



# MARKETING Club 146<sup>th</sup>

146<sup>th</sup> Marketing Club  
103<sup>rd</sup> Business Club  
34<sup>th</sup> Jed Club<sup>SM</sup>

## Introducing the Buying Brain (Secrets of Consumer Behavior)

أسرار عقل المشتري وسلوك المستهلك



JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
16 July Tuesday	10 pm	KSA & Egypt		Online Zoom

CLUB FOUNDER, HOST  
**DR. MAHMOUD BANGAT**  
LEGENDARY DIRECTOR



Instructor  
**Dr. Sameh Gaber**  
Marketing Consultant

# 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)







# Contents:

## Part 1:

- Key ways to engage the primal part of the human brain
- Core mechanisms the brain uses to determine whether to pay attention to your message
- The three ways in which the brain can be frustrated, and how to avoid them in your marketing
- The four triggers the brain loves and how to use them in marketing

## Part 2:

- How each of the five senses “works”
- How to construct messages, products, experiences, and ideas that reach the brain through the five senses
- How the five senses interact with each other to construct our reality, day by day
- Relevant, new information about each of the five senses



*Colorful abstract representation of the five senses, vibrant swirling patterns*





# The Power of Persuasion: A Trillion Dollar Industry

1

## Importance of Communication and Persuasion:

Millions of jobs and a trillion dollars annually are focused on influencing human brains.

2

## Lack of Understanding

Despite the significant effort, few people truly understand how human brains make decisions about likes, dislikes, and purchasing choices.

3

## Subconscious Brain Activity:

A significant portion of brain activity is **subconscious**, a fact supported by thousands of scientific studies. This subconscious processing occurs without our conscious awareness.

*The basic lesson is that human brains process much of their sensory input **subconsciously**. This is, of course, counterintuitive because we can't think about how we think when we're not aware of the thinking we're thinking about!*





# The Challenge of Reaching the Conscious Mind

1

## Sensory Information Processing:

Our senses intake approximately 11 million bits of information per second, primarily through our eyes.

Consciously, we can process only about 40 bits of this information per second, meaning 99.999% of processing is subconscious.

2

## The Marketer's Challenge: Breaking Through the Noise

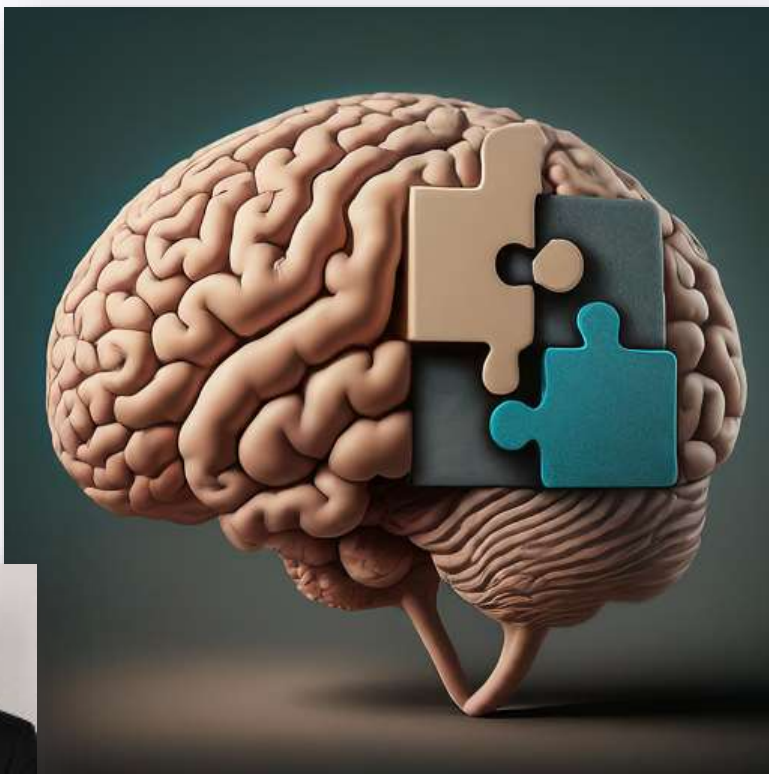
Marketers and product developers need to understand how to capture attention within the limited 40 bits of consciously for getting products noticed and chosen.

3

## Beyond Self-Reported Preferences: Why We Can't Always Explain Our Choices

Decisions are often influenced by subconscious factors.

Relying solely on what people say they like can be misleading





# The Power of Neuromarketing

1

## Systematic Approach:

Neuromarketing is a systematic and actionable process, not just a collection of interesting ideas.

It provides a structured approach to implementing brain-based marketing strategies in a corporate environment.

2

## Frameworks and Concepts

NM provides invaluable frameworks and actionable concepts for brand marketing consultants, product designers, pricing experts, package design firms, in-store designers, web design firms, and advertising agencies..

3

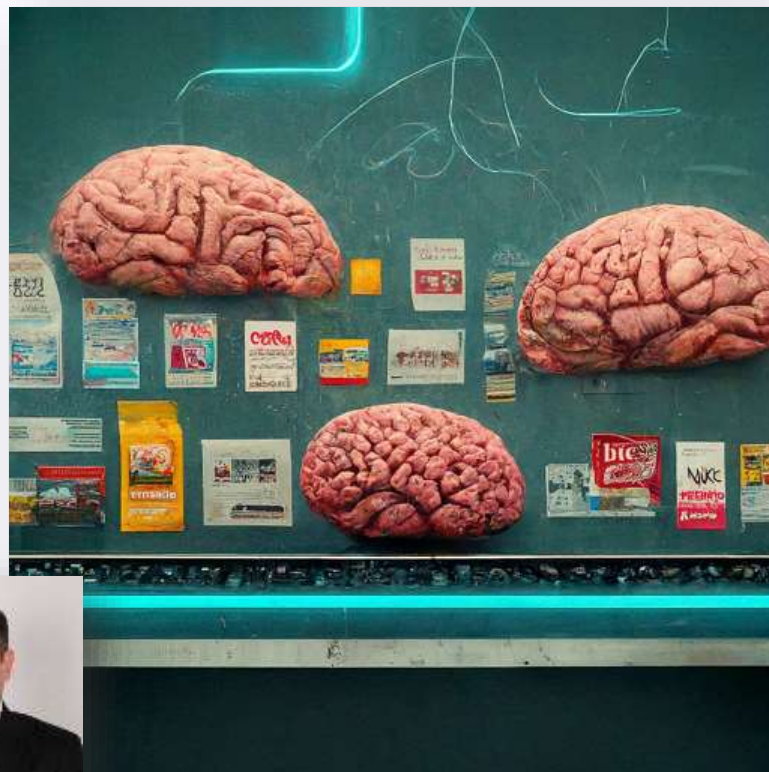
## Market Failures:

