



predicting consumer behavior

Consumer Neuro Science

Martin de Munnik



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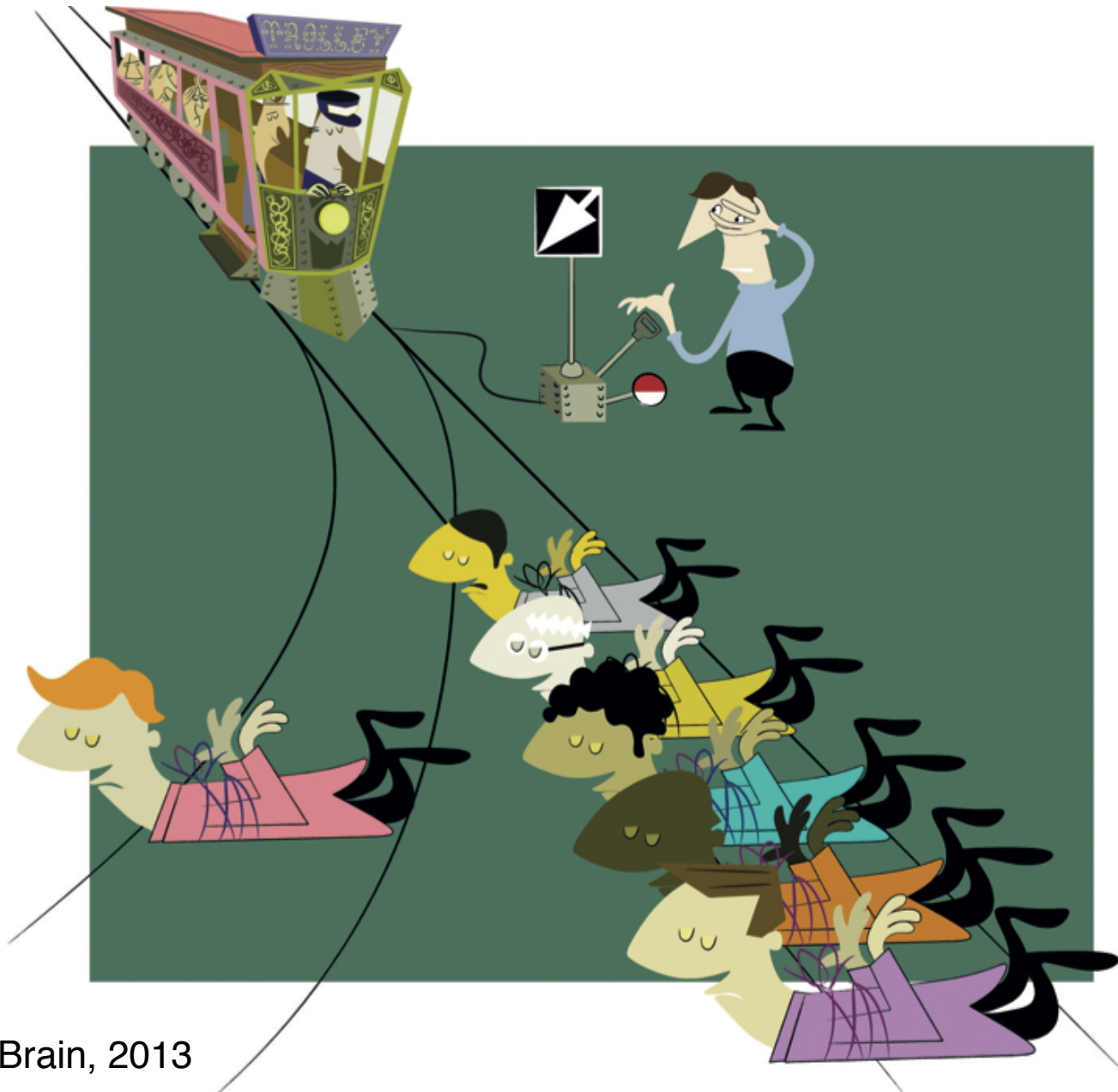
[martin de munnik](#)



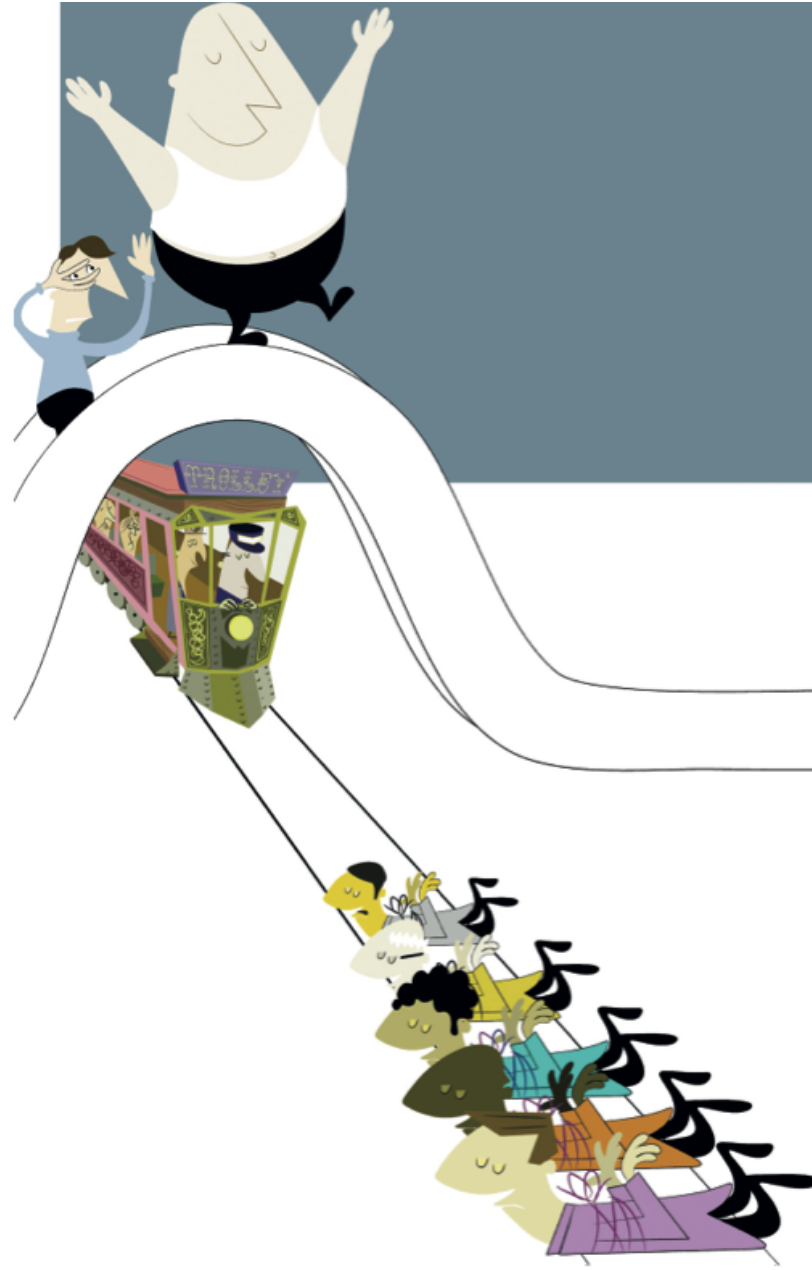
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# B-2-B-2-C?

