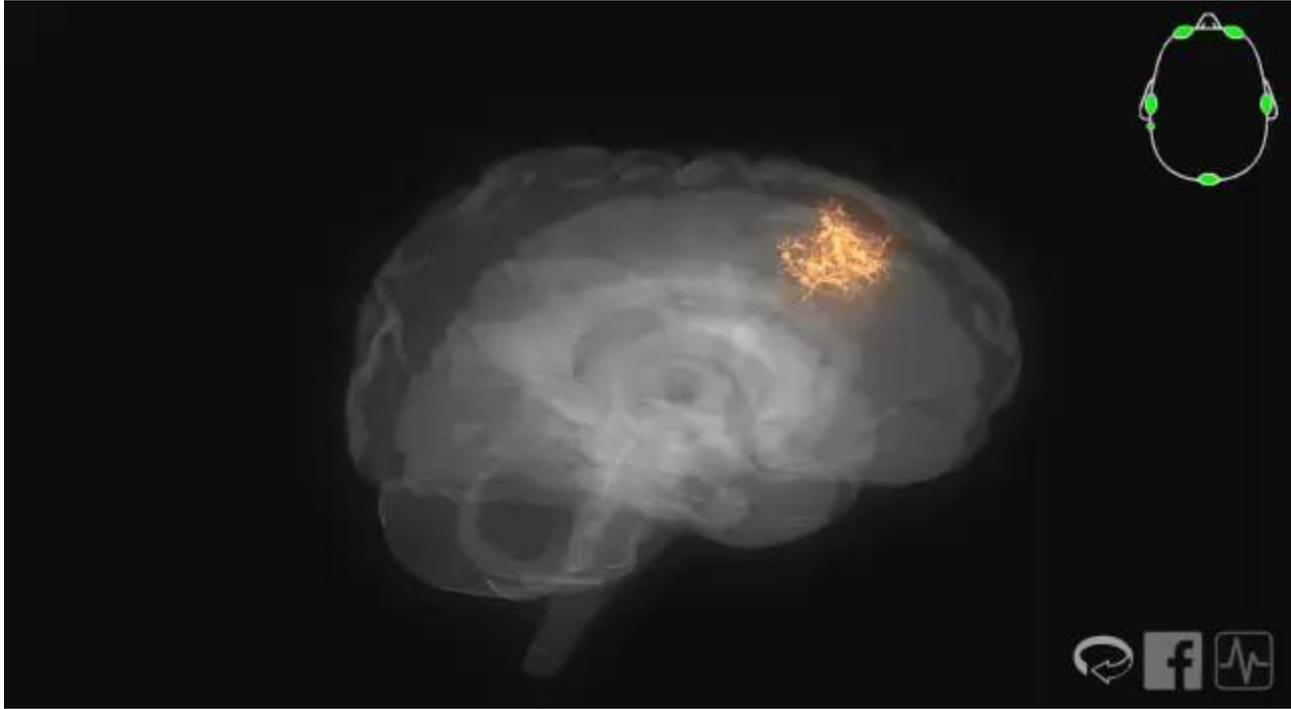


# PONENCIA: APLICA EL NEUROMARKETING PARA VENDER MÁS Y MEJOR

**Pablo Ferreirós Bennett,**







PABLOFERREIROS.COM/BOOKS



# NEUROMARKETING



Pablo Ferreirós Bennett



@PabloFerreiros



[pablo@macom.upv.es](mailto:pablo@macom.upv.es)

[www.pabloferreiros.com](http://www.pabloferreiros.com)



# TEMAS

- **Comprender el cerebro humano desde un punto de vista de marketing**
- **Las 3 partes del cerebro y cómo influyen en el proceso de compra en el consumidor**
- **En esta década del cerebro, tenemos que comenzar a venderle a la mente del consumidor**

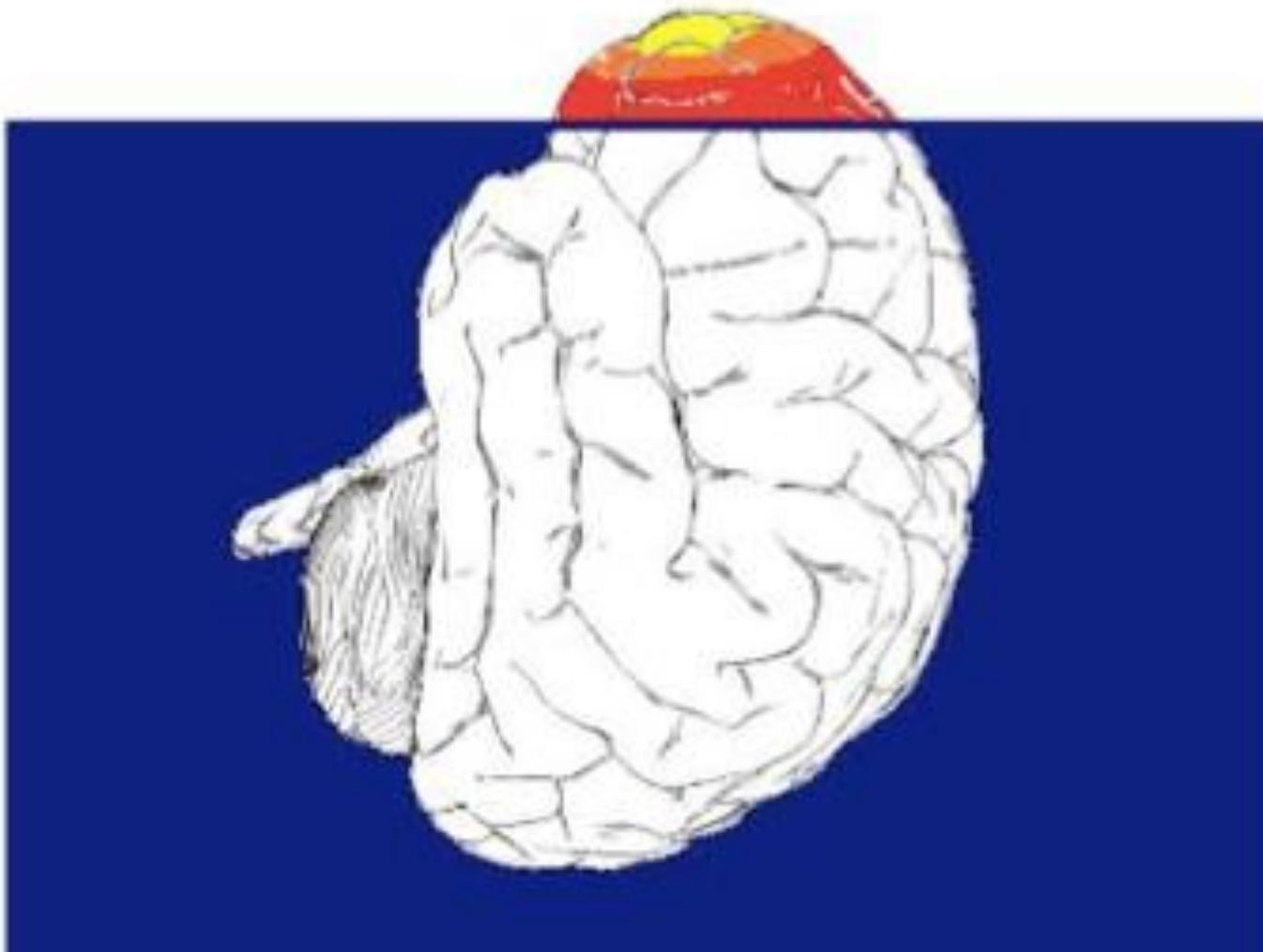
**EN UN MUNDO LLENO DE BIG DATA**

**MARKETING TRADICIONAL**

**FORMAS DE MEDIR**

**MI OBSESIÓN Y MIS DOS PASIONES**

**VIVIMOS TIEMPOS INCREÍBLES**



# CONOCE LA MENTE DE TU CONSUMIDOR

Un mundo en el que las emociones son parte estratégica de cualquier negocio

**Marketing & Neuromarketing:**

Introducir las emociones en los procesos. Estratégicos





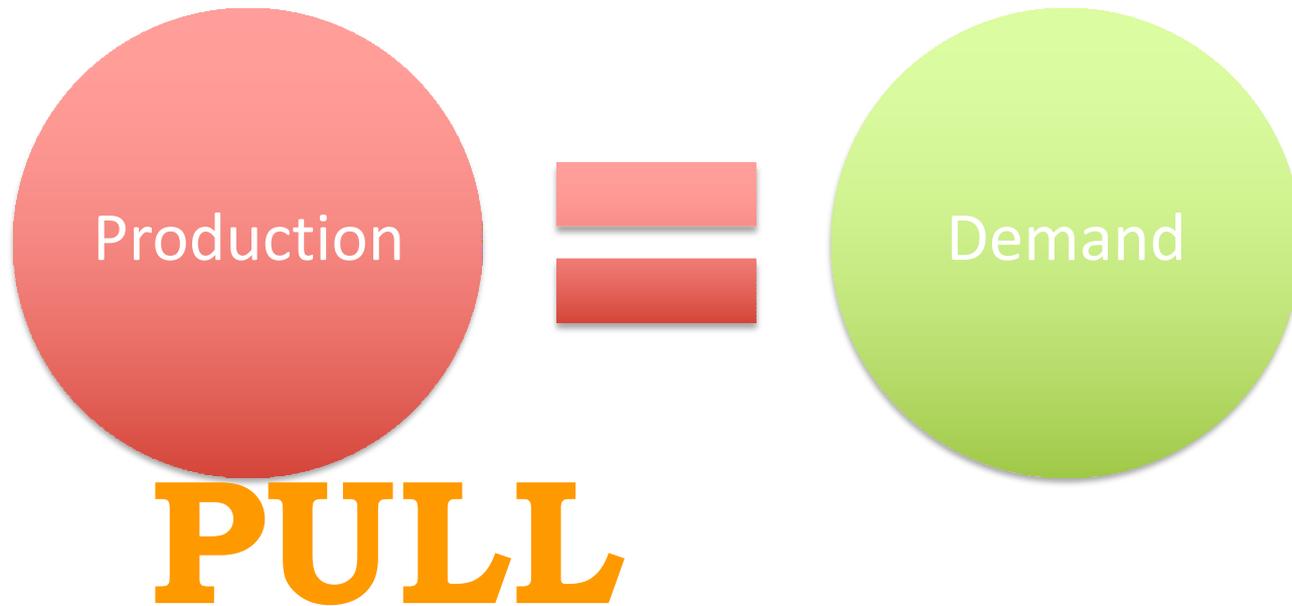






# Cambio de enfoque

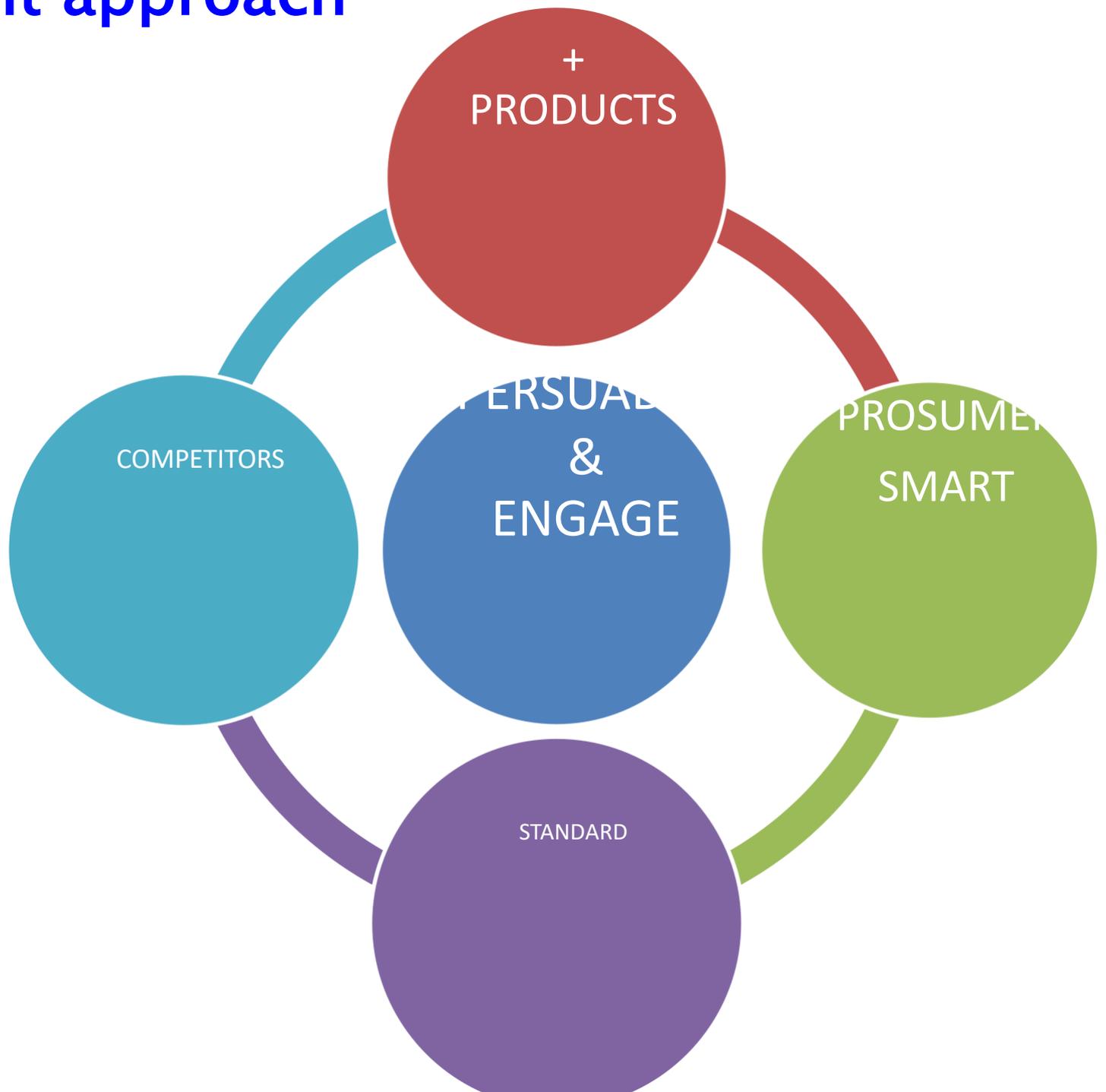
BEFORE: *“I have what you need”*



**Little effort to persuade, competitors  
and inexperienced consumers.**

# Different approach

NOW:



## New approach

We have to stimulate the demand of products to maintain our production:  
*“You need what I have got”*

Advertising uses artificial consumer accelerators: fashion, obsolescence, rarity...

