

# #125<sup>th</sup> Marketing Club

31<sup>st</sup> Jeddah 85<sup>th</sup> Business Club

## Practicing Neuro-Marketing

Tuesday 16-1-2024

**8 PM** EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

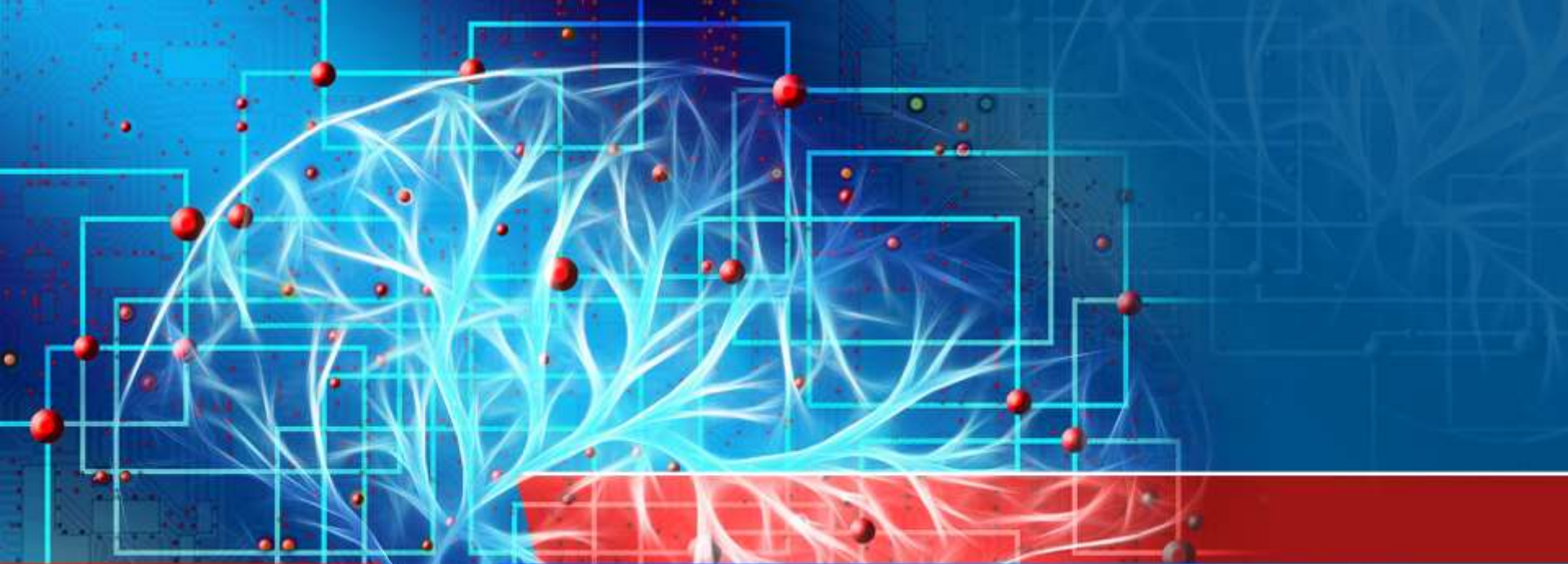
Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Sameh Gaber  
Marketing Lead





# NEUROMARKETING

Where Science meets Marketing!





# Sameh Gaber



- In two challenging markets (Egypt & Saudi Arabia), I spent 20 years joining multinational and international pharmaceutical companies, 8 years in sales, and 13 years in the marketing.
- Bachelor's degree in Pharmacy 2002 University of Alexandria, Egypt
- Master of Business Administration (MBA) 2020 University of Cambridge KIPP UK
- An official certificate for completion of an introduction in (the Consumer Neuroscience & Neuromarketing) program 2018 Copenhagen Business School (CBS)



# Priming

PRIMING

concepts  
subconscious  
associative-network  
stimuli  
judgement  
perceptions  
thoughts  
senses  
mental  
memory  
association  
behaviour



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- Priming with Price
- Successful Marketing Campaigns
- Avoid Negative Priming
- Priming vs Framing





# Introduction

- One of the more intriguing concepts in neuromarketing is priming
- Priming is when our brains make unconscious connections to our memory so that “exposure to a prime increases the accessibility of information already existing in the memory”





# Introduction

In technical term, Priming is the subconscious response of a person subjected to certain stimuli that impact their conscious decision to another stimuli.