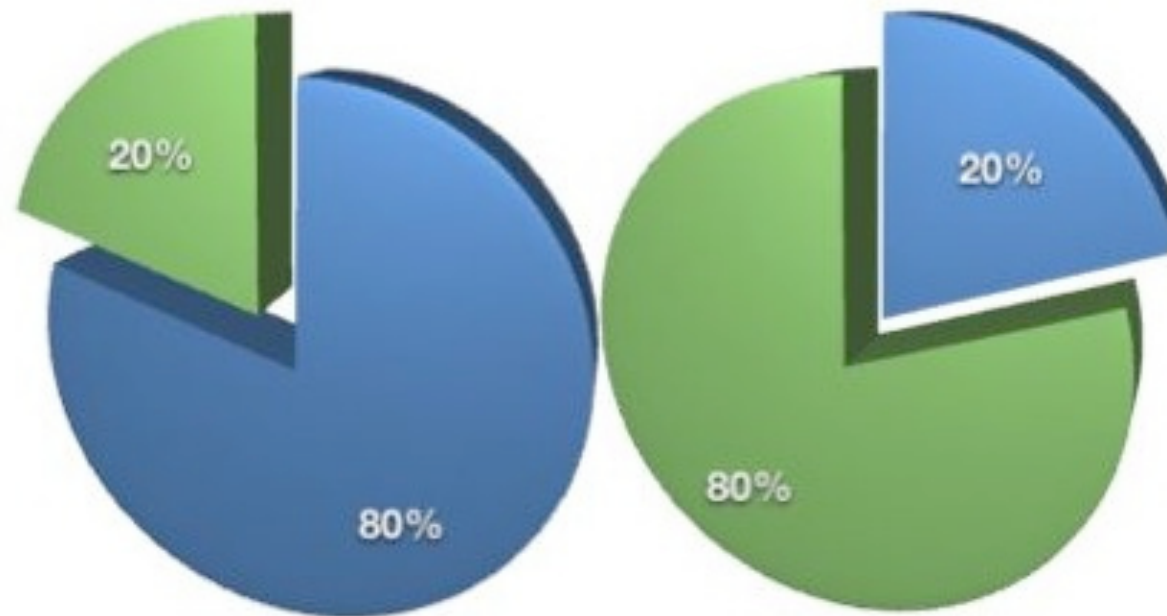
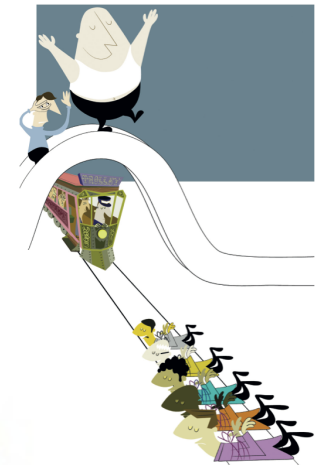
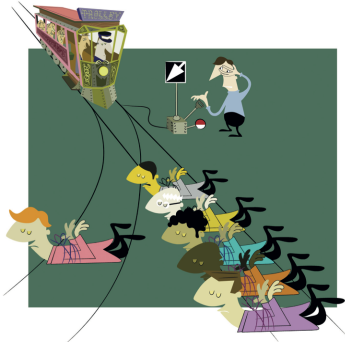




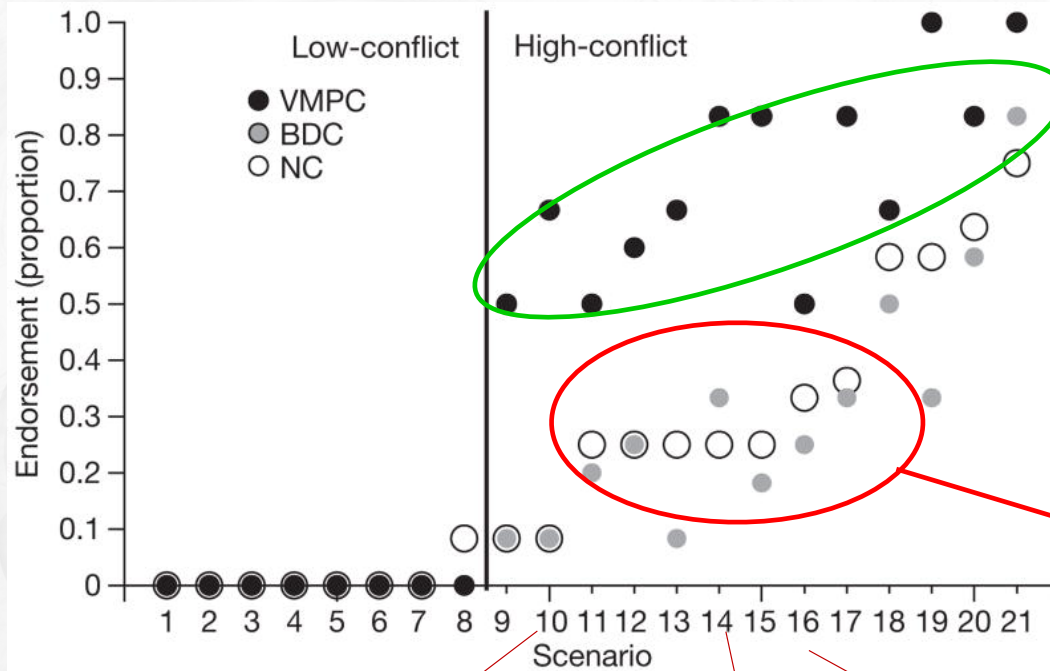
Chiong *et al.*, Brain, 2013



nothing human is alien to me



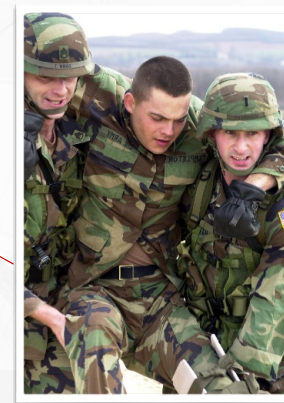
# why are we lead by emotions



Who are these  
'super logical'  
persons?