# PUSH

Avanzamos contigo

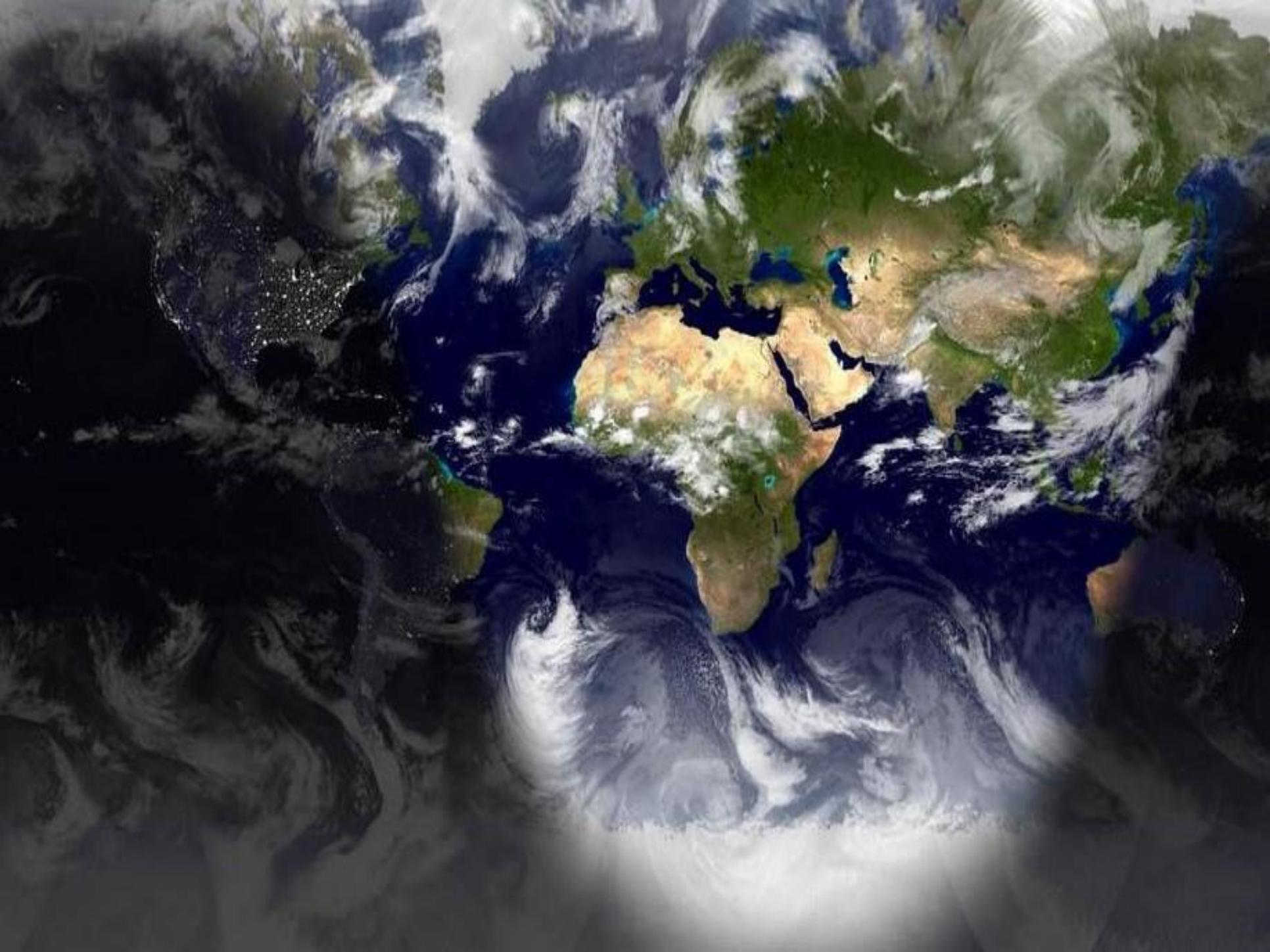


Avanzamos contigo

BBVA









# ANTES DE EMPEZAR



Mk interruptivo

Llegar a menos, conectar a

más Consumidor más

inteligente

No importa quien seas , si lo que compartes

Saturación publicitaria, nativos digitales...

Producto. Marca. Experiencia

2.0 no es una moda

No conozcáis a vuestro cliente por un pwp

# NUEVO PARADIGMA

**PROSUMER  
&  
NUEVAS  
GENERACIONES**

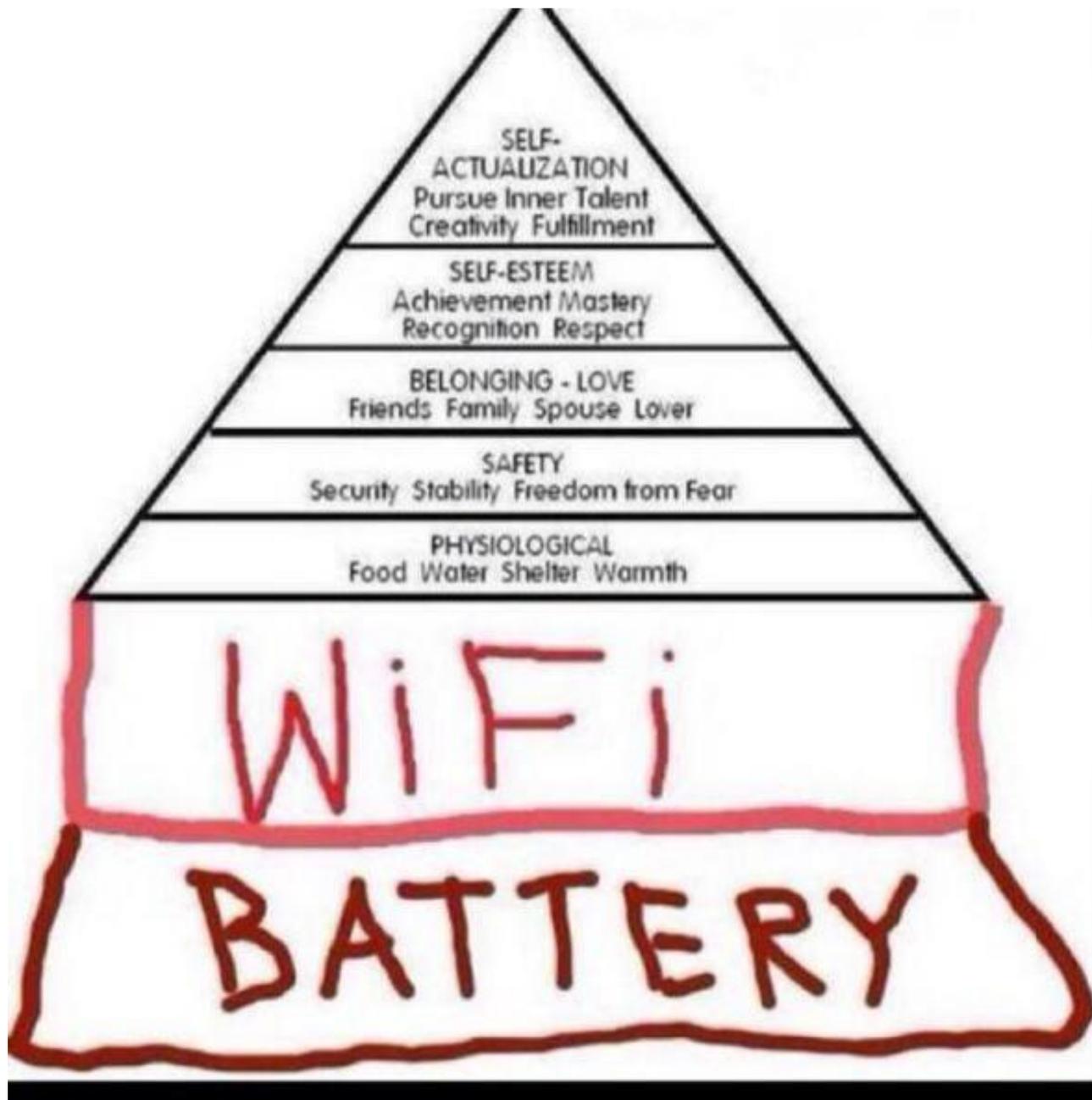




**Multitarea,  
Inteligente  
&  
exigente**







**DE LAS 4 PS A LAS 4 ES**

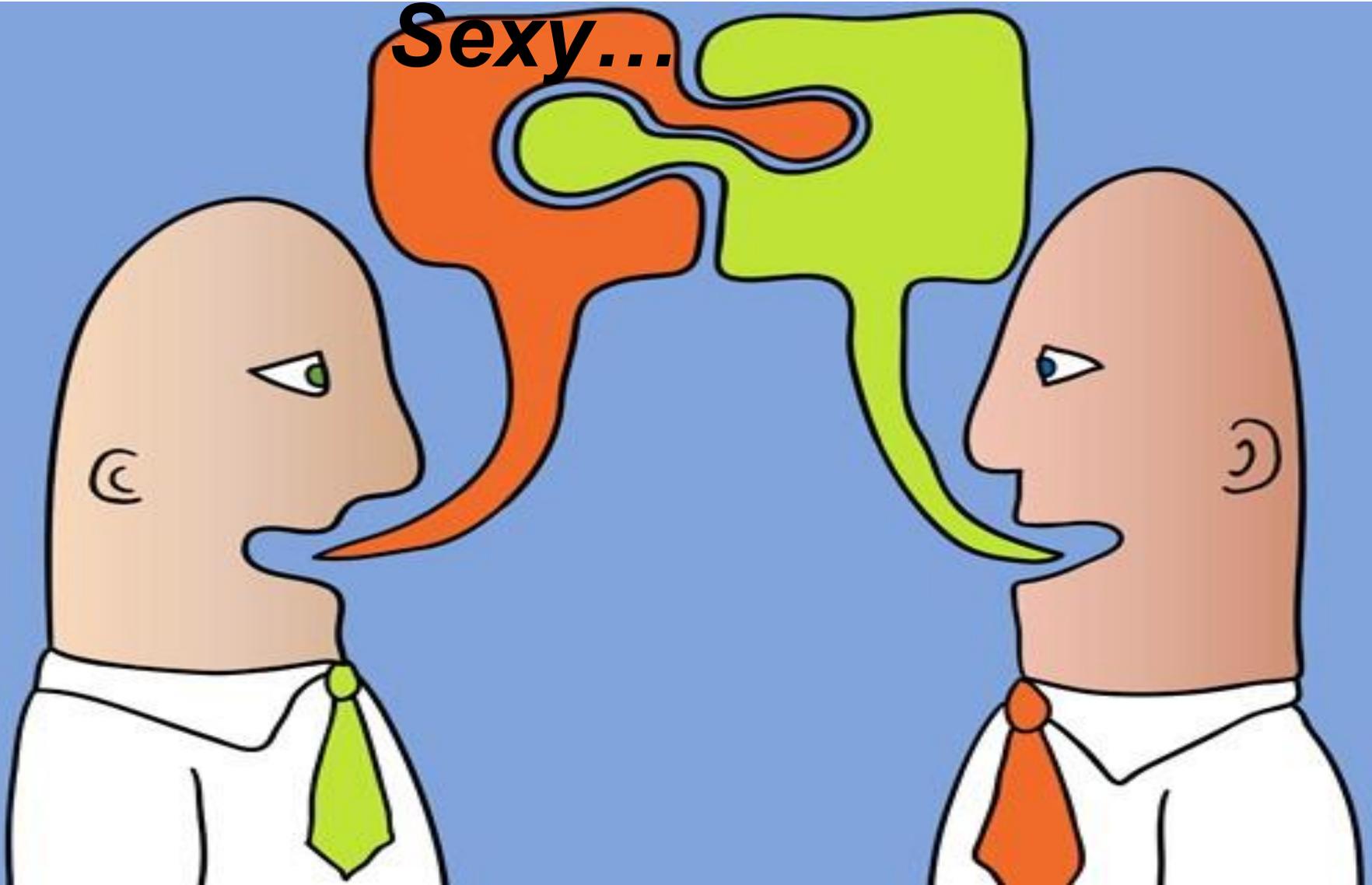
*From Product to Experience*  
*From Place to Everyplace*  
*From Price to Exchange*  
*From Promotion to*  
*Evangelism*

**PRODUCTO**

**MARCA**

**EXPERIENCIA**

***Sorry, hablar de tu  
producto ya no es  
Sexy...***



# ENFOQUE

Llegando al corazón,  
llegarás a todo el mundo

Racional

Emocion

al Mix





**A VER SI LO ENTIENDO**

LLEGARON A VENDER EL MISMO CAFÉ  
QUE PRODUCEN EN ESTE PAÍS PERO  
**OCHO VECES MÁS CARO** Y LA GENTE  
HACE FILA PARA SENTIRSE "COOL"