# Introduction

- (I went to the Bank)
- Green or Greed?



G R E E \_



G R E E \_



# Introduction

- Any type of stimuli in our environment - an image, sound, word, smell, taste and even physical movement - may 'prime' us and affect our responsiveness to something, our judgement, and even our actions and motivations.
- There are (at least) four different areas where priming has an impact, Priming can:
  - Make us faster to recognize or identify something
  - Affect our perception or judgment
  - Affect our later actions or behavior
  - Affect our goals and motivations to do something







# Advertised Pharmaceutical Brand



Video No. 1





# Advertised Pharmaceutical Brand

Advertised pharmaceutical brand breakdown:

- Identifying the Target Audience
- Emotionally Charged Visuals
- Narratives of Struggle and Resilience
- Building Empathy and Connection
- Introducing the Pharmaceutical Brand
- Highlighting Benefits and Solutions
- Call-to-Action (CTA) and Information
- Regulatory Compliance





# Priming in Marketing



*Where Psychology Meets Marketing!*





# Priming in Marketing

- Priming is different than presenting the customer with information, appealing to their needs, and offering tangible and intangible benefits. Priming is **unconscious**, it might act by making the marketing message a bit more palatable
- Is to psychologically heighten the importance of your key selling points, before you'd even presented them.





# Priming in Marketing

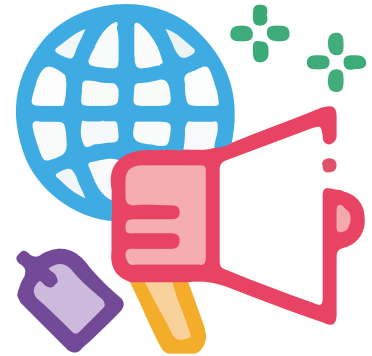
Daniel Kahneman says (an effective prime needs to be strong enough to impact behavior, but not so strong that it enters conscious thought – the effect must remain subconscious)





# Direct Attribute Priming

- Higher memory / Higher processor speeds.
- The fact is that when a feature is pushed under our noses, our subconscious immediately begins to make associations
- There are many ways of doing this, including:
  - Direct questions (simple non-leading questions)
  - Aspirational product/service images
  - Product feature priming in ad headline





# Indirect Attribute Priming

- Sound (Fat Duck – British Airways)
- Color



RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate <b>active</b> exciting bold youthful physical pioneering leader confidence ambition <b>POWER</b>	MEANS: love <b>calm</b> respect <b>WARMTH</b> longterm feminine care assertive sensitive <b>NURTURE</b> possibilities unconditional	MEANS: <b>DEEP</b> creativity unconventional original stimulation individual wealthy compassion distinguished respectable <b>fantasy</b>	MEANS: trust order <b>LOYALTY</b> sincere authority communication confidence <b>PEACE</b> control responsible <b>success</b> CALM	MEANS: BALANCE <b>growth</b> restore sanctuary equilibrium stability generous <b>clarity</b> prosperity growth safety	MEANS: perspective <b>CONTENT</b> control <b>rescue</b> reform self-sufficient modern goals aware <b>OPEN</b> ambition	MEANS: <b>INSTINCT</b> <b>WARMTH</b> got optimistic spontaneous <b>extrovert</b> social <b>FREEDOM</b> impulse motivation
BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull Pinterest	BRANDS: Virgin three Barbie COSMOPOLITAN VICTORIAN SECRET	BRANDS: Cadbury YAHOO! Walmart Zappos Zappos.co.uk	BRANDS: Facebook Reebok British Gas t	BRANDS: bp Hartley the LACOSTE	BRANDS: Intel Blue-ray Disc skype Twitter W	BRANDS: Santitas Mars Pepsi bitly E



# Priming by Order

- (It's Not What You Say, It's What People Hear),  
*Words that Work, Frank Luntz*
- Introducing an idea and then backing it up or preparing the audience to accept it first?





