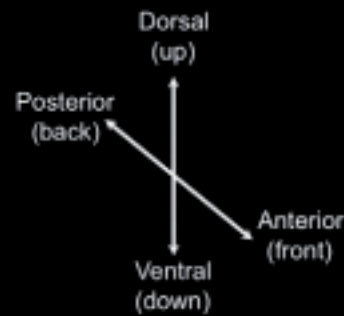
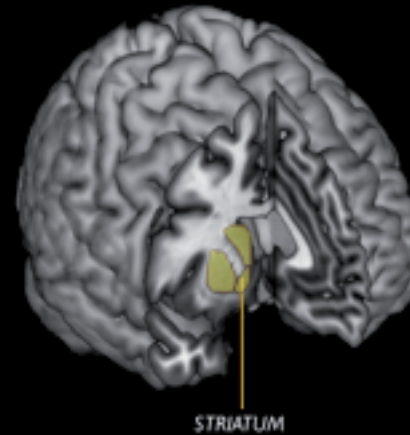
Brand memory & knowledge



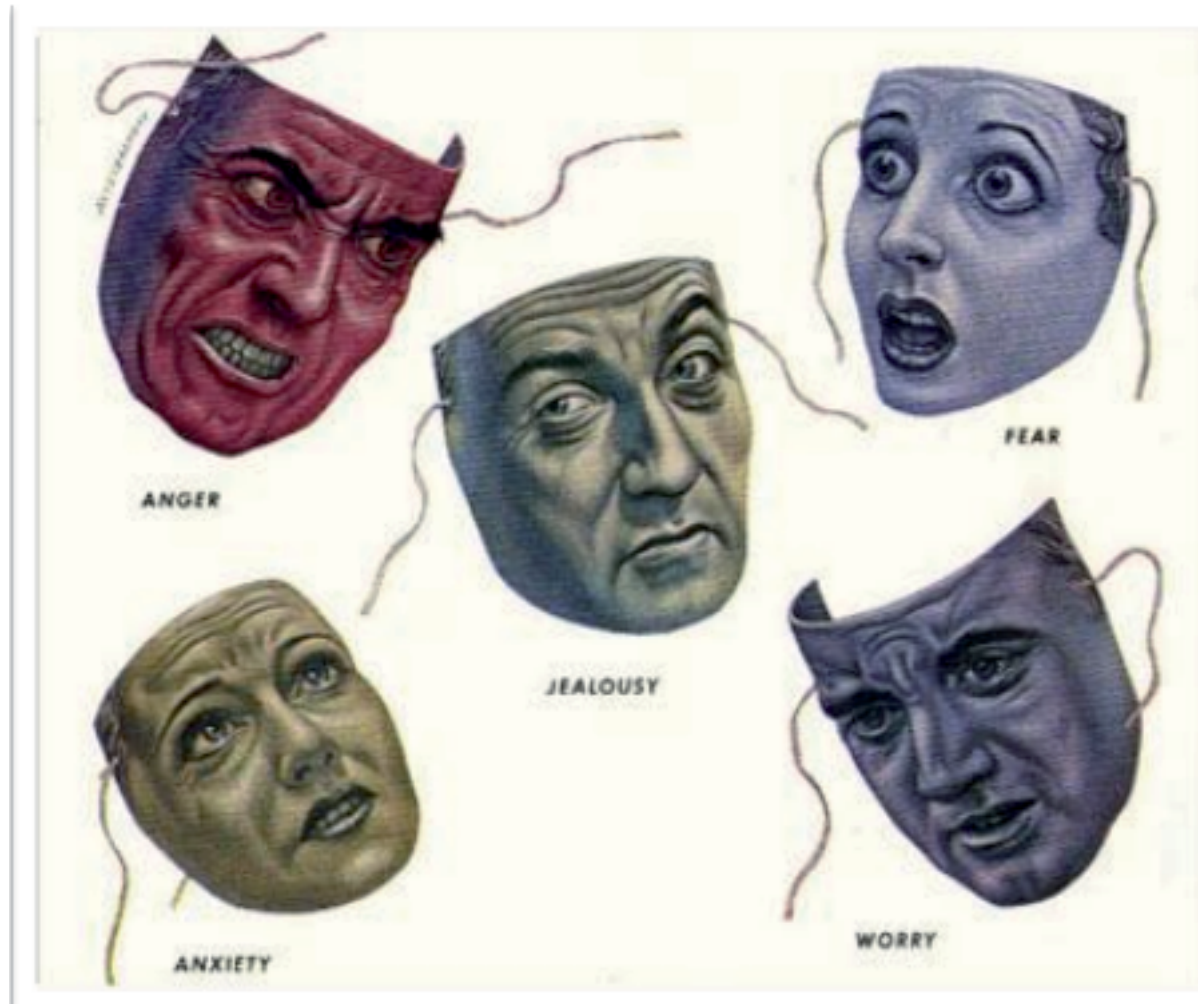
Favorability of brand associations



Brand loyalty



EMOTIONS & FEELINGS





L'ORÉAL®
PARiS







WWW.MARTINELLI.ES





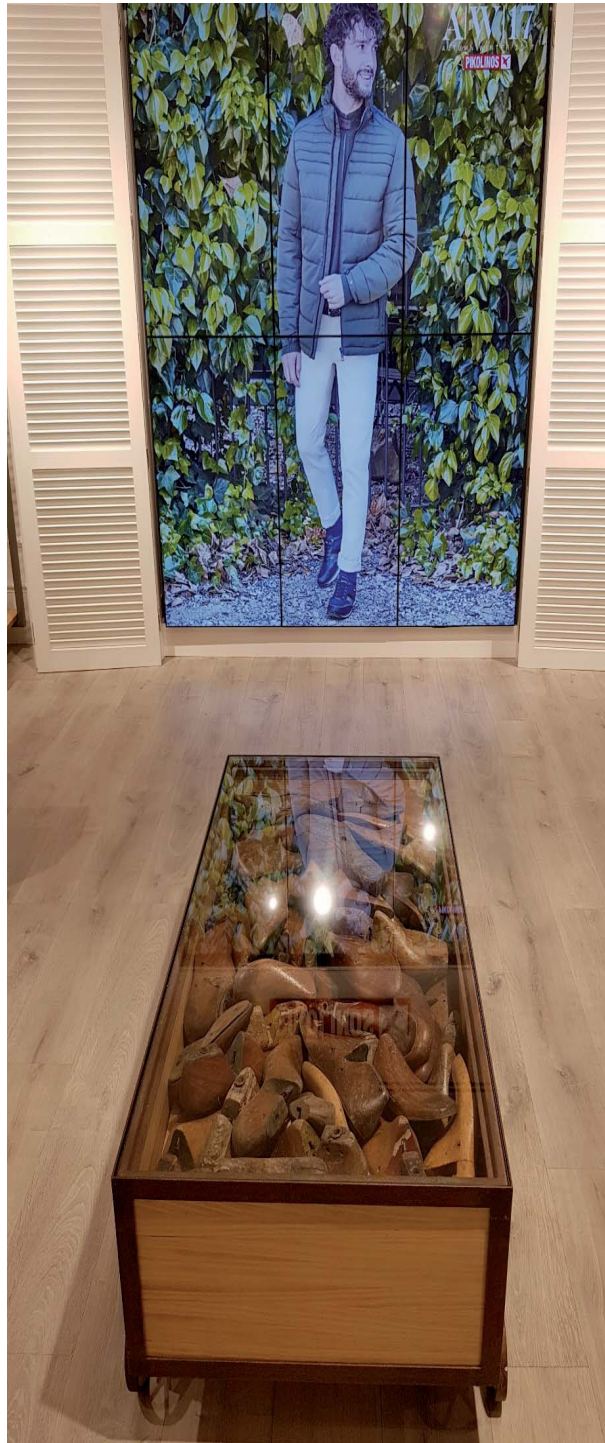
PIKOLINOS

GRAN SECRETO
PIKOLINOS
Cada Uno
DE SUS
DETALLES

























RINCÓN DE CAFÉ Y RELAX

coffee and Relax corner

Tomate un minuto y tomate un café

Take a minute Have a Coffee

 ESPRESSO	 MILK ESPRESSO	 MILK ESPRESSO	 HOT WATER ESPRESSO	 ESPRESSO MILK
espresso	cappuccino	cafe latte	americano	latte macchiato

PAPER
PAPEL

PACKAGES
ENVASES

ORGANIC
ORGÁNICO

RINCÓN DE CAFÉ Y RELAX

Coffee and Relax corner

Tómate un minuto y tómate un café

Take a minute,
Have a coffee



espresso



cappuccino



cafe latte



americano



latte macchiato





Recetas Especiales · Special recipes

200g/7oz glace
225g/8oz self-raising
175g/6oz softened butter
175ml
3 lemons
50g

cake

*You need is Shoes
and a cup of
Coffee*

Autoservicio Serve Yourself



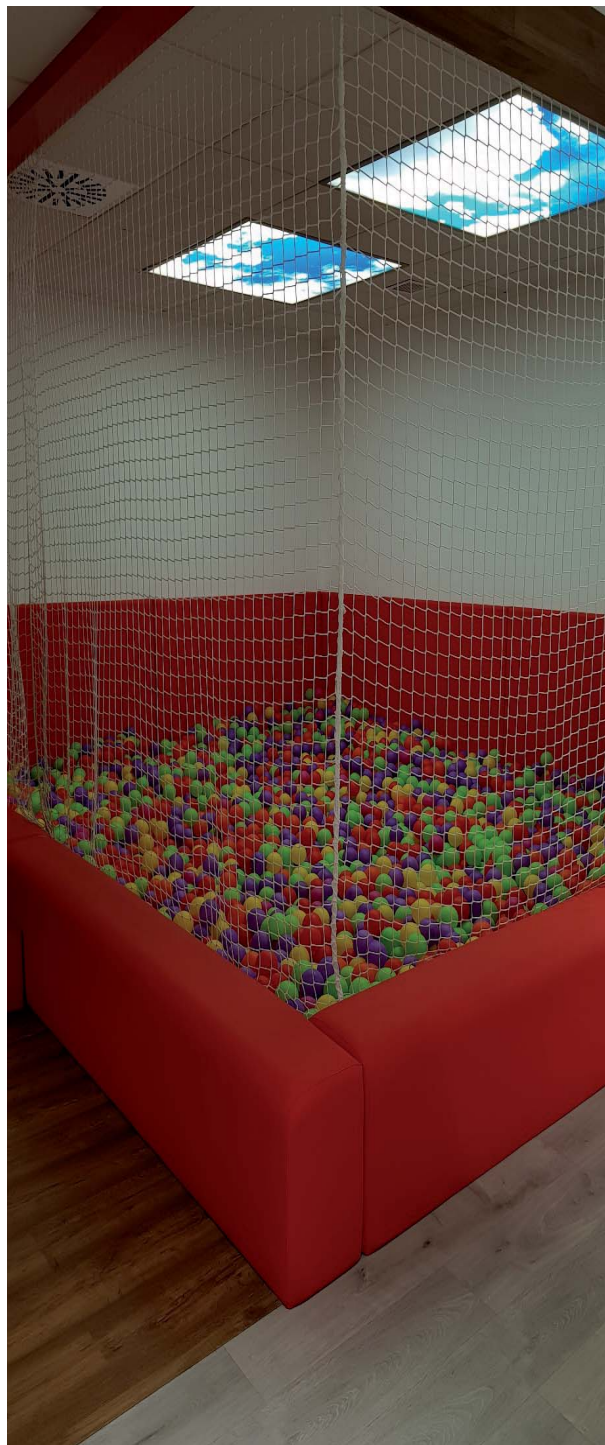


IN CASE OF
EMERGENCY
BREAK GLASS

ESPRESSO
espresso















PIKOLINOS

M
MARTINELLI
1973

I AM THE
LEFT BRAIN

Decisive!
011001011 LOGIC

Accurate
ANALYTIC

REASON
1 2 3 4 5 6 7 8 9

PRACTICAL
Strategic

CONTROL

SCIENCE

Realistic
Brain

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I AM the
Right Brain!

