

# APLICA EL NEUROMARKETING PARA VENDER MÁS Y MEJOR



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**GENERALITAT  
VALENCIANA**

**IVACE**  
INSTITUT VALÈNCIÀ DE  
COMPETITIVITAT EMPRESARIAL

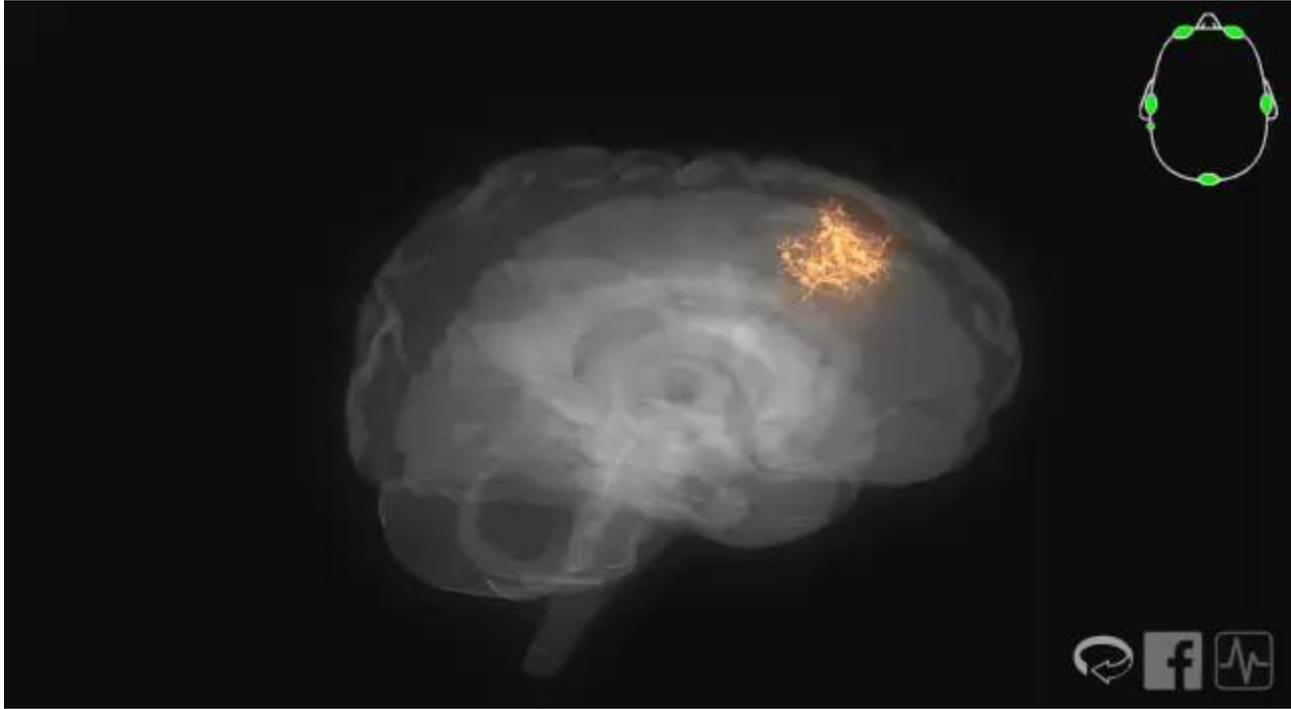


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*Una manera de hacer Europa*

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“Proyecto cofinanciado por los Fondos FEDER, dentro del  
Programa Operativo FEDER de la Comunitat Valenciana 2014-2020”





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# NEUROMARKETING



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# 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**