# Gardasil and HPV Vaccination Awareness

## Background:

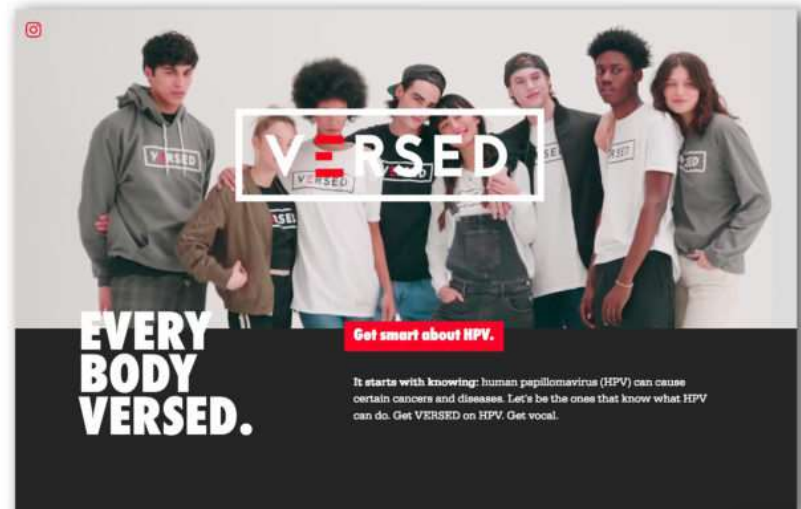
Gardasil, a vaccine developed by Merck, is designed to prevent human papillomavirus (HPV) infection, which can lead to various cancers. The marketing efforts for Gardasil inadvertently primed positive associations by raising awareness about HPV and the importance of vaccination.

## Positive Priming Element:

The marketing campaigns for Gardasil emphasized the vaccine's role in preventing certain cancers associated with HPV, contributing to positive priming by promoting awareness and encouraging vaccination, especially among adolescents.

## Result:

The positive priming effect increased public knowledge about the risks of HPV and the potential benefits of vaccination, leading to broader acceptance of HPV vaccination as a preventive measure.

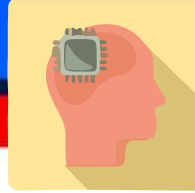




# How To Use Priming in Marketing







# Emotion + Recognition = Impact







# Brand Priming

- Brands are a collection of tangible physical assets and intangible emotional ones. The right brand primes can help the magnetism of brands - the force of connection - provide more behavioral energy around brand connections.
- Brands should experiment to demonstrate and determine their strongest primes that work for it, from words, to the senses and physical behaviors
- Brand priming is used to influence a person's immediate thoughts actions through the name or logo of a brand. That can help increase revenue if the primed reaction is to buy or use the product or service.





# Brand Priming

Red Bull primes for energy and speed. A Boston College study looked at the impact of logos on a video racing game. Every racecar has a brand with a different company logo. Red Bull's logo had already primed players to have more energy and be faster if they chose that particular brand. The study showed consumers felt the Red Bull logo could actually “give them wings” in the race and make them faster.





# Brand Priming

- McDonald's primes for happy feelings and food break stops
- McDonald's marketing always includes the golden arches. People associate the emblem with happy tunes and time with family and friends. One of their earliest ad campaigns told customers to "look for the golden arches". When someone is out and want something quick to eat, the familiar golden arches make a good choice. .





# Brand Priming

- Nike primes for feelings of achievement and exercise.
- Nike uses elite athletes in their promotions and employs taglines such as “Just Do It” to show the athletes’ strength and perseverance. When someone starts a new sport or wants to get fit, they think of Nike products as something that helps them achieve their goals.. .