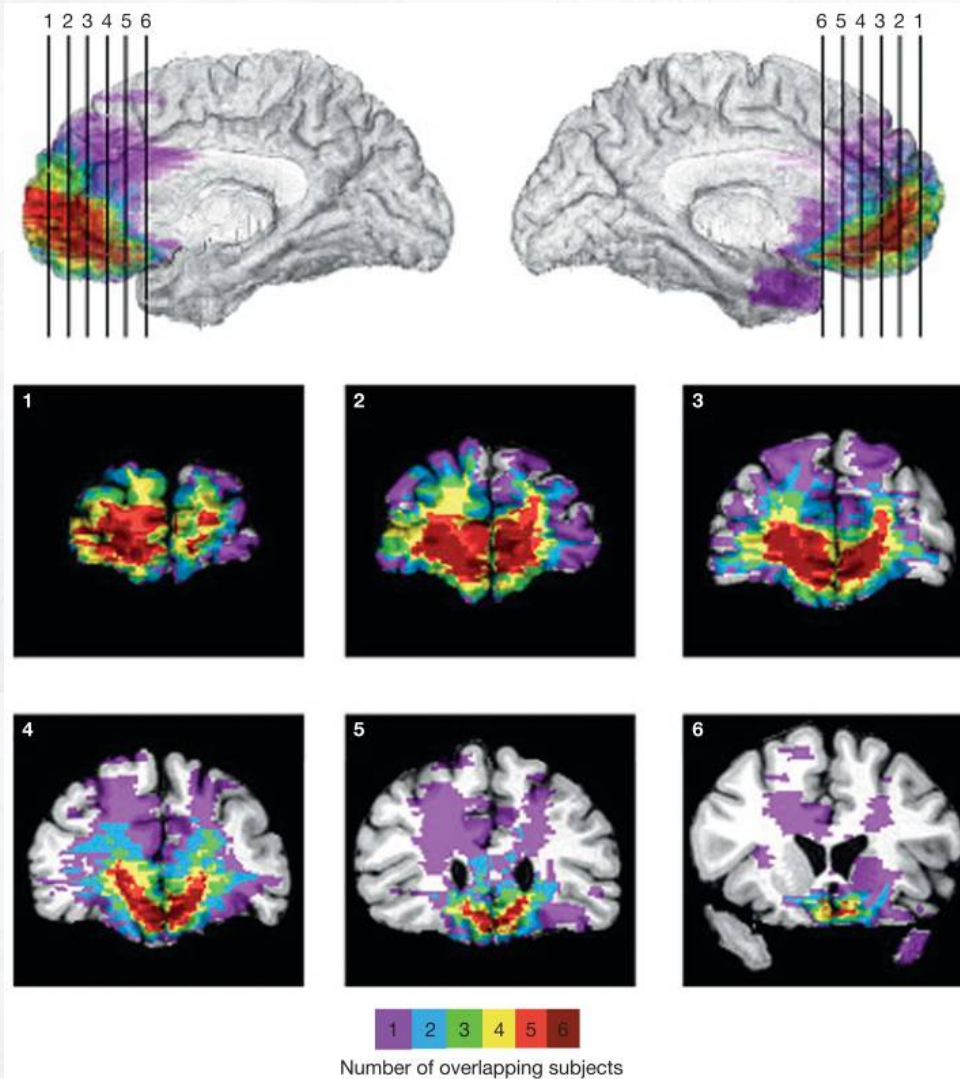


Emotions  
Interfering with logic

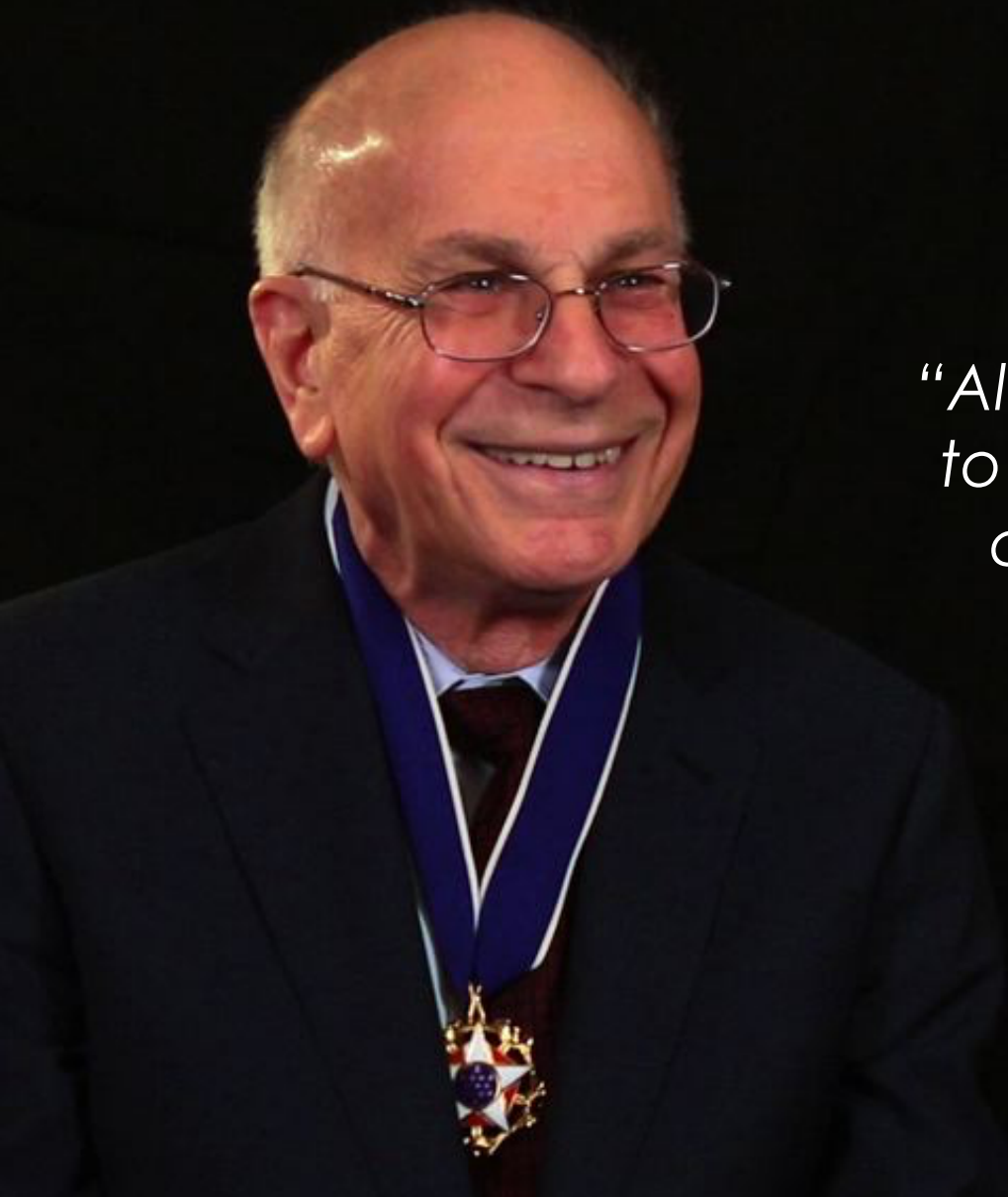


Koenigs et al,  
Nature 2007

# physical defect in the media prefrontal cortex



Koenigs et al,  
Nature 2007



*"Although system two believes itself  
to be in charge, people's choices  
correspond to the predilection  
of system one."*

Nobel prize winner  
Daniel Kahneman 2002

A handwritten signature of Daniel Kahneman in white ink.

80% of all new products fail within two years



A brain scan image, likely a PET or fMRI scan, showing a cross-section of a human head. The image is color-coded, with a prominent red area in the center of the brain, indicating a region of high metabolic activity or blood flow. The surrounding brain tissue is shown in shades of blue and yellow. The text is overlaid on the image.