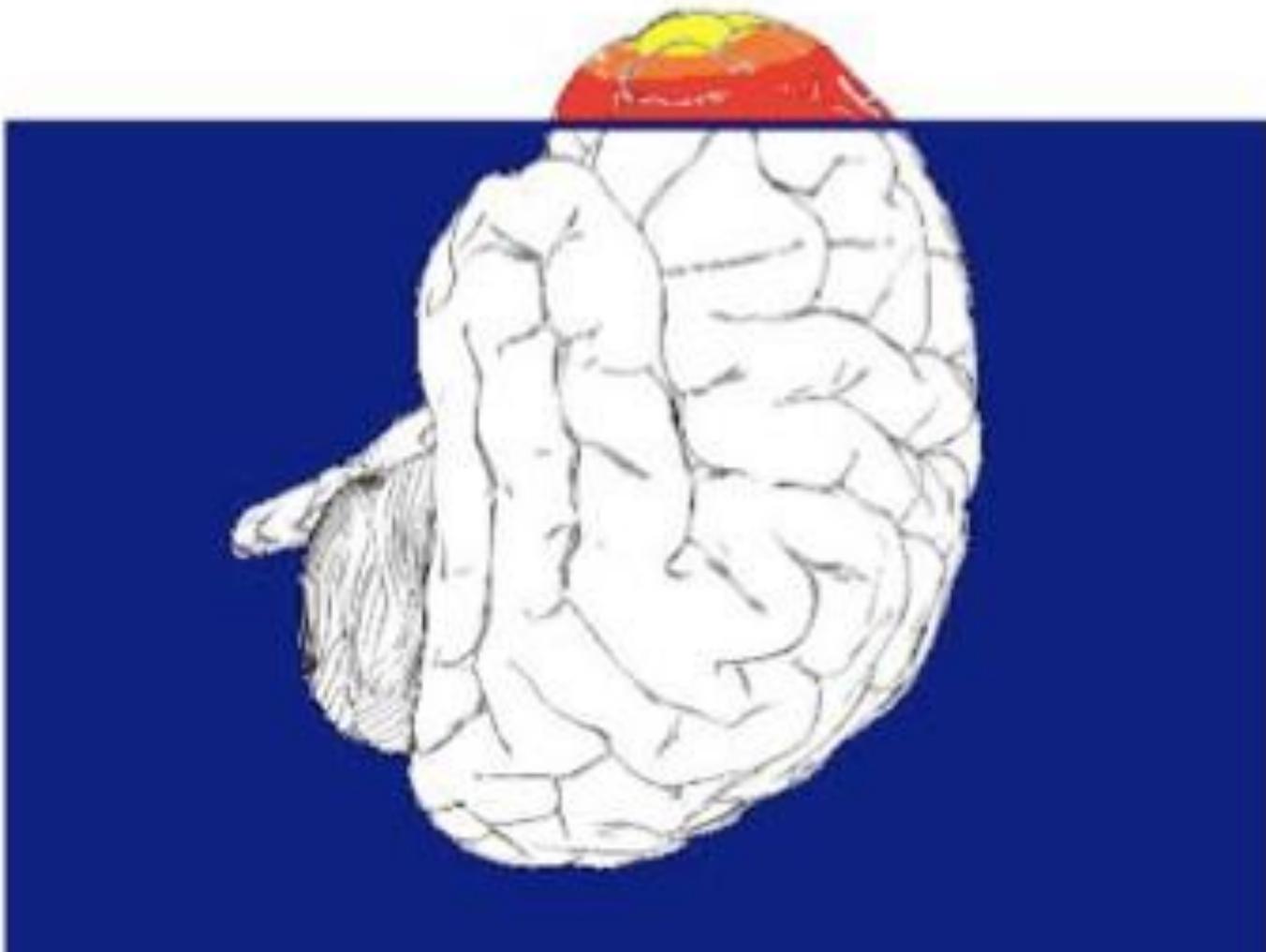
**MARKETING TRADICIONAL**

**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**