Intuition
Love LOVE love
Love thou art
Poetry

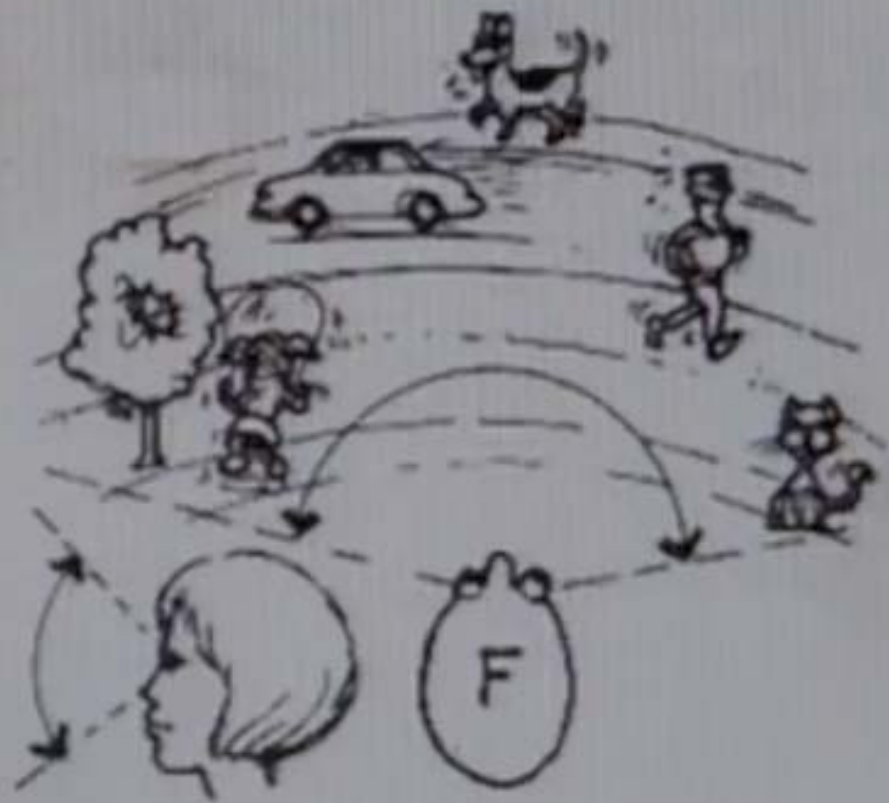
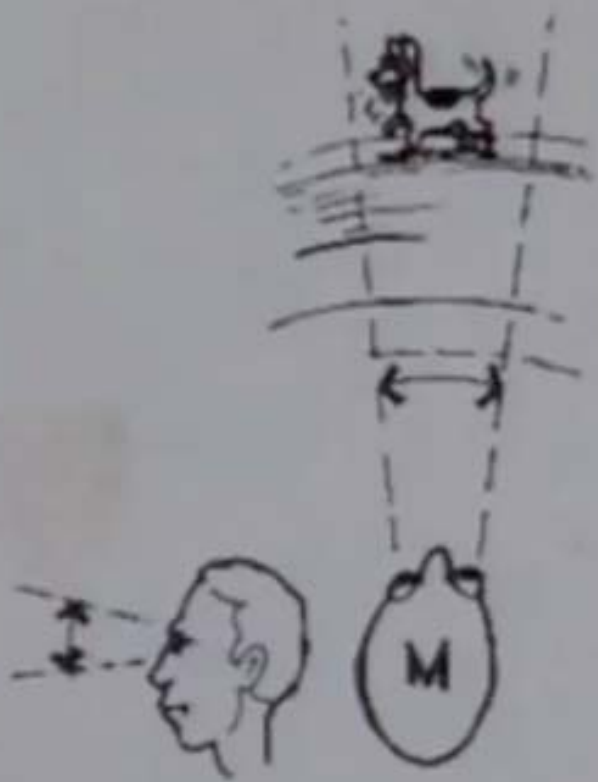
FREE DOM

Passion
vivid

creative

YEARNING

PEACE









HEART ATTACK GRILL®

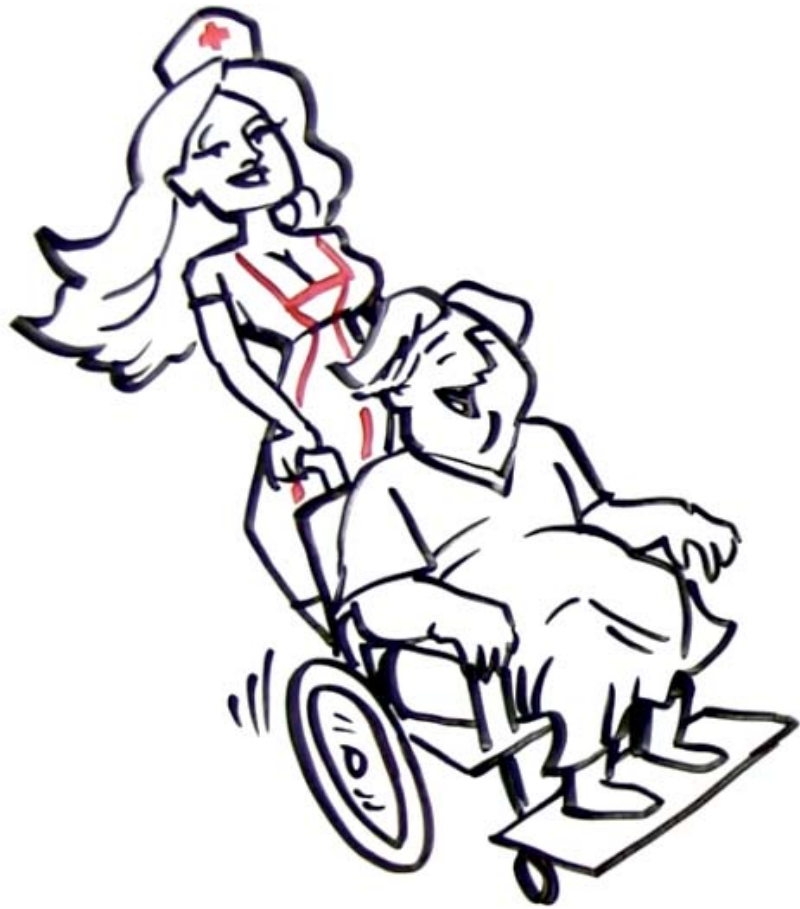
Taste Worth Dying For!®











**STOP REACTING
&
START PREDICTING
#NEUROMARKETING**





WORKING KNOWLEDGE

Business Research for Business Leaders

BROWSE BY:

+ TOPICS

+ INDUSTRIES

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13 JAN 2003 RESEARCH & IDEAS

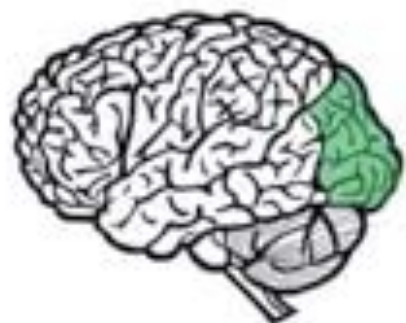
The Subconscious Mind of the Consumer (And How To Reach It)

Comments 0 Email Print Share

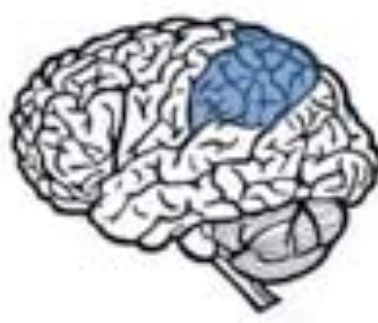
Recommend Share 37

Harvard Business School professor Gerald Zaltman says that 95 percent of our purchase decision making takes place in the subconscious mind. But how does a marketer reach the subconscious? Zaltman explains in this Q&A.





OCCIPITAL



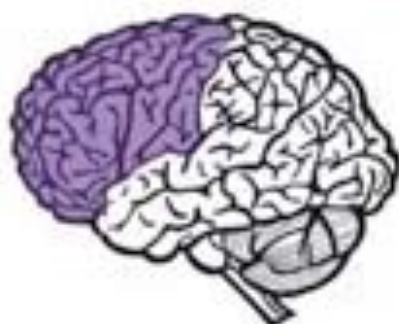
PARIETAL



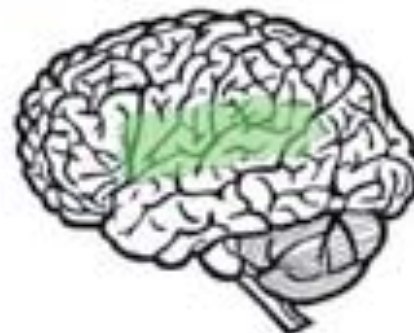
TEMPORAL

front

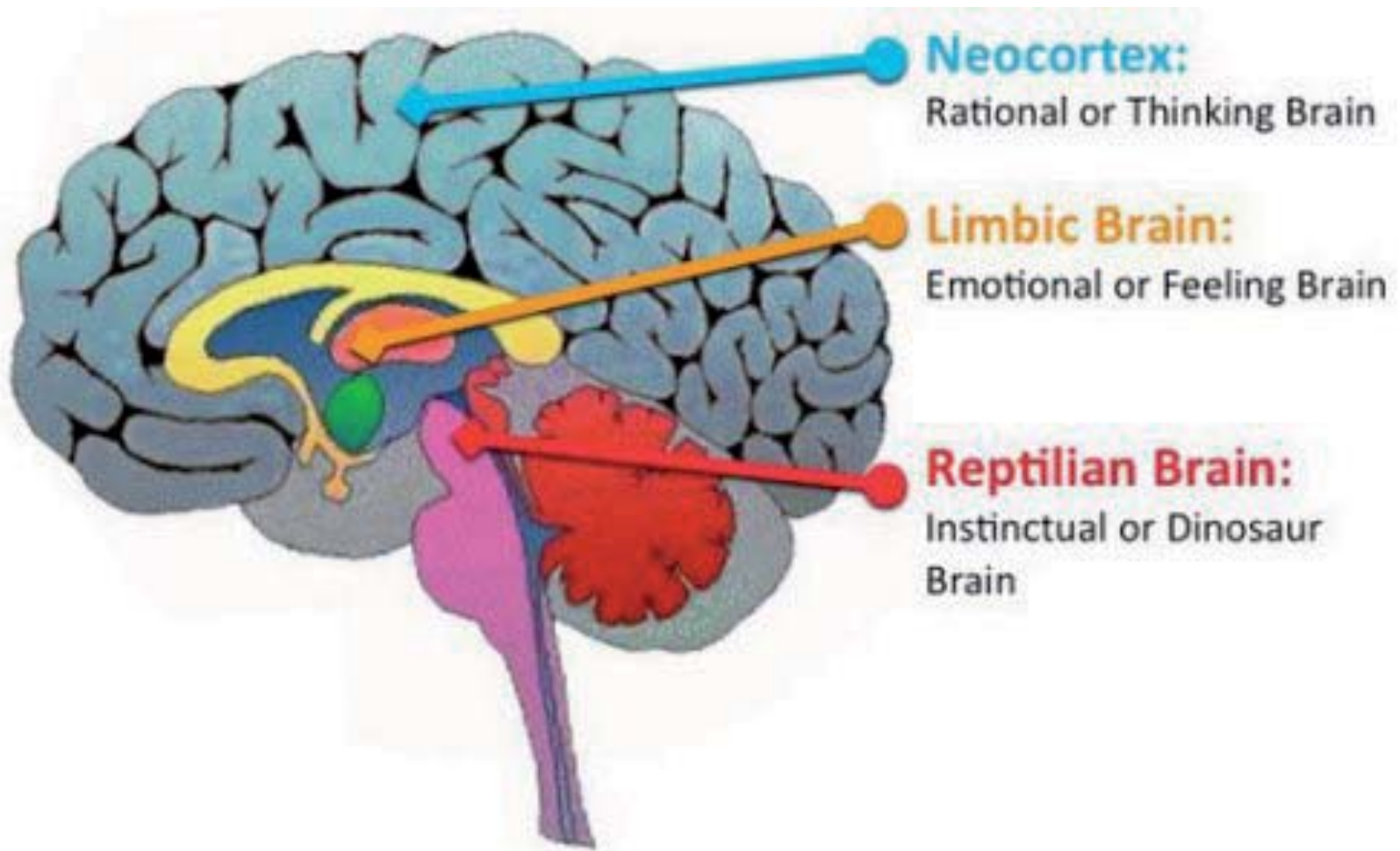
back



FRONTAL



INSULAR



Neocortex:

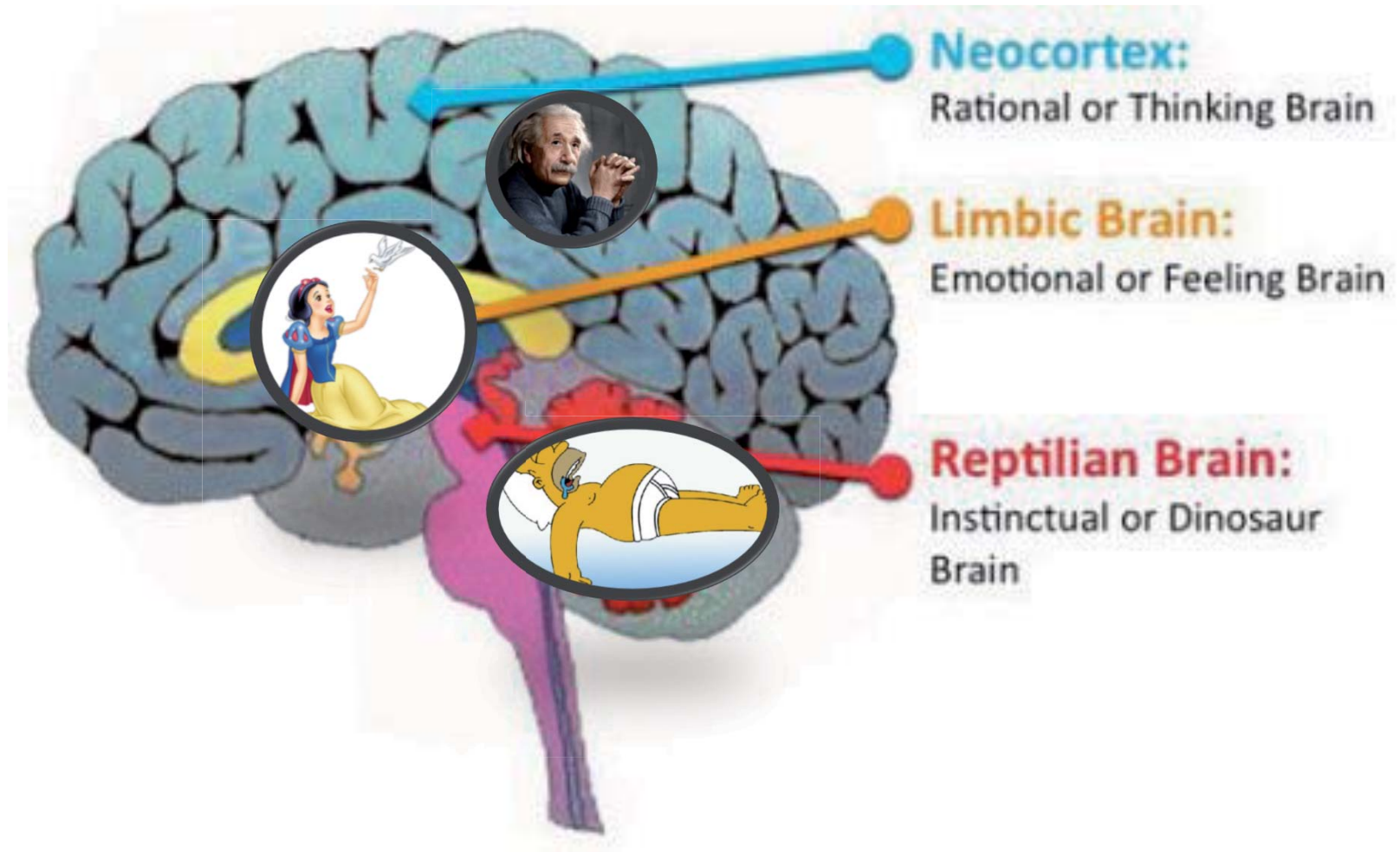
Rational or Thinking Brain

Limbic Brain:

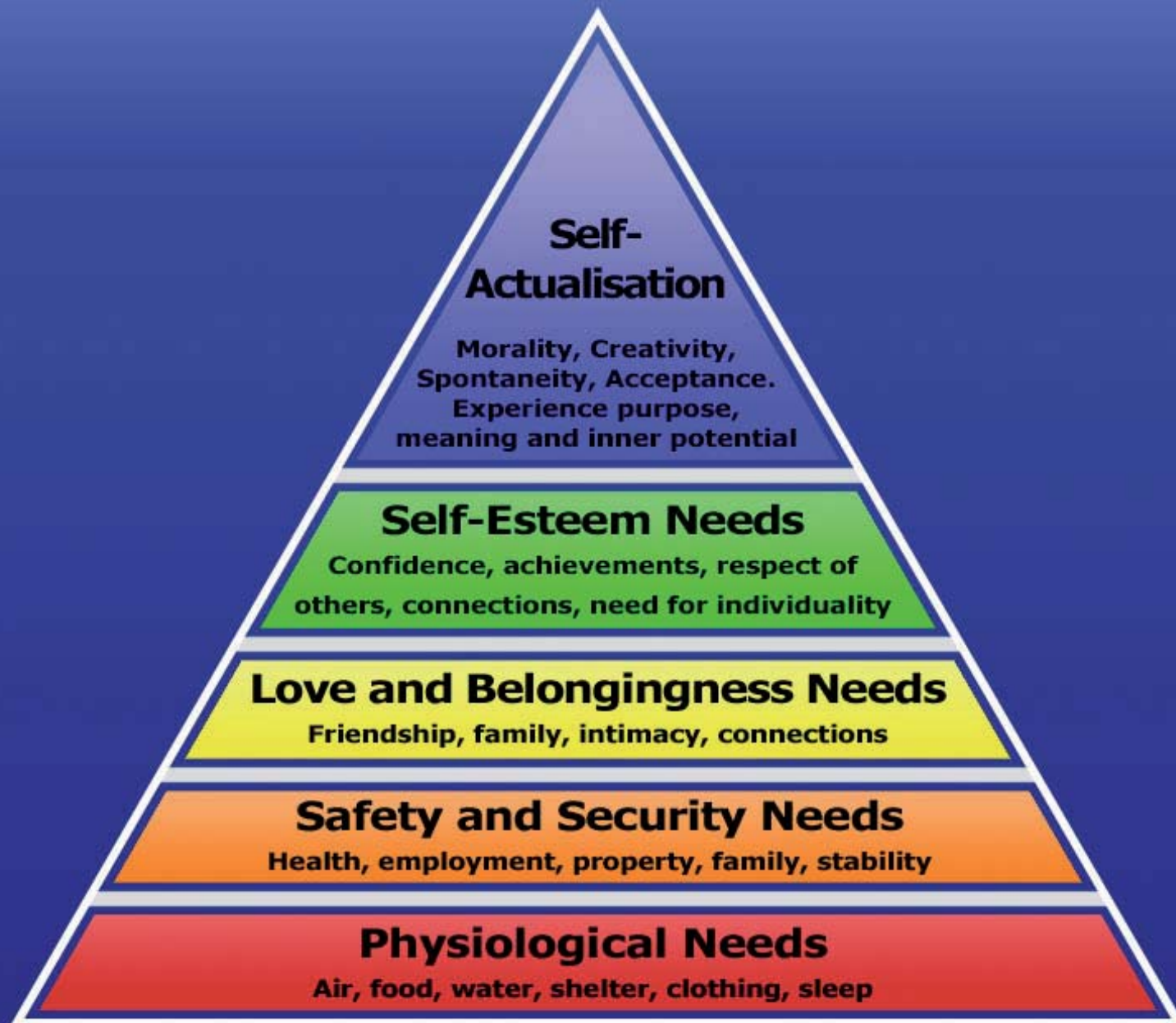
Emotional or Feeling Brain

Reptilian Brain:

Instinctual or Dinosaur Brain



Decide – feel – Think



Maslow's Hierarchy of Needs

Tu cerebro reptiliano:

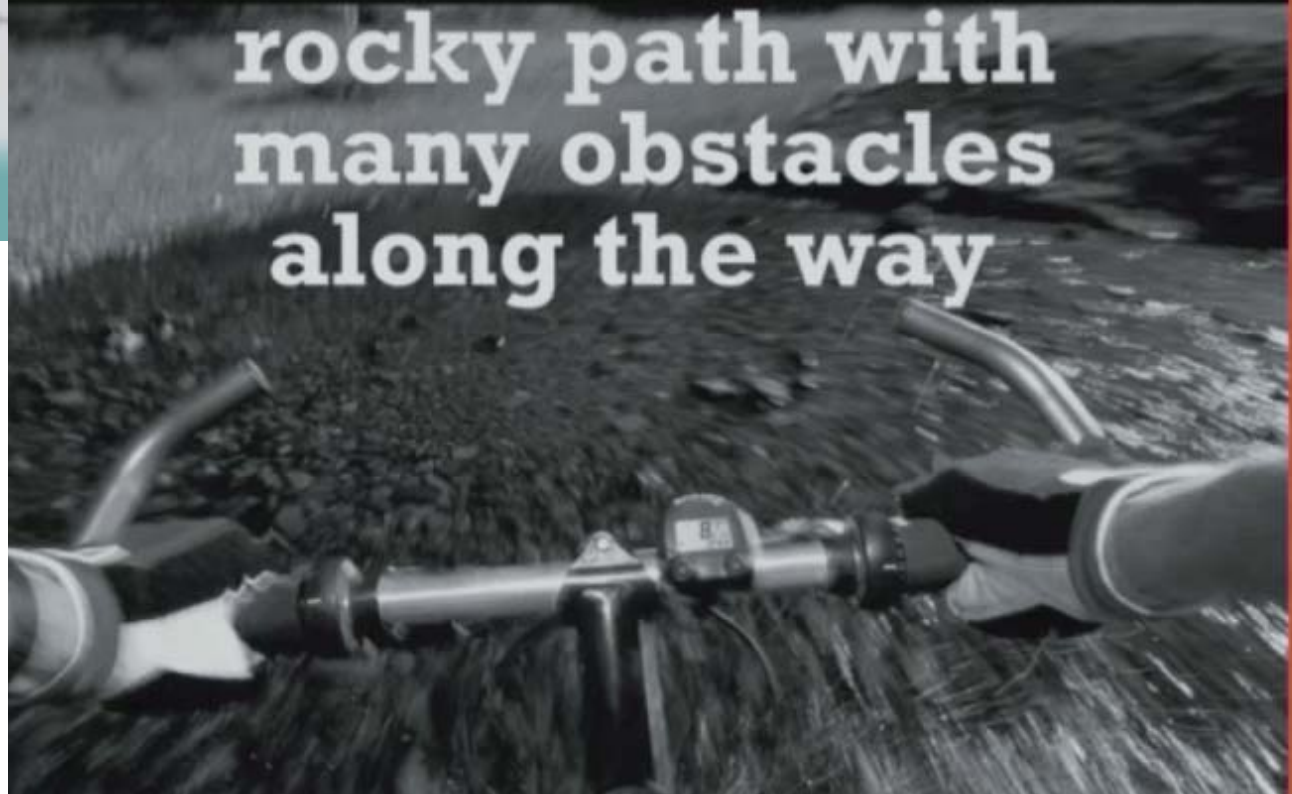
- 500 M de años
- Muy rápido
- Instintivo
- Limitado
- Presente
- Siempre encendido
- Egoísta (yo, yo & yo)
- Le gusta lo fácil
- Subconsciente
- Incontrolable
- Decisor
- No sabe hablar

