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“The current marketing is not working, most advertising campaigns does not record anything remarkable **in the minds of consumers**”

Philip Kotler

in USA an adult is exposed on average to
52.000 TV ads per year

over

\$68 billion in TV ads per year



it's hard to
impress
consumers in
a frenetic world,
too stimulating
and where reigns
the attention
deficit is
increasing very
quickly

"The most memorable and appreciated brands in the future, **will be** those who use fully **integrated sensory** advertising form."

Martin Lindstrom



It's all about
emotions



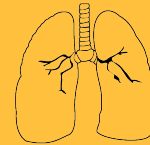
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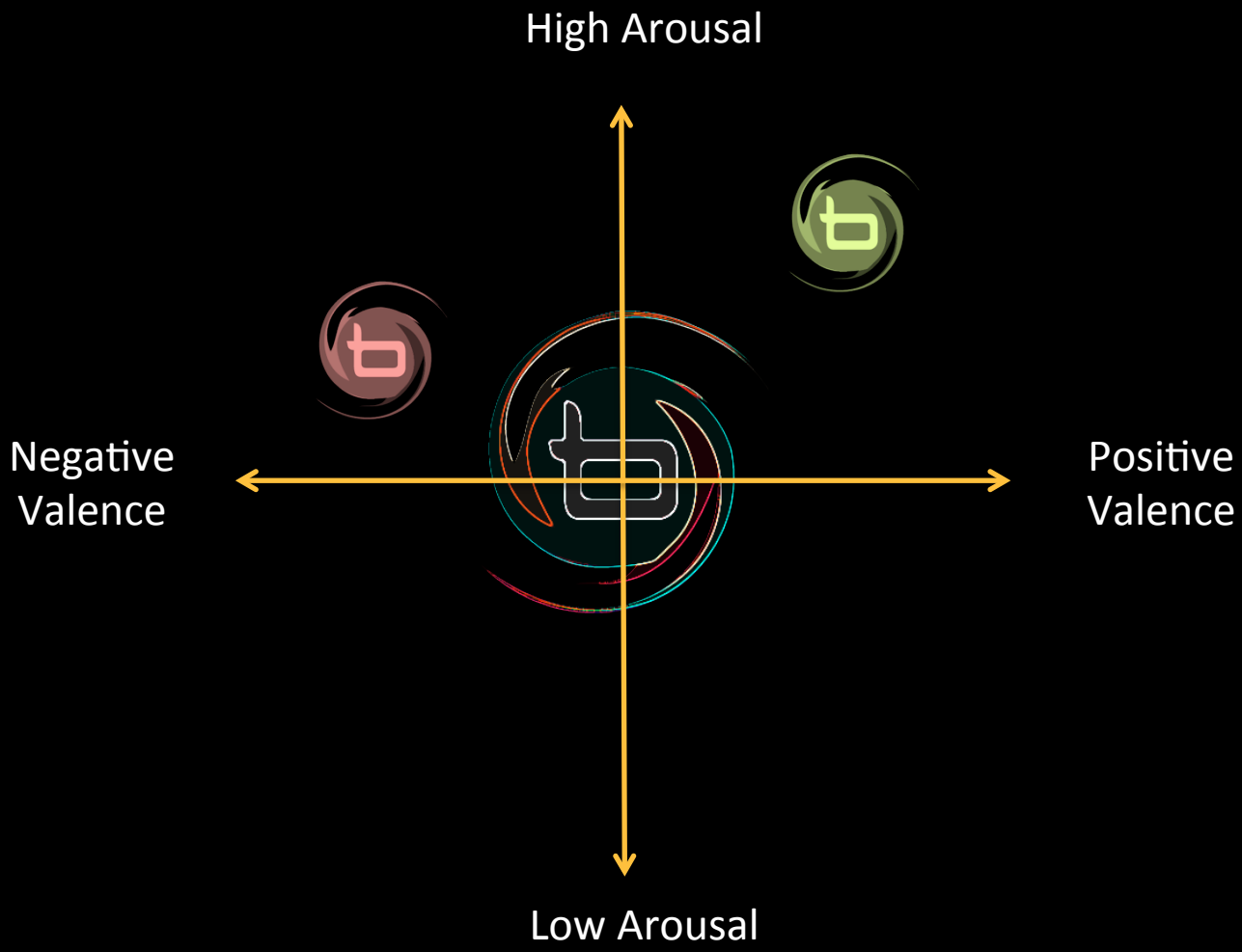