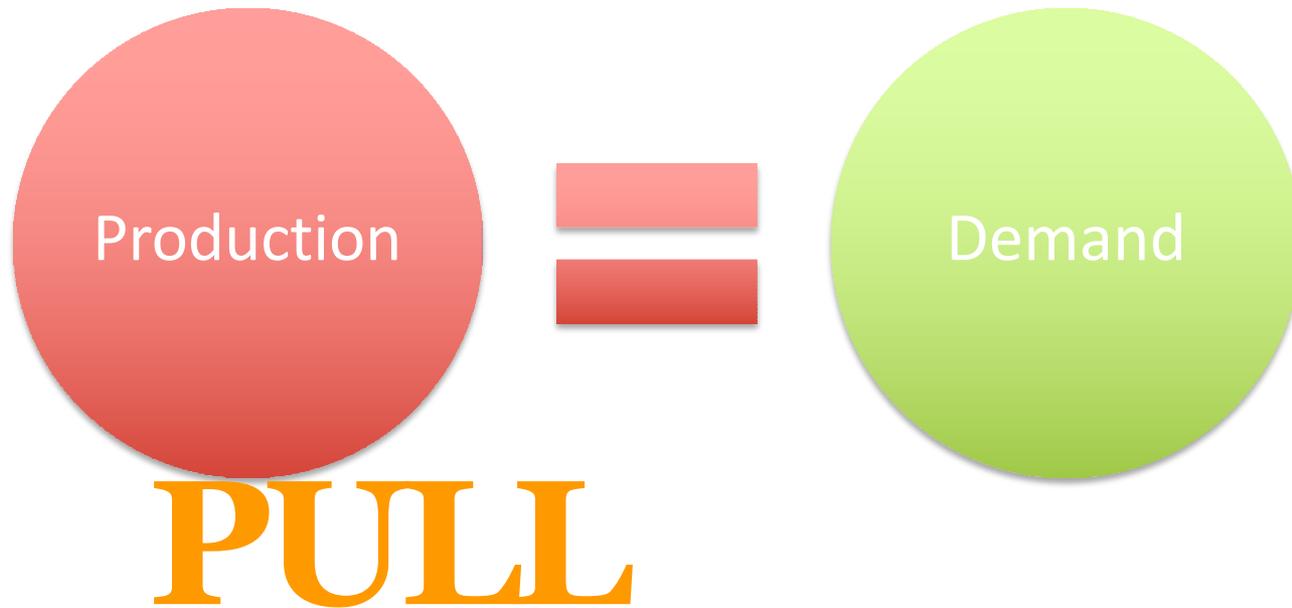






# Cambio de enfoque

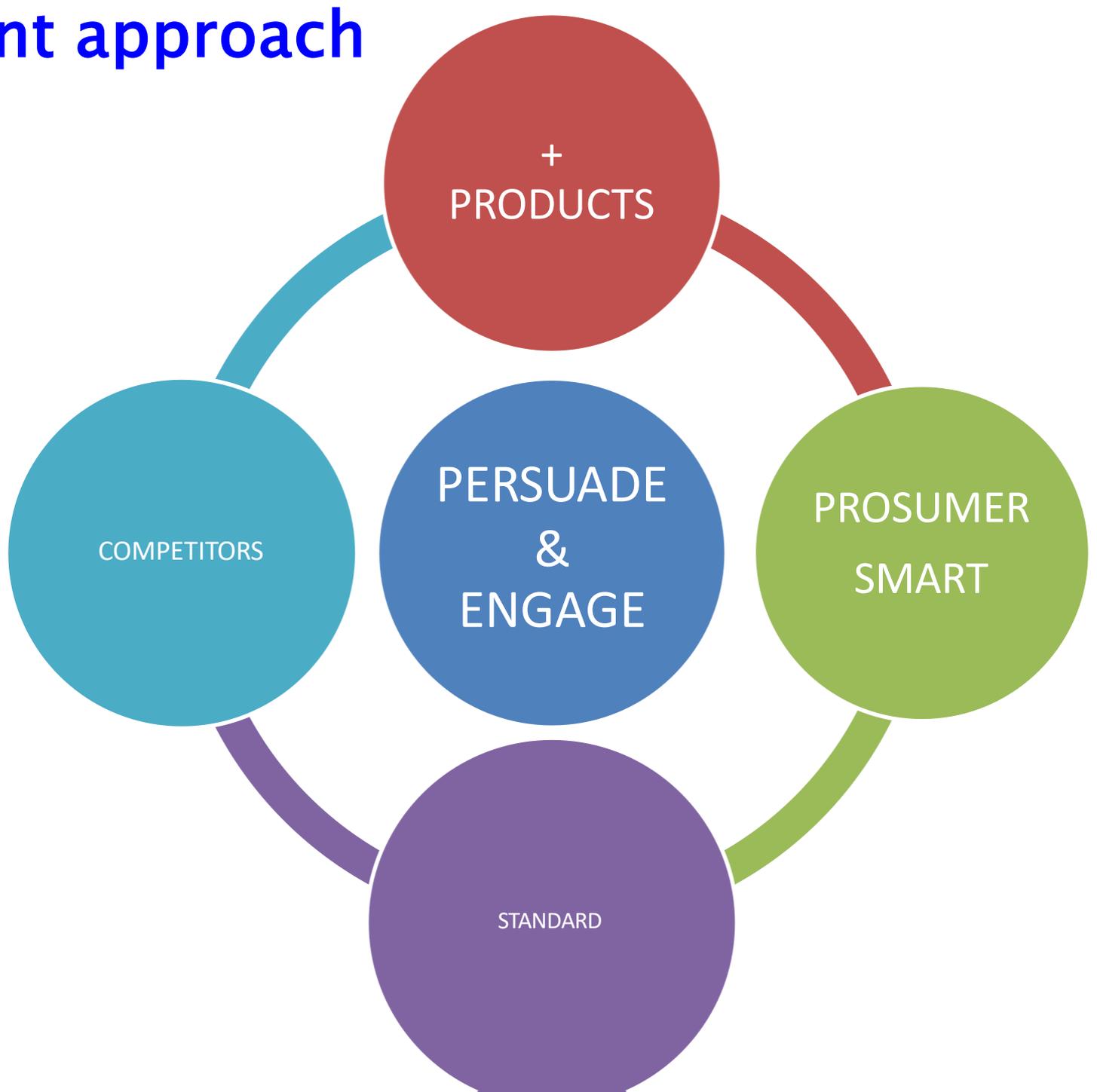
BEFORE: *“I have what you need”*



**