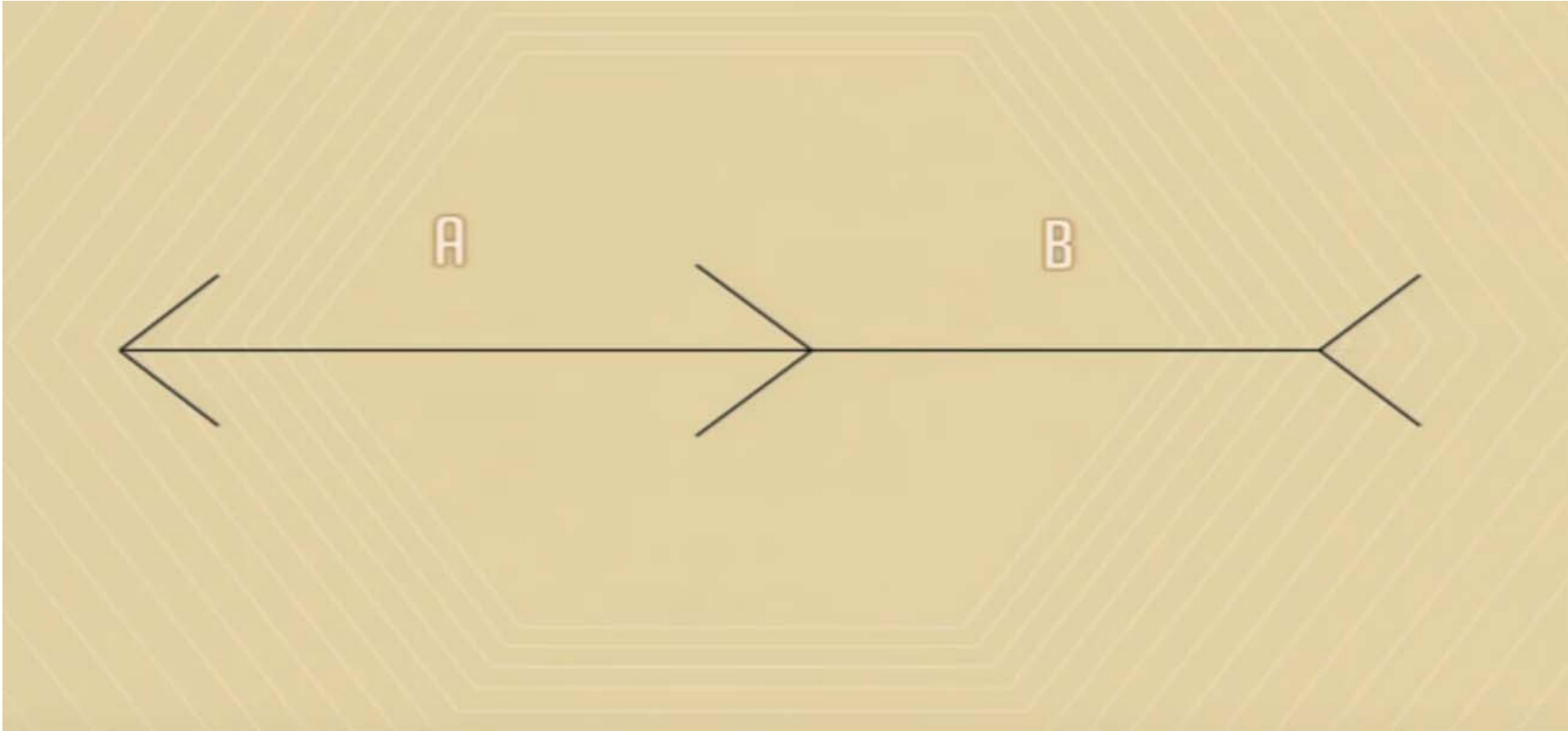
Formas de estimular el cerebro reptiliano

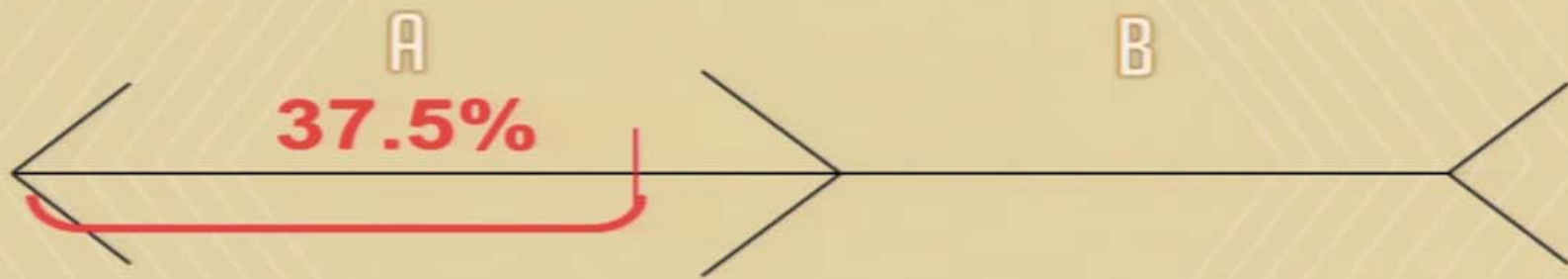
- Yo, yo & yo (Háblale de tú)
- Contraste (frío, calor, noche, día)
- Tangible, no entiende de palabras
- Principio y fin (U)
- Visual
- Emocional



**implementing an
e-business strategy
can be a
rocky path with
many obstacles
along the way**







¿A > B?

¿B > A?

¿A = B?

ROJO

BLANCO

VERDE

AZUL

NEGRO

VERDE

ROJO

MARRÓN

BLANCO

AZUL

ROJO

BLANCO

VERDE

AZUL

NEGRO

VERDE

ROJO

MARRÓN

BLANCO

AZUL



*Dont show
disturbing
imagery*



**IN TOWN, CAR ACCIDENTS
DON'T JUST HAPPEN TO CARS.**

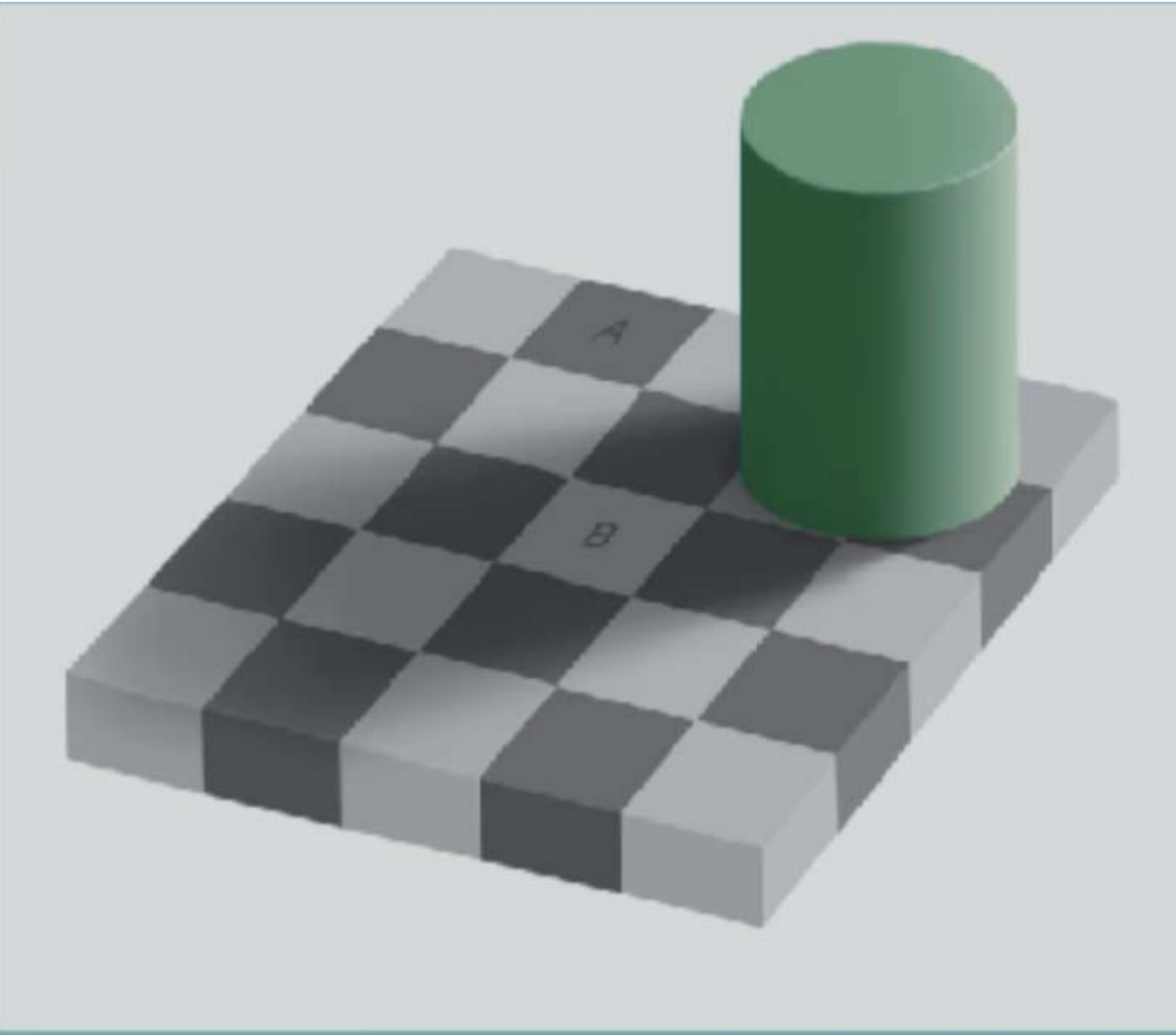
SLOW DOWN

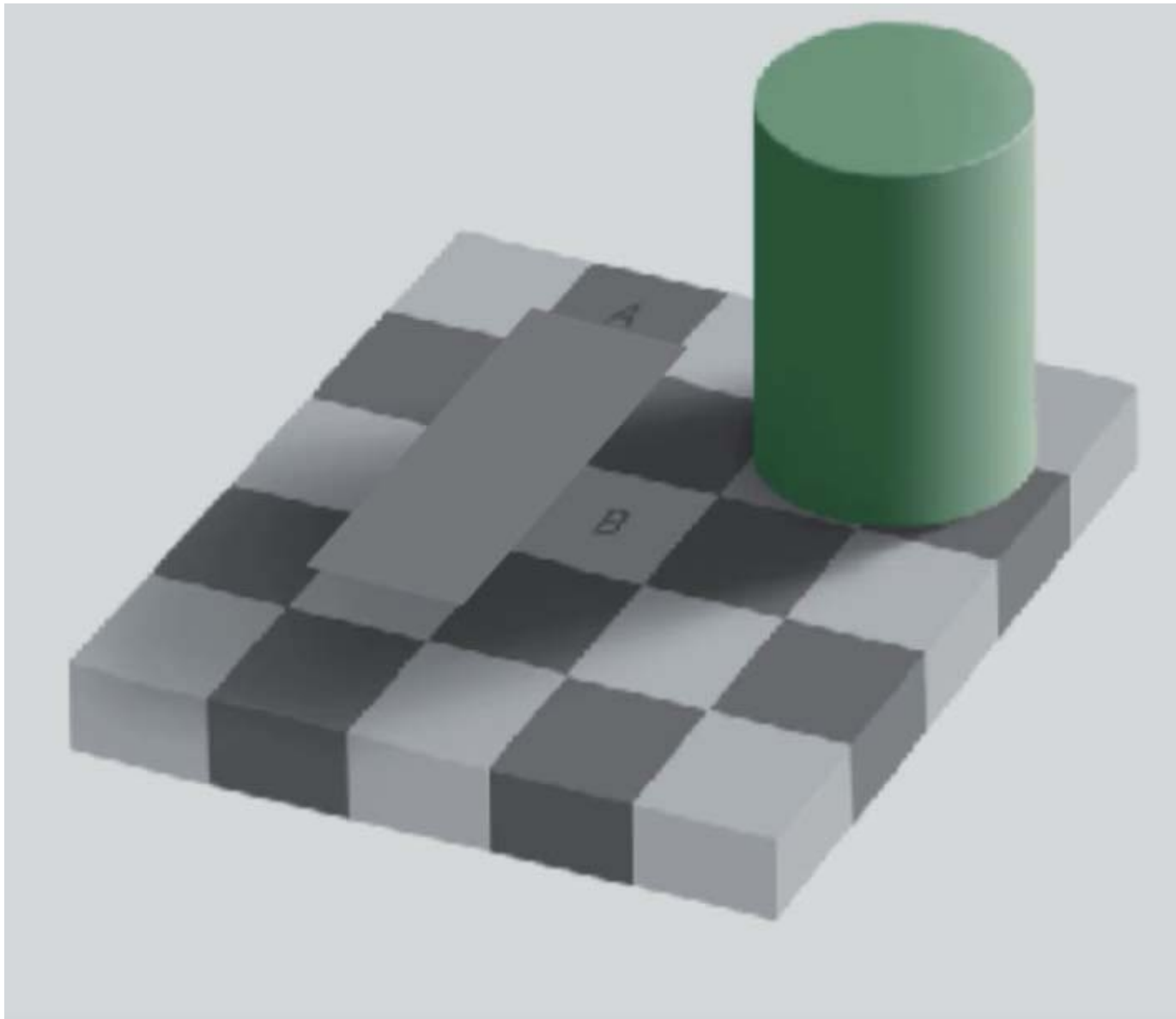




NUESTRO NUEVO CEREBRO

- Menos de 4 M años
- Lento
- Inteligente
- Pasado, presente & Futuro
- Planificar
- Racional
- Habla, pero no decide
- Cultura de esfuerzo
- Consciente
- Lógica
- Controlable