Descafeinado

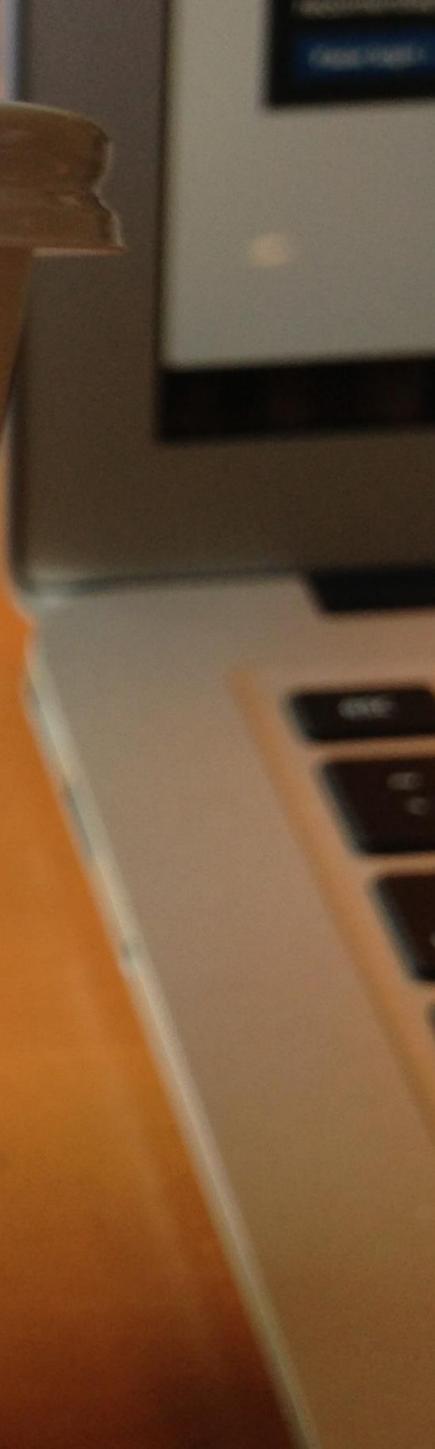
Shots

Sirabe / Xarope

Leche / Leite

Personalizado

Pablo ☺





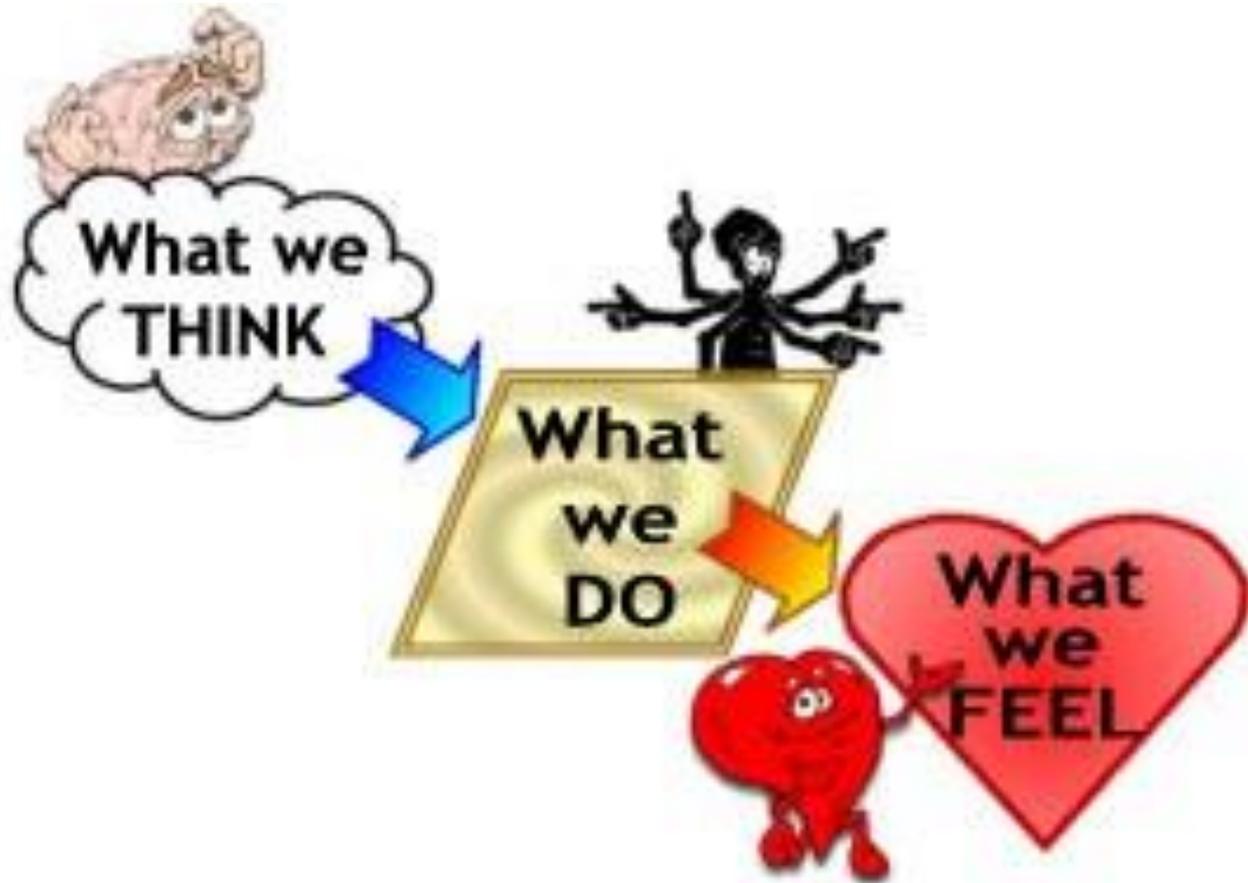
Think different

# STOP INTERRUPTING CONVERSATIONS START SHARING - ¿QUIÉN GANA?





# Consumidor experiencial



# NO





## EMOCIONES VS. EXPERIENCIAS





**LO  
VE**

**...**



**Or... TOTALLY  
THE  
OPPOSITE**





**ESTÍMULO**

A woman with long, dark, wavy hair is standing in a green field under a blue sky with scattered white clouds. She is wearing a white, long-sleeved button-down shirt tied at the waist with a light-colored lace belt. Her arms are outstretched to the sides, and her head is tilted back, eyes closed, suggesting a moment of joy or emotional release.

**EMOCIÓN**

A woman with long dark hair, wearing a white lace top and a colorful zig-zag patterned skirt, is walking away from the camera on a paved road. She is holding a pair of black high-heeled shoes in her left hand. The road splits into two paths in the distance. The sky is a vibrant orange and yellow, indicating a sunset or sunrise. The overall mood is contemplative and hopeful.

**DECISIÓN**



**MEMORIA - RECUERDO**

**ELEGIR**

**=**

**RENUNCIAR**

**=**

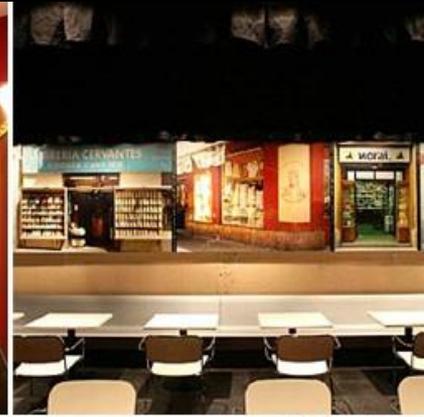
**ÉXITO**

**USP**

**TOP 3-5-7**

**A VUESTRO CEREBRO NO LE GUSTA LA CONFUSIÓN**

**RENUNCIAR NOS LLEVA AL ÉXITO**





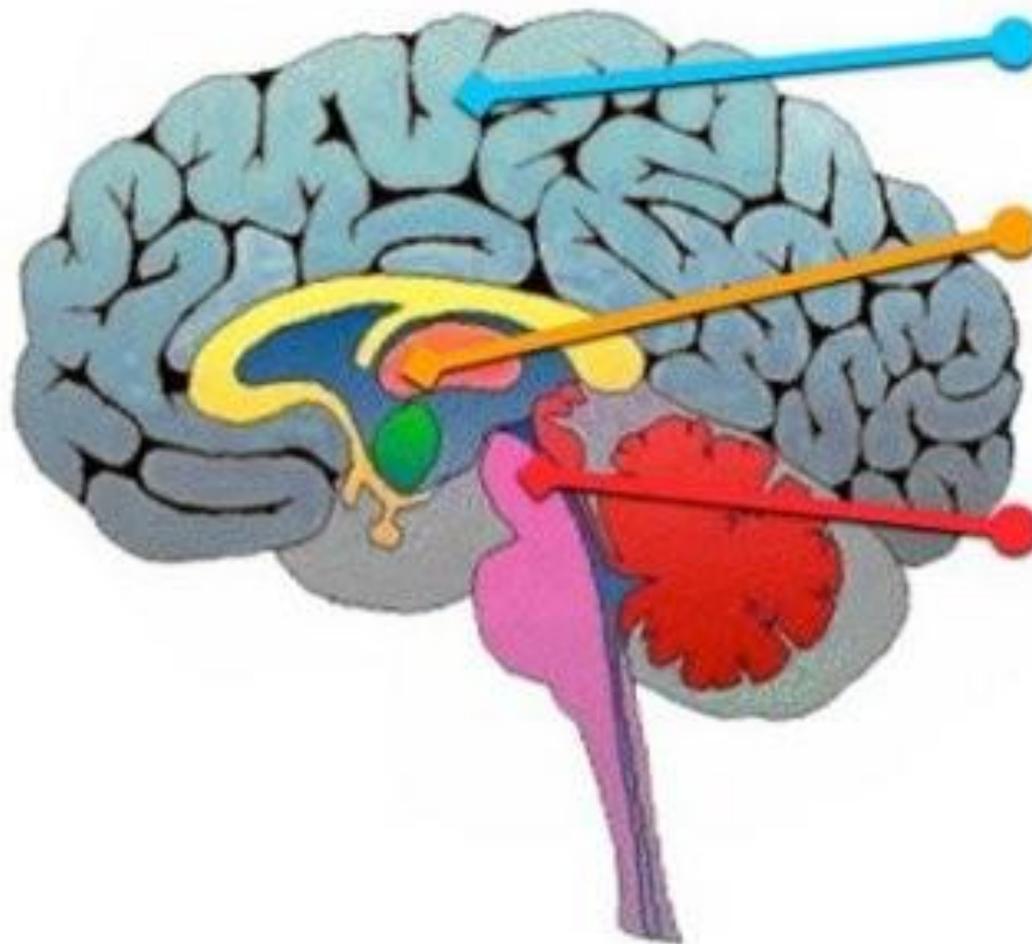
# La ciencia de las decisiones humanas (y de tus clientes)

- Neurométricos
- Biométricos
- Psicométricos









**Neocortex:**

Rational or Thinking Brain

**Limbic Brain:**

Emotional or Feeling Brain

**Reptilian Brain:**

Instinctual or Dinosaur Brain



# WORKING KNOWLEDGE

Business Research for Business Leaders

## BROWSE BY:

+ TOPICS

+ INDUSTRIES

+ GEOGRAPHY

+ FACULTY

+ CATEGORIES

[Browse All Articles](#)

[About Us](#)

[Newsletter Sign-Up](#)

[RSS](#)

13 JAN 2003 RESEARCH & IDEAS

## The Subconscious Mind of the Consumer (And How To Reach It)

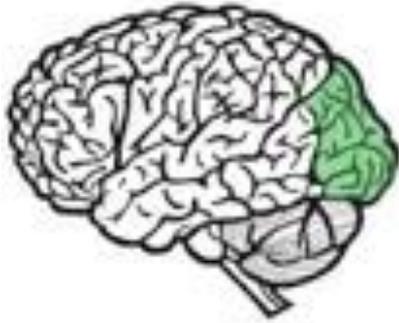
Comments 0 Email Print Share

Recommend Share 37

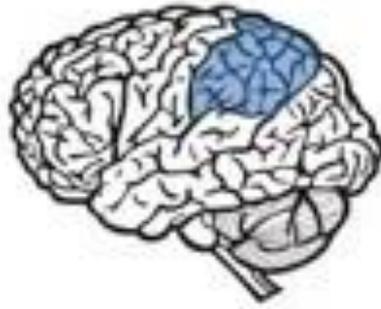
Harvard Business School professor Gerald Zaltman says that 95 percent of our purchase decision making takes place in the subconscious mind. But how does a marketer reach the subconscious? Zaltman explains in this Q&A.