An 80% failure rate of new products suggests a disconnect between consumer desires and what is brought to market





# The Power of Neuromarketing



4

## Conscious vs. Subconscious Processing:

The primary questions companies want to answer are whether consumers notice, like, and remember their products.

The consumer remains the ultimate decision-maker in the marketplace. (BOSS)

5

## Consumer-Centric Focus:

The challenge for product developers and marketers lies in understanding the interplay of conscious and subconscious processes in decision-making.

People cannot fully articulate the sources of their decisions and behaviors, making it difficult to rely solely on self-reported preferences

6

## Basic Principles:

**Competitive Advantage:** Neuromarketing offers a significant edge in a crowded marketplace.

**Universal Brain Language:** Despite cultural differences, the brain's language is universal, enabling global marketing norms.

**Neuro-Design:** This approach allows for creating products and services that resonate with intrinsic human truths and aesthetic preferences.

**Impact on Marketing:** Neuromarketing is transforming every aspect of branding, product development, packaging, in-store experience, and advertising





# The Evolution of the Human Brain

Our brains evolved over millions of years to help us survive. Many of our consumer behaviors stem from ancient instincts. Understanding this evolutionary context provides insights into modern shopping habits.



# Your Customer's Ancient Brain

1

## A Journey Back in Time: The Evolution of the Human Brain

Natural selection favors greater intelligence in small human groups, leading to the development of the brain's current size and configuration around 100,000 years ago.

The brain becomes finely attuned to social and environmental needs, focusing on survival tasks like avoiding predators, finding food, warmth, shelter, and mates.

2

## Emotional Processing:

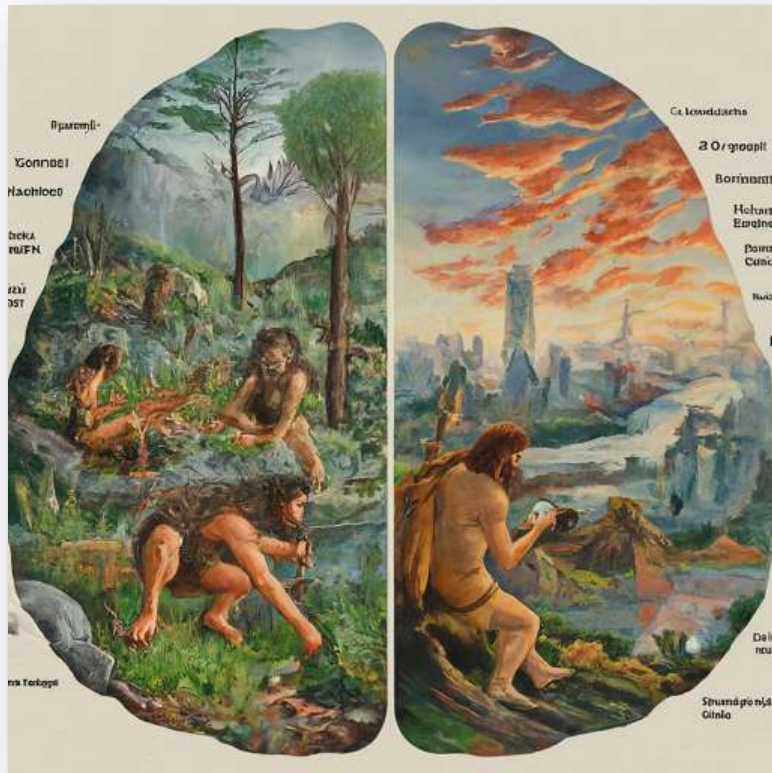
Encounters are filtered through six primary emotions: sadness, fear, anger, disgust, happiness, and surprise.

3

## Beyond Survival: The Evolution of Social Complexity

Human brains adapted for cooperation and social structures.

Marketing can leverage these social instincts to build trust and connection







# Our Ancient Brain: Wired for Survival (and Shopping!)

Our Ancestral Brain: Goal-Oriented and Reward-Driven.

1

## The Hunt: A Primal Example of Goal-Oriented Behavior

The story begins 100,000 years ago with early humans on the savannah, illustrating the brain's role in survival and **goal-driven behavior**.

The brain's frontal lobe commands the body to seek and find essential needs, utilizing heightened senses and a state of alertness.

2

## Fight or Flight: Split-Second Decisions for Survival

Encountering a predator like a leopard presented a life-or-death situation.

The brain had to make a split-second decision: fight or flight.

This rapid assessment of danger and the formulation of a response is a core function of the brain

3

## The Reward Circuit: Motivation Through Dopamine Release

Successfully hunting a prey and the prospect of food triggered the release of dopamine.

Dopamine is a neurotransmitter associated with feelings of pleasure and reward.

This reward system motivates us to repeat behaviors that lead to positive outcomes.



# The Brain's Processing Power and Marketing Implications

*Marketers can leverage this knowledge to create messages that resonate with consumers' primal needs and desires*

- Goal-Driven Behavior:

The frontal lobe commands the body to seek and find essential needs.  
The brain scans for **novel or relevant messages/images** to achieve its goals.

