

THE BRAIN TELLS NO LIES: THE USE OF NEUROSCIENCE IN MARKETING

Focusing primarily on how the structure and function of the brain impacts consumer behavior, the use of neuroscience in both research and advertising remedies some of the shortcomings of more “conventional” methods.

And, while those methods – surveys, focus groups, observation — all continue to have demonstrable value and aren’t likely to be phased out anytime soon, they do have their limitations. Despite the best of intentions, consumers may give every indication that they’re willing to express their opinions honestly and accurately, but research consistently shows that in many situations they may be either unwilling or unable to actually do so.

There are a number of reasons for this. Among them:

- Some people and, in fact, some entire cultures view negativism as a lack of respect. This can make it very difficult for these people to answer honestly when their perception is less than glowing.
- The subconscious mind is both much busier and much hastier than the conscious mind — processing much more information and doing so much faster. The sheer speed and volume of this activity renders us unable to keep up with what’s going on in our own brains.
- While we almost invariably think of ourselves as logical decision-makers, we are subject to long-held biases and conditioned responses we never even knew we had.

Professor Antonio Damasio, a leading expert in neuroscience, once wrote, “Over time, emotions and their corresponding bodily change(s) become associated with particular situations and their past outcomes.”

Research consistently shows that these emotions have a direct impact on consumer decisions.

Due to significant advances in computing, software and resulting algorithms, we can now accurately test emotional responses and adjust to accommodate for them, helping to create a strong emotional connection to a given brand.

To learn more about how Hawthorne Direct can effectively use powerful neuroscience principles to help build your brand and increase your ROI, just fill out the form to the right and we’ll contact you.