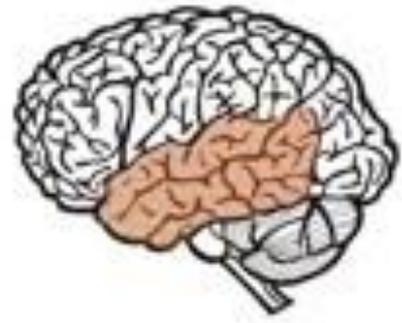
**BUY**



OCCIPITAL



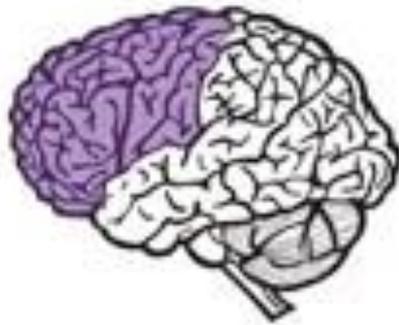
PARIETAL



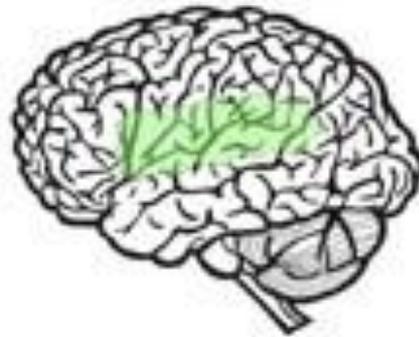
TEMPORAL

front

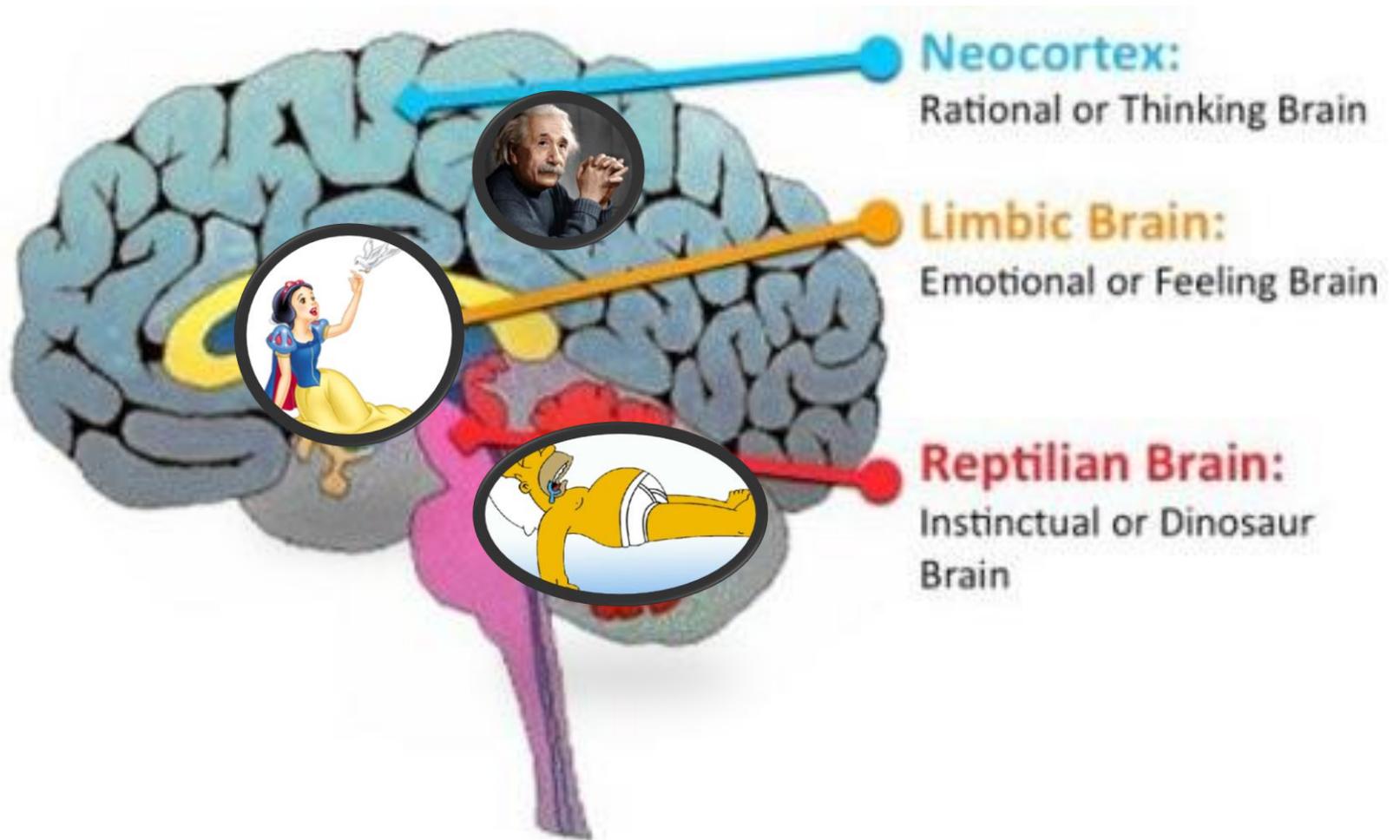
back



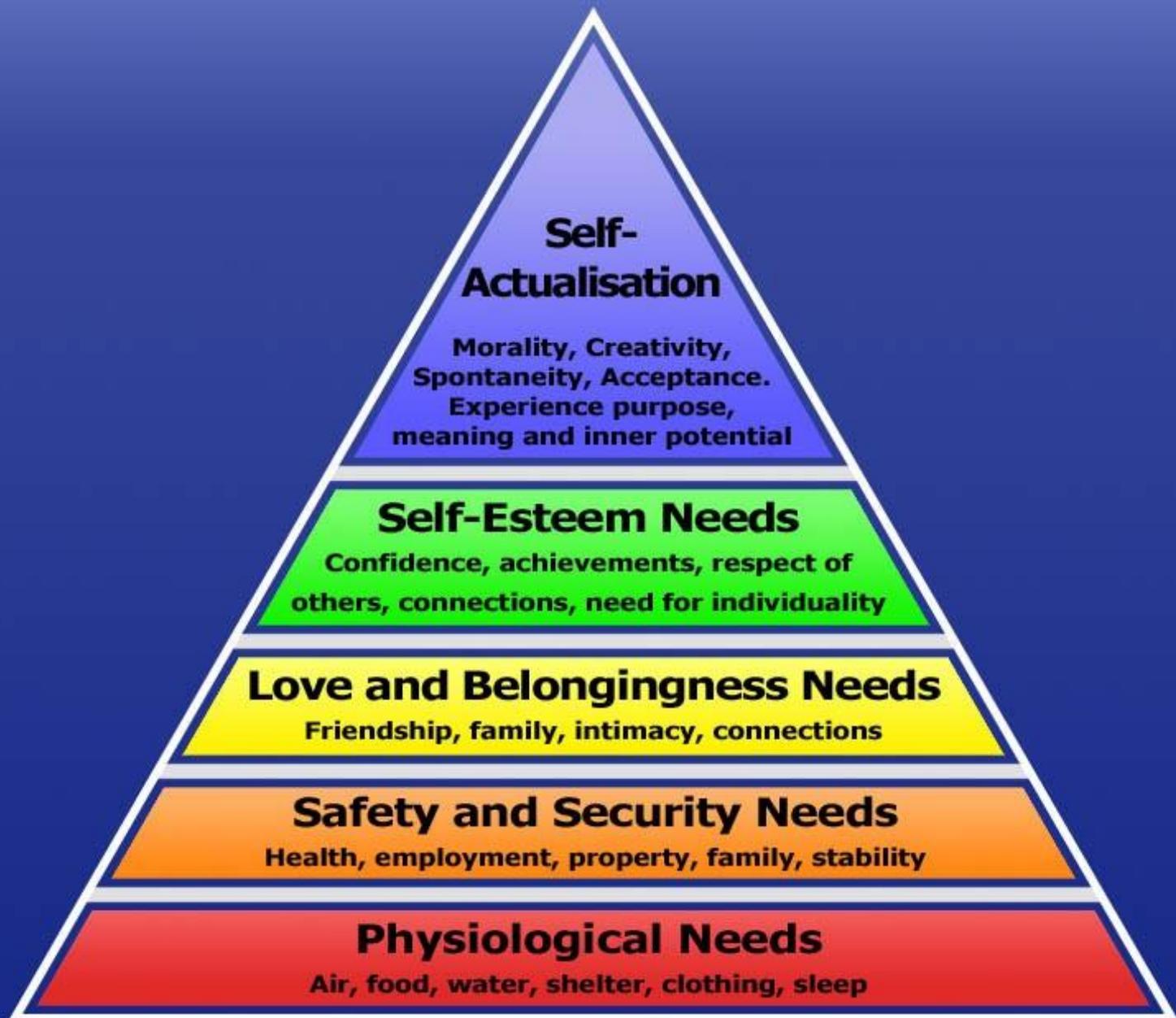
FRONTAL



INSULAR



**Decide - feel -  
Think**



**Maslow's Hierarchy of Needs**

# Tu cerebro reptiliano:

- 500 M de años
- Muy rápido
- Instintivo
- Limitado
- Presente
- Siempre encendido
- Egoísta (yo, yo & yo)
- Le gusta lo fácil
- Subconsciente
- Incontrolable
- Decisor
- No sabe hablar

# Formas de estimular el cerebro reptiliano

- Yo, yo & yo (Háblale de tú)
- Contraste (frío, calor, noche, día)
- Tangible, no entiende de palabras
- Principio y fin (U)
- Visual
- Emocional