- For products or messages that are crucial in consumers' lives, provide **clear, clutter-free, and accurate directions** to help them achieve their goals.
- In advertising, packaging, and in-store merchandising, use **active verbs** and dominant imagery to clearly convey to the brain, "What you need is here."
- Marketers can activate consumers' pleasure/reward circuits by highlighting the emotional "**payoff**" of their products (e.g., depicting the enjoyment of chocolate or the luxury of a car's leather seats).
- Repeated positive experiences create neurological pathways that encourage repeated behavior, **driving brand loyalty**.
- The brain prioritizes messages that require less cognitive effort.
- Complex ads can be ignored - favor simplicity for better recall.
- Examples: Apple's "Zen" packaging, clear website layouts





# Apple's "Zen" Packaging

Apple doesn't actually have packaging explicitly called "Zen." However, their packaging is widely considered to embody the principles of Zen design. Here's what that means:

**Simplicity:** Apple's packaging is known for its clean lines and minimalist design. They typically use a white cardboard box with the Apple logo subtly debossed on the front. This simplicity reflects the Zen concept of focusing on essential elements and eliminating clutter.

**Natural Materials:** Apple prefers natural materials like cardboard for their packaging, which aligns with the Zen emphasis on nature and harmony.

**Emphasis on User Experience:** Opening an Apple product box is designed to be an experience in itself. The box opens easily, and the product is securely nestled inside a form-fitting tray. This focus on user experience reflects the Zen concept of mindfulness and intentionality.

**Clean Fonts and Legibility:** Apple uses clean, sans-serif fonts on their packaging that are easy to read. This reflects the Zen principle of clarity and avoiding unnecessary complexity.

Overall, Apple's packaging is a masterclass in Zen design principles. It's simple, functional,



# The Modern Hunt: Our Primal Brain in the Digital Age





# Modern Day, Ancient Brain

1

## The Shift from Survival to Achievement

Our modern lives are far removed from the daily struggle for survival. Yet, our brains retain the urge to "hunt" and achieve, turning daily tasks into missions..

2

## The Email Inbox: A Modern Threat

An unsettling email triggers the same **anxiety response** as encountering a predator. Our brains react to perceived threats, even if they are not physical dangers. An overflowing email inbox – can trigger the same **primal anxiety response** as facing a physical threat

3

## The Urban Jungle: Sensory Overload and Stress

Traffic jams, noise, and constant messages bombard our senses. This sensory overload triggers the amygdala, the brain's stress response center. Feeling "hunted" in the urban jungle can lead to chronic stress.





# Modern Day, Ancient Brain

4

## The Workplace Battleground: Competition and Survival

The office environment can trigger our primal instincts for competition and power. We subconsciously scan for allies and threats, and strive for goals and recognition.

5

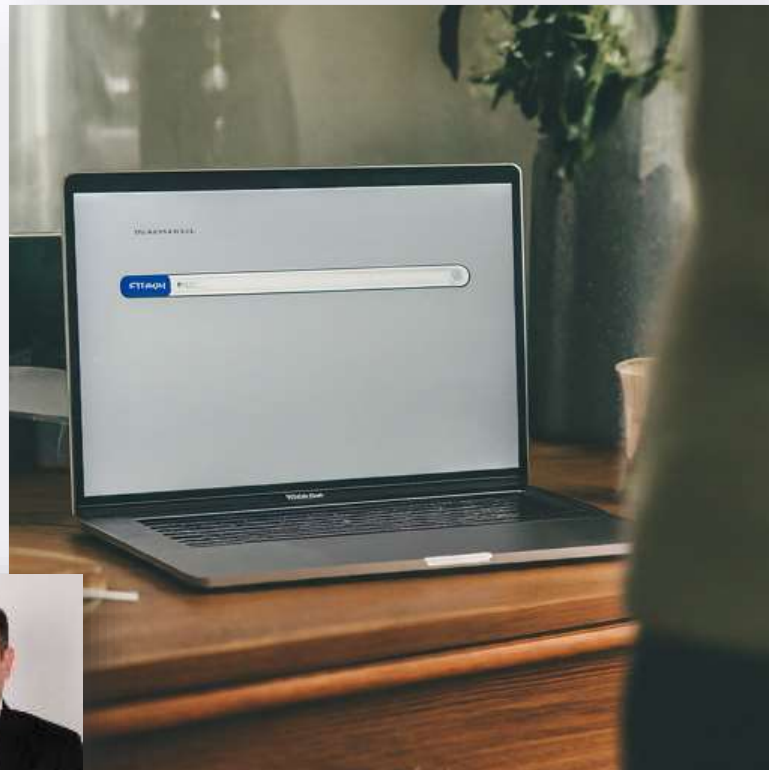
## Evening Routine:

After work, you're bombarded with messages from screens and signs. Your brain filters out irrelevant information and stores significant messages. During sleep, it consolidates memories to prepare for the next day.

6

## The Altered Search Mode

The need for food no longer drives our daily activities. We search for information, entertainment, and status fulfillment. This "search mode" is a core function of the brain, even if the target has changed





# Cavewoman: A Day in the Life (100,000 Years Ago)

The Female Brain: Wired for Caregiving





# The Female Brain: Wired for Caregiving

1

## A Mother's Day: Food, Safety, and Community

A mother wakes with a newborn, tending to its needs before venturing out. Women gather food together, prioritizing safety and supporting each other. This collaborative effort ensures the well-being of mothers and children.

2

## Gathering Food:

Joined by other women, adolescent girls, and children from the tribe, they head to a familiar area to forage for food (occasionally small animals). While foraging, the women take turns guarding and comforting the children, staying alert for predators.

