From Generating Insights to Producing Behavioral Change
How Neuromarketing is Transforming Market Research

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Definition

• **Neuromarketing**: Any marketing or market research activity that uses the methods and techniques of brain science or *is informed by the findings or insights of brain science*

  • First part of definition has gotten it into trouble
  • Second part is practical and actionable
2 Systems Approach

• System 1
  o “Effortlessly originates impressions and feelings that are the main sources of the explicit beliefs and deliberate choices of System 2.”
  Is subject to systematic errors

• System 2
  o “The conscious, reasoning self that has beliefs, makes choices and decides what to think about and what to do.”
  Is lazy
Fundamental Shift in Thinking

• Traditional approach to MR:
  o The rational consumer – System 2 in charge

• Neuromarketing approach to MR
  o The intuitive consumer – System 1 in charge
    • Not thinking animals that feel, but feeling animals that think (occasionally)
4 ways we use our brains:

Input
- Form impressions

Internal Processes
- Determine Meaning & Value
- Judgment Heuristics
- Unconscious
- Loss aversion
- Anchoring
- Framing
- Default bias
- Affect heuristic
- Endowment effect

Output
- Deliberate and Analyze
- Explicit Decision
- Speak & Act
- Implicit Decision
- Conscious
3 Components of Consciousness:

- Attention
  - Valence (positive or negative)
- Emotion
  - Arousal (low or high)
  - Motivation (approach/avoid)
- Memory

*Emotions make memories memorable*

**Long-term Memory**

- Explicit Memory
  - Episodic
  - Semantic
- Implicit Memory
  - Priming
  - Conditioning
  - Procedural
Experiencing and Remembering Selves

- The 2 selves are the experiencing self and remembering self
  - The experiencing self answers the question "How am I feeling right now?"
  - The remembering self answers the question "How was it, on the whole?"
Neuromarketing in Action

A case study examining how neuromarketing can be used to shift physicians’ perspective on the appropriateness of the Standard of Care
The Problem

• Product treats “silent” disease
  o Acute events can occur even when on-going symptoms are minimal in early stages
  o Progressive disease that in end stages causes suffering and death
• Standard of Care (SOC) says use of maintenance medications (MMs) is “optional” when disease is in early stages
  o MMs become SOC only when disease becomes consistently symptomatic
The Problem

- Data show early use of MMs, even in asymptomatic stages of disease, can slow progression, increase QoL, and delay death
  - Client would like docs to start using MMs at point of diagnosis – “No need to wait”
  - **Docs object**
    - Contrary to SOC
    - Patients won’t pay for medications if not symptomatic
    - Behavioral changes can work just as well in early stages of disease
The Goal

• Convince docs that Rxing MMs at time of diagnosis is best course of action for patients and healthcare system

• How do we change the docs’ perspective and ultimately their behavior*?

*Focus is on creating behavioral change, not generating insights.
7 Steps to Behavior Change

- In his 2012 BE and neuromarketing book, *Unconscious Branding*, Douglas Van Praet outlines a 7 step plan for creating behavior change:
  - Step 1: Interrupt the Pattern
  - Step 2: Create Comfort
  - Step 3: Lead the Imagination
  - Step 4: Shift the Feeling
  - Step 5: Satisfy the Critical Mind
  - Step 6: Change the Associations
  - Step 7: Take Action
A Fundamentally Different Way of Doing Research

• Not looking for insights into why doctors aren’t treating this condition more aggressively

• Looking for steps that can be taken to actively change physicians’ behaviors

• Developing a script for Medical Science Liaisons to use in the field
Step 1: Interrupt the Pattern

break the pattern
to create a new one!
Step 2: Create Comfort
Step 3: Lead the Imagination

IMAGINATION is more important than knowledge. —Albert Einstein
Step 4: Shift the Feeling

How-to shift from feeling overwhelmed to inspired

#simplyradical
Step 5: Satisfy the Critical Mind
Step 6: Change the Associations
Step 7: Take Action
Questions?