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CEO - Neuro-Insight

Attention and the brain



NEURO-INSIGHT™

Shazia Ginai, CEO Neuro-Insight

WE ARE OPERATING IN A MULTI MEDIA WORLD



WHAT IS ATTENTION



SOMETIMES CREATIVITY IS NEGLECTED

The Long and the Short of It

IPA

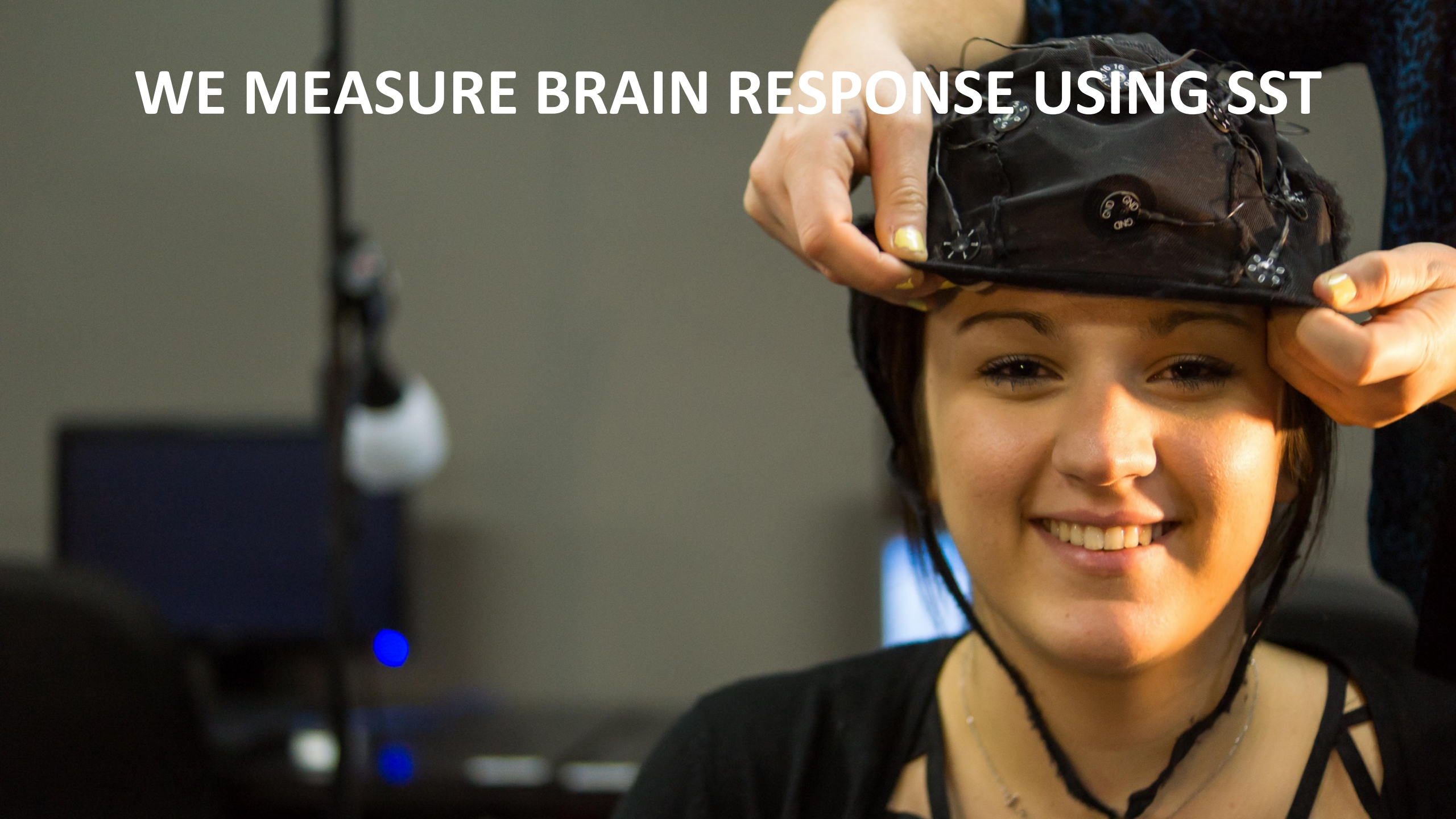
Balancing Short and Long-Term Marketing Strategies
Les Binet, Head of Effectiveness, adam&eve DOB
Peter Field, Marketing Consultant