lets look there where  
marketing goes to work

# measuring the whole brain



enriched whole brain analysis

feelings

→ closer to the truth →

emotions

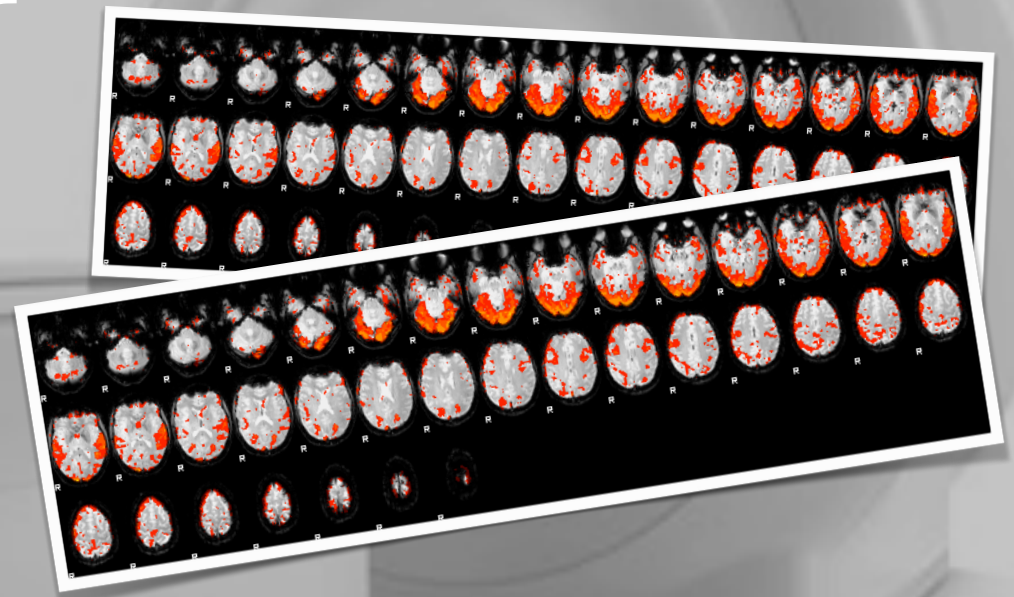
# commercial MRI scanning

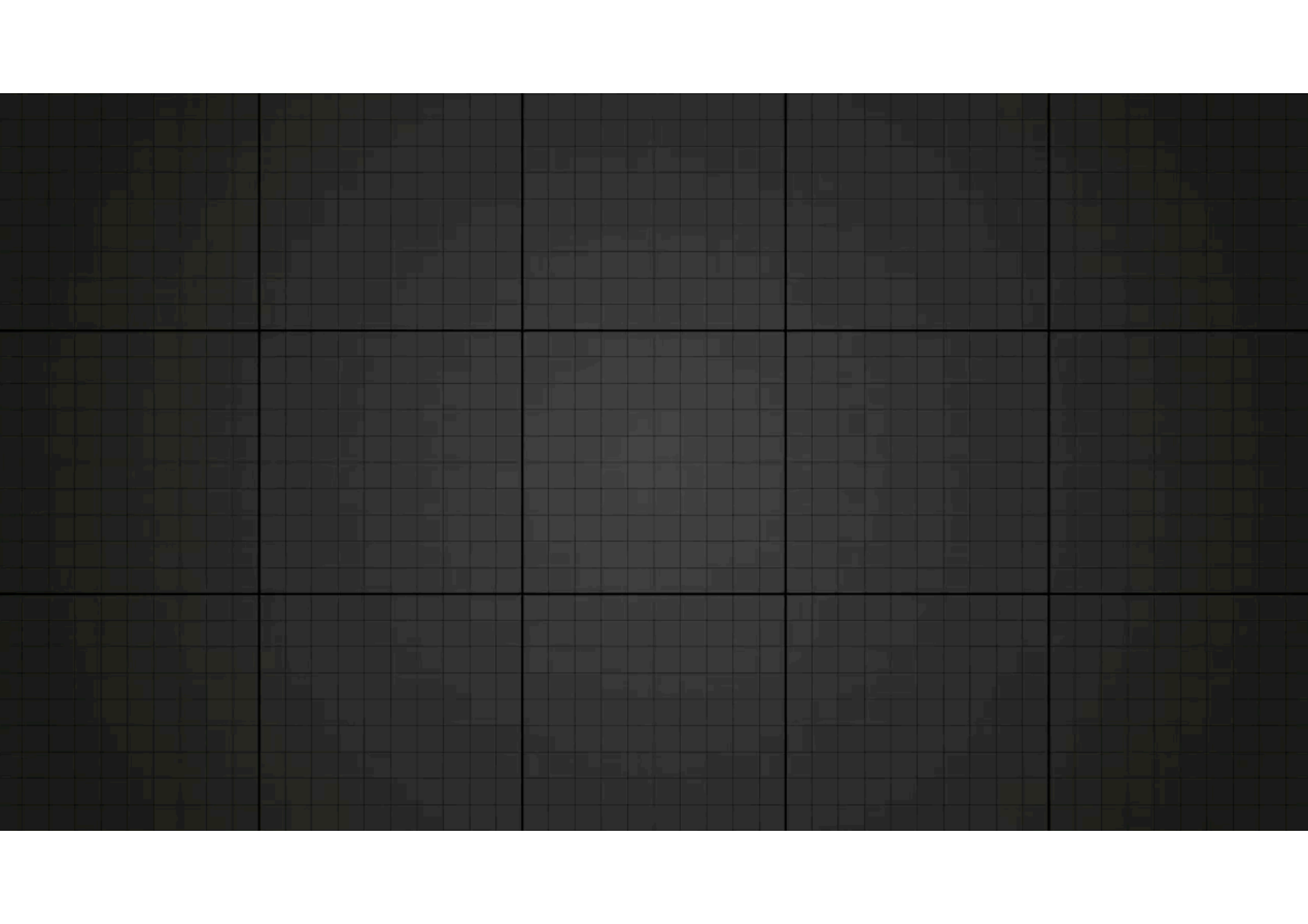


over  
**2.000**  
stimuli

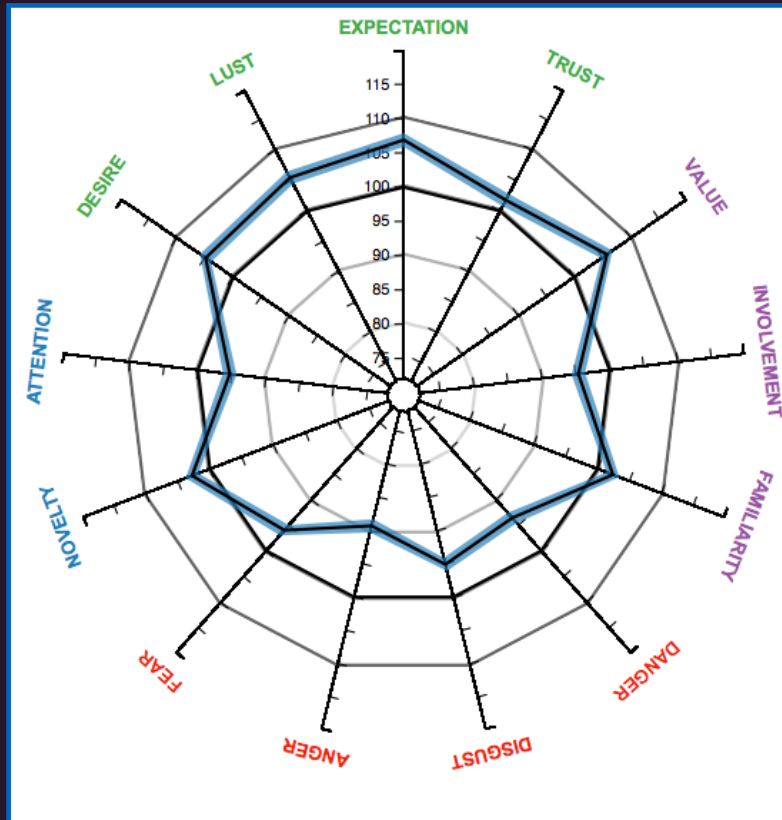
over  
**45.000**  
MRI-scans

over  
**2.8mio**  
brain-scans

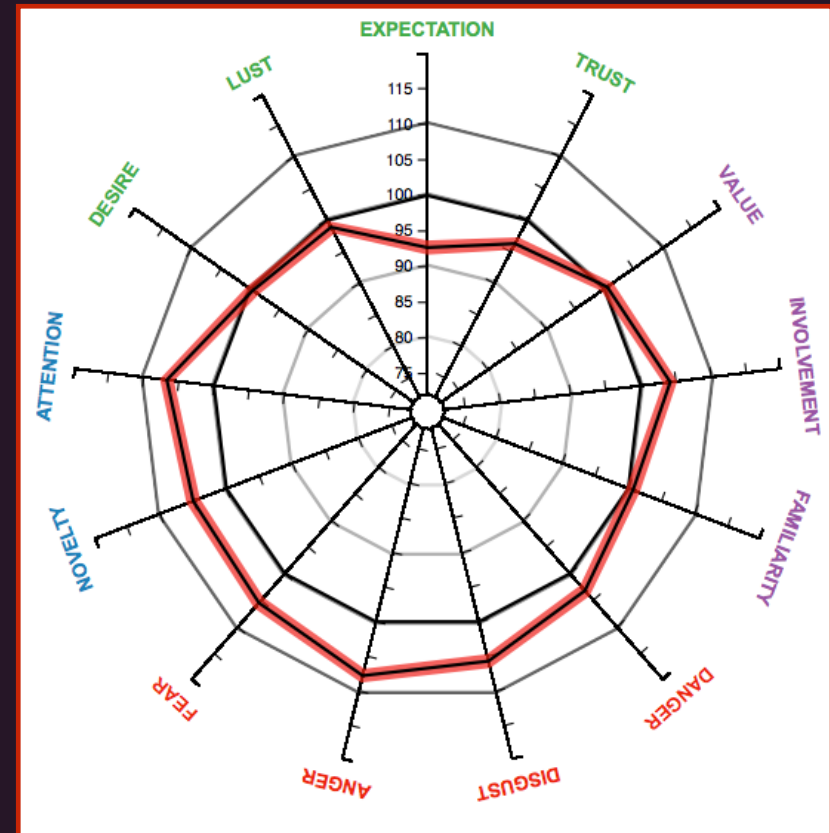




# benchmarking stimuli



effective

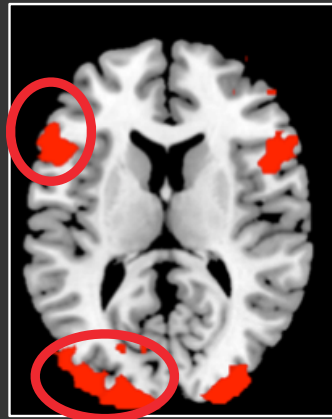


likable

# benchmarking brands

Inferior Frontal Gyrus:  