# Brand Priming

- Apple has worked for many years to develop a brand character associated with nonconformity, innovation and creativity



Think different.™





# Priming with images

- Posters carrying a single top-down image of a smiling 'Happy Can' with the words 'open happiness' beneath the can closure were erected in Rome and Milan – Italy 2013





# Priming with smell

- How pleasant smells can prime us to spend?
- Priming what we eat
- The hazards of priming with smells



## Odor Priming

We'll pay more when we smell  
something nice





# Priming with words

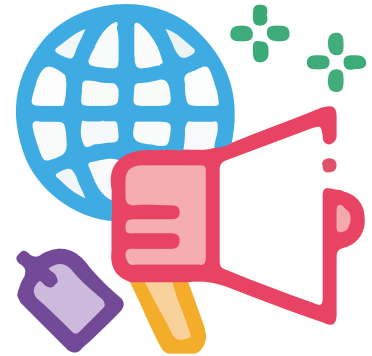
- Priming using words can also predispose a person to be more individual or more conformist
- People can be successfully primed to be more collectivist with words such as 'we', 'us', 'cohesive', 'ours' and 'agreeable'.





# Priming with words

- Let's consider six areas where researchers have tested the effects of word-based priming stimuli, each of which shows just how far reaching are the effects of priming with words and numbers on our thinking, judgement and behavior:
- Cooperation and politeness
- Selfishness and greed
- **Spending behavior**
- Healthy living
- Identity
- Numbers





# Priming spending behavior





# Priming by Money

- Studies showed that supplying subjects with cues related to money can increase selfish behavior.
- Money-related advertising images are pervasive, and many of them appeal to selfish interests
- Advertisers who appeal to the viewer's feelings about others should be cautious about money cues, and should make a judgment call on whether and how to bring money into the picture if the appeal is primarily an emotional one.
- Financial incentive.





# Priming by Money

She's a natural  
beauty.

(We're talking about the diamond.)

0

Natural Diamond  
Oval Engagement Ring



A DIAMOND IS FOREVER

The long-running A Diamond is Forever campaign avoids introducing money cues. It is targeted at the luxury gift market and is a purely emotional pitch that would be spoiled by a tag line that offered, for example, "Special Savings in December!"





# Priming by Money

Words related to credit cards can subconsciously make us think more of the benefits of a product as opposed to the costs

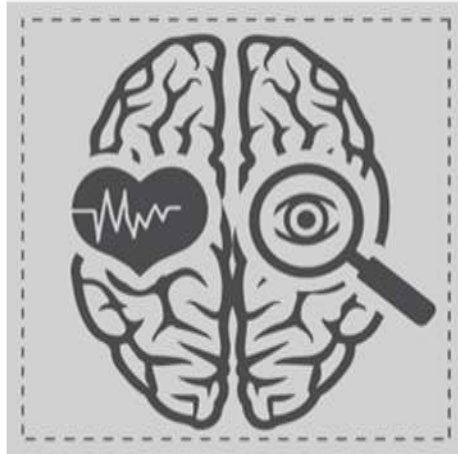




# Priming with tasks

## System 1

- Fast thinking
- Unconscious
- Emotional
- Instinctive
- Very energy efficient



## System 2

- Slow thinking
- Conscious
- Logical
- Energy Consuming



# Priming with tasks

## Decision Context #1: Personality Study (Study 1)

### “Broad”/Coarse-Grained Categories

	Very	Neither	Very	
introverted	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	extraverted
energetic	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	unenergetic
silent	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	talkative
timid	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	bold
inactive	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	active
unassertive	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	assertive



### “Narrow”/Fine-Grained Categories

	Very	Moderately	Neither	Moderately	Very	
introverted	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	extraverted
energetic	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	unenergetic
silent	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	talkative
timid	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	bold
inactive	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	active
unassertive	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	assertive



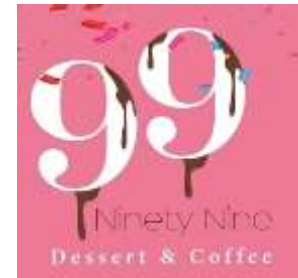
Source: Ülkümen, G., Chakravarti, A. and Morwitz, V.G. (2010)



# Priming by numbers

We subconsciously anchor to numbers, using them as reference points even though we are unaware we are doing so.