3

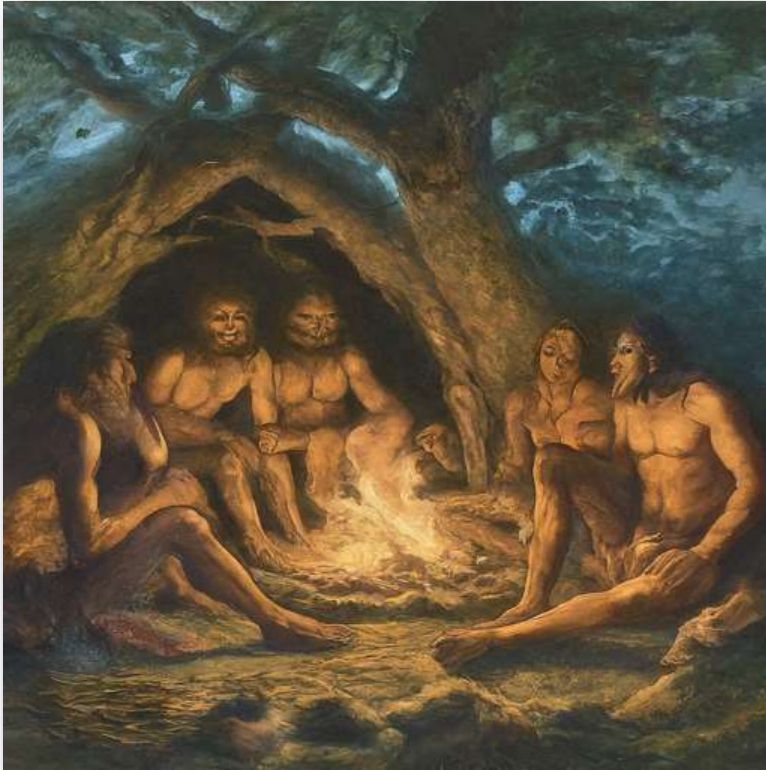
## The Power of Empathy: Reading Babies and Emotions (Decoding Cries)

The women support each other and communicate effectively, using their empathic skills to tend to the sick and read each other's and the babies' needs without words. Successful mothers quickly understand their babies' cries and respond appropriately.





# The Female Brain: Wired for Caregiving



4

## Sharing Stories and Settling for the Night

As the day ends, the tribe gathers to share stories and food.

Mothers and babies settle for a night of sleep, a crucial part of the cycle.

This sense of community and shared experience strengthens the tribe





# Marketing to the community-building nature of women

## Engaging a Female Audience:

When targeting a predominantly female audience, it's essential to engage their empathic nature.

Effective strategies include:

- Using faces that make direct eye contact
- Depicting women in groups enjoying shared activities
- Featuring babies making eye contact





# Same Brain, Different Day: A Woman's Journey





# Same Brain, Different Day: A Woman's Journey

M

1

## The Pre-Dawn Dash

The day begins before sunrise, filled with a whirlwind of tasks like packing lunches, checking schedules, and mentally preparing for the day's demands..

2

## The Multitasking Master

The modern woman juggles multiple tasks simultaneously, seamlessly switching between professional and personal responsibilities.

3

## The Emotional Conductor

Women often possess strong emotional intelligence, adeptly managing their own emotions while offering empathy and support to others







# Same Brain, Different Day: A Woman's Journey

M

4

## The Highway Hurdle

The daily commute can be a stressful experience, filled with traffic congestion, time constraints, and potential road rage incidents

5

## The Power of Connection

Social connection with friends, family, and loved ones is vital for a woman's mental and emotional well-being, offering a sense of belonging and support..

6

## Prioritization: The Key to Efficiency

While multitasking is a skill, effectively prioritizing and managing responsibilities ensures a productive and focused day



# Same Brain, Different Day: A Woman's Journey



7

## The Balancing Act

Balancing work, family, personal needs, and self-care requires constant adaptation, flexibility, and resilience.

8

## The Strength of Support

A strong support system, whether family, friends, or a community network, can provide invaluable help during challenging times, fostering a sense of shared responsibility and emotional connection.





# Engaging the Modern Female Brain

In comparison to her ancient predecessor, today's female brain faces more challenges in maintaining close, daily contact with friends and family.

Modern society, with its commuter culture, dual-income households, and dispersed communities, limits her ability to stay connected



# The Busy Woman's Struggle: A Need for Connection

1

## The Modern Woman's Juggling Act

Today's women handle more responsibilities than ever before, balancing careers, families, and personal lives.

2

## The Challenge of Connection

Modern life, with long commutes and busy schedules, can make it difficult for women to maintain close connections with loved ones.

3

## The Importance of Feeling Connected

Social connections are vital for women's well-being, offering support, friendship, and a sense of belonging.





# Engaging the Modern Female Brain: Connection and Community



1

## Your Brand as a Networking Hub

Your brand can become a valuable resource by providing opportunities for women to connect. Develop online forums or chat rooms where women can connect, share experiences, and build supportive networks.

2

## Building Connections through Social Media

Share engaging content on social media platforms like Instagram and Facebook to connect with your female audience.

3

## Creating Events for Women

Host workshops, classes, or events focused on topics women care about, fostering interaction and community.



# Social connections are vital for women's well-being, offering support, friendship, and a sense of belonging.

- **Girl boss Community**

- **Description:** An online community and platform created by Sophia Amoruso for women entrepreneurs and professionals.

- **Example:** “**Girlboss Network**” - Offers networking events, mentorship opportunities, and a community forum for women to connect and support each other.

- **Impact:** Helps women build professional networks, find mentorship, and gain support from like-minded individuals, contributing to their career growth and personal well-being.

- **Lululemon’s “Sweat Collective”**

- **Description:** A community initiative by Lululemon offering exclusive events, classes, and networking opportunities for fitness enthusiasts.

- **Example:** “**Sweat Collective Events**” - Organized group workouts and wellness workshops where women can connect over fitness and health.

- **Impact:** Encourages physical activity while providing a platform for women to build friendships and support each other’s wellness journeys.