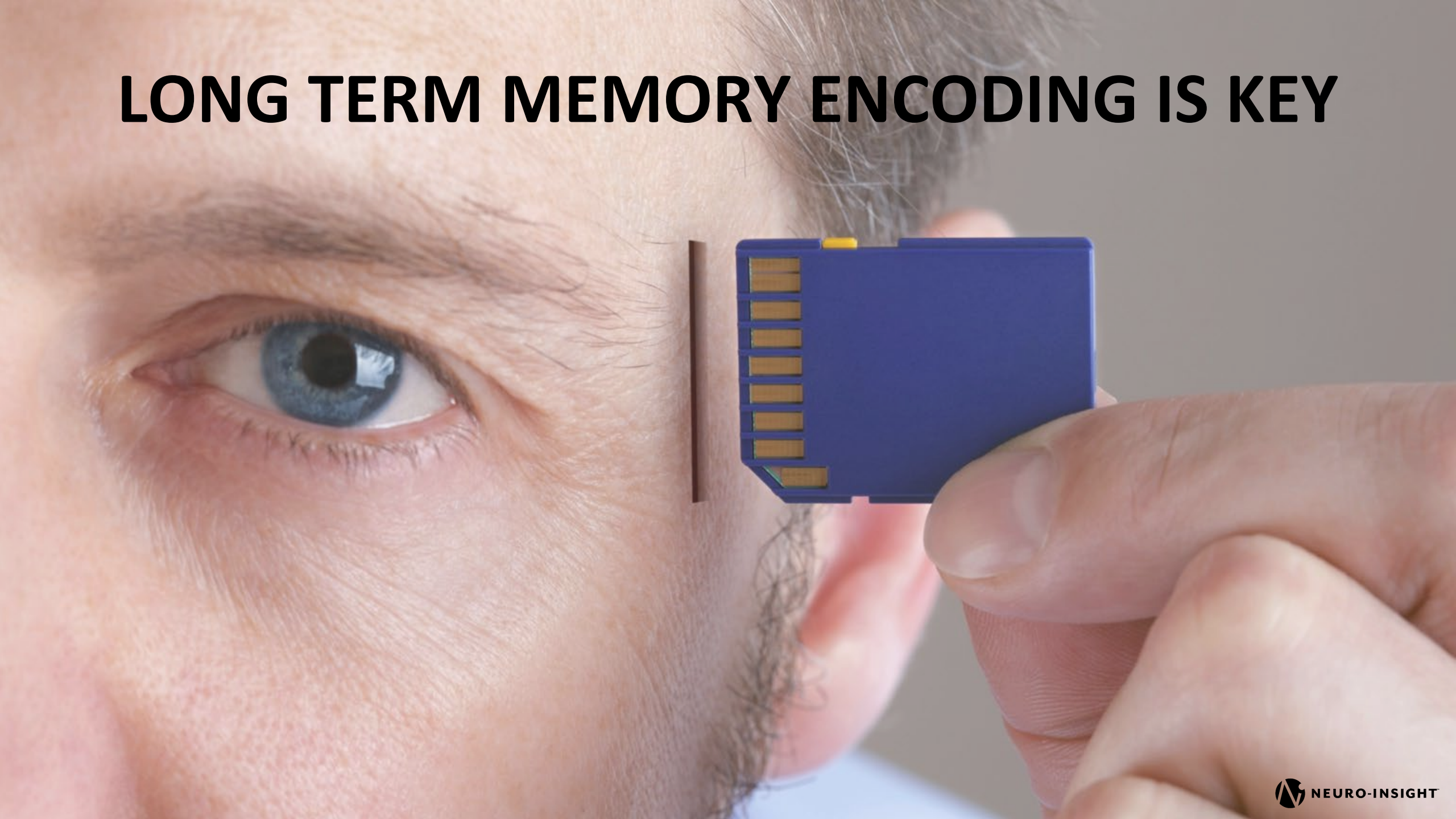
In association with
thinkbox



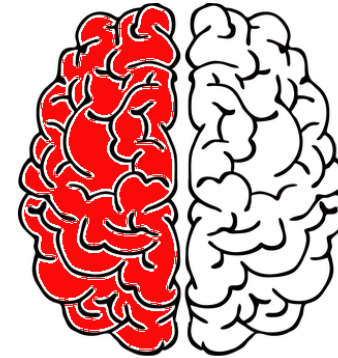
