

CONSUMER NEUROSCIENCE



A Fad or the **Next Big Thing**?



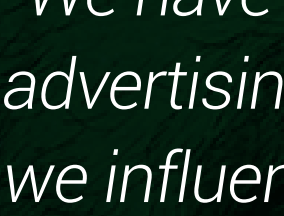
ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

In recent years, the practice of consumer neuroscience has made strides in accessibility and affordability, offering brands a way to understand customers on a deeper level. We spoke to marketers and experts across industries to get their opinion on the value and viability of this emerging trend.



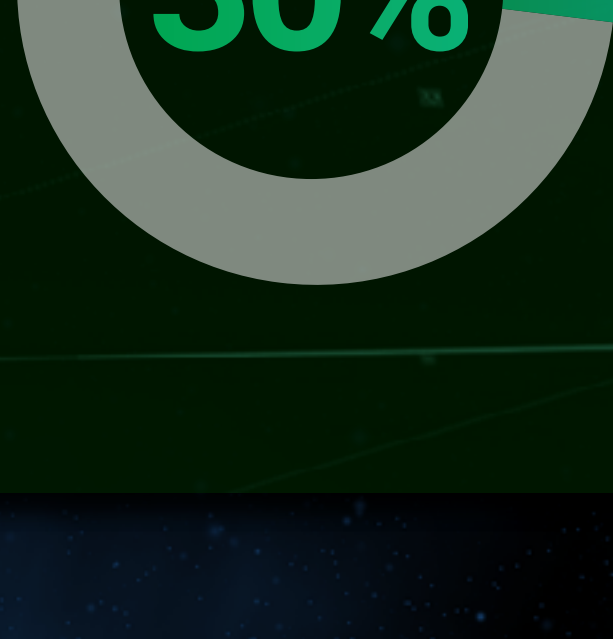
KEY FINDINGS

Neuroscience, with its ability to help marketers decode the way the human brain responds to marketing input, appears **poised to shift how marketers reach consumers**.



Jim Speros
Former CMO
Fidelity Investments

"We have to be prepared for a world where advertising itself may not be the dominant way we influence people."



Thirty percent of marketers believe that **consumer neuroscience techniques will eventually replace traditional research techniques**.

Whether or not neuroscience displaces traditional marketing techniques, it is **already complementing the processes some researchers are using to understand their customers**.



David Kepron
VP of global design strategies
Marriott International

"What [neuroscience] does is augment our understanding about what tool we might likely want to use to engage in a way that's more relevant."



Improvements to the cost, availability, ease-of-use, and portability of enabling technologies are **lowering the barriers to usage**.



Inevitably, mobile and wearable technologies that free researchers from the confines of the laboratory, letting them conduct research in the field, at **lower cost and by gathering larger sample sizes, will provide greater statistical significance**.

All of these developments will improve the credibility of consumer neuroscience and accelerate adoption.



Dr. Carl Marci
Chief neuroscientist and Executive VP
Nielsen Consumer Neuroscience

"Without the use of consumer neuroscience tools, you're missing a big part of what's happening in a consumer's brain."



RECOMMENDED STEPS

Are you considering adding neuroscience to your marketing efforts?

ANA members have access to all of the research recommendations in the full report, but here are 3 steps to get you started:

1

Get to know the different techniques.

Learn about the various neuroscience tactics in use and how they differ from one another including, IAT, facial coding, eye tracking, heart rate, skin conductance, fMRI and EEG technology.

2

Select a pilot project.

Testing your ads using a method such as the Implicit Association Test (IAT) is a good starting point for many organizations. The IAT can help identify a brand's distinctive assets.

3

Blend traditional techniques with neuroscience.

Recognize that there may be some resistance to change when introducing neuroscience to the marketing mix. Position it to succeed by combining its use with traditional methods.



To learn more about how marketers are using consumer neuroscience, check out the [full research report](#).