- **Women for Women International**

- **Description:** A global organization supporting women in conflict zones through social and economic empowerment programs.

- **Example:** “**Sisterhood Circles**” - Support groups where women share their experiences and provide mutual support.

- **Impact:** Fosters a sense of community and solidarity among women facing similar challenges, enhancing their emotional and social well-being.

- **Sephora’s “Beauty Insider Community”**

- **Description:** An online platform for Sephora customers to engage with each other and with beauty experts.

- **Example:** “**Beauty Insider Community**” - Forums and discussion boards where members share beauty tips, reviews, and experiences.

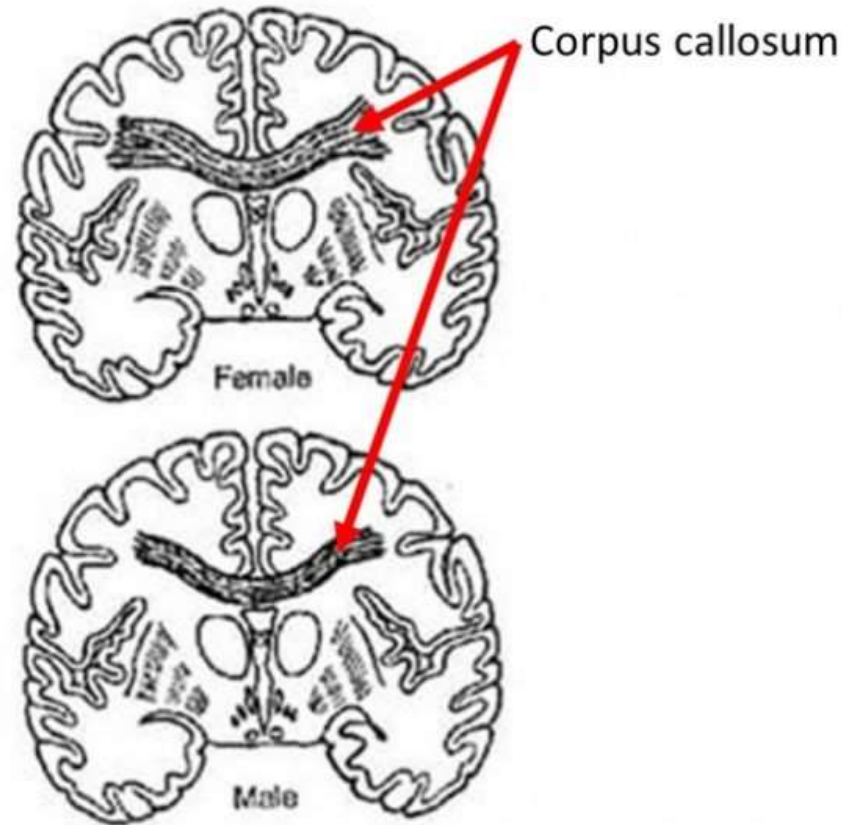
- **Impact:** Provides a space for beauty enthusiasts to connect, seek advice, and share their passion, fostering a sense of belonging and support within the community.



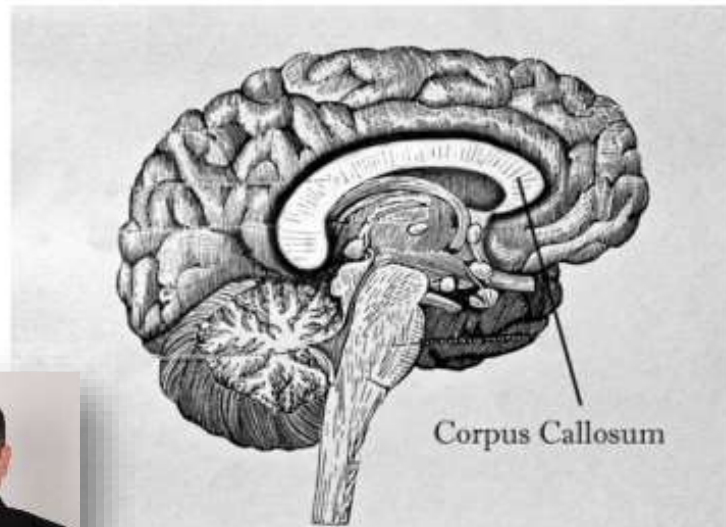


# Engaging the Female Brain: Multitasking and Marketing

The female brain is uniquely designed to multitask, with many more connections between the right and left hemispheres compared to a typical male brain. This allows women to juggle tasks, emotions, logical input, and to-do lists with ease.



The corpus callosum, which connects the two hemispheres, is more developed in the female brain.



# Engaging the Female Brain: Multitasking and Marketing

When targeting a female audience, it's essential to recognize that they are often managing multiple "mission-critical" tasks simultaneously.



1

## Simplify Her Tasks:

Provide information and solutions that make her busy life easier. Highlight how your product or service can help her manage her responsibilities more efficiently.

2

## Celebrate Individuality:

Showcase how your offering celebrates her uniqueness and personal achievements. Emphasize her mastery over the many important "little things" she accomplishes daily.

3

## Appeal to Empathy

Use faces that make direct eye contact, depict women in groups enjoying shared activities, and feature babies making eye contact.

These elements resonate with her empathic nature and foster a sense of connection





# Celebrate Multitasking: Example



## A Lifestyle Product for Busy Women

**Product:** A smart organizer bag designed for working mothers.

**Campaign Theme:** "Multitasking Queen"

**Campaign Elements:**

### 1.Video Advertisement:

1. **Scene 1:** A woman is preparing breakfast for her kids, checking her work emails on her phone, and packing their school bags.
2. **Scene 2:** She quickly transitions to getting ready for work, all while coordinating a conference call.
3. **Scene 3:** She heads out the door, seamlessly switching roles from a caring mom to a professional, using the smart organizer bag to keep everything in order.
4. **Message:** "For the woman who does it all, our smart organizer bag keeps up with your every move."