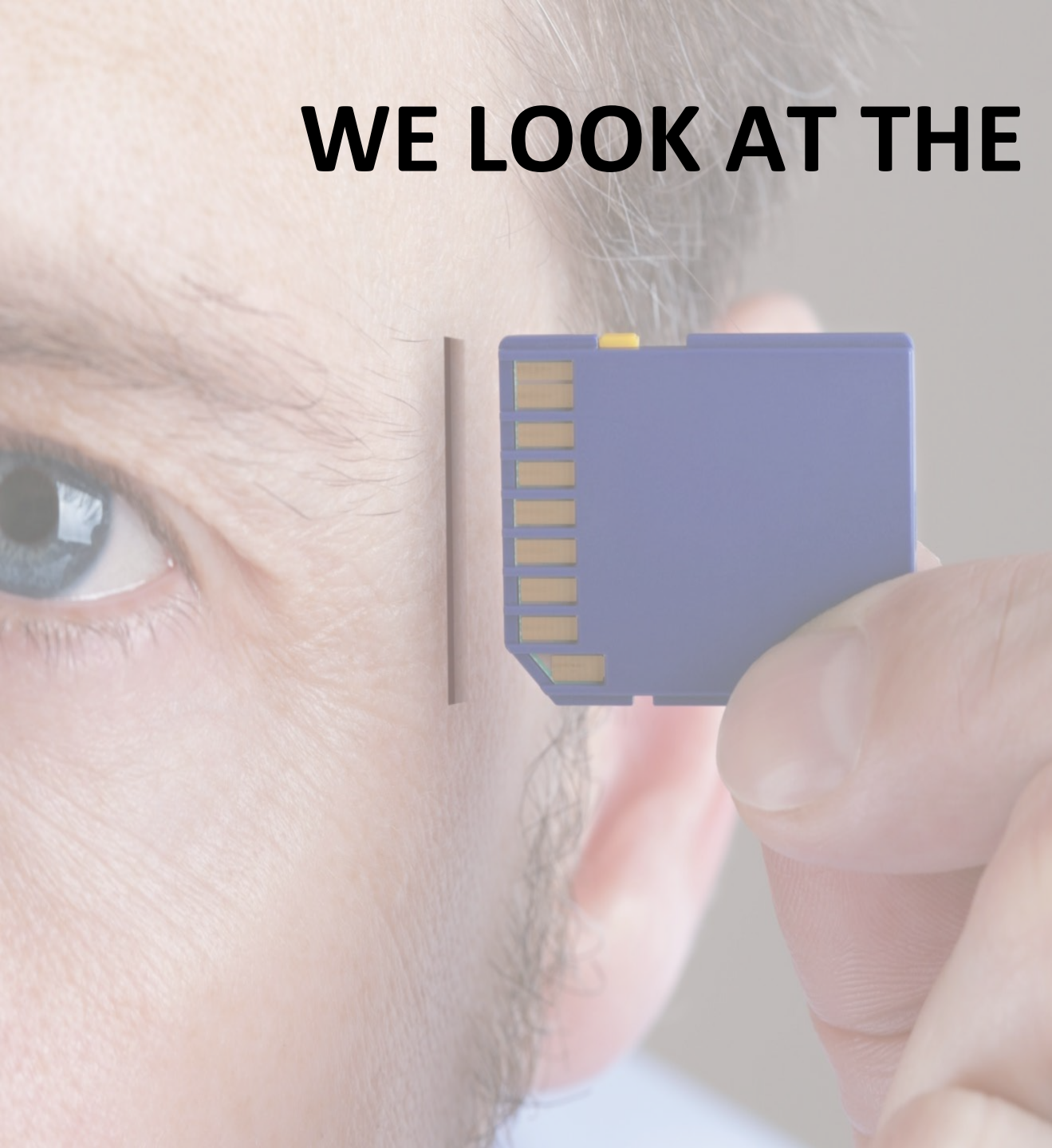
WE MEASURE BRAIN RESPONSE USING SST