1/2 M





# The Neuromarketing of 5 Guys



- Minimalist Menu
- The Power of FREE!
- Setting Expectations
- Social Proof
- Sensory Selling (Priming)
- A Memorable Dining Experience



<https://www.neurosciencemarketing.com/>





# Priming with Price

- Price is an important part of the experience for a premium product or luxury brand
- Price is not just about inferences of quality, but it can actually affect the real quality





# Successful Marketing Campaigns Utilizing Priming Techniques





# Coca Cola Vs. Pepsi

If you look at 1st image (left) you will see that Pepsi wants to imply that people dressed up as Coca-Cola people would be scared.

In contrast, in the second image (right), Coca-Cola uses the same image and conveys the message that with Coca-Cola all are heroes, something that everyone would like to be.





# Vodafone ad





# Burger King's Whopper Detour

Burger King's "Whopper Detour" campaign, launched in December 2018, was a highly innovative and successful marketing strategy that leveraged geolocation technology to drive customer engagement and foot traffic to Burger King outlets.

The campaign played on the **curiosity** of consumers by presenting the offer as a challenge – users had to go to a McDonald's location to unlock a one-cent Whopper deal

This unexpected and competitive element generated buzz and engagement as consumers were intrigued by the unconventional nature of the promotion

**Incentives for Engagement:** The one-cent Whopper deal served as a powerful incentive for consumers to engage with the campaign.

By creating a sense of urgency and exclusivity, Burger King effectively motivated users to participate and visit their outlets.





# Negative Priming





# Avoid Negative Priming



‘Comfort means so much more than Style’



# KFC's Chicken Shortage Apology (2018)

## Background:

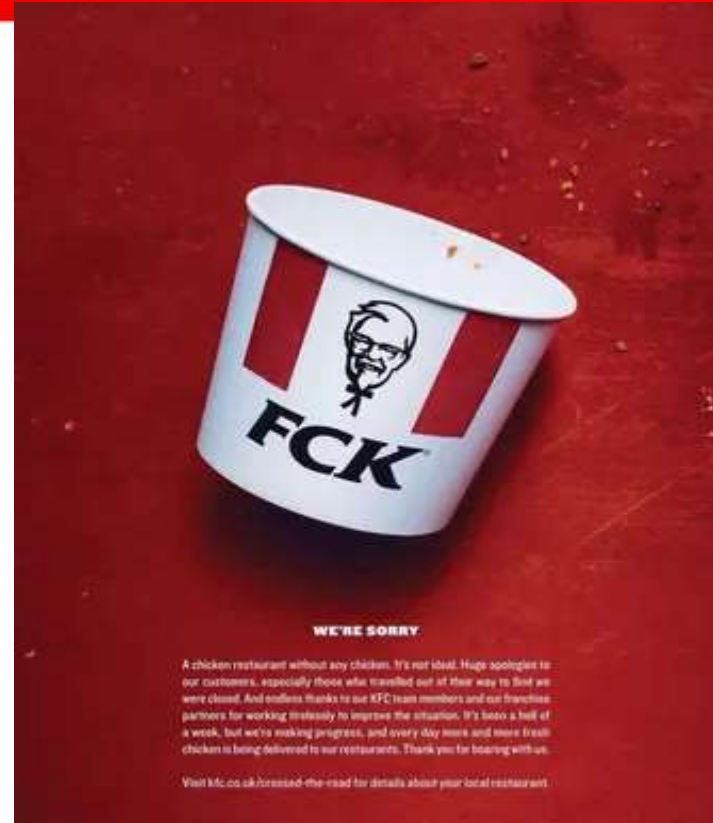
KFC faced a significant chicken shortage in the UK, resulting in the closure of numerous outlets. To apologize and inform customers, KFC took out a full-page newspaper ad with an image of an empty chicken bucket that read, "FCK" instead of "KFC."