### 2.Social Media Campaign:

#### 1. Hashtag: #YouMasterMultitasking

*(It's inclusive and empowering, encouraging individuals to see themselves as capable multitaskers. It personalizes the message, making it feel like a direct call to action for the consumer. This can create a stronger connection and engagement)*

1. **User-Generated Content:** Encourage users to share short videos or photos showing their multitasking moments using the organizer bag. Offer a prize for the best multitasking story.
2. **Influencer Partnerships:** Collaborate with popular mom bloggers and working women influencers to showcase how they use the organizer bag in their daily routines.



# Celebrate Multitasking: Example



## 3. In-Store Displays:

1. **Visuals:** Use images of women in various multitasking scenarios (e.g., a woman at a coffee shop / Office / Home working on a laptop while her child plays next to her).
2. **Interactive Display:** A touchscreen display where customers can choose different scenarios to see how the organizer bag helps in each one.

## 4. Website and E-commerce:

1. **Dedicated Section:** A webpage titled "Celebrate Multitasking" featuring stories and testimonials from real customers about how the bag helps them manage their busy lives.
2. **Blog Posts:** Articles on topics like "Top Tips for Multitasking Moms" and "How to Stay Organized When You Have a Million Things to Do"





# Engaging The Primal Brain in the Modern World

1. Engage the primal brain by honoring the brain's precious resources—its limited processing ability, and its restricted, focused attention. The brain is determined to protect these resources.
2. Make your interaction quick, clear, and interesting.
3. Be interesting. The brain loves puzzles and humor.
4. Use emotion to reach out to consumers, especially women.
5. Clear your message of clutter. Use white space and clear, simple imagery
6. If your brand or product is likely to be part of some “goal-seeking behavior” use active, direct verbs to guide the brain swiftly and directly to its goal.
7. If your product activates pleasure/reward circuits, use messaging, images, displays, and environments that highlight the sensuality and pleasure of its use.
8. Celebrate the multitasking abilities of your female consumers in images and copy.
9. Provide networking opportunities through your brand, product, or environment for female consumers..



# The Five Senses and the Buying Brain

- **The Beauty of the Sensory World:**
  - The world around us is full of beautiful, vibrant, delicious, melodic, aromatic, and sensual experiences.
  - The human brain is specially adapted to make the most of these sensory inputs.
- **Comparison with Animal Senses:**
  - Some animals have better senses than humans in specific areas.
  - For example, falcons have better vision, dogs have a better sense of smell, and dolphins and some other animals hear better than humans.
- **Unique Human Sensory Experience:**
  - Humans have a unique advantage because we can use all our senses together.
  - Unlike some animals that excel in one sense but lack others, humans have a balanced sensory system. For example, moles have a great sense of touch but can't see, and falcons have excellent vision but limited touch.
- **Generalist and Sensory Appreciation:**
  - Humans are generalists, meaning we have a wide range of sensory abilities.
  - We also deeply enjoy and celebrate our senses through art and music.







# VISION

1

## Vision's Evolutionary Significance:

About one-fourth of the human brain is dedicated to visual processing, reflecting its evolutionary importance.

Our eyes, housing 70% of the body's sensory receptors, (we understand our world mainly by looking at it)

2

## Visual Priority:

Humans are wired to prioritize visuals, making them the most effective medium to capture the Buying Brain's attention.

Visuals are dominant, often outweighing other senses, especially when combined with sound..

3

## Brain's Role in Vision:

While eyes gather light, the brain interprets colors, shapes, and facial expressions, enabling us to recall scenes vividly, dream with realism, and distinguish between reality and imagination.







# VISION

1

## Memory and Age Dynamics:

Visual memories peak between ages 15 and 30, a period marked by significant personal development and identity formation.

This age range is crucial for forming lasting memories.

2

## Color Perception:

Color perception is a brain function, not an inherent quality of objects.

Individuals vary in color vision, from color-blind to color-sensitive, illustrating the brain's role in interpreting visual stimuli





# Bipedal Luxury

## Evolution of Visual Acuity:

- The two legs enhanced our visual abilities.
- It allowed us to scan surroundings more effectively, track moving objects like prey or teammates in sports, and predict their movements, leveraging our brain's inherent scanning and projection capabilities.

## Practical Application in Design:

- Our brain is hard-wired to scan areas, locate objects in three dimensions, and predict their future positions.
- This skill is crucial in retail design; obstructing views with tall shelves, cluttered signage, or narrow aisles can frustrate customers and hinder their ability to find desired items efficiently.



# VISION in Market Place

## The Cathedral Effect

High ceilings trigger creative thinking



Visual aspects are crucial in consumer engagement:

- Emphasize clean and clear designs at eye level to stand out amidst competition and clutter.
- Implement the “Cathedral effect” by placing key elements at the top of signage, outdoor ads, and print media to attract attention and guide focus.
- Utilize puzzles or elements that are easy to understand and solve to captivate and entertain consumers, enhancing their engagement with your message or environment

*The "cathedral effect" refers to a psychological phenomenon where the architecture or design of a space, such as a cathedral or large hall, directs the observer's gaze upwards toward the ceiling or highest point of the structure. This effect can be utilized in various contexts, including marketing and advertising, where positioning key elements or focal points at the top of a visual display or advertisement draws attention and guides viewers' focus in a similar manner. It leverages human instinct to look upwards in expansive spaces, thereby enhancing the impact and visibility of the displayed content*





# SMELL

- Olfactory System and Emotion:**

Our olfactory bulbs are closely linked to the limbic system, which regulates emotions and memories.

Smells are processed quickly, directly affecting our amygdala (emotional center) and hippocampus (memory center).

Example: Familiar scents trigger vivid memories, like the smell of a barn recalling childhood experiences.

- Evolutionary Importance:**

Smell played a critical role in human evolution, aiding in finding food, identifying mates with diverse genetics, and recognizing offspring.