Conflict and Inhibition

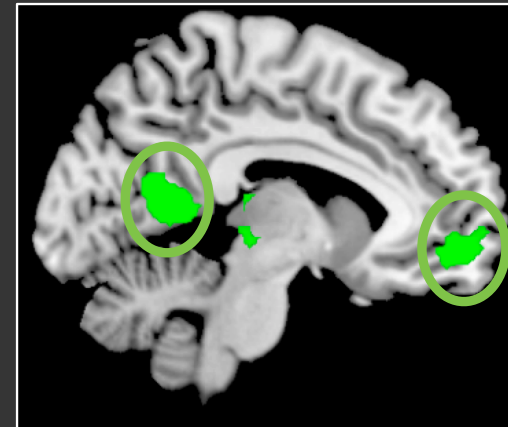
Visual Cortex:  
Attention



DETRACTORS



Precuneus:  
Personal  
Relevance



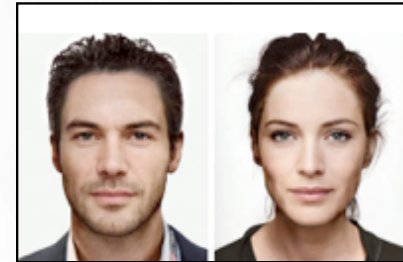
Medial PFC:  
Positive Valuation

PROMOTERS



Neurensics R&D 2016, 3T Bold fMRI; N=40,  $p < 0.01$

# value effectivity



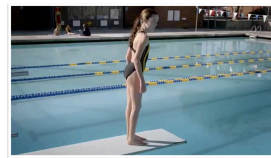
CONCEPTING



FILMING



AIRING



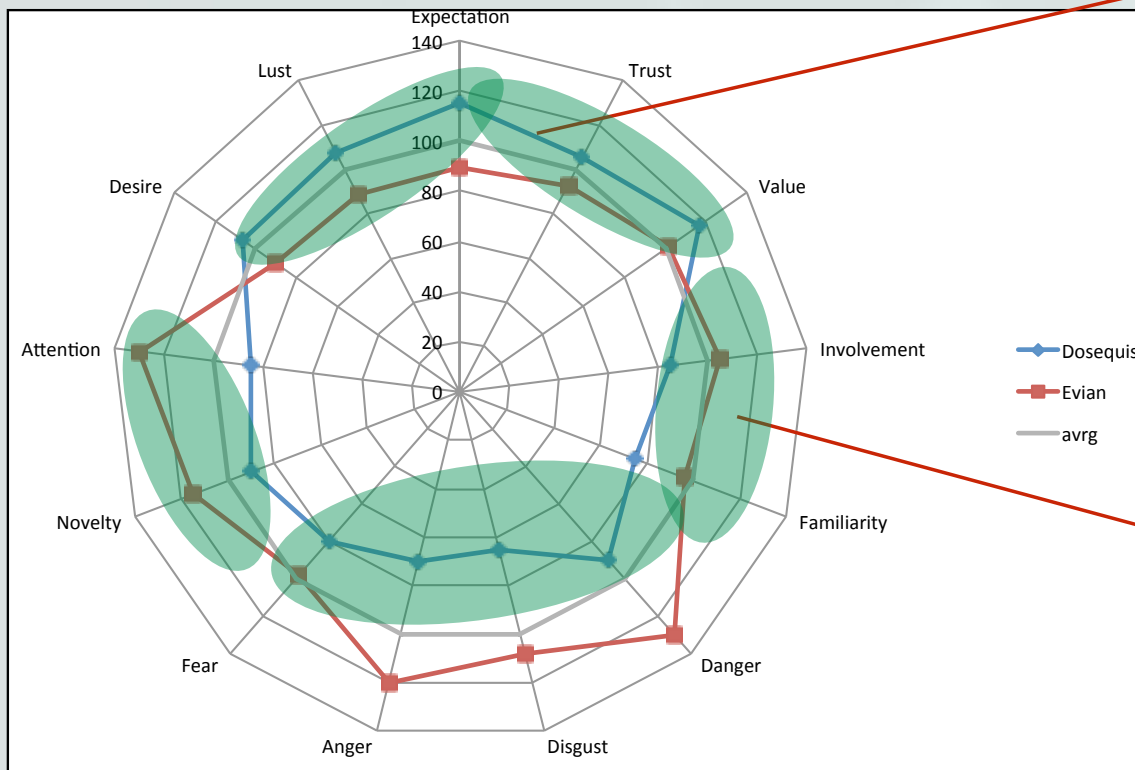
Elke dag als nieuw 

Alles voor jou 

Op je voordeligst 



# effective versus likable in general



22% more sales



