How to create more **Effective Commercials**
- 5 neuromarketing examples



SIXTH FACTOR

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How to create more effective commercials - 5 neuromarketing examples

You spend millions on a commercial, taking all the pains to make it a perfect broadcast. However, despite months of running it, you don't see the numbers spike. And your sales may drop. What went wrong?

Neuromarketing can help with the answer to this. And it can be applied even before the campaign is planned, to understand the general public sentiment. Combining the EEG method with eye tracking, you can identify or predict how sales would be affected, and even identify specific shots that would affect the consumer's brain positively.

Neuroscience can show you the right path to capitalise on your marketing campaigns and help to prevent dead investments. Instead of allowing your sales to be negatively affected, you can rely on neuromarketing to tap into consumer's brains and influence their purchase decisions.

5 advertising examples based on neuromarketing

Take a look at a few advertising examples that were designed based on neuromarketing.

1. Detecting hidden reactions

In general, it is known that people's actions and words may not match – they may not do what they say they would do, and they may not say what they actually end up doing. When you ask a question, they will give an answer, which need not always benefit you.

Cheetos tested it out and found this to be true – they checked with focus groups about their ad. When asked, the participants said that they didn't like it, as they did not like the idea of the woman fooling her friend by putting orange Cheetos in her laundry. But the EEG results from the same focus groups said that they actually enjoyed the ad and found it funny. They may not have admitted so when asked, as they wouldn't want to be perceived as anti-social.

Neuroscience research helps to overcome the barriers of social desirability and get hidden responses from target audiences.



2. Having a clear focus

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It is important to avoid multiple focus points in a commercial because it confuses the brain. The brain wouldn't know where to look, and the motivation for positive purchase behaviour decreases.

Neuromarketing research combines eye tracking and brain data to track how and where people look and the brain's responses to each stimulus.

3. Peer reviews and actions count

Humans like to know what others are doing and respond accordingly. Consumers look for reviews from similar people who have used a product or experience, like a restaurant or a book, and base their purchase decision on their reviews.

What is significant is that consumers monitor other people's gazes too. And this knowledge is applied in many commercials. For example, in an ad with a baby's image and text conveying details about the product, the heatmap showed viewer attention focused on the baby and attention diluted from the text. But when the baby's gaze was shifted towards the text, the viewer's gaze too turned towards the text.



4. Zooming on emotions

Camera movements influence the reception of an ad. Zoom in and out locks in with the emotions of the viewers at that point. Camera zoom in is synonymous with mental zoom in, translating to more involvement. And zooming out has the opposite effect; it takes away the attention of the viewer. However, zooming out works positively for revealing something like new information.

5. Frog effect

This refers to a particular instance or shot that can carry the full commercial. For example, Sony Bravia had an ad with bouncing balls in between which a frog jumped out of the drain. That wasn't part of the plan. However, when Sony tested the ad with and without the frog, the one with the frog invoked positive emotions in viewers.



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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