**PERCEIVED
VALUE**



**LOSS
AVERSION**



Figure 22: The gaze plot of a Brazilian woman after 5 seconds of viewing



Figure 23: The gaze plot of a Brazilian man after 5 seconds of viewing

Web

Results 1 - 10 of about 576,000 for "digital camera" cheapest (0.36 second)

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Sponsored Links

Camera
In Stock
Free Shipping
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Cheaper Prices at Calibex
Find the best prices and deals
Compare products, shops and reviews
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Save on Cameras, Accessories & More
Find the Lowest Price - Smartat.com
www.smartat.com

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Canon, Kodak, Nikon cameras free!
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www.freegiftworld.com

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Compare Prices on Digital Cameras
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Cheapest camera Buy 5.0 MP digital camera for \$119.99 Available \$10
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personal retail service combined with discount prices on all photographic & digital camera
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Deals List Canon PowerShot SD110 digital camera Canon PIXMA iP3000 Photo
Deals List Nikon Coolpix 5400 5.1 MP Digital Camera w/ 4x Optical Zoom





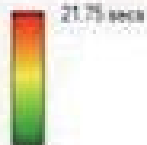
Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for you baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



baby™



Exchange gently for the most sensitive skin.

Sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton fibers provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



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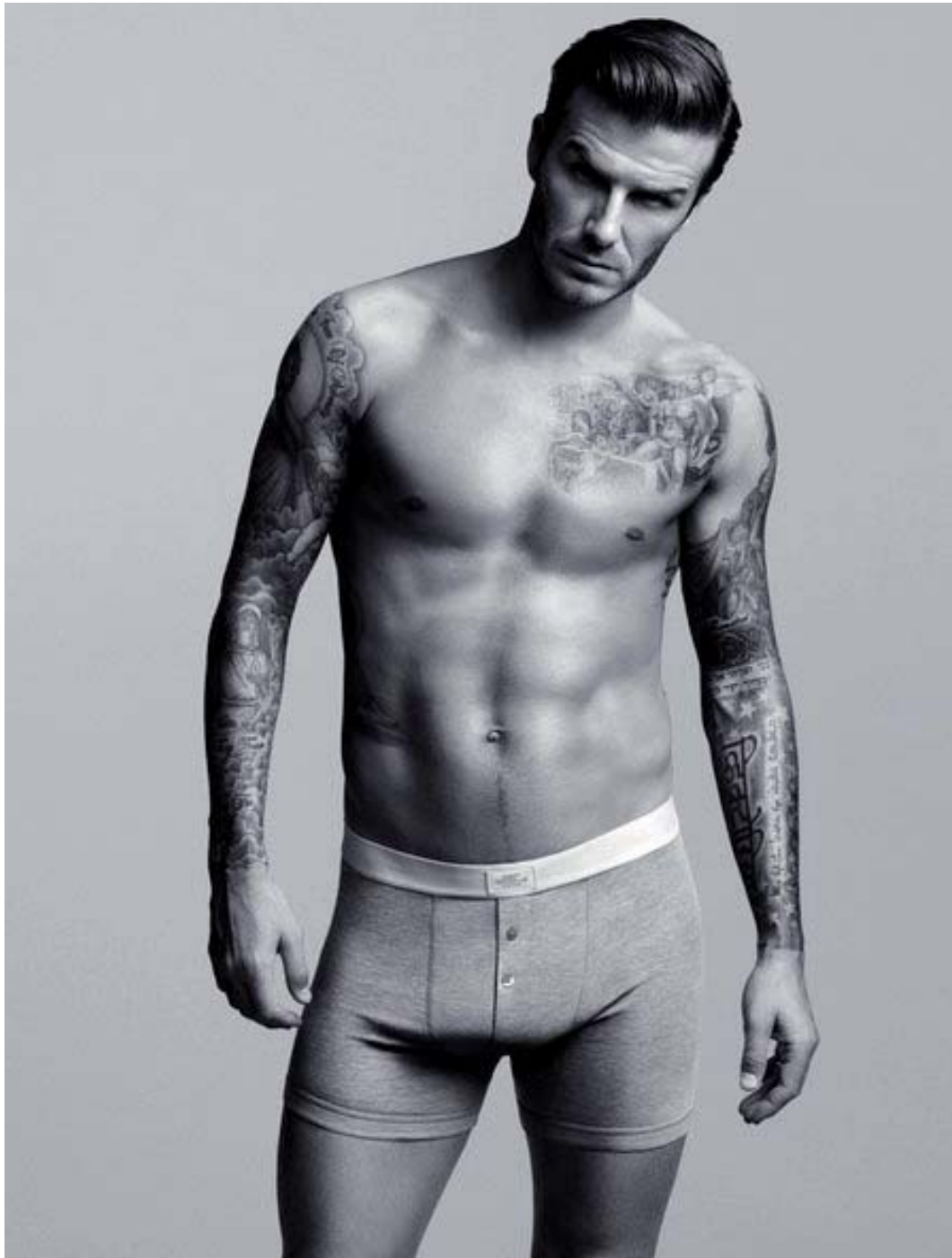


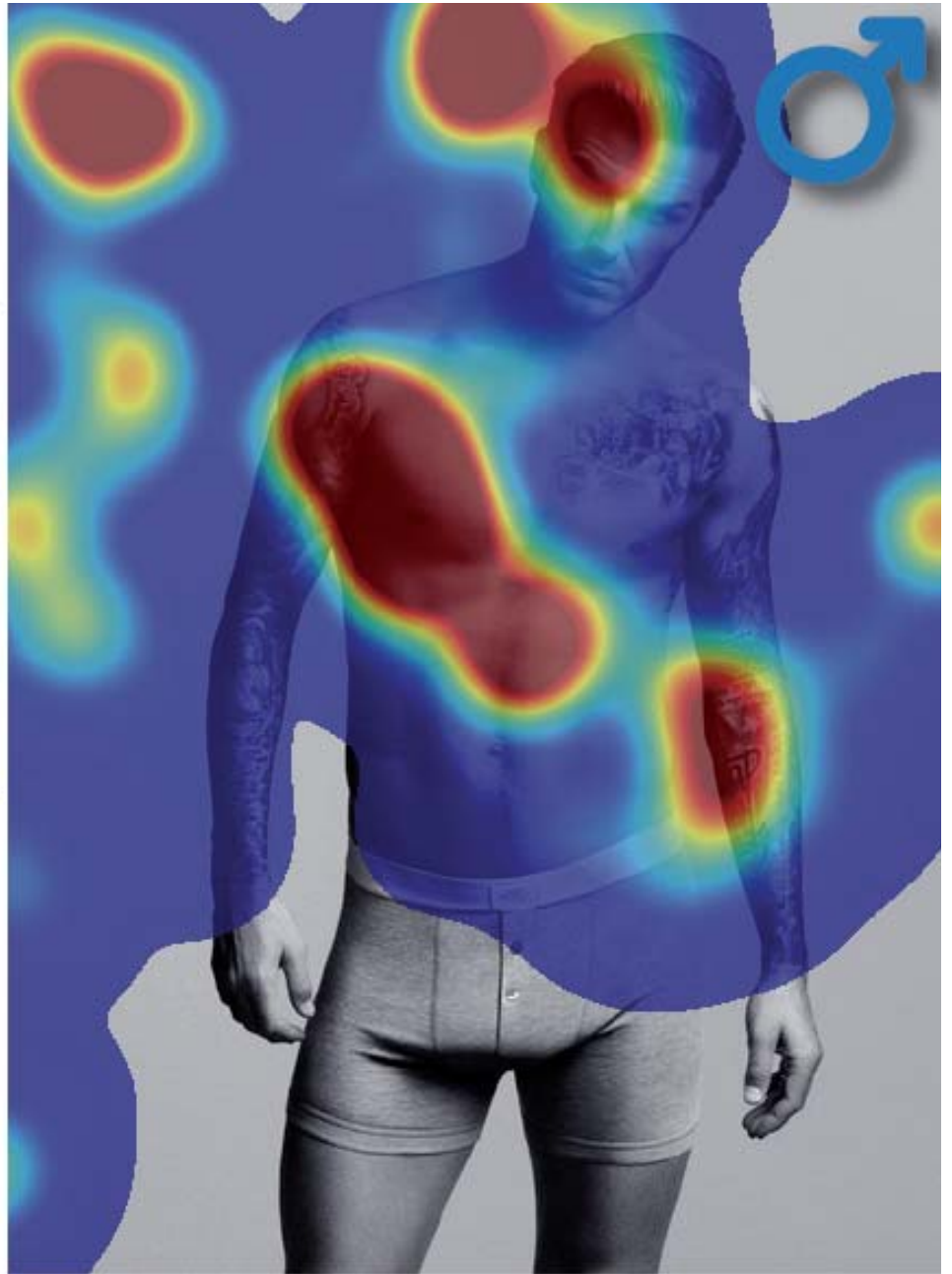
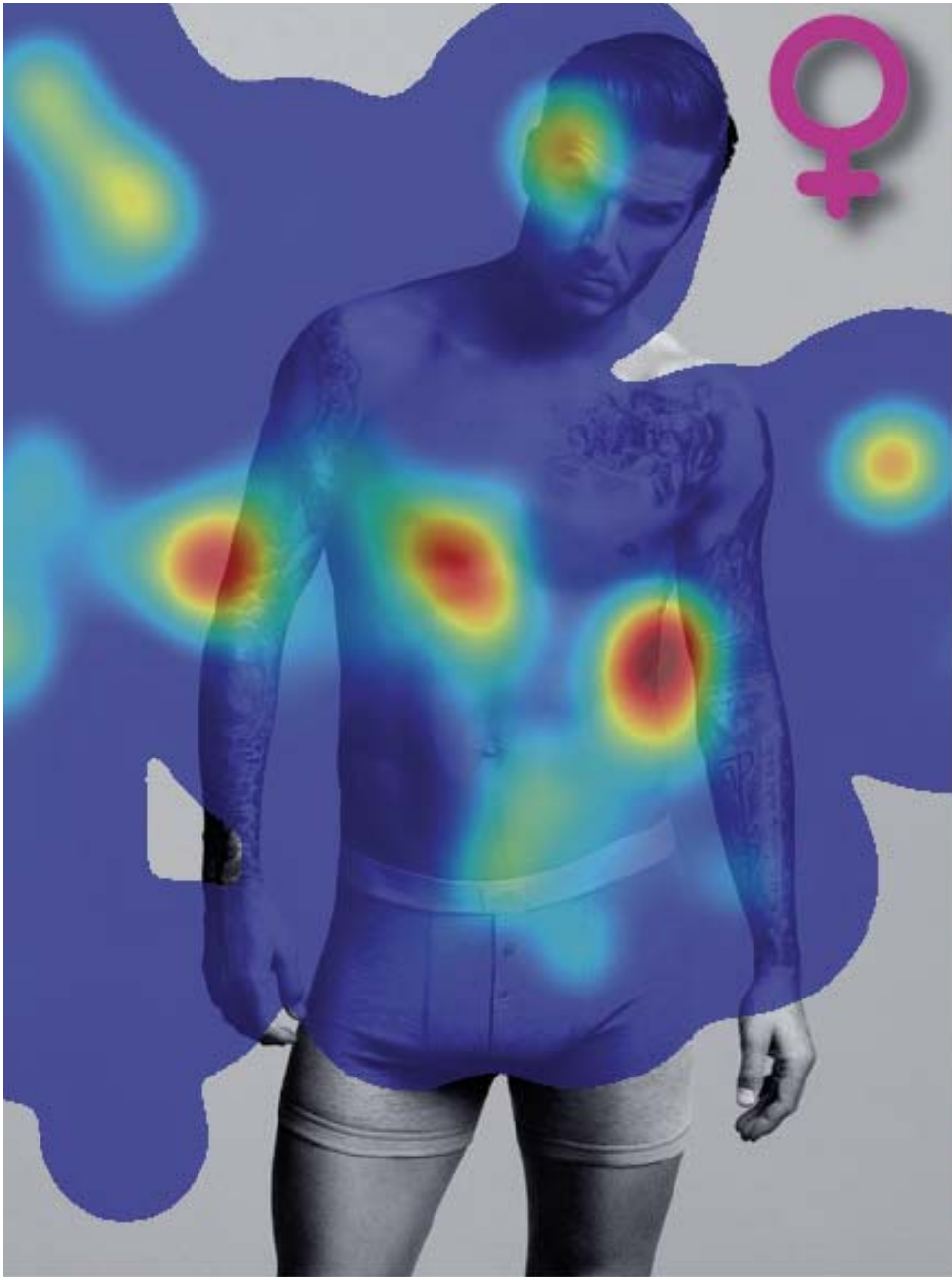
baby™

