**PERCEIVED  
VALUE**



**LOSS  
AVERSION**



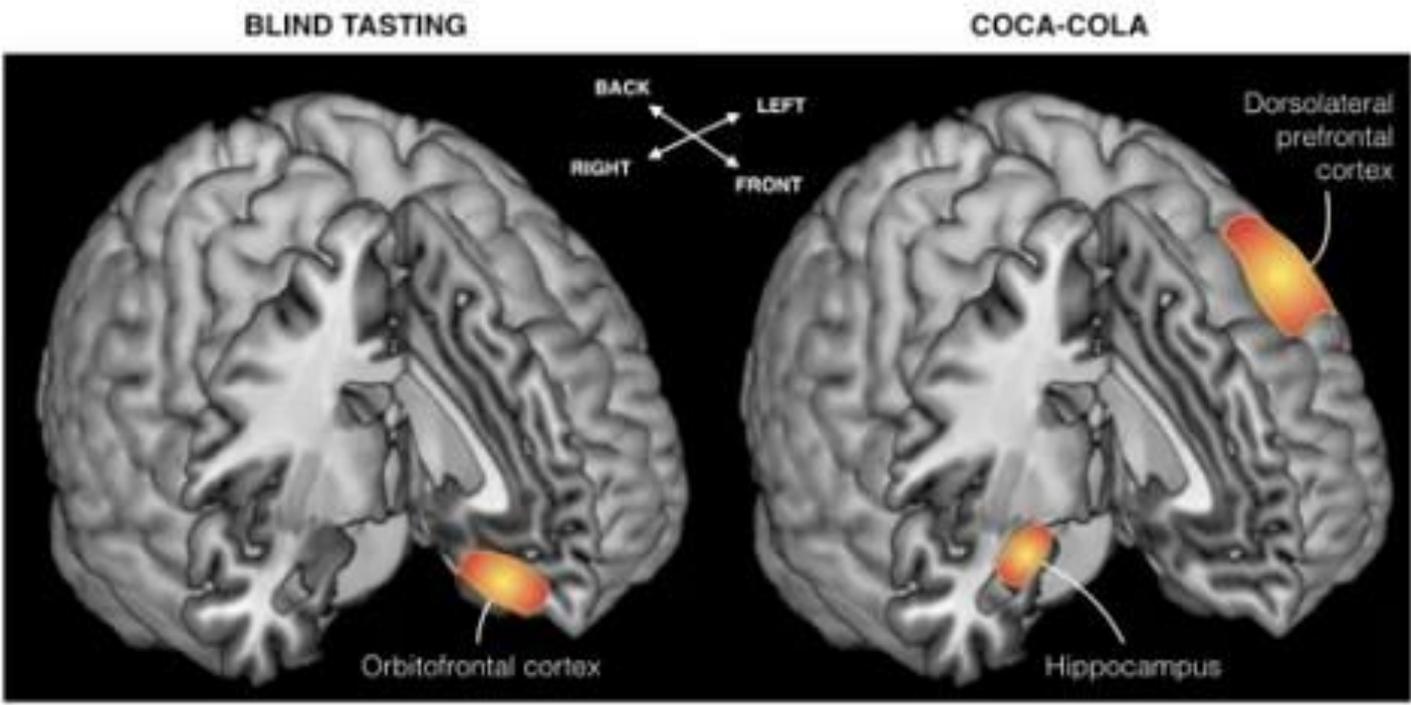








# Coke vs Pepsi





**WEB**

**MUSIC**

**VISUAL**

**MARKETING**

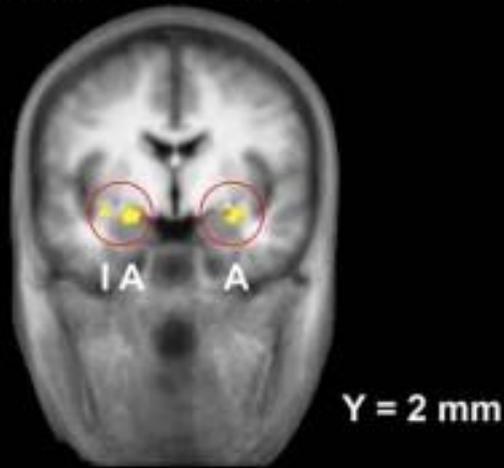
**VIRTUAL**

**REALITY VÍDEO**

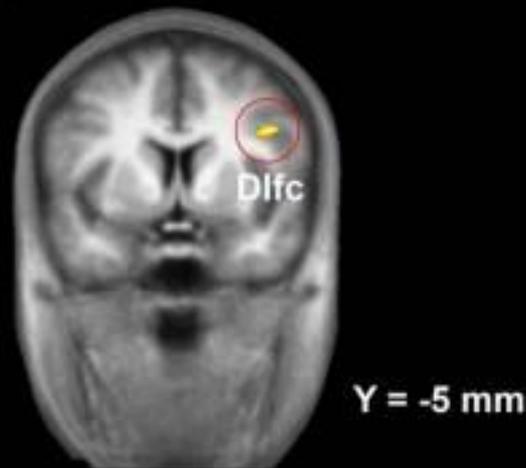
**PACKAGING**

**SHOPS**

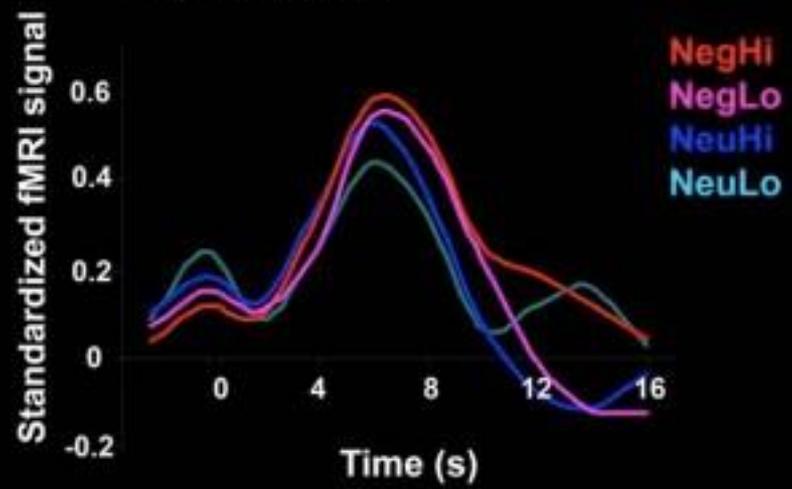
**a**  
Low load > High load



High load > Load load



**b**  
Right amygdala

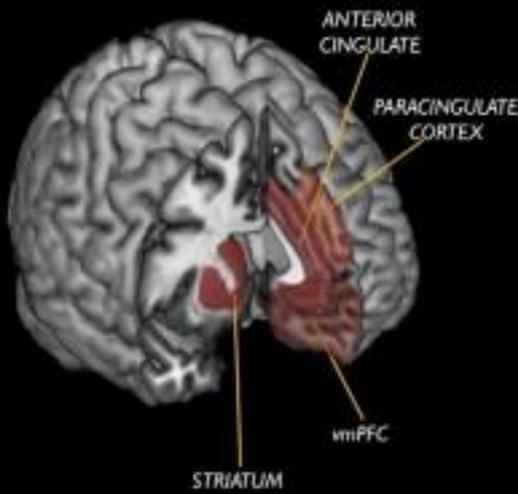


Right dorsolateral frontal cortex

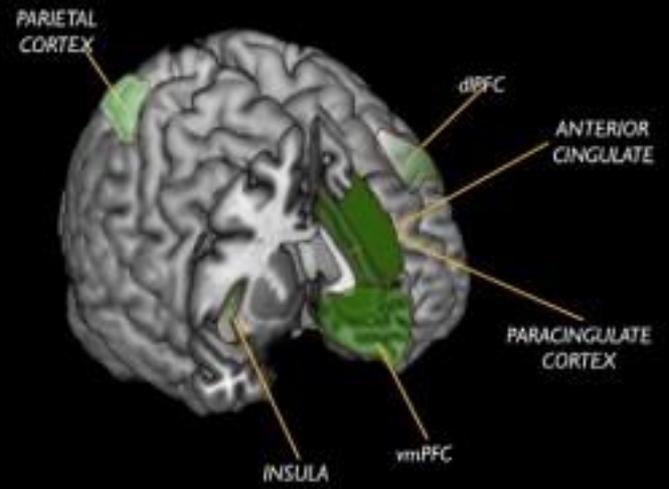


# Types of brand associations

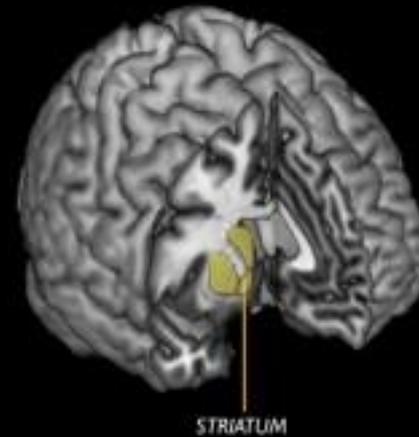
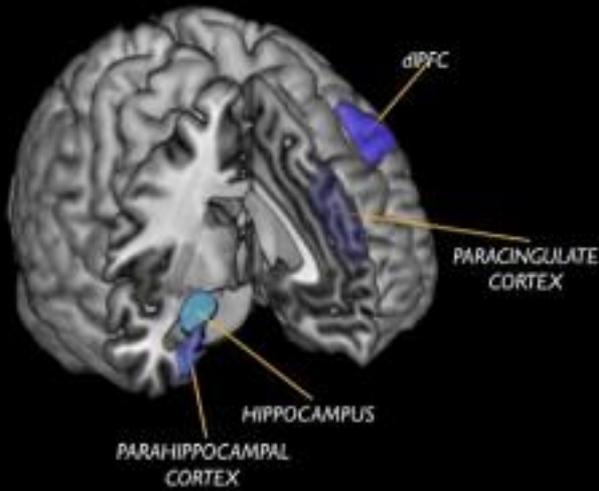
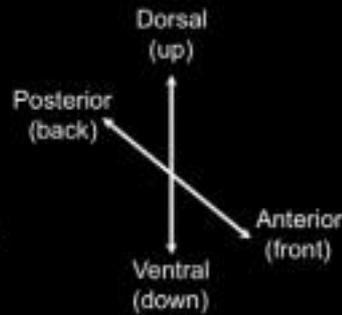
# Favorability of brand associations



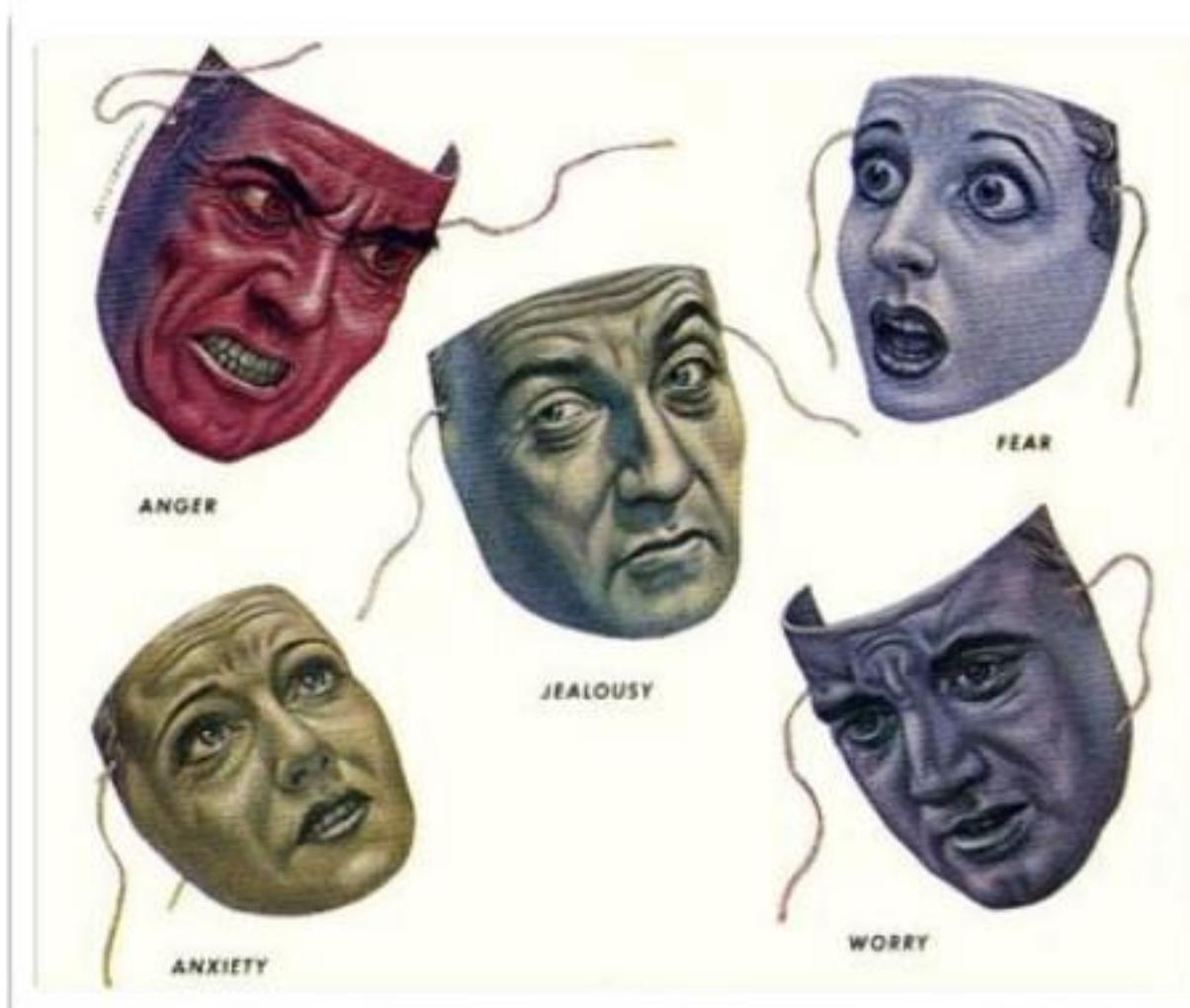
Brand memory & knowledge



Brand loyalty



# EMOTIONS & FEELINGS











[WWW.MARTINELLI.ES](http://WWW.MARTINELLI.ES)





PIKOLINOS

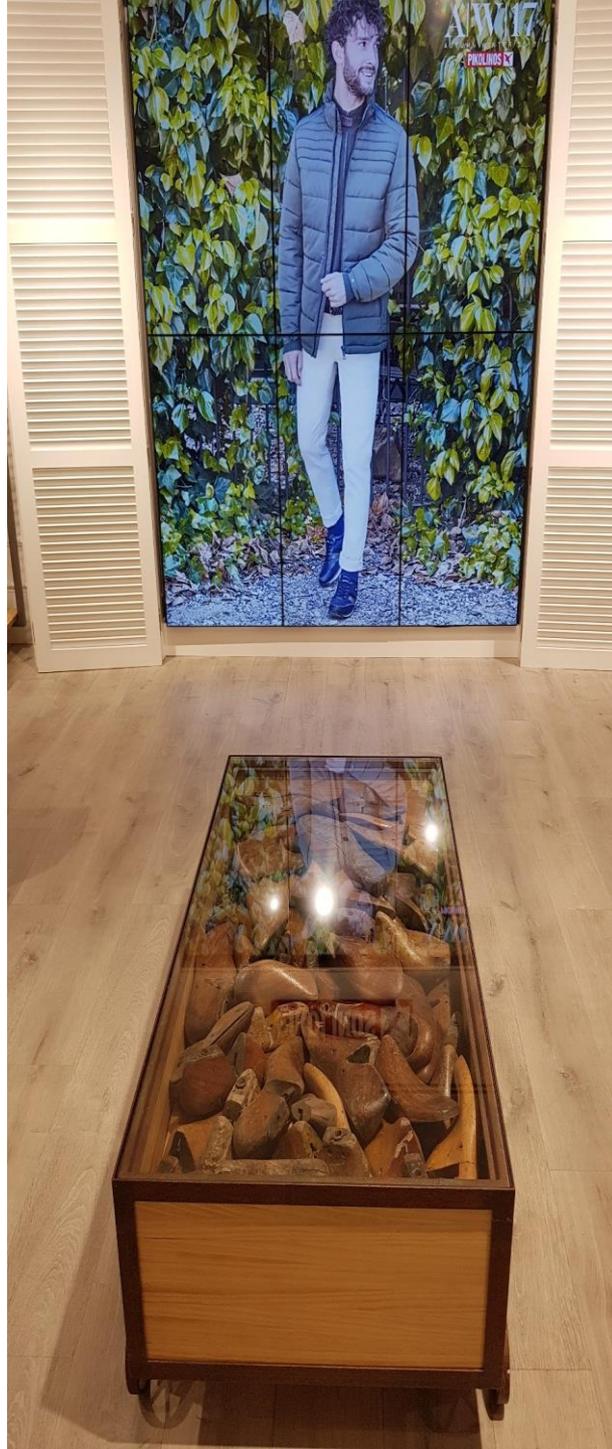
GRAN SECRETO  
PIKOLINOS  
Cada Uno DE SUS DETALLES

MANG























**RINCÓN DE CAFE Y RELAX**

Coffee and Relax corner

Ganate un momento de relax con un cafe

Siempre tienes un momento para ti

ESPRESSO	MILK ESPRESSO	MILK ESPRESSO	ESPRESSO	MILK
espresso	cappuccino	cafe latte	americano	latte macchiato

Perfecto Espresso - Special recipe

I need a Rose and a cup of Coffee

Philippines Strong Journal

  
**COFFEE  
TIME**



**RINCÓN DE CAFÉ Y RELAX**

Coffee and Relax corner

Tomate un minuto y tomate un café

Take a minute Have a Coffee

 ESPRESSO	 MILK ESPRESSO	 MILK ESPRESSO	 HOT WATER ESPRESSO	 ESPRESSO MILK
espresso	cappuccino	cafe latte	americano	latte macchiato

PAPER  
PAPEL

PACKAGES  
ENVASES

ORGANIC  
ORGÁNICO

# RINCÓN DE CAFÉ Y RELAX

Coffee and  
Relax corner

Tomate un minuto y tomate un café

Take a minute,  
Have a coffee



espresso



cappuccino



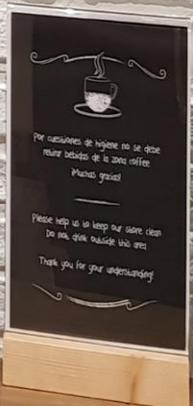
cafe latte



americano



latte macchiato



Recetas Especiales · Special recipes

200g/7oz glace  
225g/8oz self-raised  
175g/6oz softened butter  
175ml  
3 lemons  
50g