LONG TERM MEMORY ENCODING IS KEY

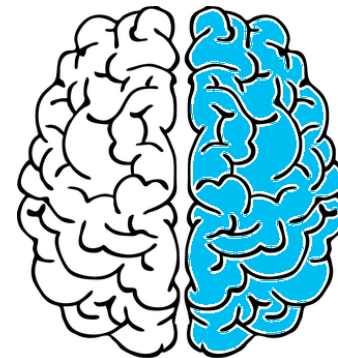


WE LOOK AT THE LEFT AND RIGHT



Left brain memory encoding

detail, written and spoken words, brand impact, message take-out and branding.

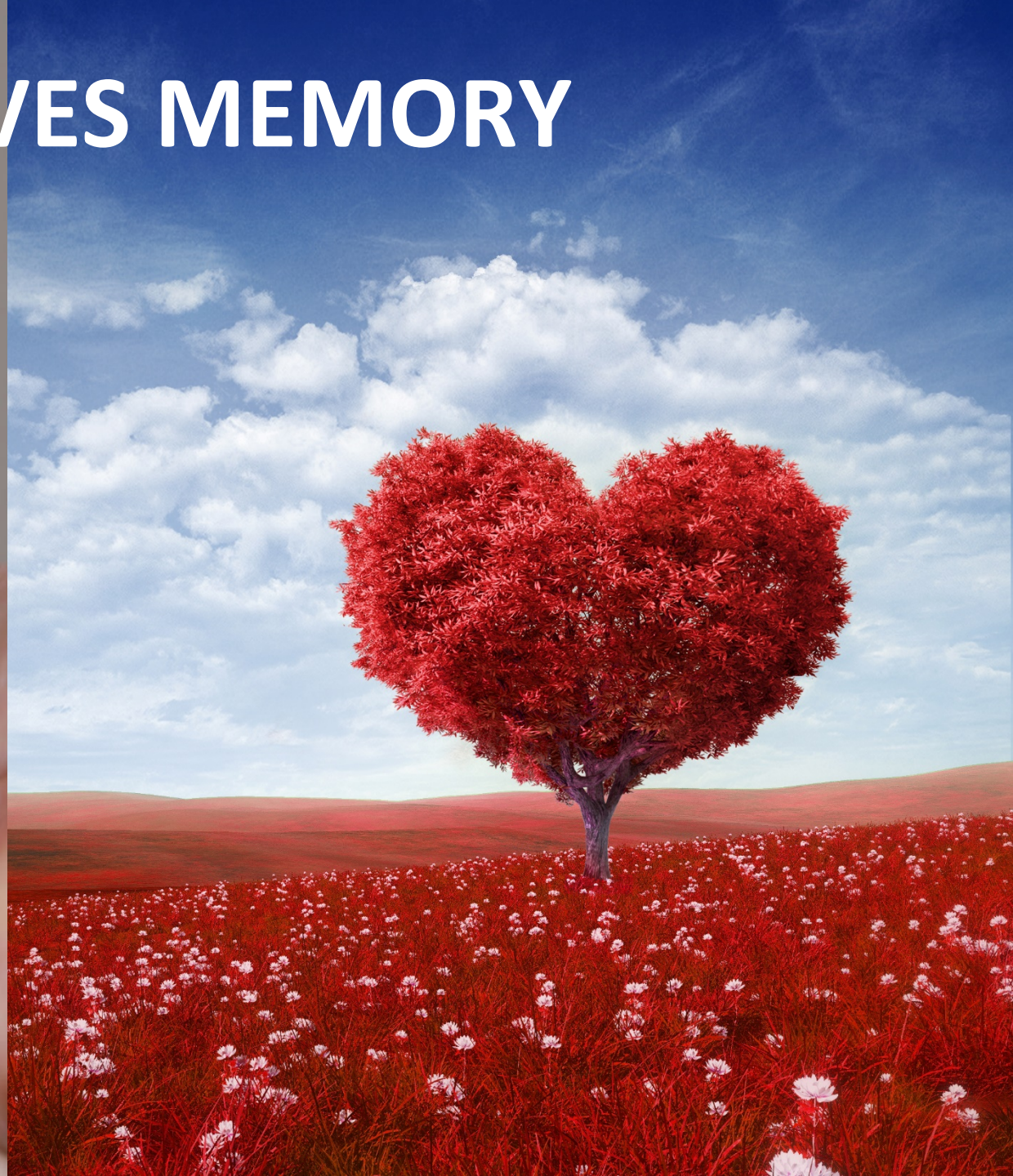


Right brain memory encoding

overall feel of something, sounds, colours, holistic aspects, indication of familiarity.