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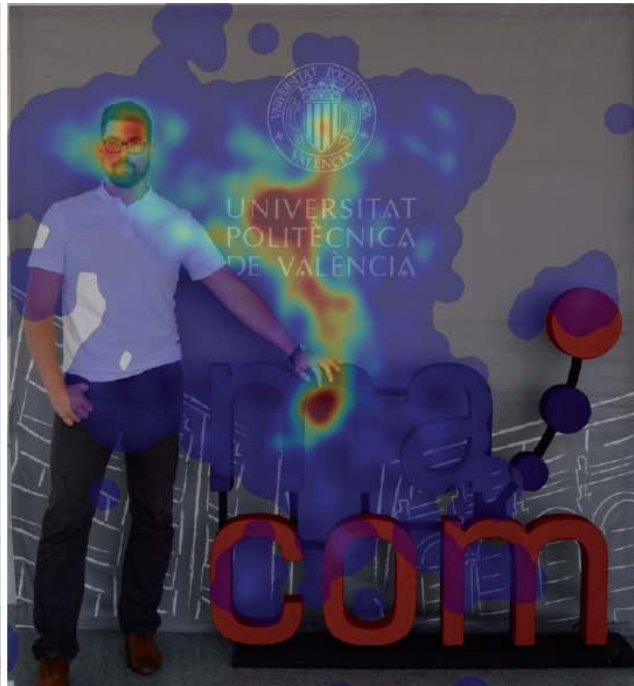
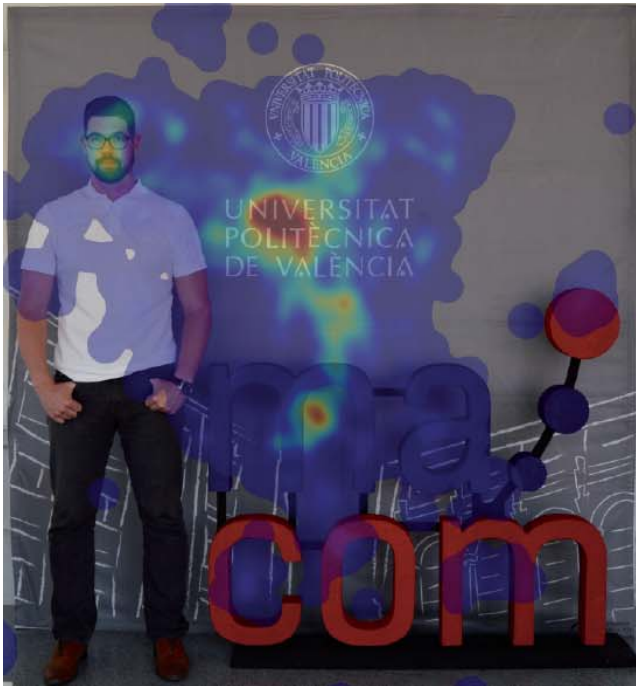
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ROMAN**N**YA

Catch the spirit that never sleeps. Only in Romania.



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MARKETING &
COMUNICACIÓN
EMPRESARIAL

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DE VALENCIA

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MARKETING
RESEARCH
LAB

2
(0.76s.)
47.84%

I ♥ NYA
AOI 5

ROMAN

AOI 4

Catch the spirit that never sleeps. Only in Romania.

1
(0.66s.)
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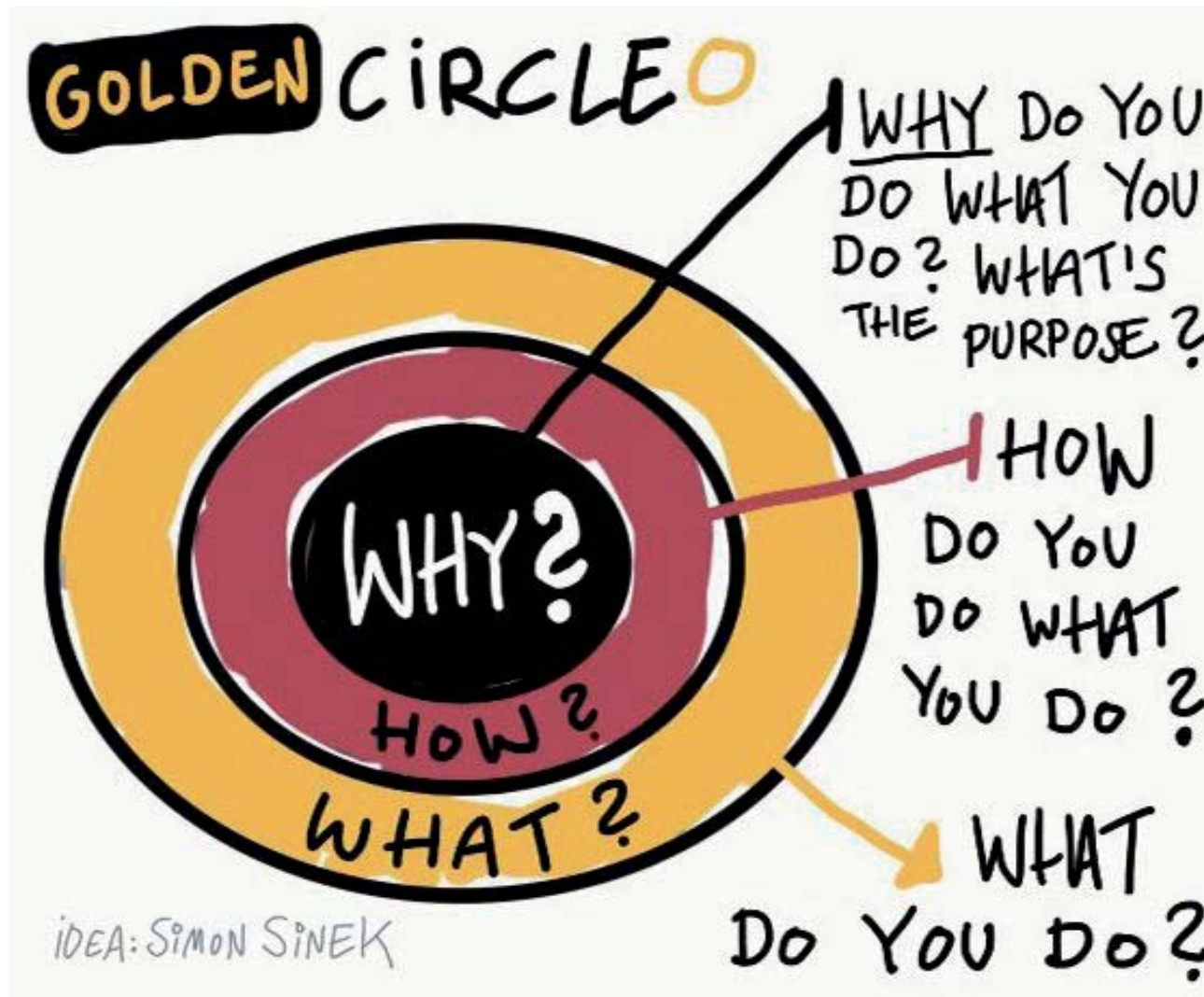


**MONT
BLANC** 



Nuestro cerebro está configurado para sentirse atraído por lo diferente

The golden circle case, S. Sinek





PRODUCT + EMOTION = LONG TERM MEMORY

Rational purchasing, emotional reasons

999

O MENOS...

Bueno,

Bonito

Y

...



American Airlines[®]











Wendy's

Trivia





Busca pains, no necesidades o deseos



- Inquietud que activa el reptiliano para la supervivencia

- Es una inquietud que no le deja avanzar

Pain

Inseguridad

Ansiedad

Inestabilidad

Descanso

Pains más comunes

Energía

Descanso

Agua

Protección del frío

Seguridad

Sentimiento de pertenencia a un grupo

Reproducción

Confianza

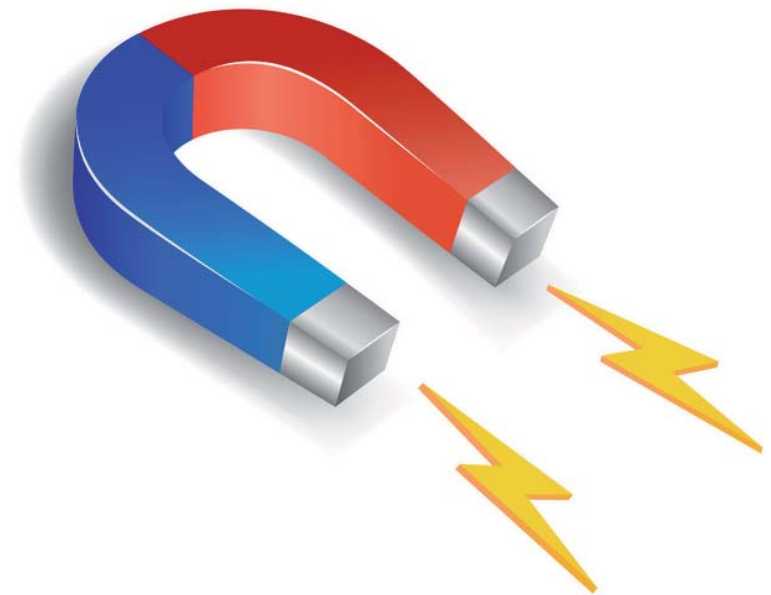
Miedo al aislamiento

...

EL MAGNETISMO DE UNA MARCA:

Amplitud del campo magnético: Cuántos consumidores y mercados cubre. Está directamente determinado por el n° de países que cubre.