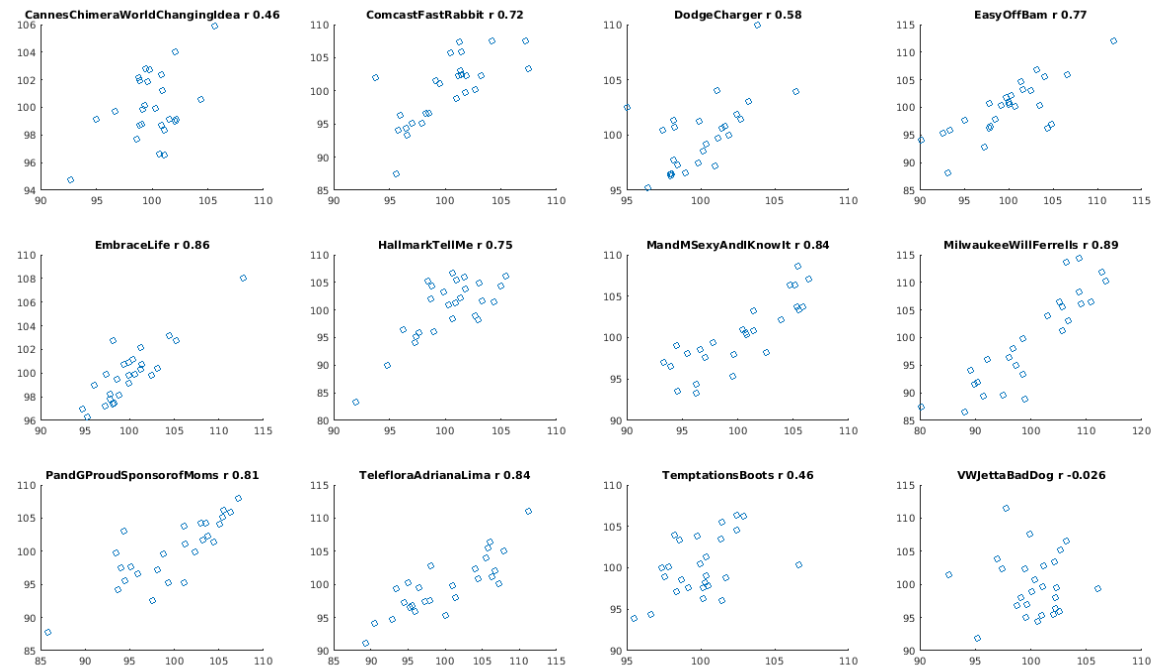
103,867,704 views



*Centraal  
Beheer*

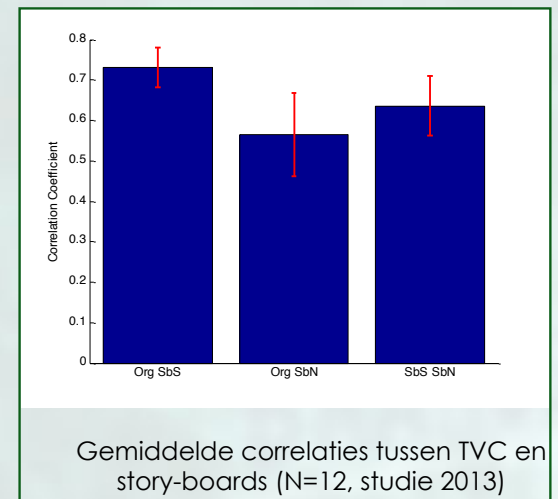
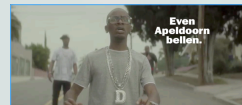
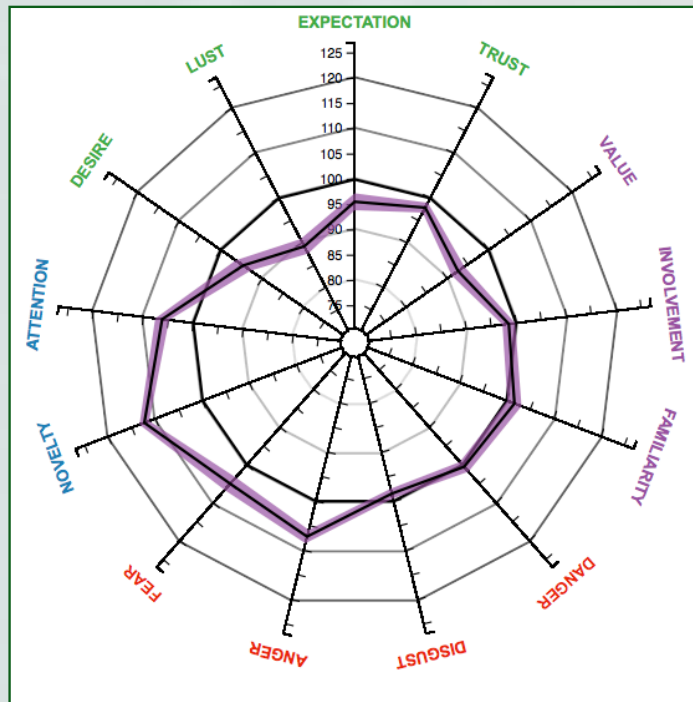
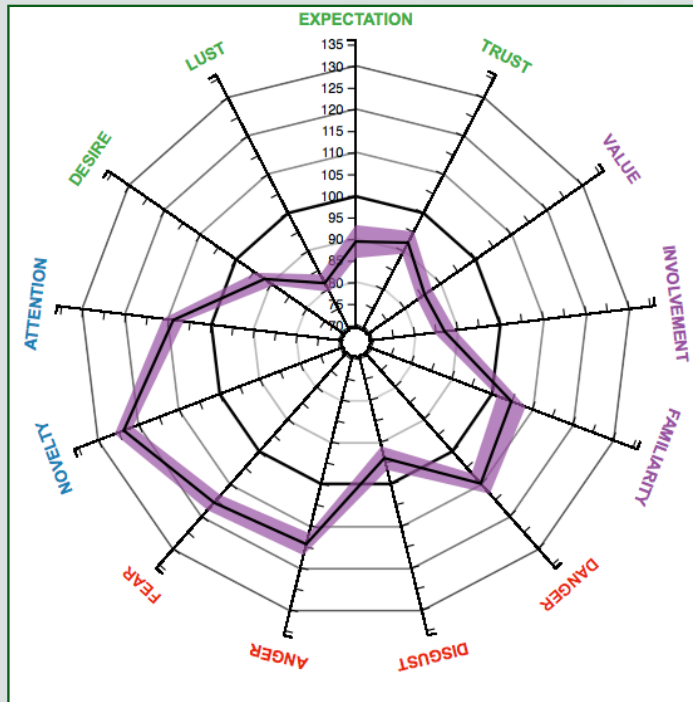
pretesting concepts and storyboards

the book is better than the film



Storyboards capture much of final commercial (av  $r = 0,66$ , std = 0.26).

# the book is better than the film





innovations in B2B

# choosing a name



Choizer

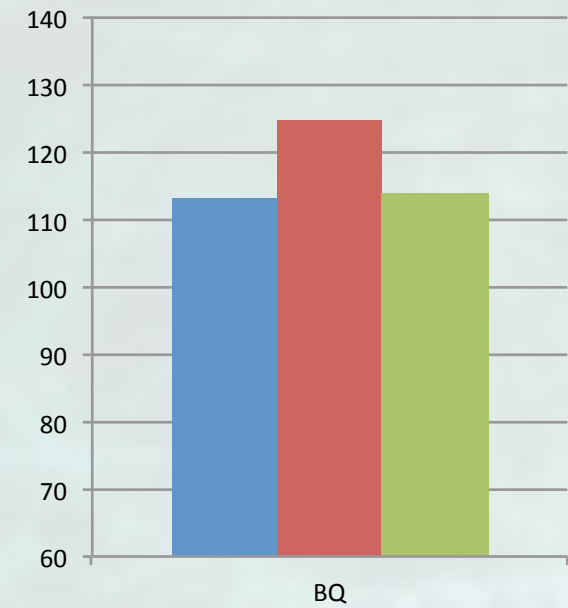
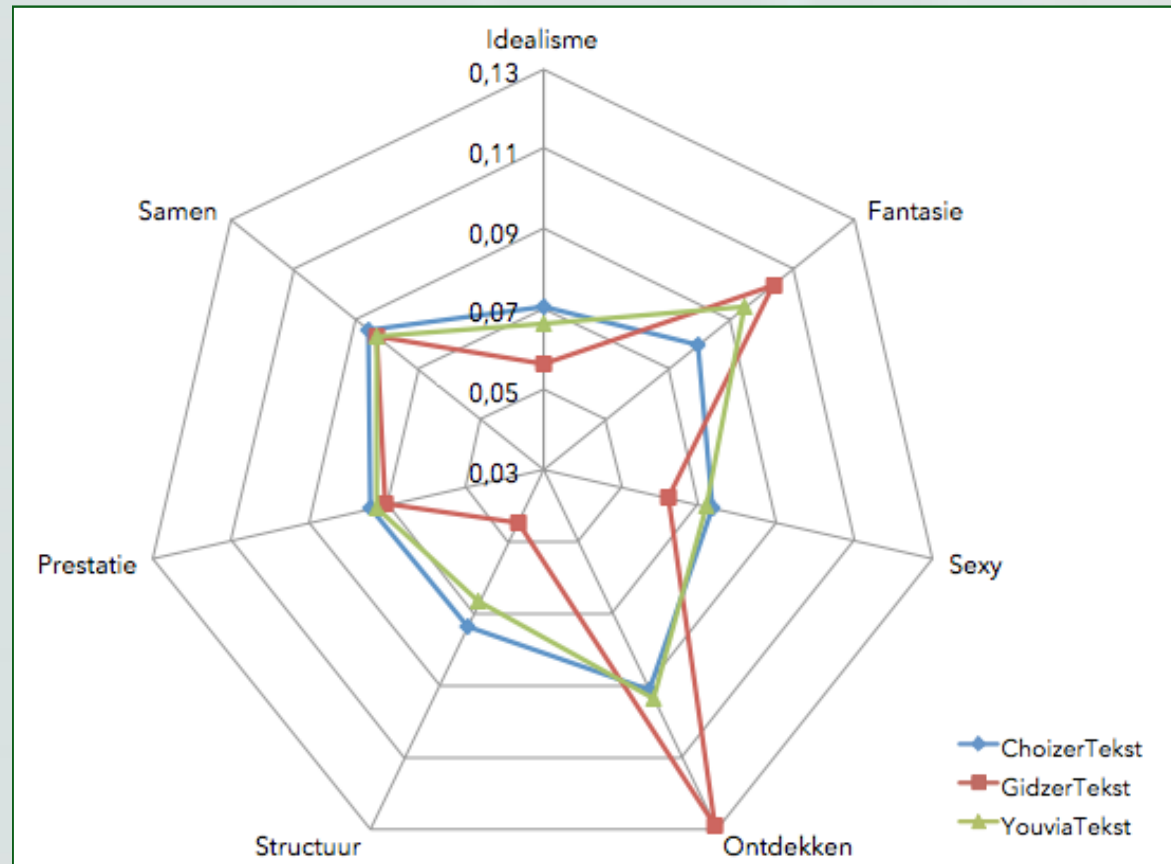