- Impact and Memory:**

Despite being less dominant than sight (60% of brain devoted to vision), smell can evoke powerful emotional responses and memories.

Example: Certain scents can transport individuals to specific places or moments, enhancing emotional connections and experiences.

- Cultural and Practical Uses:**

Smells influence consumer behavior; products associated with pleasant scents can enhance brand perception and customer experience.

Example: Creating a signature scent for a brand can strengthen its identity and customer loyalty.



# The Secret to Scent Memories

## Episodic Memory:

The special memory system for senses, for things that you remember, is **episodic memory**. We have many other memory systems: like short term, long-term, But, episodic memory is the function that may best be described as a **mental time machine** that stores memories about “what, where, and when..

## Scent Memories:

Childhood scents like fresh grass after rain, cinnamon, and salty ocean air are particularly powerful in evoking memories.

These scents are strongly associated with positive childhood experiences.

## Peak Smelling Ability:

Humans experience their peak ability to smell between ages 5 to 10. During this time, exposure to new scents and the luxury of time to explore them deeply contribute to forming strong olfactory memories.





# Deploying Scent in the Marketplace



## Components of Play-Doh's Scent

- **Vanilla-like Sweetness:** There is a subtle sweet smell, reminiscent of vanilla, which contributes to its overall pleasant aroma.
- **Salty Undertone:** Play-Doh contains salt, and this contributes to its slightly salty scent.
- **Earthy/Musky Notes:** There are also earthy or musky undertones, likely from the flour and other ingredients used in its composition.

- **Emotional Connections:** Scents create immediate and deep emotional connections due to their direct link to the brain's limbic system, which is associated with emotions and memories.
- **Memory Triggers:** Once a scent is associated with a brand, it can be recalled vividly even without direct exposure to the scent, triggered by visual cues or other sensory stimuli (Mirror Neuron)
- **Enhanced Brand Recall:** Scents serve as "memory markers" that help consumers recall familiar brands more readily than unfamiliar ones, enhancing brand recognition and loyalty.
- **Impact on Information Processing (Priming):** Certain scents, like lemon, can increase alertness and influence how information is processed, making them valuable in marketing, especially for new product introductions.
- **Olfactory Branding Examples:** Brands like Starbucks, Johnson's Baby Powder and Play-Doh clay use distinct scents to create unique brand identities and enhance customer experience.
- **Product Marketing:** Incorporating scents like freshly baked goods or coffee into retail environments can attract and engage customers, enhancing the perceived quality and appeal of products.
- **Consideration in Packaging:** The smell of a product is crucial; even if a product tastes great, unpleasant packaging smells can deter consumers from purchasing it



# TASTE

- Early Sensory Experience:**

Breast milk introduces us to the world of taste, setting a preference for sweet, warm flavors accompanied by nurturing sensations.

- Taste and Smell Relationship:**

Taste and smell work in tandem, detecting chemical scents and flavors. Loss of smell significantly diminishes the overall taste experience, known as flavor.

Smell often precedes taste, triggering salivation and preparing us to taste flavors.





# Proust's Madeleine



Marcel Proust, a renowned French writer, vividly described how a simple taste and smell experience could evoke powerful memories from childhood. This phenomenon, often referred to as "Proust's Madeleine," originates from a passage in his novel "In Search of Lost Time" (also known as "Remembrance of Things Past").

## The Passage

In the passage, Proust recounts a moment when he dips a madeleine (a small French cake) into a cup of tea and takes a bite. The combined taste and aroma of the madeleine and tea instantly transport him back to his childhood, to Sunday mornings at his aunt Leonie's house in Combray.

Before tasting the madeleine, simply seeing it didn't trigger any specific memories. However, the moment he tasted it, a flood of memories came rushing back.





## TASTE in the Marketplace

- Visual Stimulation:**

Show your products being enjoyed by others. This activates the Mirror Neuron system, stimulating desire and encouraging purchases. Taste stimulation is one of the senses most easily set off by the Mirror Neuronsystem

- Visual Representation:**

Use images rather than just descriptive words, as visuals convey more effectively. (Give food and beverages a visual “voice”)

- Avoid Unrealistic Displays:**

Steer clear of obviously fake elements like miniature plastic tables near food items. Such props diminish realism and can reduce consumer appetite for the product.



# HEARING



- Emotional Memories:**

Sounds are deeply tied to emotional memories, such as the call to prayer (Adhan) in the voice of Sheikh Mohammed Refaat brings back memories of the Iftar cannon during Ramadan in childhood days.. Later in life, favorite songs become celebrations of love, laughter of children brings joy, and bird songs or delight our brains.

- Neurological Iconic Signature (NIS):**

The sounds associated with your product or shopping environment, like soda fizzing, chips snapping, or coffee being savored, activate Mirror Neurons, compelling consumers towards purchasing decisions.

- Enhancing Experiences:**

The sounds accompanying peak experiences are crucial for enjoyment and memory retention. For instance, the tinkling of coins in casinos added to the thrill of winning, enhancing the overall experience compared to the modern silence of electronic transactions.





# TOUCH

- Oldest and Most Integral Sense:**

Touch is the oldest human sense, crucial for survival and evolution. Unlike other senses with specific organs (nose, eyes, mouth, ears), the entire body is the organ for touch.

- Importance of Touch in Human Relationships:**

Touch fosters relationships and offspring production. Infants experience touch before any other sense, feeling their mother's warmth and movements.

- Sensitivity and Pain:**

Different body parts have varying sensitivity levels, with lips being highly sensitive and forearms less so. Pain detection is vital for survival, prompting immediate responses.







# TOUCH in Market Place

- Sensitive Areas:**

The hands, lips, face, neck, tongue, fingertips, and feet are the most sensitive areas of the body.

- Product Sensation:**

Products that interact with these areas should feel sensual, pleasant, soothing, and inviting.

- Sensory Receptors:**

The body has sensory receptors distributed unevenly. For instance, the tongue is rich with taste buds, while the back has fewer sensory receptors.