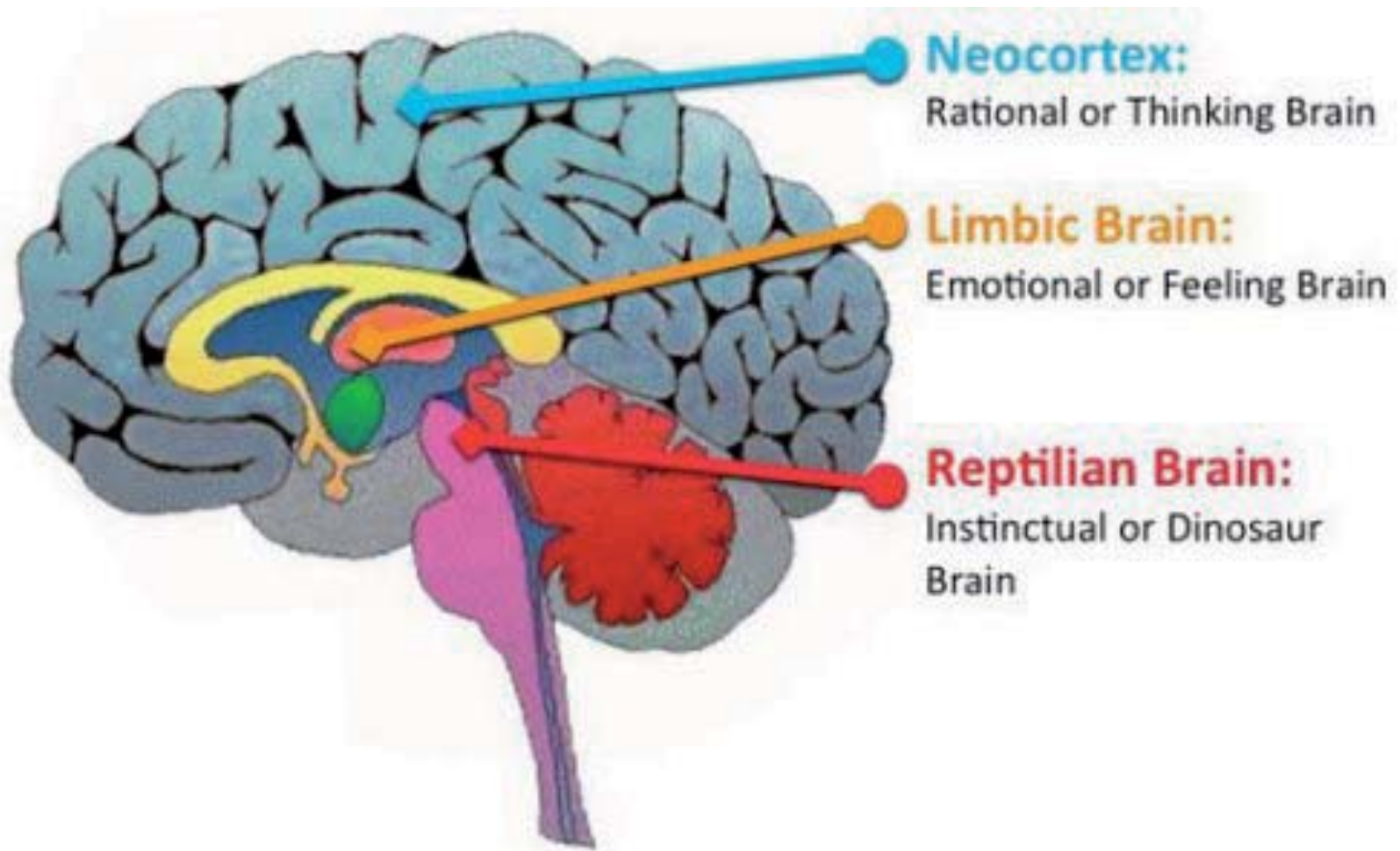
La fuerza del campo magnético: Depende del nivel emocional de los países, y cómo toque a nivel emocional el sistema límbico. Esto determinará el poder de atracción.



A photograph of two men in a club or party setting. The man on the left is wearing a light-colored short-sleeved button-down shirt, a tan hat, and has visible tattoos on his left arm. The man on the right is wearing a red and black plaid shirt. The background is dimly lit with green and orange lights, and other people are visible in the distance.