EMOTION DRIVES MEMORY



WE CONDUCTED A STUDY MEASURING BRAIN RESPONSE TO MAGAZINE ADVERTISING



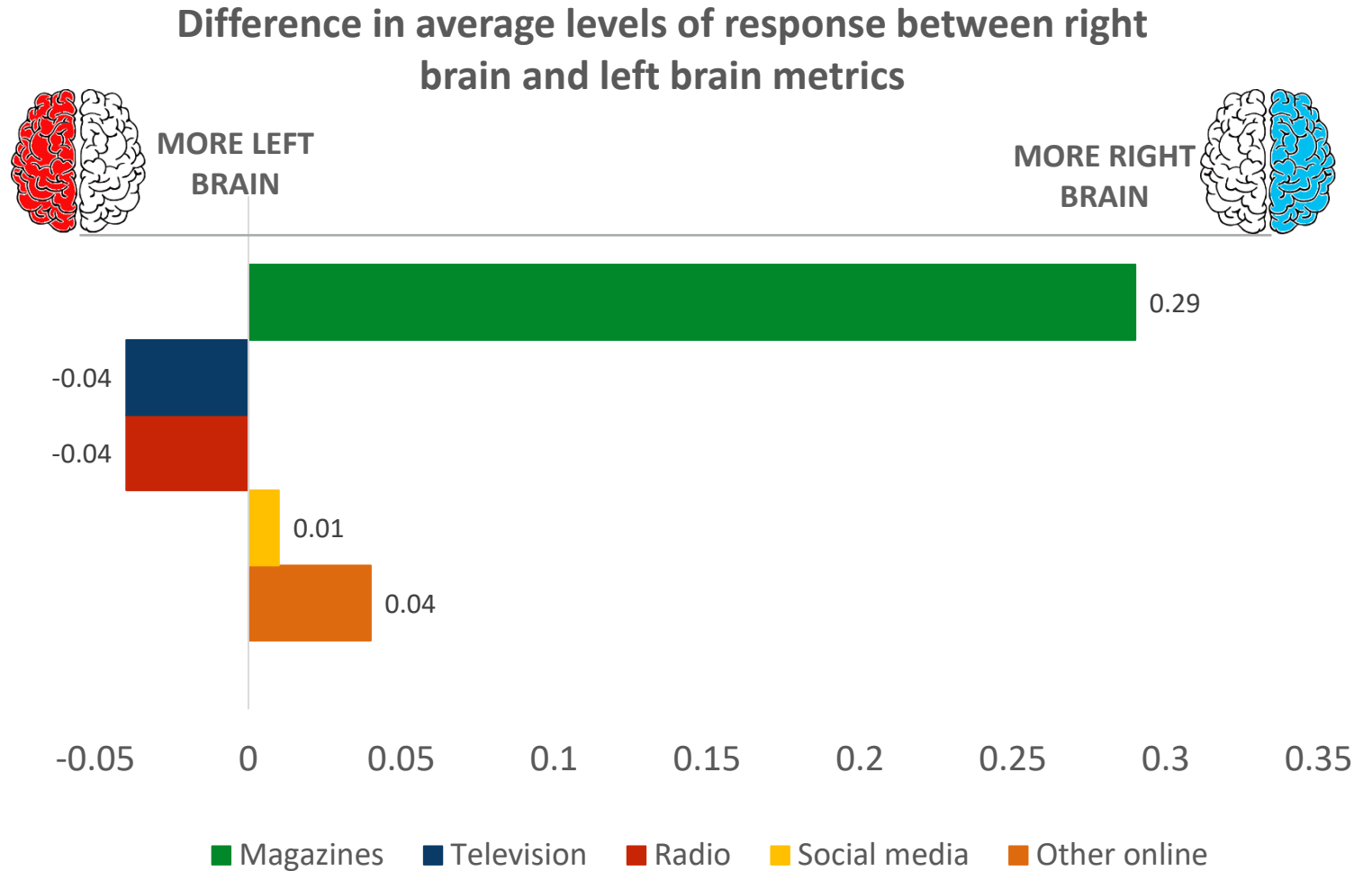
MAGAZINES ELICIT A STRONG RIGHT BRAIN RESPONSE

