

3 Neuromarketing Tips

to increase the impact of your marketing folder

SIXTH FACTOR

CLARITY × PREDICTABILITY + PROFITABILITY

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Each element on a marketing folder should be placed and included such that it resonates with the emotions of the target audience. Folders are still a significant medium to reach out to consumers and evoke interest in them your brands or products.

But a folder becomes effective only when it is ready by the target consumer, for which the layout needs to be impactful and attractive, for conversion to sales. Instead of asking direct questions to responders, researchers track eye movements, brain activity etc. to identify how consumers respond to folders. In this way, they can know the subconscious emotions behind a purchase decision instead of the obvious biases.



What are the neuromarketing insights that constitute neuromarketing research?

Here are three neuromarketing insights, which are usually included in neuromarketing research.

Branding

Human brains respond to stimuli in seconds, and it is within these seconds that a consumer may decide to read or to not read your folder. Clarity is therefore very crucial. And the best way for this is to place the brand logo on the front to communicate and reflect your brand.

Sometimes brands do the mistake of placing their logo, small in size, at the bottom of a page to communicate other things on the rest of the page. But the danger with this is the consumer missing out on the logo and occurrence of negative emotions.

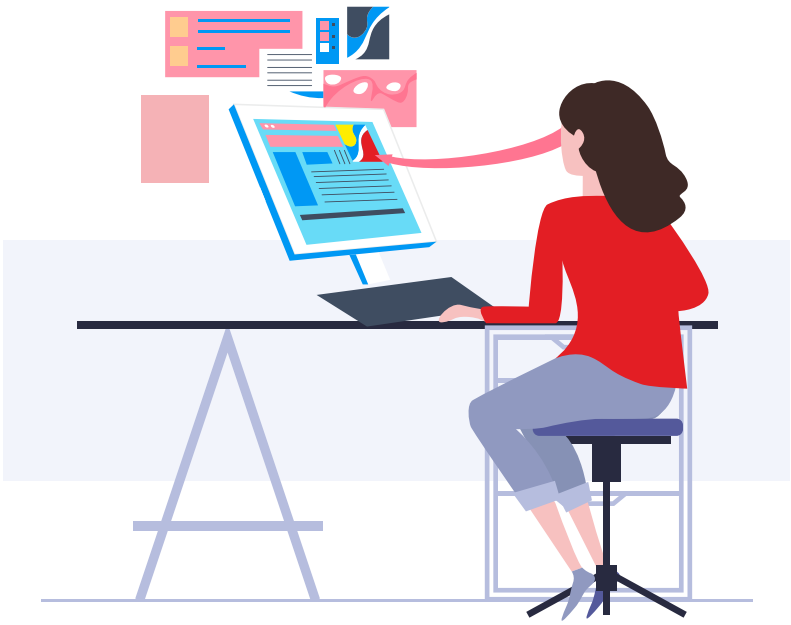
Avoid this and place your logo where it would be most visible to the viewer – top, left or across the page. Also, place it on the back page of your folder. Sometimes it is the back page that a viewer sees first, and it can decide if he or she wants to look at it further.

Branding inside the folder is important too. The viewer tends to do a quick scan of the bottom of inside pages and your logo placed here can have positive effects and has the potential to get imprinted more in your consumers' minds.

Hotspots

People tend to look more closely at the right page than the left, and they prefer the area closer to the folds – the right of the left page and left of the right page. Consider placing the most important part of your communication or products on these prominent spots.

For example, your most important offering can be placed close to the fold on the left side of your right page to get more attention from your viewer. Or you could place your most expensive offering in this spot to take advantage of the anchoring effect – with the most expensive price being seen and registered already, the other prices on the page will seem cheaper and hence more attractive.



Calm

Avoid chaotic and busy elements, as they tend to tire the brain and translate into negative emotions. Elements like longer than required product descriptions or visuals that overlap cause chaos in the brain, which leads to faster browsing just to finish off.

Include these to make your folder calm and relaxed, hence more attractive to your consumers –

- A crisp and short text
- Most attractive products
- Separate product categories using design elements like lines, blocks etc.
- Fixed positioning of price and product with respect to each other
- The structured horizontal or vertical design



Market Research – Powered by Behavioural Economics

Consumers may not always do what they say, or say what they do, and hence biases would always exist in market research. To counteract these, a first step would be to view the problem through the lens of behavioural economics - What is the behavioral challenge? Which could be the BE concepts involved? What are the appropriate responses and adjustments required to mitigate those behaviors?

We keep Behavioural Economics at the heart of what we do – sometimes that may mean "nudging" the respondent - here how the question is framed and asked, and how the preceding parts of the survey have brought a respondent to the next question, assume significance.

It may mean being cognizant of something seemingly simple - but which could botch up the output if not adhered to - such as the ranges given; the question order; and of course the phrasing.

Our understanding of the biases that could possibly be in play and keeping these "top of mind" results in improved measurements and frameworks, generating more accurate output, and consequently more incisive recommendations, to ultimately add to the bottom line.



About SixthFactor

SixthFactor is a new-age research consultancy firm, with offices in Dubai, Goa and partnering with Fortune 500 clients based in Middle East, Africa, SEA, India and Pacific markets.

SixthFactor helps clients understand, influence and shape human decision-making through the application of the latest knowledge from Behavioural Sciences and Neuro-marketing fields. Our designs, tools, interpretations and applications are consistently guided by the need to understand and influence consumers within their context of decision-making.

We also take pride in partnering our clients in GTM activations with applications of Design-thinking and crowd-intelligence ideas through stakeholder workshops.

About Author

Himanshu Vashishtha



Market researcher with two decades of experience in shaping marketing strategy for global brands. He was heading the largest research agency in MENA region before he set up a new age research firm with offices across Dubai, India and Singapore to help brands get clarity, predict consumer behaviour and help make profitable choices.

Himanshu is considered one of the leading thought expert in applied behavioural economics and Neuromarketing in the region and contributes to newspapers, periodicals and magazines regularly. He speaks on the topic in conferences across Dubai, Singapore and India as well as teaches the Behavioural Economics and Applied Neuromarketing in Indian Institute of Management. He has been on the board of numerous organizations and councils such as TiE, Retail ME, Super Brands Council, Asian Brand Council, Gemas Awards etc.

Himanshu is someone who seeks nature to revive his soul regularly. And is currently experimenting with minimalism.

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