DES - PA - CI - TO

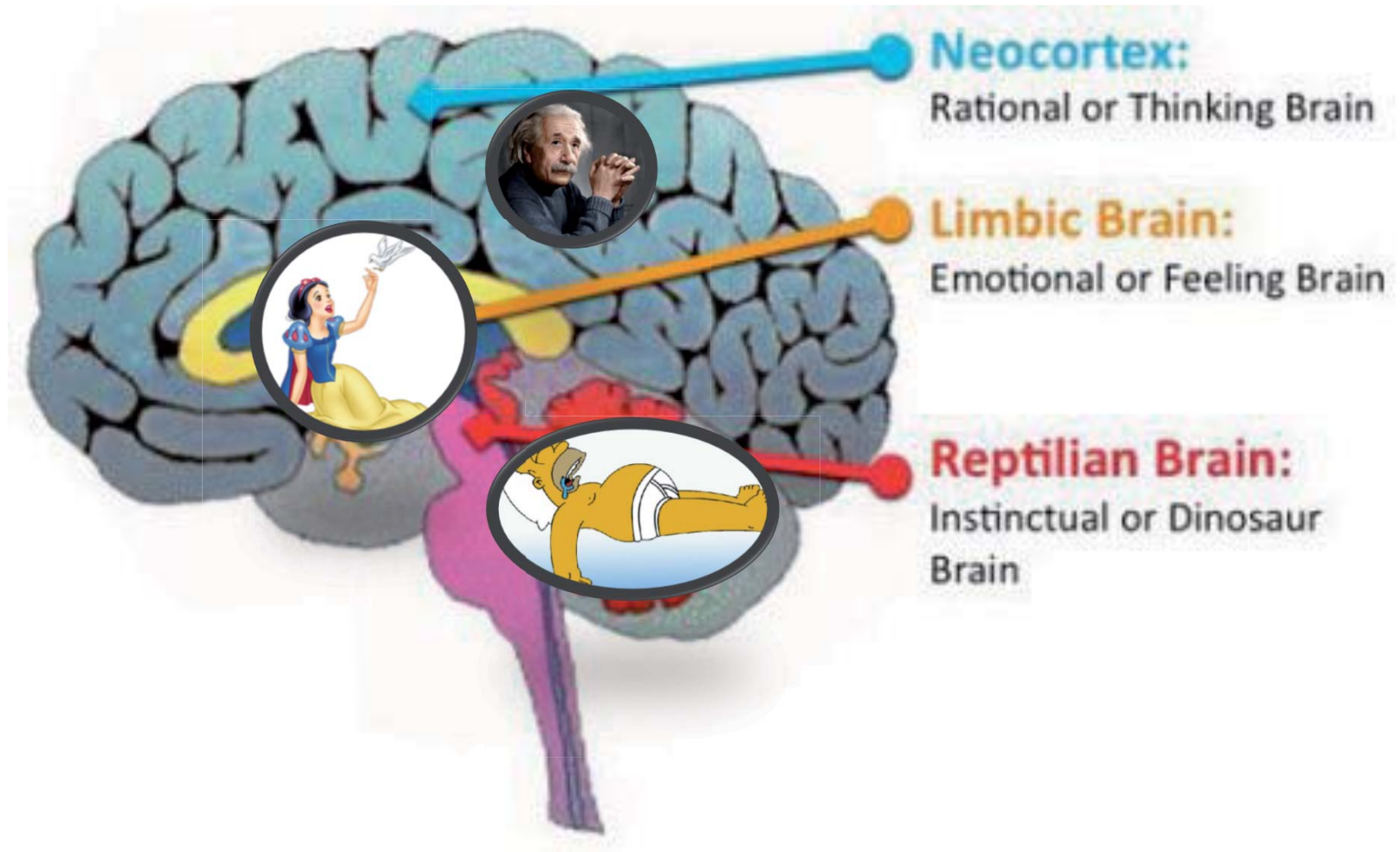
evo



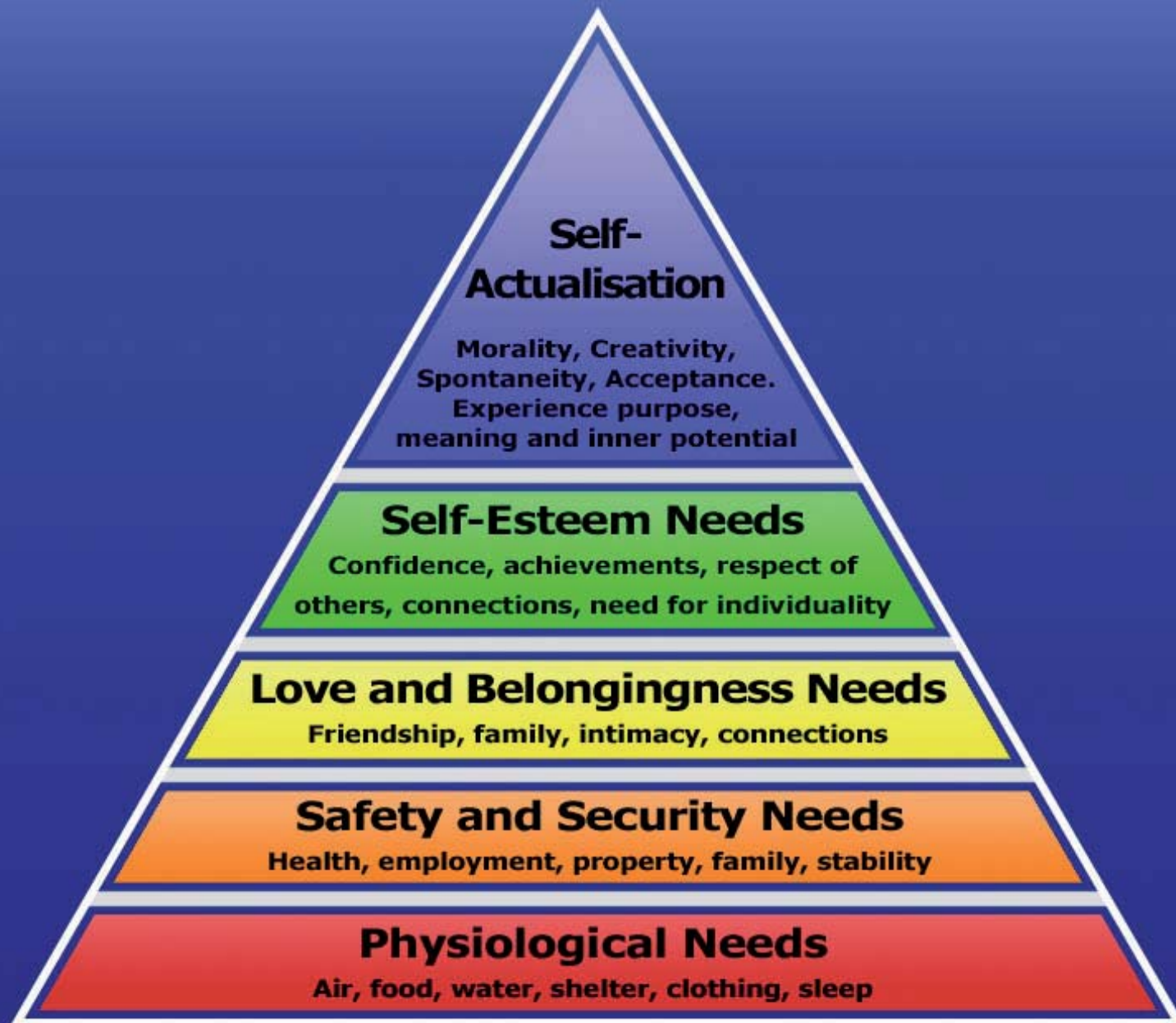
Neocortex:
Rational or Thinking Brain

Limbic Brain:
Emotional or Feeling Brain

Reptilian Brain:
Instinctual or Dinosaur
Brain



Decide – feel – Think

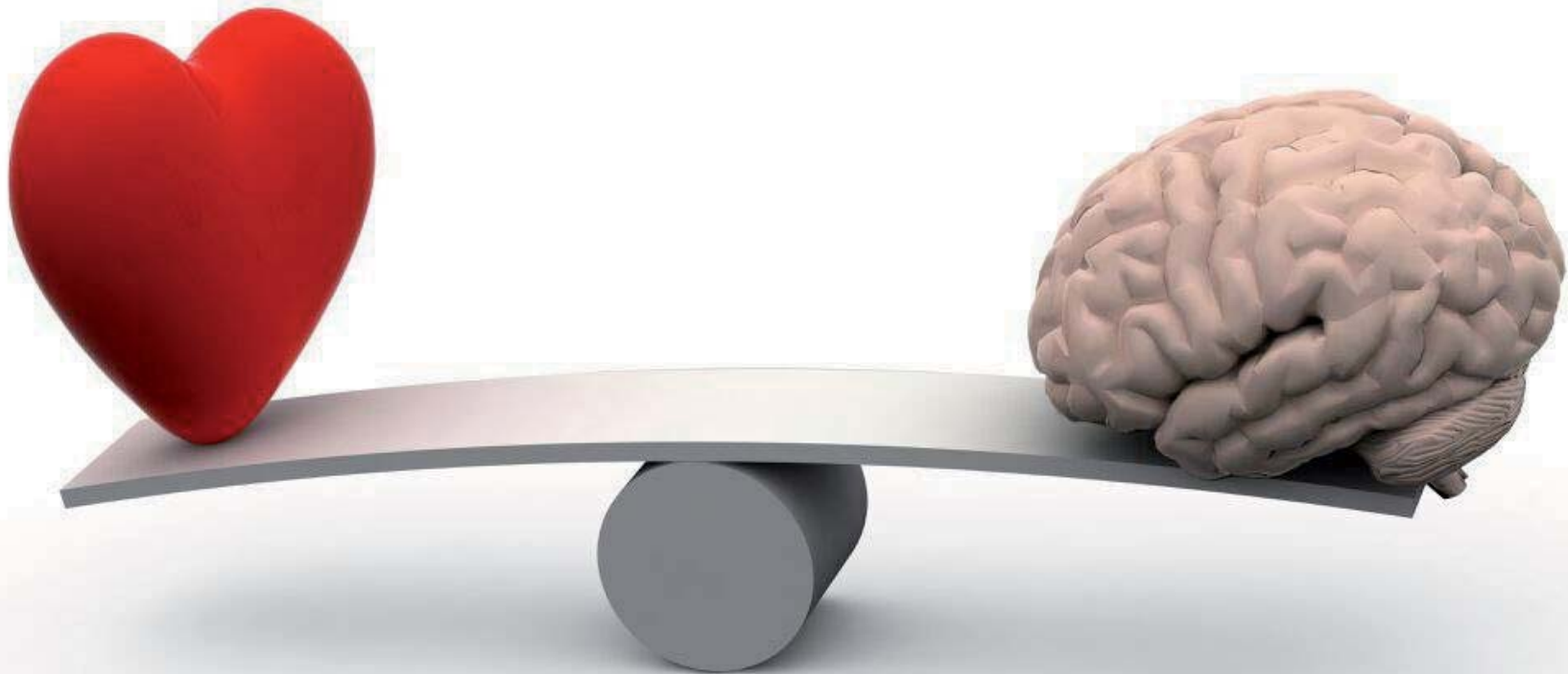


Maslow's Hierarchy of Needs

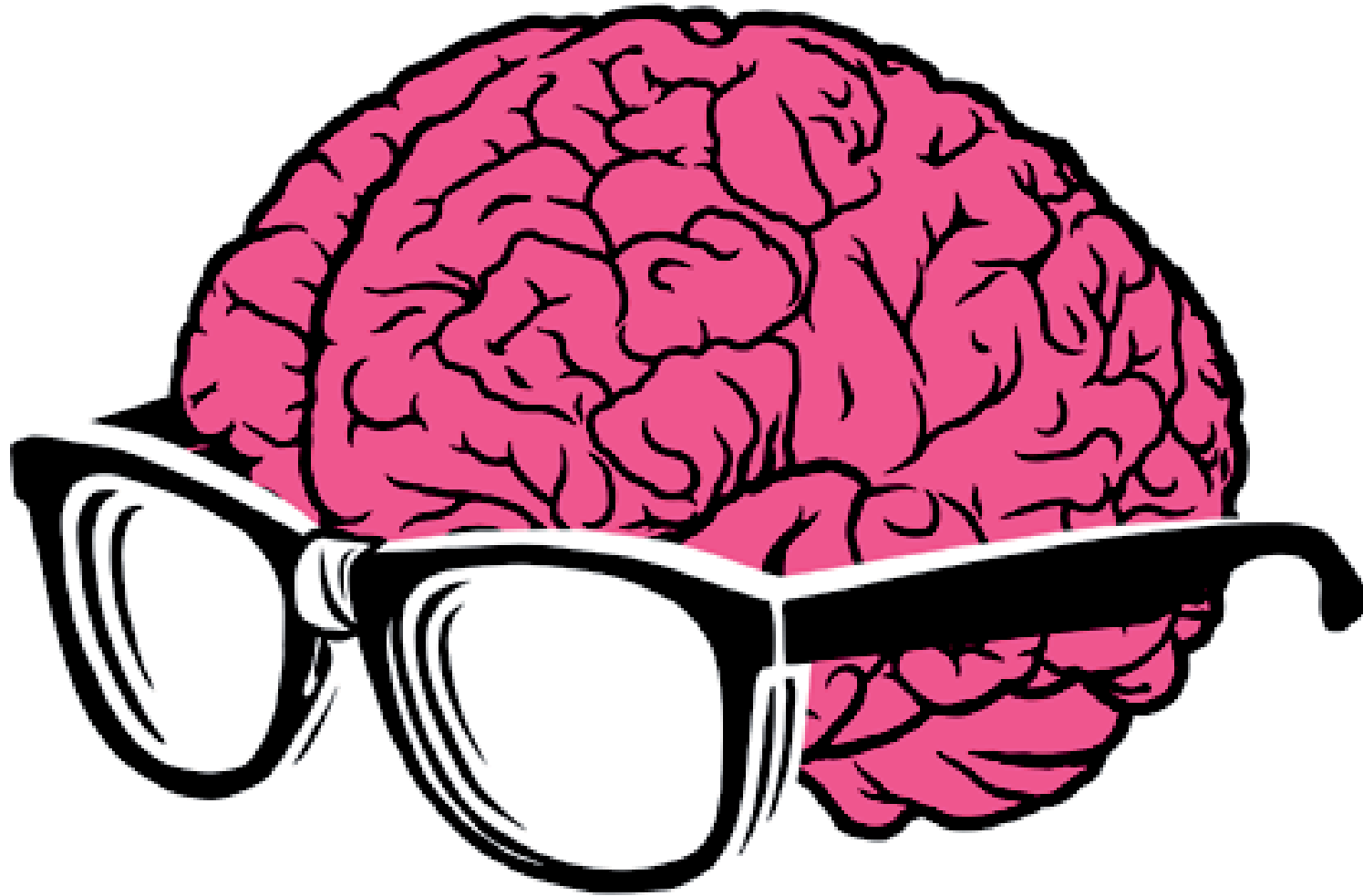




LA MÁXIMA SATISFACCIÓN...



“Estamos en la década del cerebro”



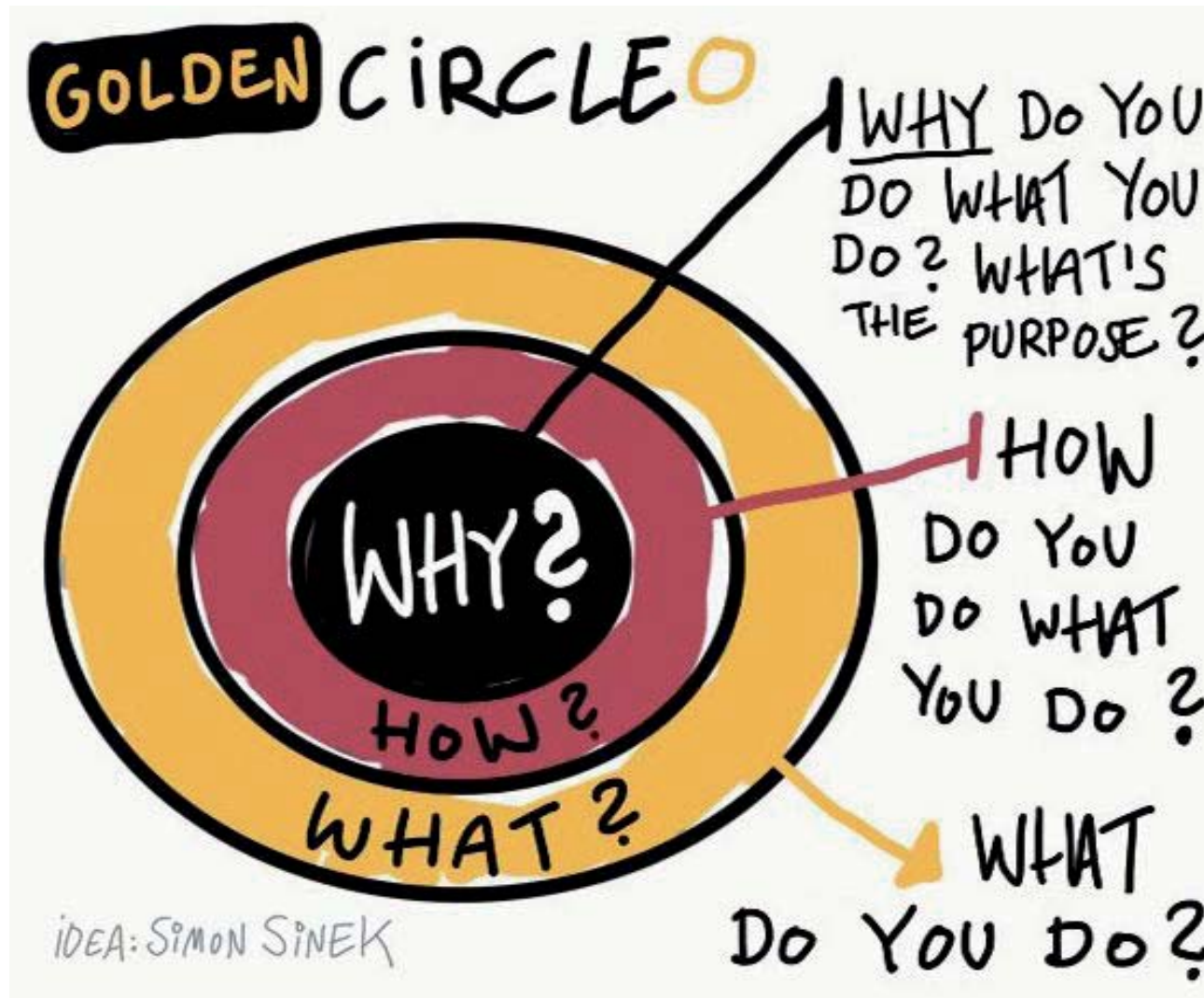
LOS 6 ESTÍMULOS



The golden circle case

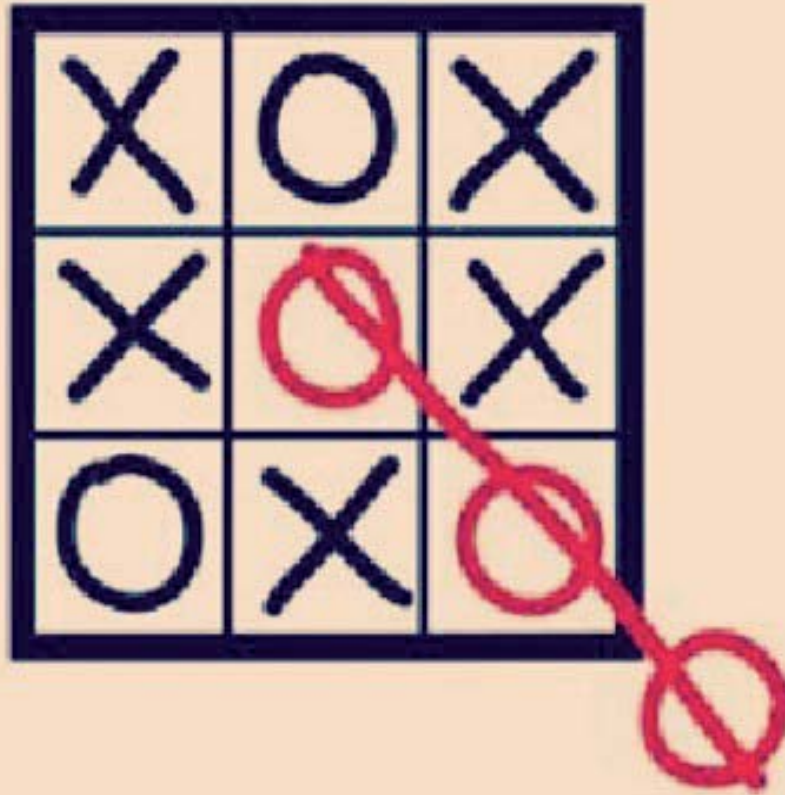
NC – Expressing reasons, language.

Limbic Syst. – No expressions. But, controlling behaviour.





THINK OUTSIDE THE BOX





MUCHAS GRACIAS!

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PABLO FERREIRÓS

"Strategy, Communication, Marketing, Business & International"