19% stronger than TV

44% stronger than radio

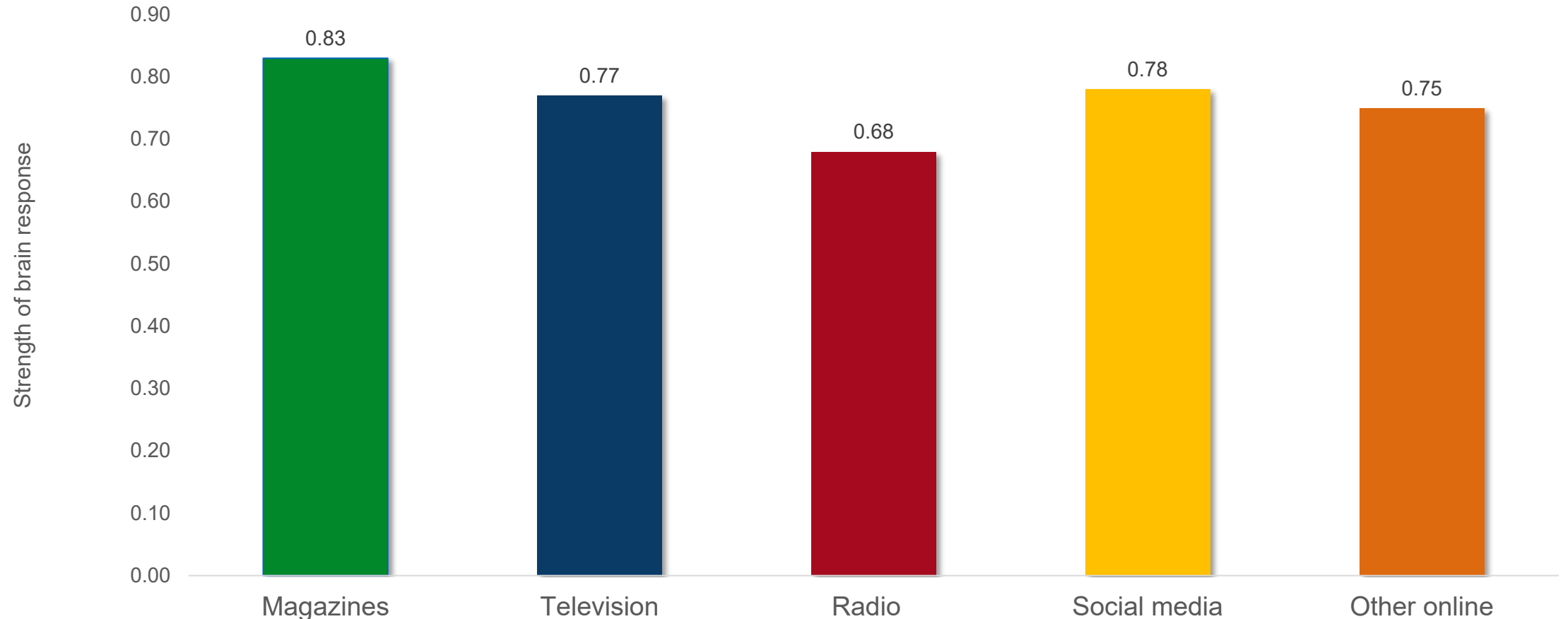
25% stronger than social

17% stronger than other online



MAGAZINES ELICIT STRONGER EMOTIONAL INVOLVEMENT

Levels of emotional involvement
(emotional intensity and right brain memory response combined)



EMOTION COLOURS PERCEPTION OF BRANDS



EMOTIONAL CONNECTION IS KEY





Thank you!

Shazia Ginai, CEO

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