## Negative Priming Element:

While intended as a clever and apologetic play on the KFC logo, the use of the acronym "FCK" inadvertently primed negative associations due to its close resemblance to a profanity.

## Result:

The negative priming effect drew attention to the unfortunate situation, but KFC received praise for its creative apology once the context was understood.





# H&M's "Coolest Monkey in the Jungle" (2018)

## Background:

H&M faced backlash for an online advertisement featuring a young black boy wearing a hoodie with the text "Coolest Monkey in the Jungle."

## Negative Priming Element:

The use of racially insensitive imagery in the campaign primed negative associations with H&M, reinforcing perceptions of cultural insensitivity.

## Result:

The negative priming effect resulted in public outrage, calls for boycotts, and H&M issuing an apology and withdrawing the product.



**Selene Arianela**  
@ArianelaSelene



.@hm this is inappropriate, offensive, and racist. Why is the white kid "a jungle survivor" and the black kid the "coolest monkey in the jungle"? How do you think this is okay? REMOVE this and the clothing piece. This is completely distasteful! #racist #hm [www2.hm.com/en\\_gb/productp...](http://www2.hm.com/en_gb/productp...)





# Priming vs. Framing in Marketing





# Priming vs. Framing Effect

## Priming

...**preconditions** the mind for a particular theme or idea through prior exposure.

*It's like setting the ambiance before the main event.*



## Framing

...**shapes** how information is perceived by emphasizing certain aspects.

*It's the lens through which a product or idea is presented.*





# Decoy Effect vs. Neuromarketing

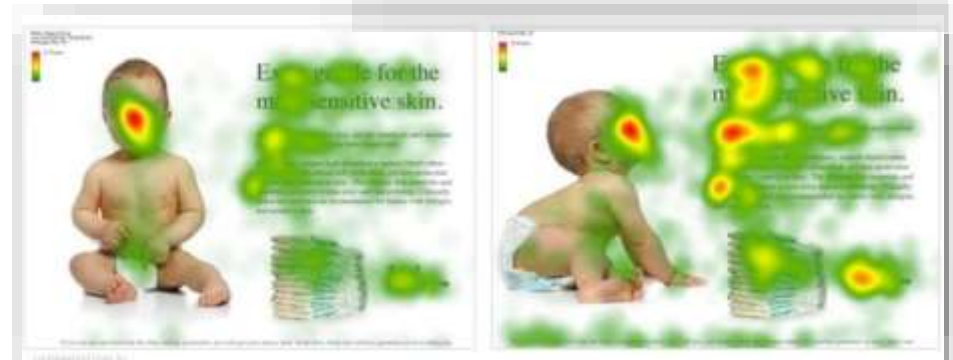




# Decoy Effect vs. Neuromarketing

The **decoy effect** refers to a phenomenon where introducing a third, less attractive option in a set of choices can influence people to prefer a specific option. This is often used to steer decision-making in a particular direction by manipulating the perceived value of choices.

**Neuromarketing**, involves applying principles from neuroscience to marketing strategies. It aims to understand how the brain responds to marketing stimuli, using techniques like brain imaging to analyze consumer reactions. Neuromarketing seeks to optimize marketing campaigns based on insights into neural responses to different stimuli.





# Subliminal vs. Priming





# Subliminal vs. Priming

Subliminal messages are stimuli presented below the threshold of conscious perception, intended to influence thoughts or behavior.

Priming, on the other hand, involves exposure to a stimulus that influences subsequent reactions to related stimuli, often at a conscious level. While subliminal messages operate below conscious awareness, priming operates through the activation of existing mental associations.





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