Gidzer



Youvia

# connecting to associations





predicting product success



## Vergleich 1

### Klassisches Fensterputzen



### Fensterputzen mit dem Kärcher Fenstersauger



## Vergleich 2

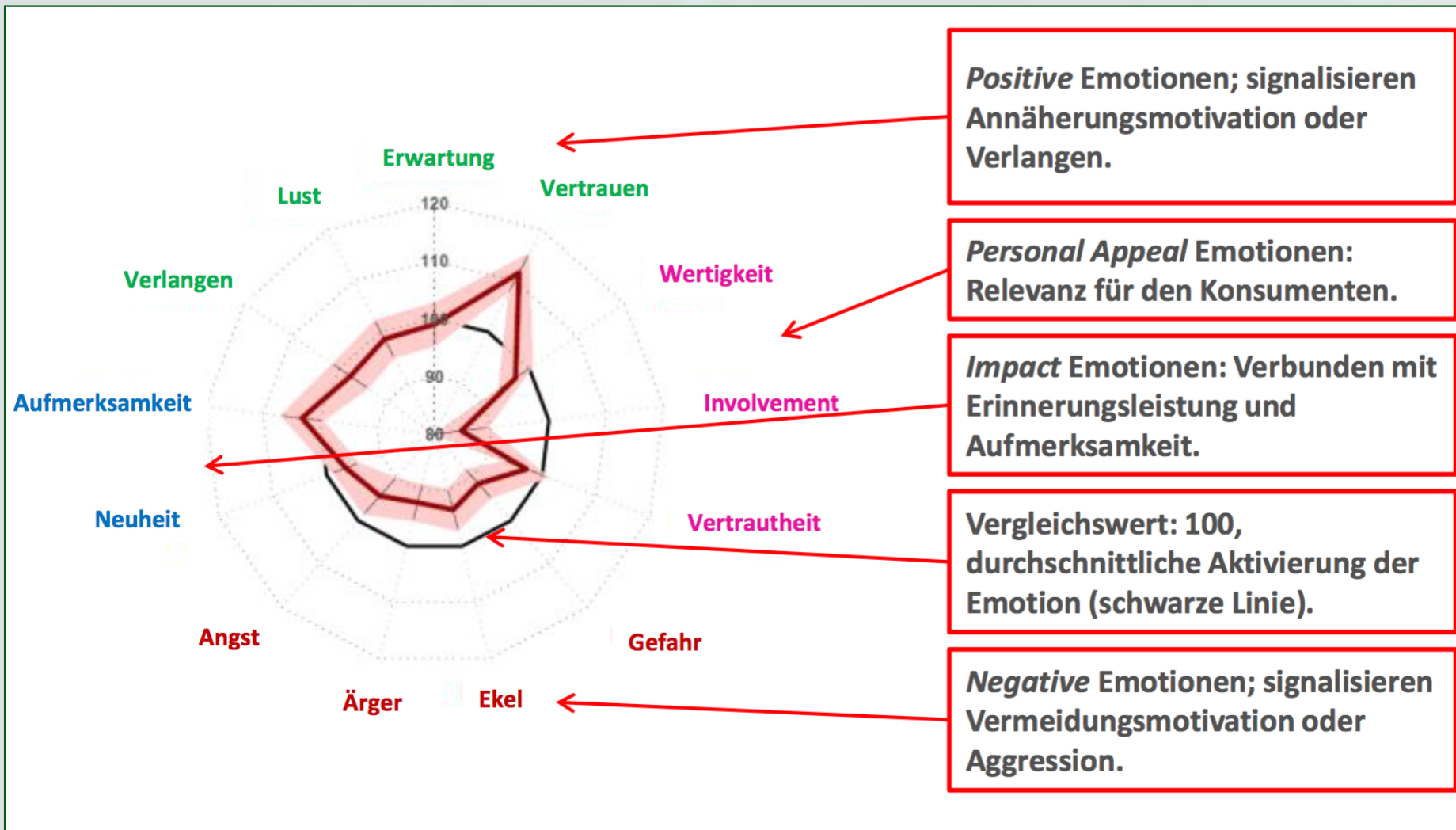
### Klassisches Fensterputzen bei hohen Fenstern



### Fensterputzen mit dem Kärcher Fenstersauger bei hohen Fenstern



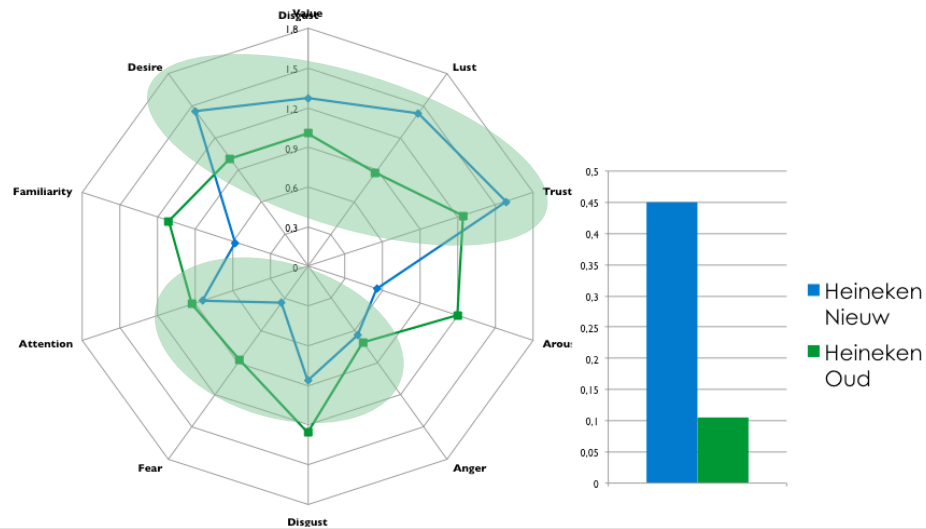
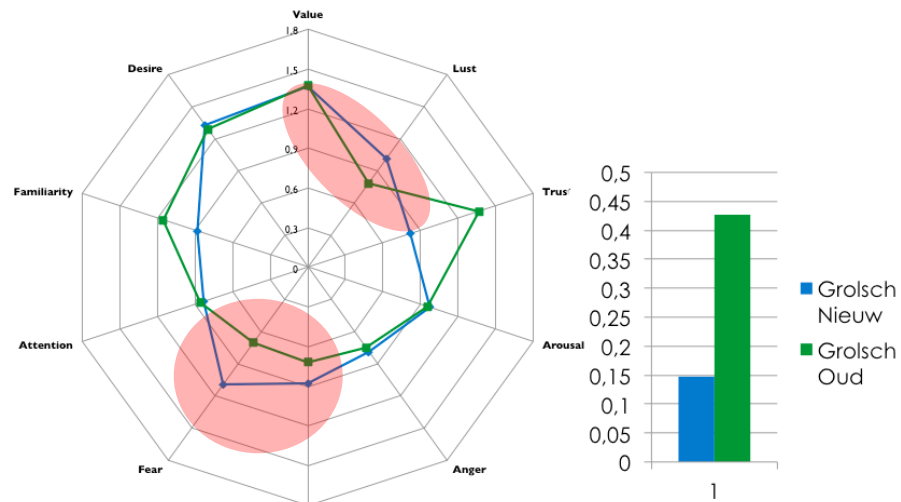
low on neg, high on pos. Let's do it