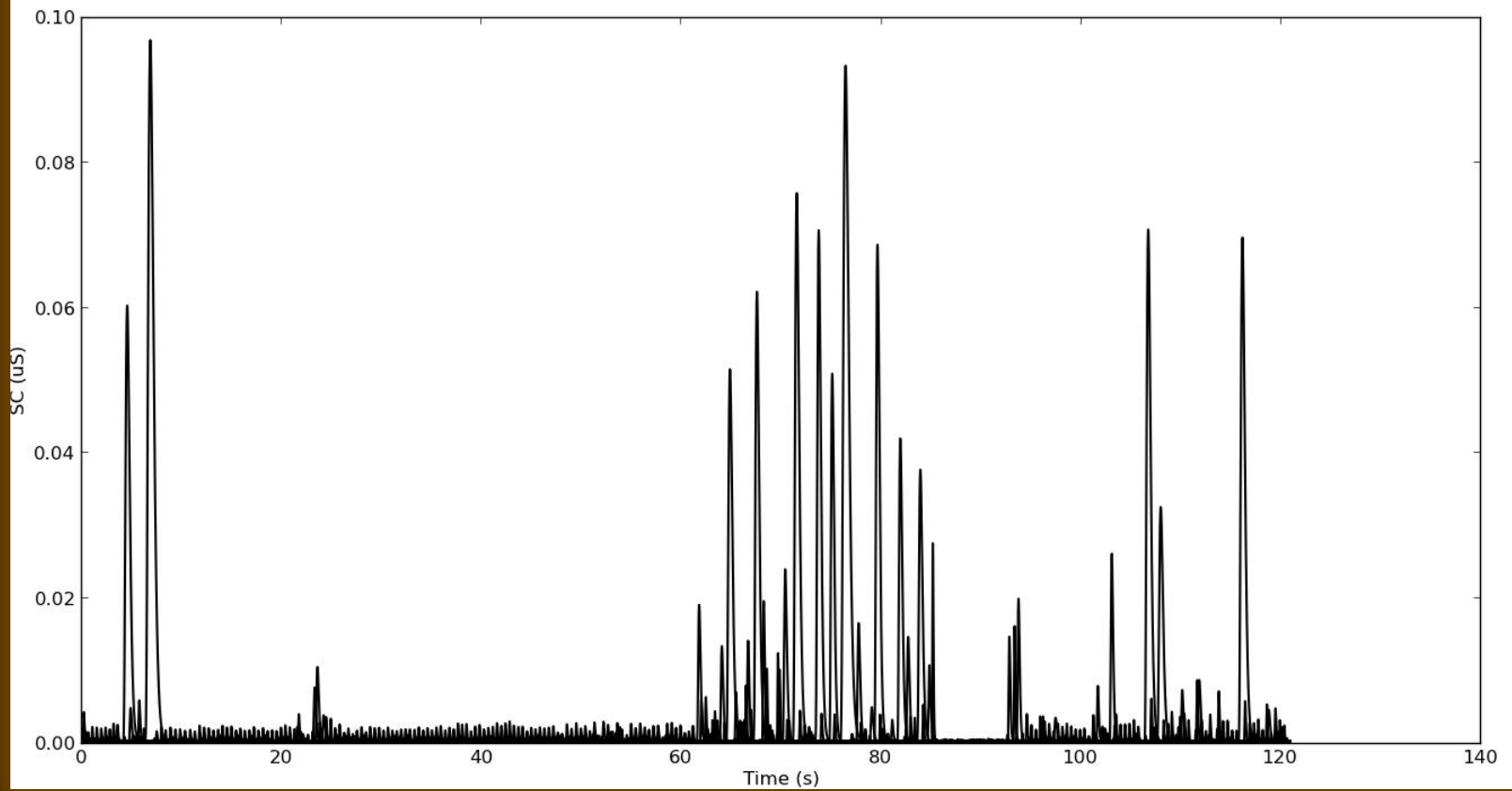
HRV



Resp.









NeuroSport

You think you know your athlete?

Are your athletes prepared for stressing situations?

Train their brains and increase their performances.



NeuroEducation

Are the exercises prepared for that student?

And if you can customize the exercise level to the student emotions?

Study the study feelings and teach and communicate better.



Thank you

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