cake

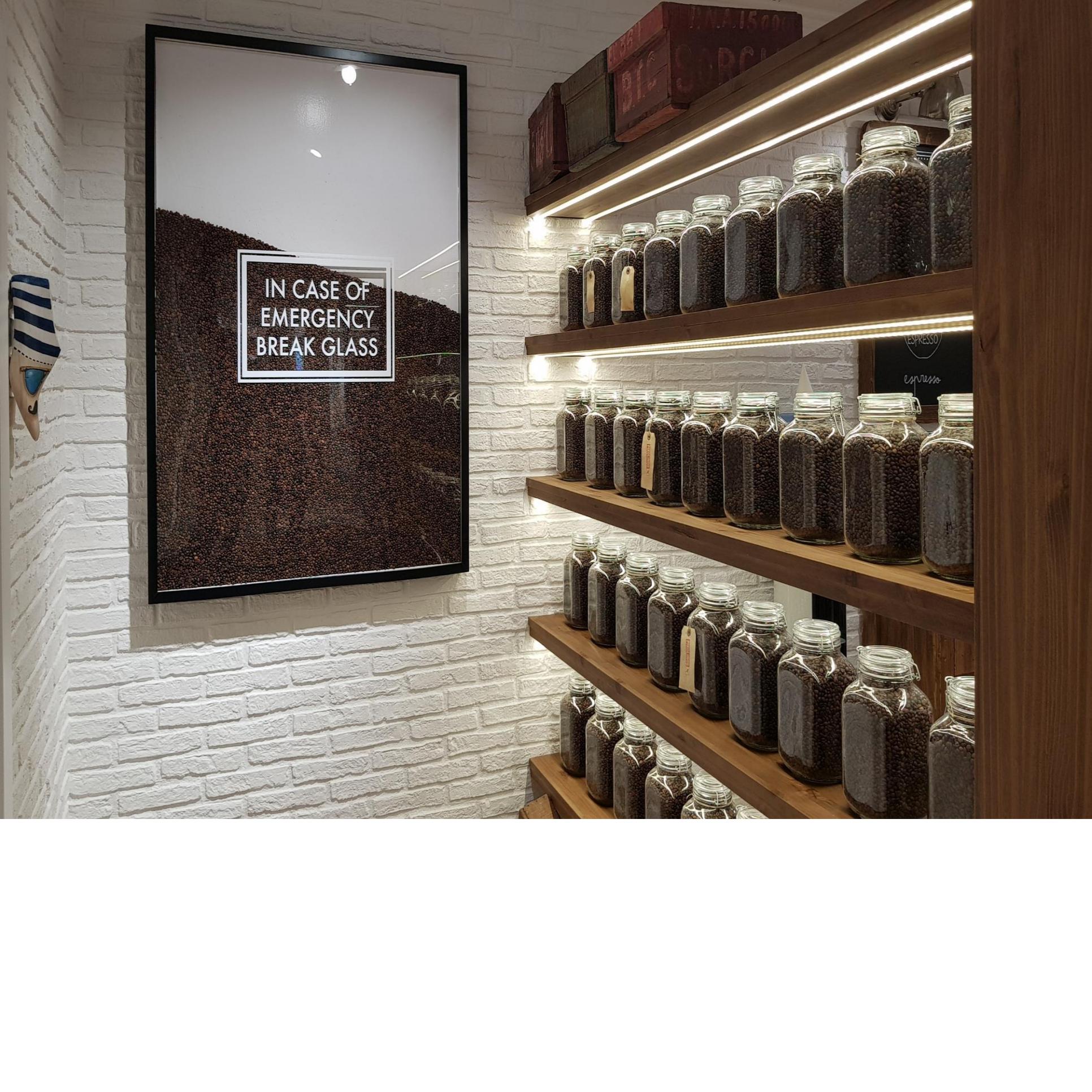


What you need is Shoes  
and a cup of  
Coffee



Autoservicio Serve Yourself





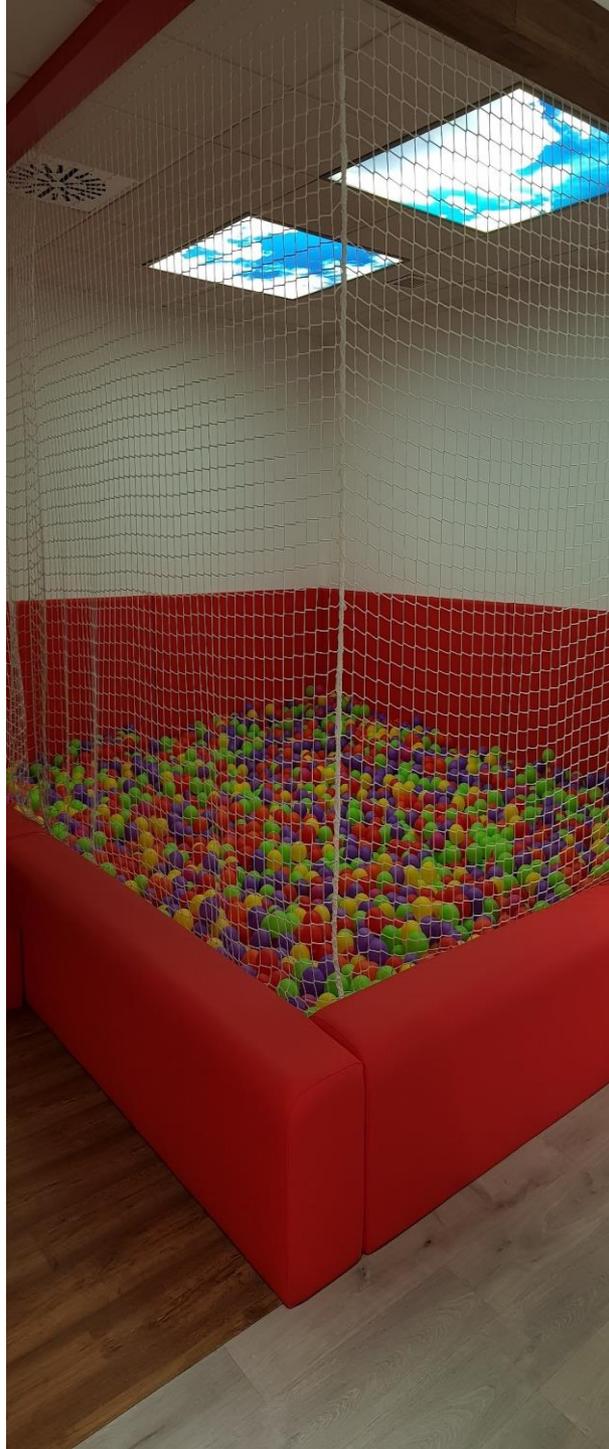
IN CASE OF  
EMERGENCY  
BREAK GLASS

ESPRESSO

espresso















I AM THE  
LEFT BRAIN

Decisive!  
011001011 LOGIC

Accurate  
ANALYTIC

REASON  
1 2 3 4 5 6 7 8 9  
PRACTICAL  
Strategic

CONTROL

SCIENCE  
Realistic  
Bryan

WWW.CARTOONADAY.COM



I AM the  
Right BRAIN!

Intuition  
Love LOVE love  
you art  
Poetry

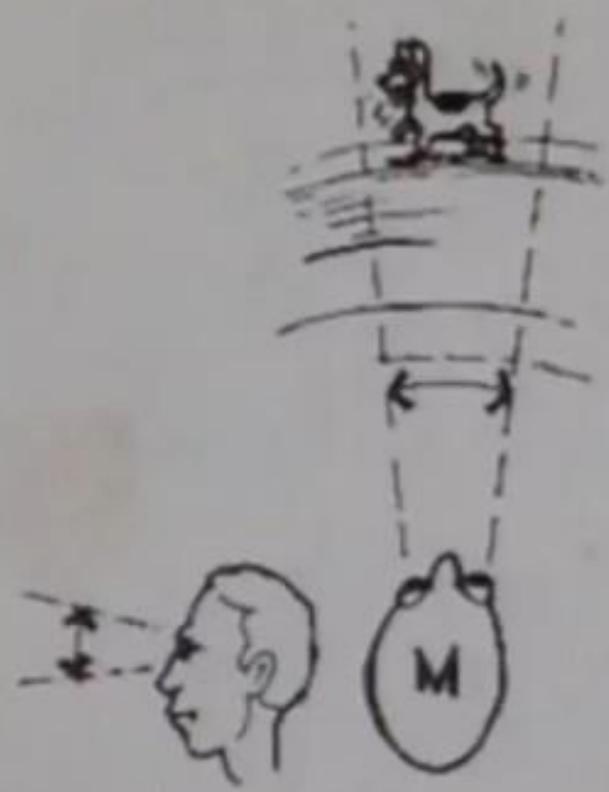
FREE DOM

Passion  
vivid

creative

YEARNING

PEACE



**STOP REACTING  
&  
START PREDICTING  
#NEUROMARKETING**



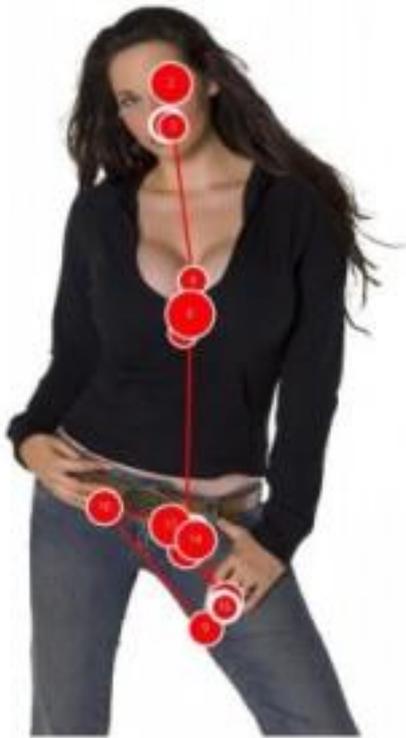


Figure 22: The gaze plot of a Brazilian woman after 5 seconds of viewing



Figure 23: The gaze plot of a Brazilian man after 5 seconds of viewing

Free Post, tax, shipping, store rating, product review

Technical... cheap digital camera review Cheap...  
... cheapest camera Buy... See More Digital Cameras for \$1299. Available \$10  
... First \$150 off...  
... www.technicalcameras.com

Vivitar Digital Camera - UK digital cameras  
... Cameras uk ... digital camera ... digital cameras  
... cheapest ...  
... Feb 15, 2005

Yakumo Digital Camera - Cheapest digital cameras  
... panasonic lcd ... memory card ... cheapest panasonic b20 camera yakumo  
... mega mu ... camera yakumo uk ... cheapest sd memory ...  
... digitalcameras.com ... 124901 ... yakumo 1291 - 316 - Feb 16, 2005 -  
... CACHED - 2005  
... [More results ...]

Best Deals on Digital Cameras and Accessories  
... personal retail service combined with discount prices on all photographic & digital camera  
equipment. Our prices are among the cheapest that you will find on ...  
www.bestcameras.co.uk - 34k - Feb 15, 2005

Cheapest Digital Cameras and the Fujifilm S3

www.jetweb.co.uk/vb/...digitalcameras.htm - 15k - CACHED - Similar pages

Cheapest colour LCD digital camera - bigchina.com

Cheapest colour LCD digital camera - Product Description, Cheapest digital camera  
www.bigchina.com/shczs11141297.htm - 4k - CACHED - Similar pages

Dealist - Cheapest computer and digital cameras deals

Deals List: Canon PowerShot SD110 digital camera + Canon PRIMA iP3000 Photo  
Deals List: Minolta Coolpix 5400 5.1 MP Digital Camera w/ 4x Optical Zoom ...

Sponsored Links

Digital Cameras in Stock  
Free Shipping  
www.Camera.com

Cheapest Prices at Calibex  
Find the best prices and deals  
Compare products, shops and reviews  
www.Calibex.com

Digital Camera - Save  
Save on Cameras, Accessories & More  
Find the Lowest Price - Smarter.com  
www.smarter.com

Free Digital Cameras  
Canon, Kodak, Nikon cameras free!  
Free w/ offer signup. 18+ only  
www.freegiftworld.com

Digital Cameras  
Compare Prices on Digital Cameras  
Read Reviews & Shop at Pricegrabber  
www.pricegrabber.com

Factory Refurbished Cameras -  
Direct From Kodak, Nikon, HP & More  
www.refurbdirect.com

Digital Camera Reviews  
Unbiased pro and owner reviews plus  
100s of merchant quotes on camera  
www.digitalcamera-hq.com

Canon Digital Camera





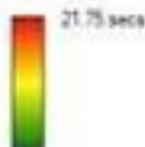
# Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for you baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



baby™



## Extra gentle for the most sensitive skin.

Sensitive skin + moisture + chemicals = diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



Baby Wipes™

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at [www.baby.com](http://www.baby.com)

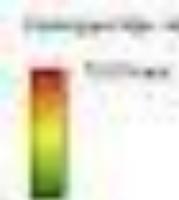
# Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for you baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



baby™



# Find out how the most sensitive skin.



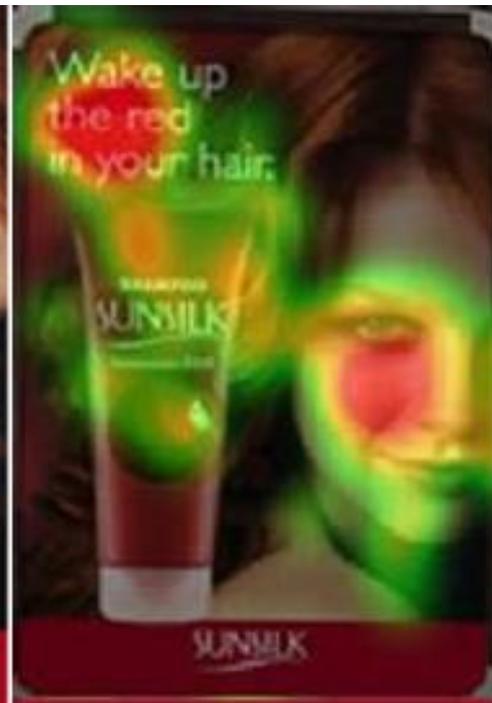
...and ...

...and ...

...and ...