## packaging design



# evolution no revolution



4 years later

# Nieuw flesje Grolsch



24 september 2014 om 16:41

[Bierproducten](#) | [Biermerken](#)

**De flesjes van Grolsch worden vernieuwd. De nieuwe zien er iets anders uit en hebben een langere nek.**

**De inhoud van de Grolsch fles gaat terug van 33cl naar 30cl. In een fles zit dus straks 3cl. minder bier.**

# packaging design



**PHILIPS**

Fastest, lightest,  
**most powerful iron**  
with no temperature setting needed

Steam generator

PerfectCare  
Elite Silence

Revolutionary  
Ultra-light  
iron with the most  
powerful steam

Iron from jeans  
to silk without  
temperature setting.  
Guaranteed no burns on  
all ironable garments.

Enjoy powerful  
ironing with  
minimum sound.

up to  
7.5 bar

140g  
continuous steam

450g  
steam burst

60 min  
auto-off

2 year  
warranty

**THE  
WORLD'S  
No.1  
IRONING BRAND**

Care left



**PHILIPS**

Fastest, lightest,  
**most powerful iron**  
with no temperature setting needed

Steam generator

PerfectCare  
Elite Silence

Revolutionary  
Ultra-light  
iron with the most  
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steam burst

60 min  
auto-off

2 year  
warranty

**THE  
WORLD'S  
No.1  
IRONING BRAND**

Care right

# right handed visual scores significantly better

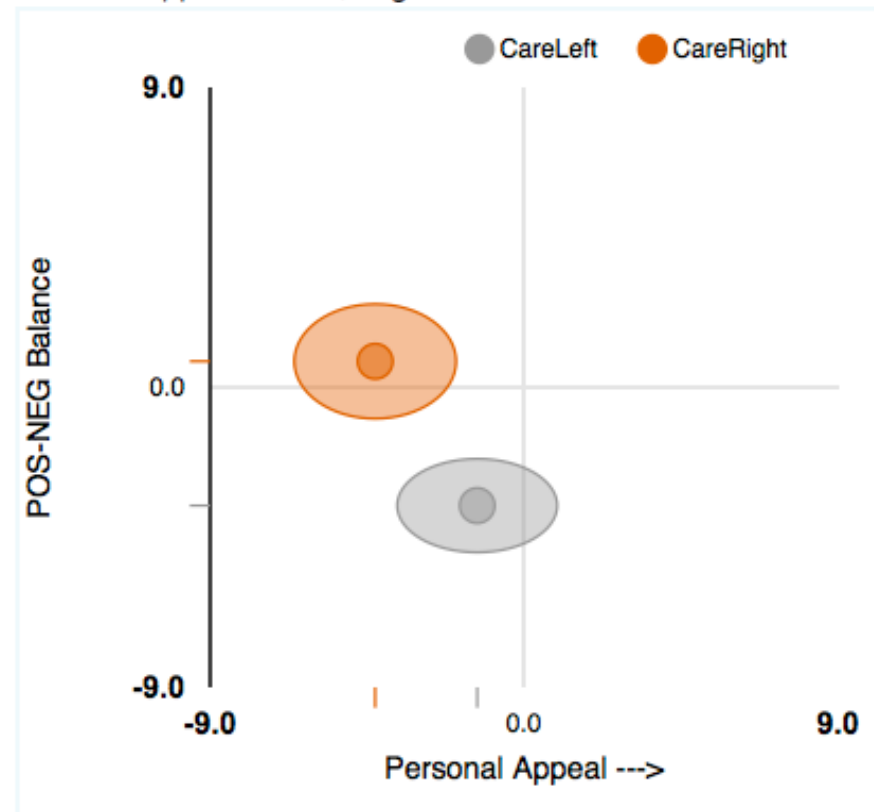


Care left



Care right

Personal Appeal vs. Pos/Neg



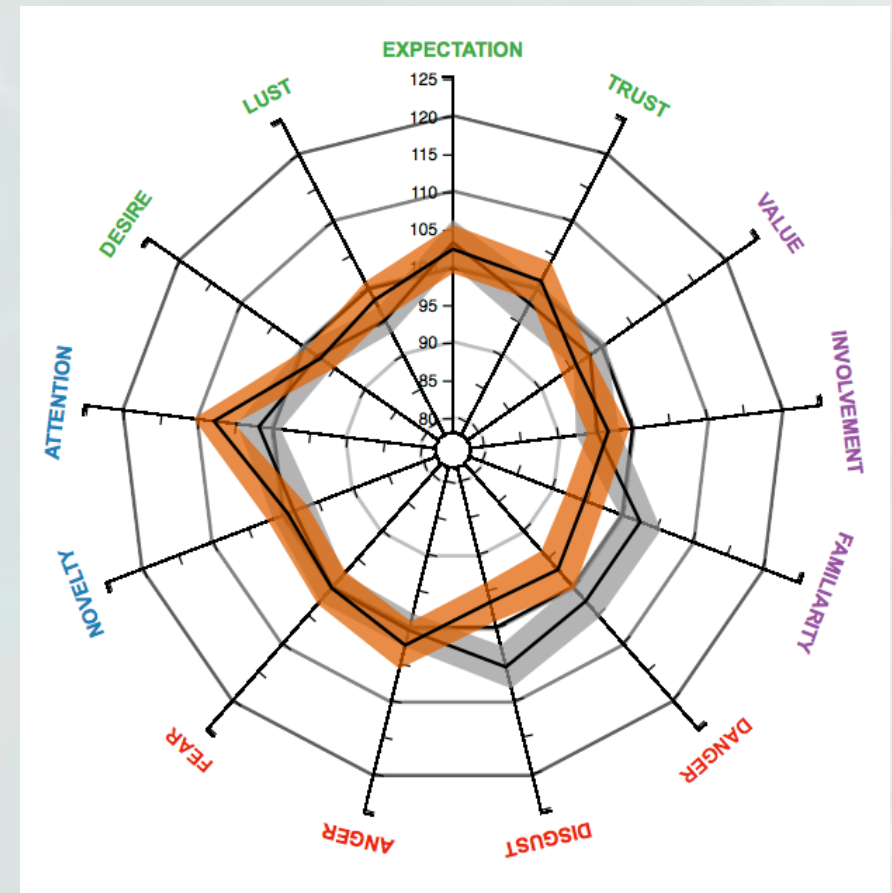
# deviation leads to fear



Care left



Care right



take out

take out

DESIRE  
LUST  
EXPECTATION  
TRUST



GAIN

PAIN

DANGER  
DISGUST  
FEAR  
ANGER

# GAIN: emotional end value



## PAIN: Loss aversion





thank you for your time and attention