- Tactile Exploration:**

Fingers can instantly identify materials, shapes, and warmth, whereas other body parts, like the back, provide limited sensory information.

- Neural Mapping:**

Fingers occupy a large portion of the brain's sensory cortex, highlighting their importance in touch perception.

- Consumer Experience:**

Products designed for tactile interaction should offer enjoyable and exploratory experiences for the fingers and lips.



# Ex. of ad that effectively highlights the Sensory Experience



## Dove Body Wash Advertisement

### Visuals:

- Close-up Shots:** The ad features close-ups of hands applying Dove body wash, showing the creamy lather and smooth application on the skin.
- Skin Care Routine:** Scenes of a woman enjoying her shower, with water droplets and steam creating a soothing, spa-like atmosphere.
- Natural Ingredients:** Images of ingredients like shea butter and coconut oil emphasize the nourishing qualities of the body wash.

### Experiential Elements:

- Texture and Moisture:** The ad highlights the rich, creamy texture and moisturizing effect, often using words like "luxurious," "hydrating," and "silky smooth."
- Emotional Connection:**
  - Testimonials or visuals of people feeling their skin after the shower, showing satisfaction and comfort.

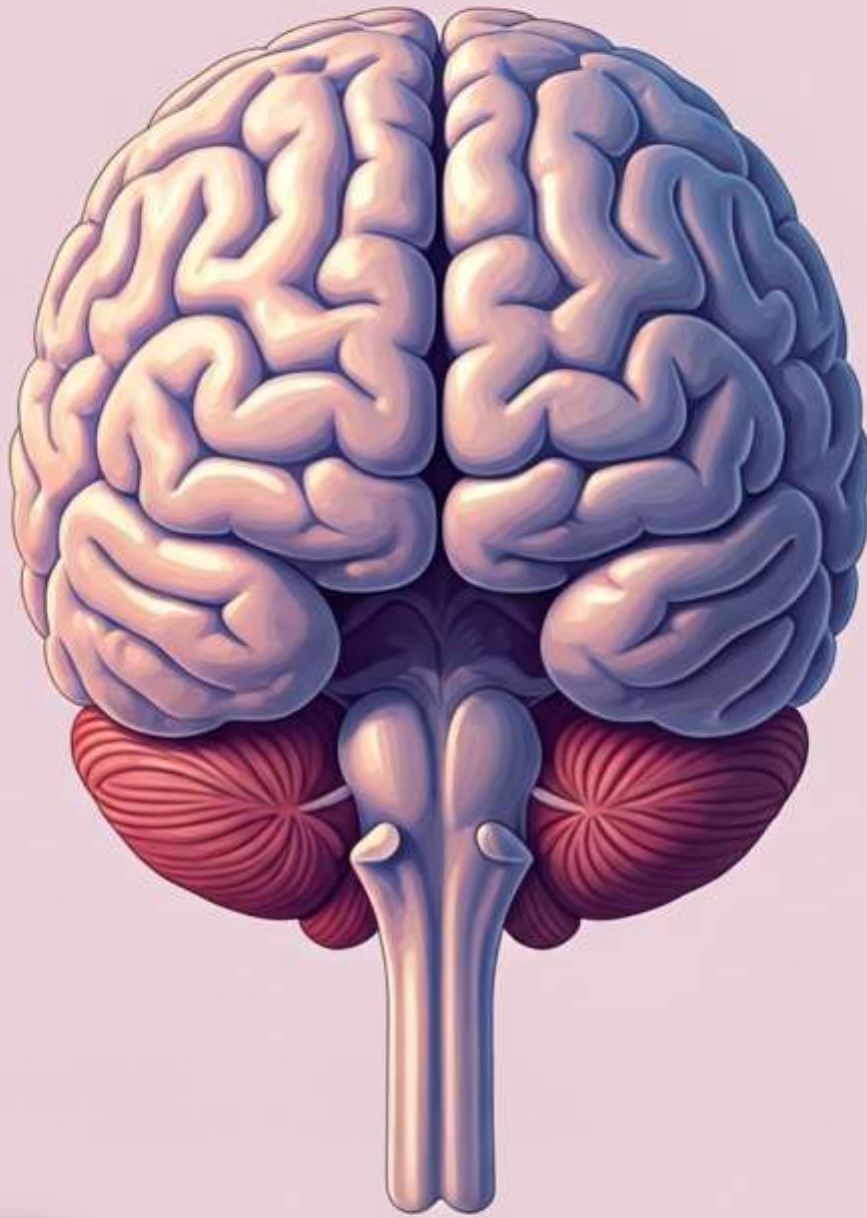
### Tagline:

**"Feel the Dove Difference":** Emphasizes the unique sensory experience and the nourishing effects of the body wash.





# Conclusion ...



We explored each of the body's five senses to learn how best to use them to invite the Buying Brain in. We learned that:

- **Vision** is chief among our senses, and that our Buying Brains will discount information that is not in concert with the visual stimuli it receives.
- **Smell** is the most direct route to our emotions and memory storage. Being linked with a pleasant, iconic smell can significantly improve a product's success in the marketplace.
- **Hearing** is specialized and tuned to what interests us. The Buying Brain will easily ignore distracting or disturbing noises (along with any messages that accompany them).
- **Taste** is one of the brain's great pleasures. Linked closely with smell, the taste of a product is influenced by the neurological iconic signatures that accompany it.
- **Touch** is the earliest of our senses. We are sensual beings and love to be touched. Any product or experience that is tactile must excite and invite the sense of touch.



# Applying Neuroscience to Marketing Strategy

- What approaches are most effective in reaching and engaging consumers in each category?
- Optimizing Messaging
- Enhancing Customer Experience
- Designing Effective Campaigns
- Improving Product Development
- Building Brand Loyalty







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## Introducing the Buying Brain (Secrets of Consumer Behavior)

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