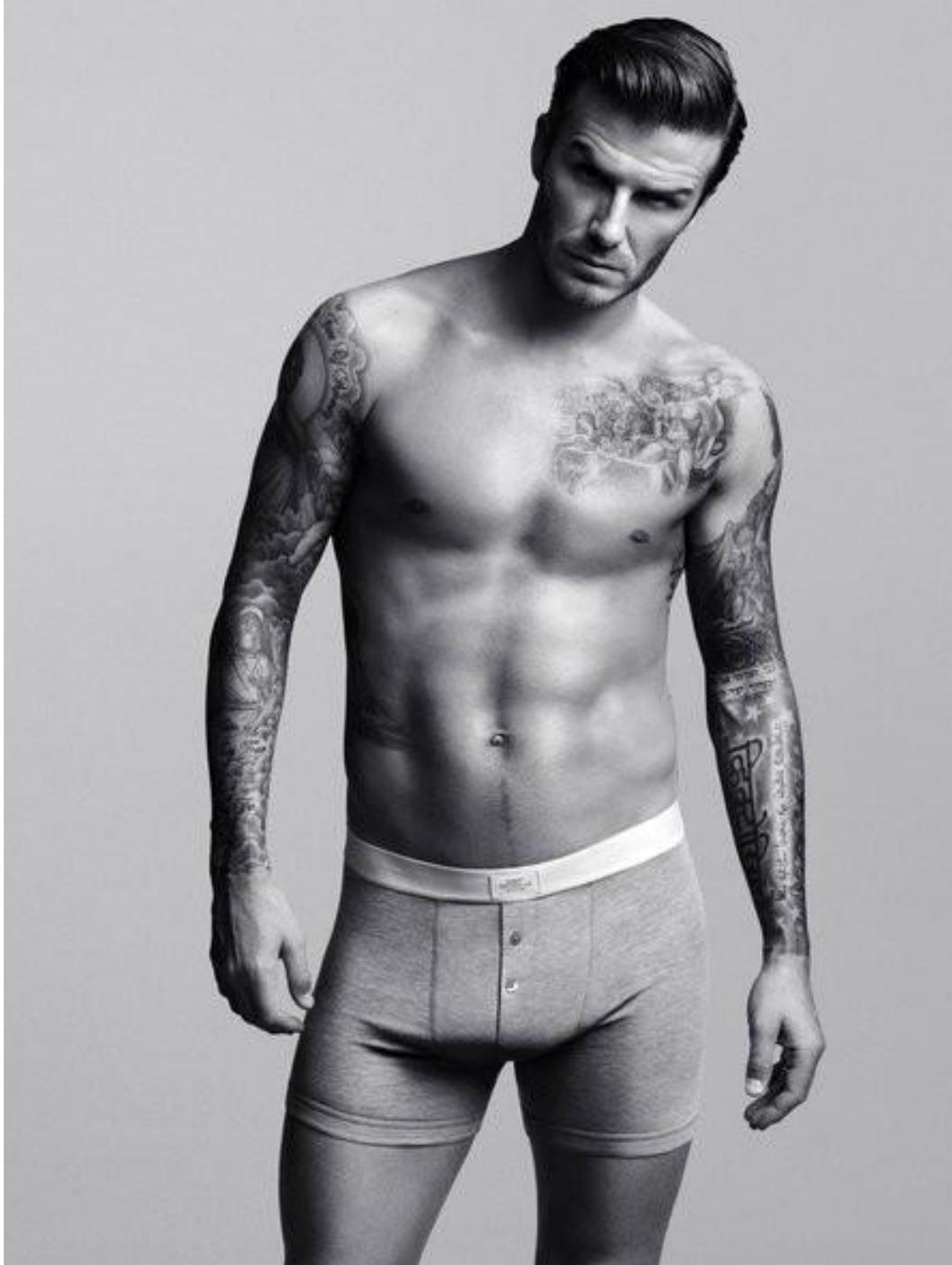
...and ...

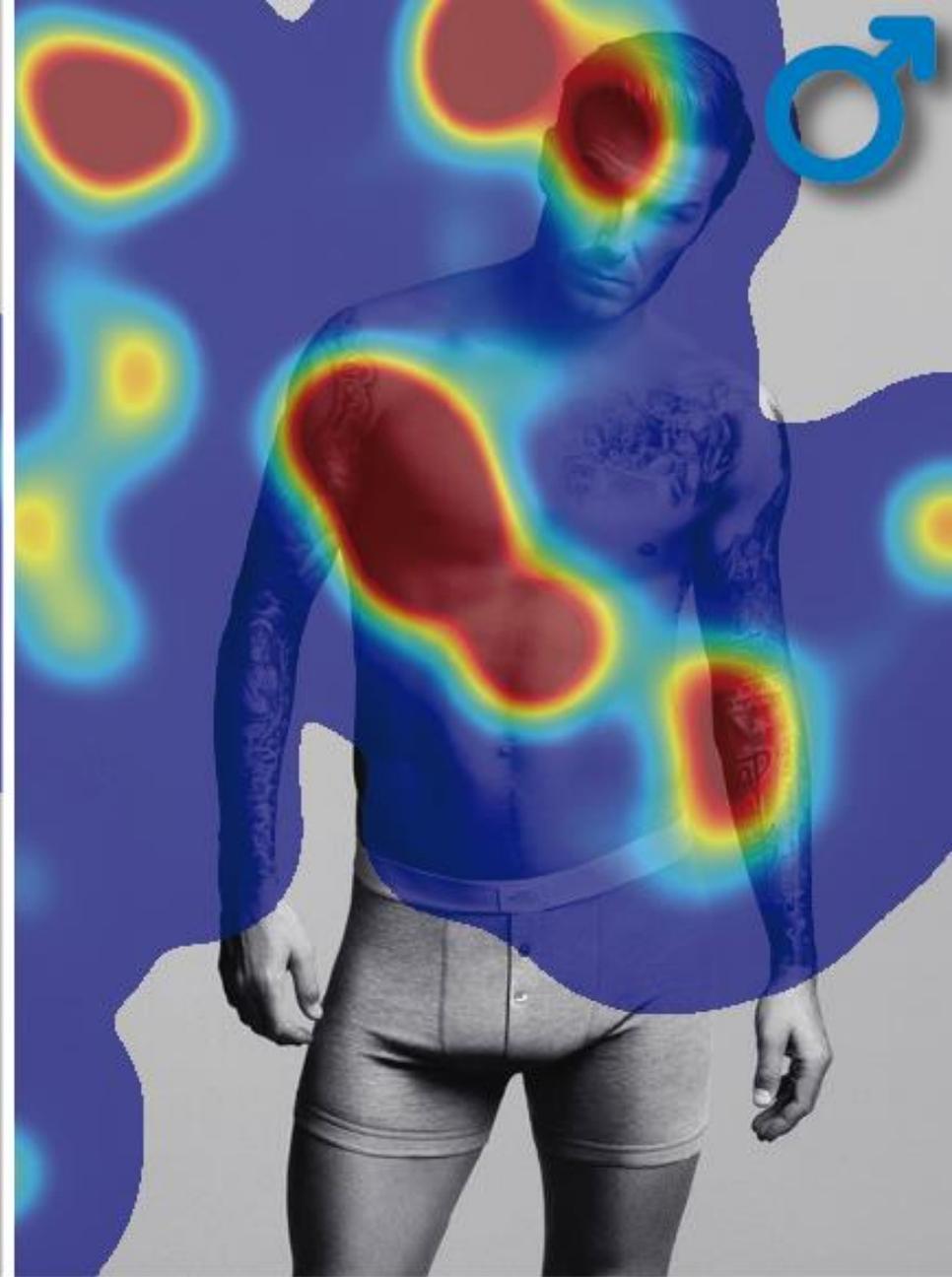


















UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



ma.  
com

© Alumnos  
EFSA, 2015



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA

ma  
com



Alumnos  
EPSA 2015



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA





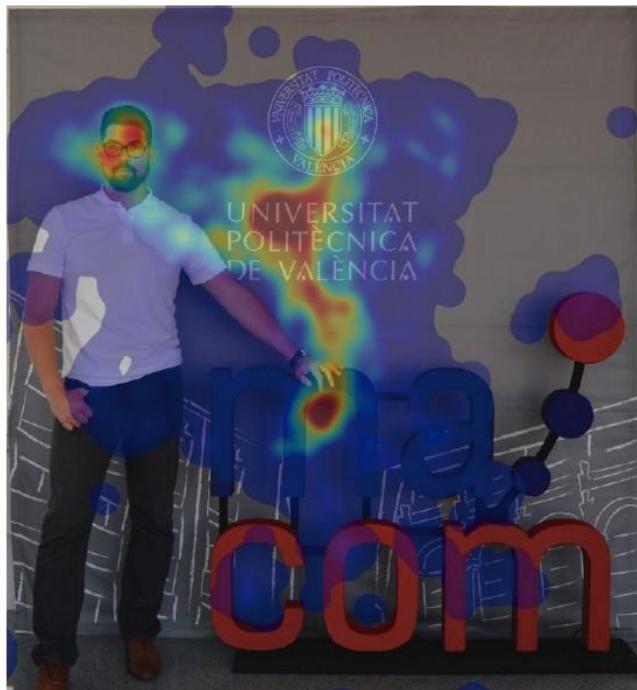
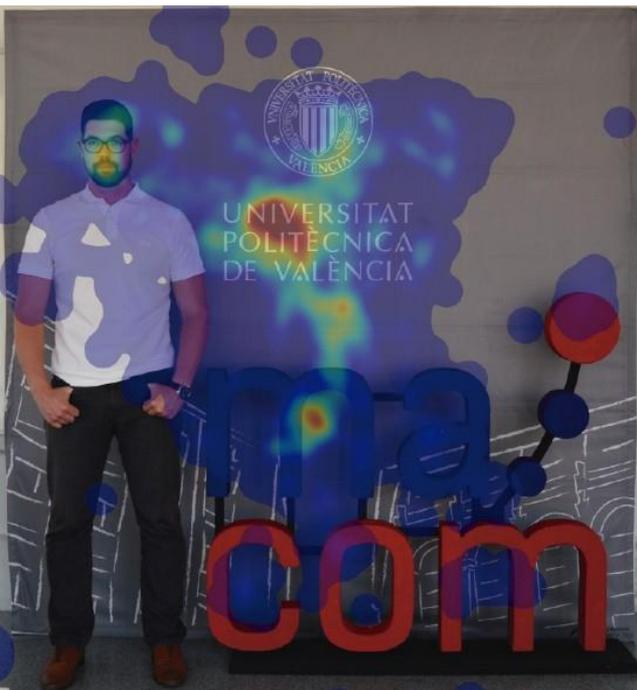


UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



Alumnes  
2015





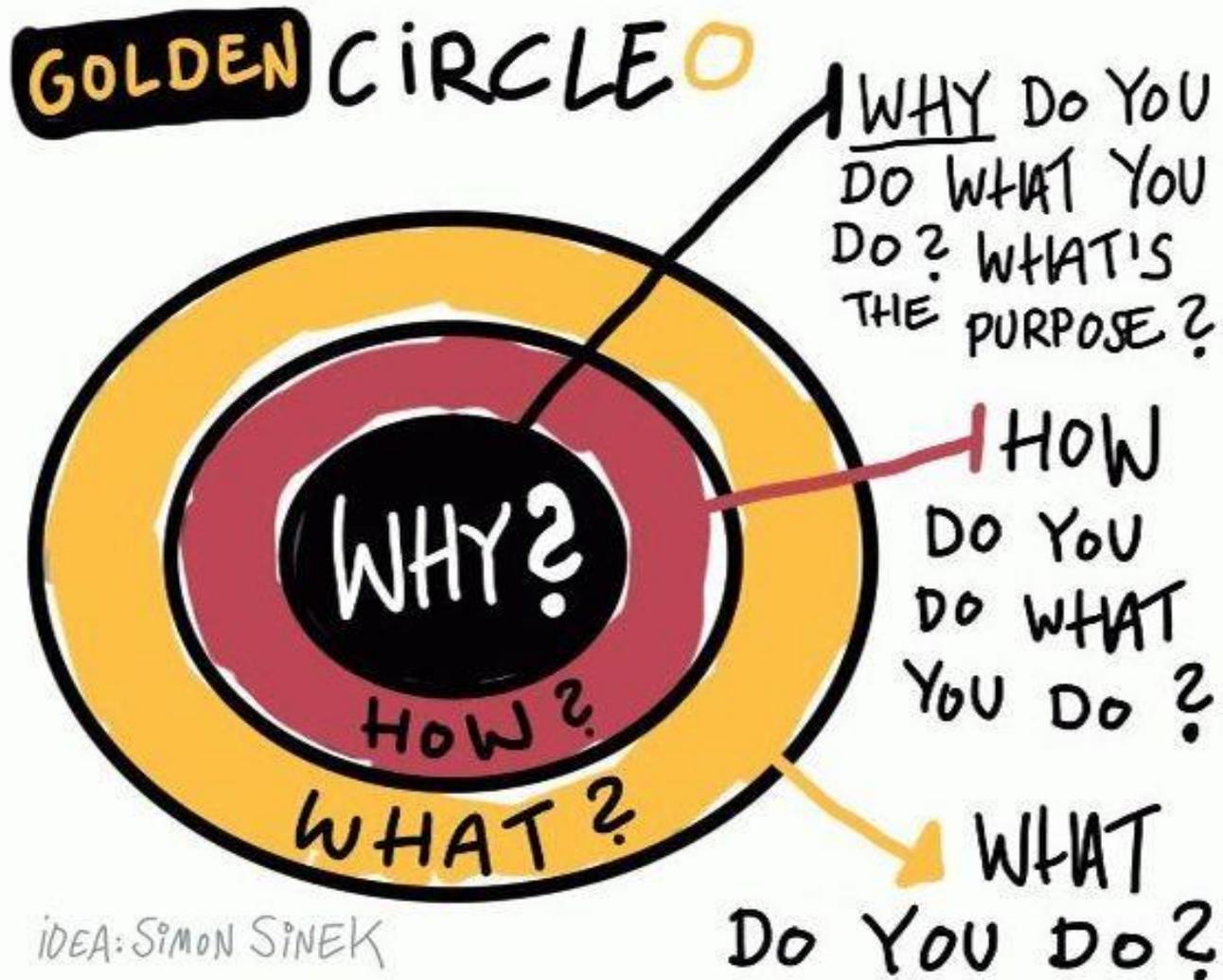


**MONT  
BLANC**



**Nuestro cerebro está configurado para sentirse atraído por lo diferente**

# The golden circle case, S. Sinek





PRODUCT + EMOTION = LONG TERM MEMORY

Rational purchasing, emotional reasons

**9 99**

**O MENOS...**

**Bueno,**

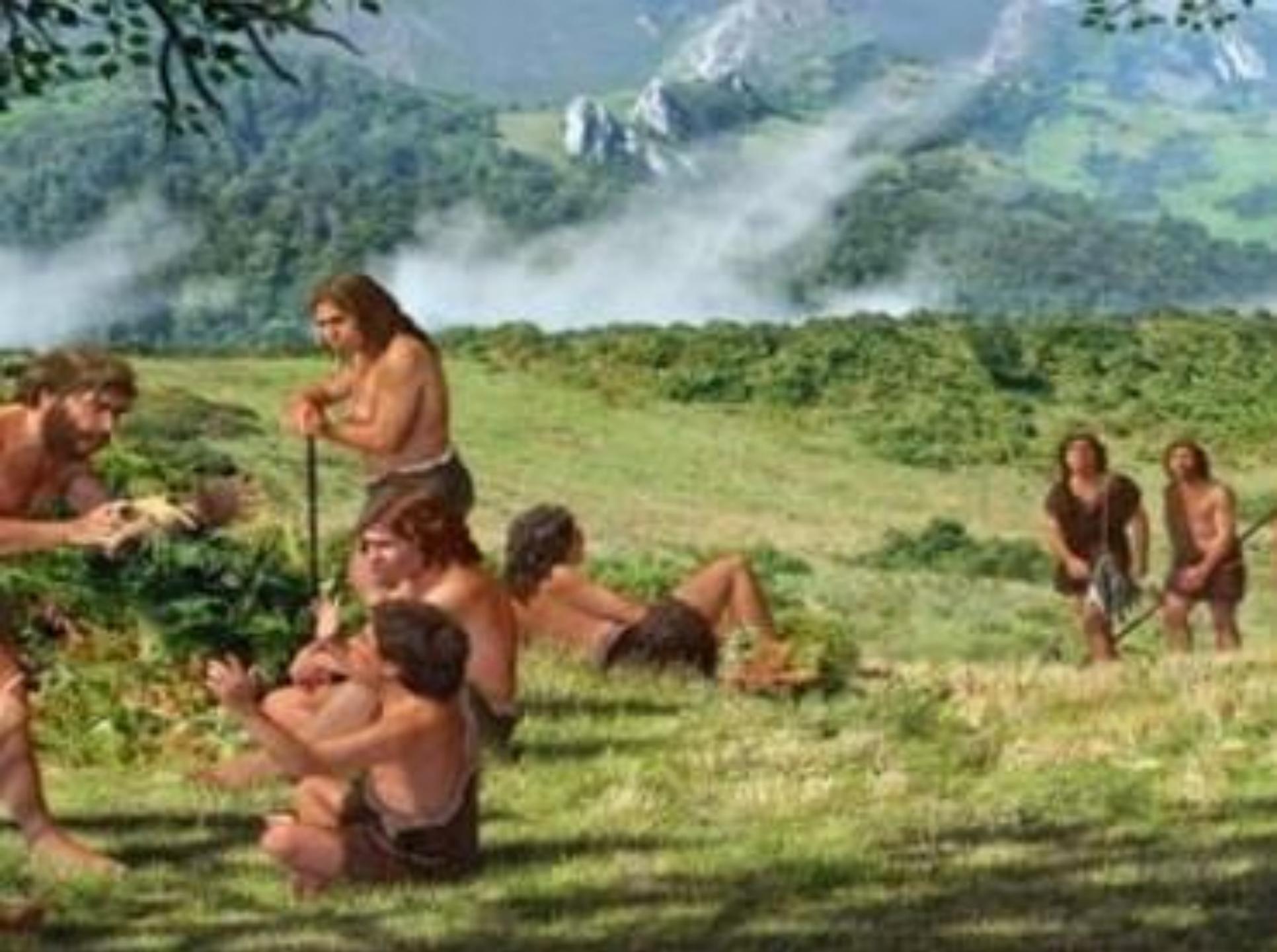
**Bonito**

**Y**

**...**



**American Airlines<sup>®</sup>**











plc 4387  
Square  
Watermelon

Regular Price

\$199.99 / ea

# Wendy's

## Trivia





**Busca pains, no necesidades o  
deseos**

P

A

T

N



- Inquietud que activa el reptiliano para la supervivencia**
- Es una inquietud que no le deja avanzar**

**Pain**

**Inseguridad**

**Ansiedad**

**Inestabilidad**

**Descanso**

**Pains más comunes:**

**Energía**

**Descanso**

**Agua**

**Protección del frío**

**Seguridad**

**Sentimiento de pertenencia a un grupo**

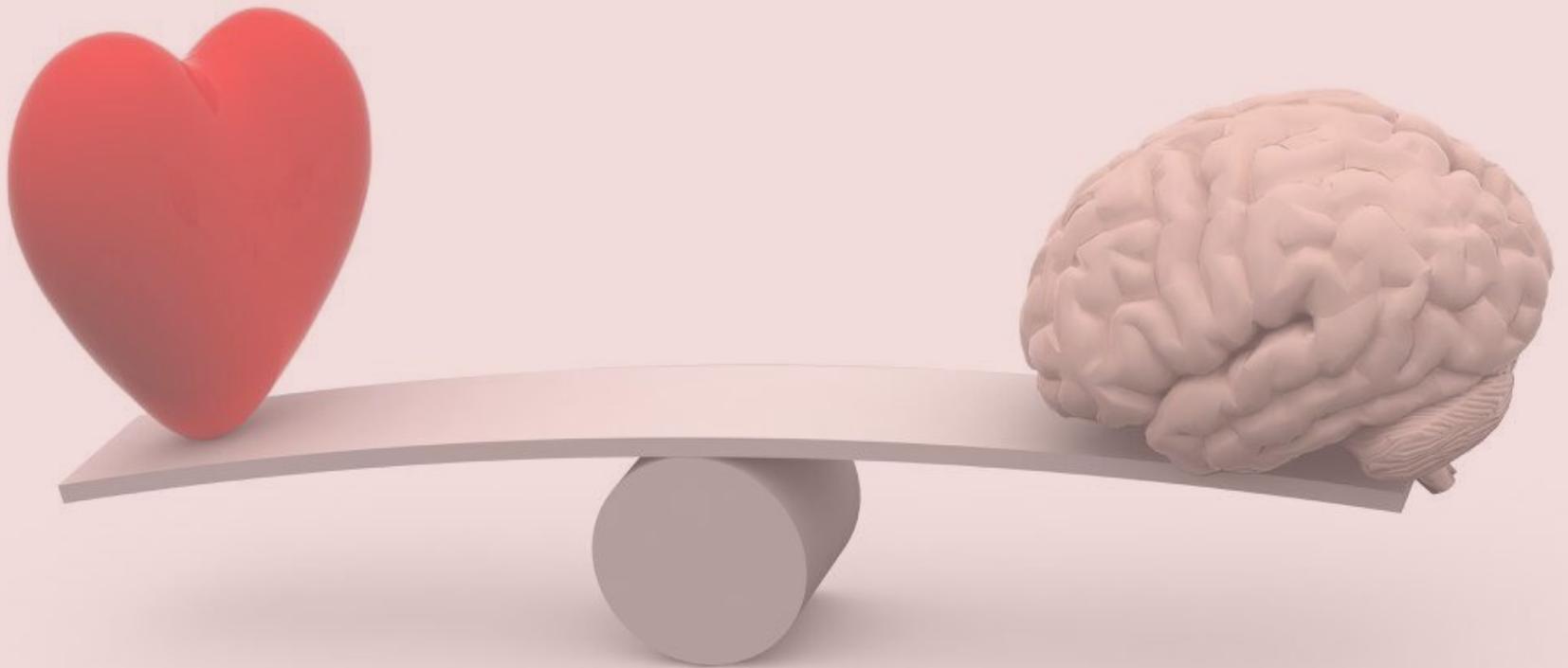
**Reproducción**

**Confianza**

**Miedo al aislamiento**

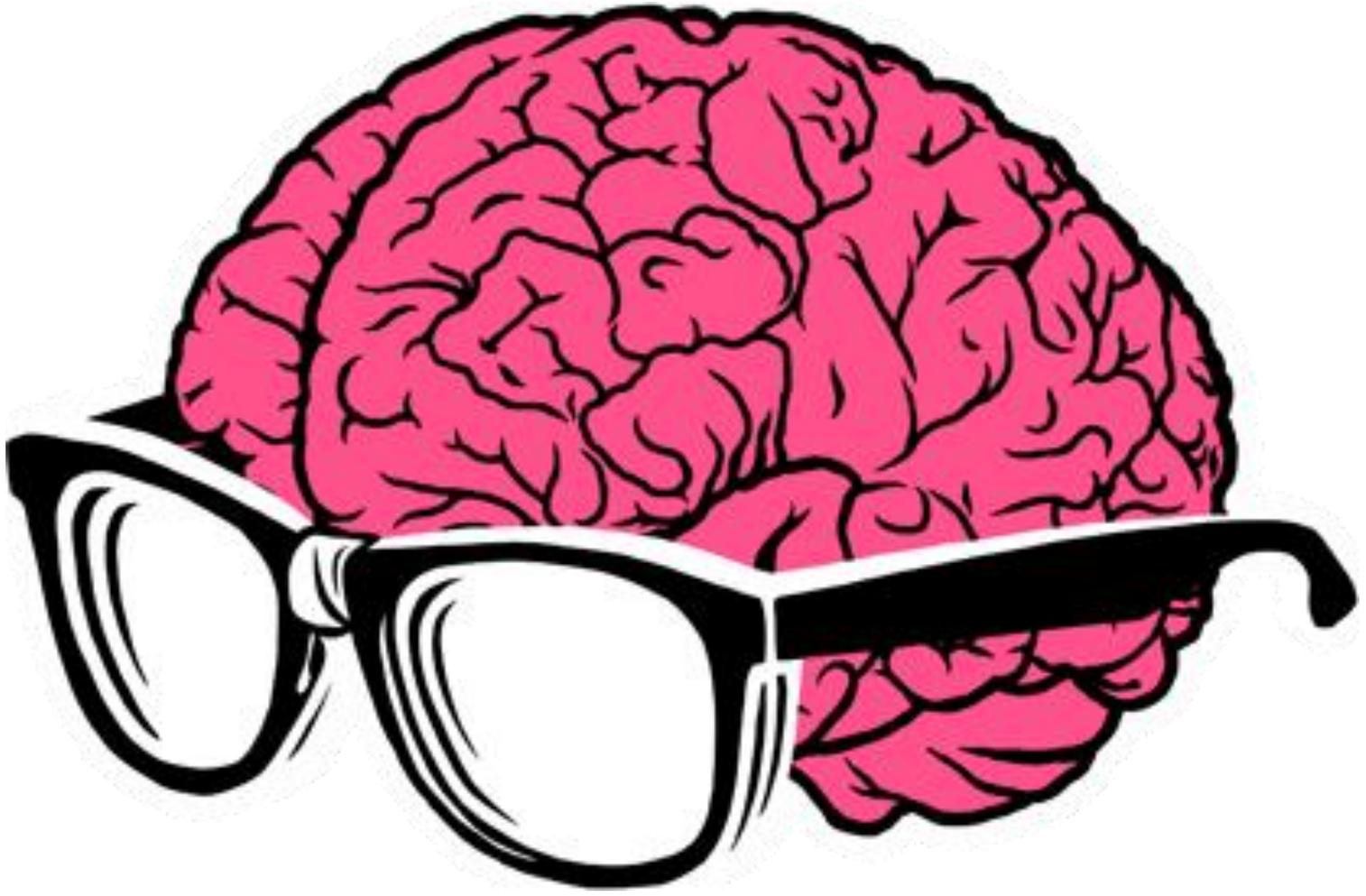
**...**

# LA MÁXIMA SATISFACCIÓN...



ma.  
com

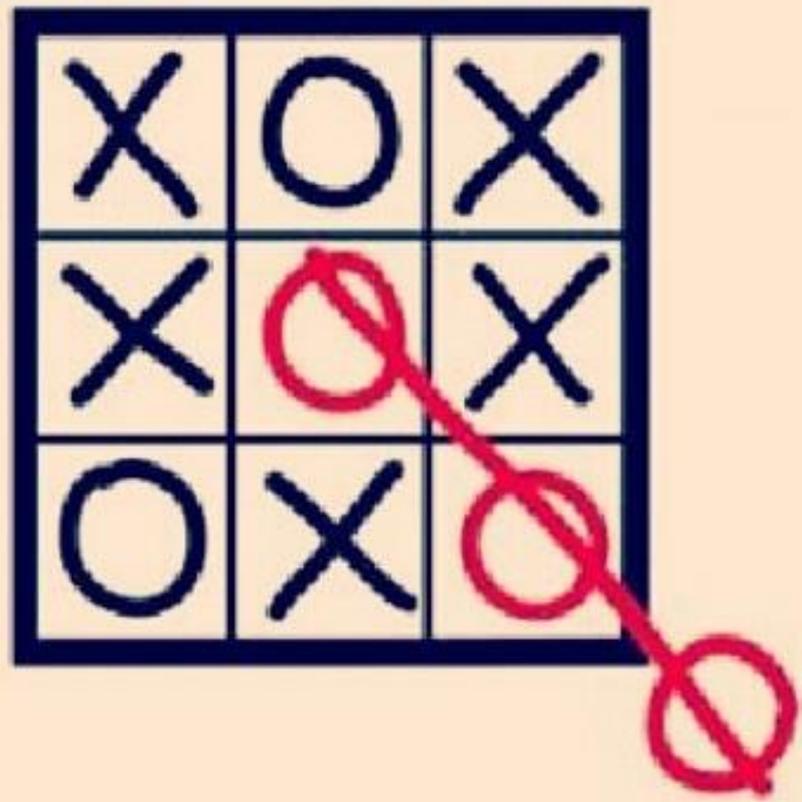
**“Estamos en la década del cerebro”**



# LOS 6 ESTÍMULOS



# THINK OUTSIDE THE BOX





# MUCHAS GRACIAS!

[pablo@pabloferreiros.com](mailto:pablo@pabloferreiros.com)

[www.pabloferreiros.com](http://www.pabloferreiros.com)

PABLOFERREIROS.COM/BOOKS



**PABLO FERREIRÓS**

*"Strategy, Communication, Marketing, Business & International"*

« FOLLOW