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

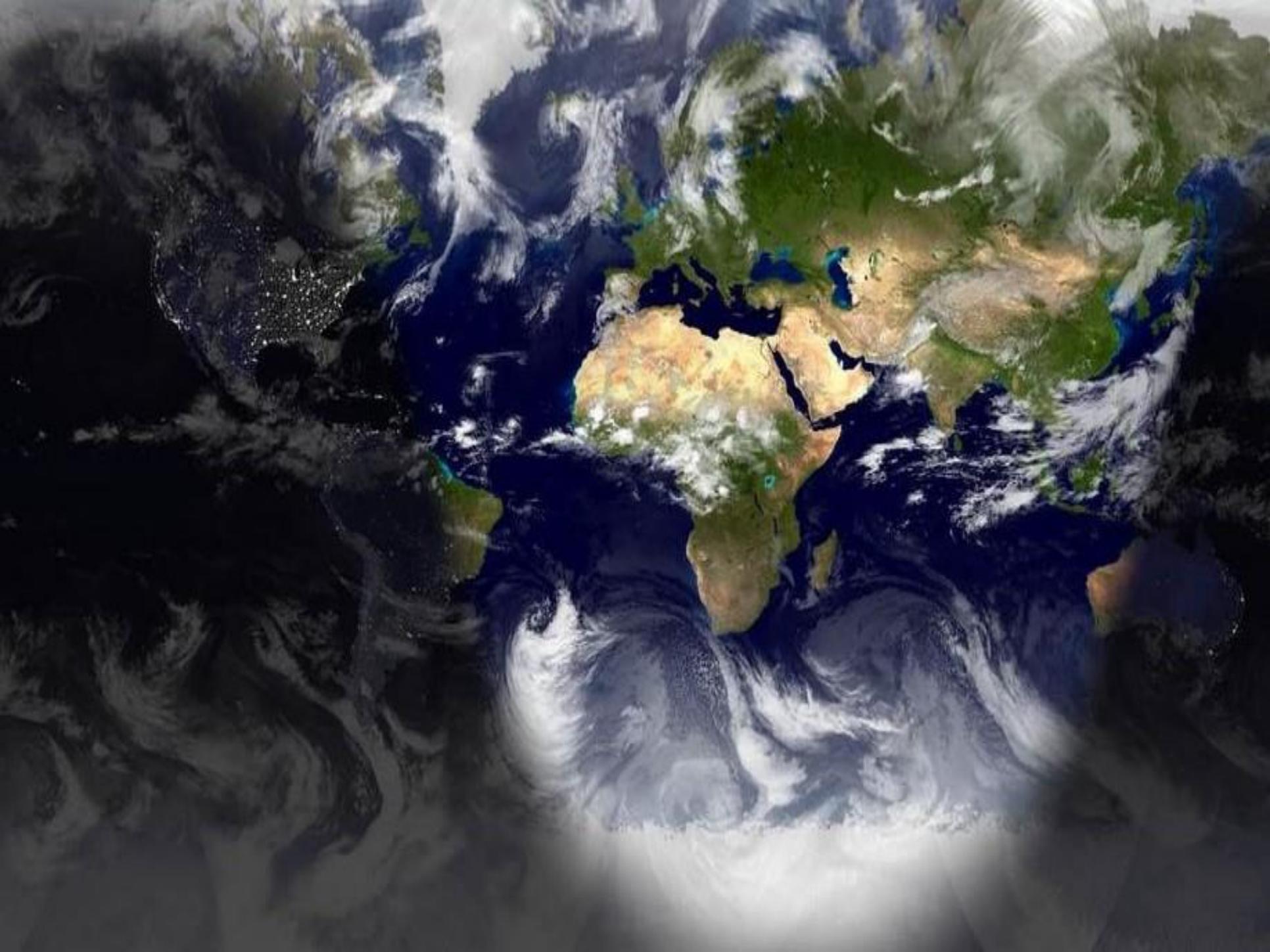


Avanzamos contigo

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**

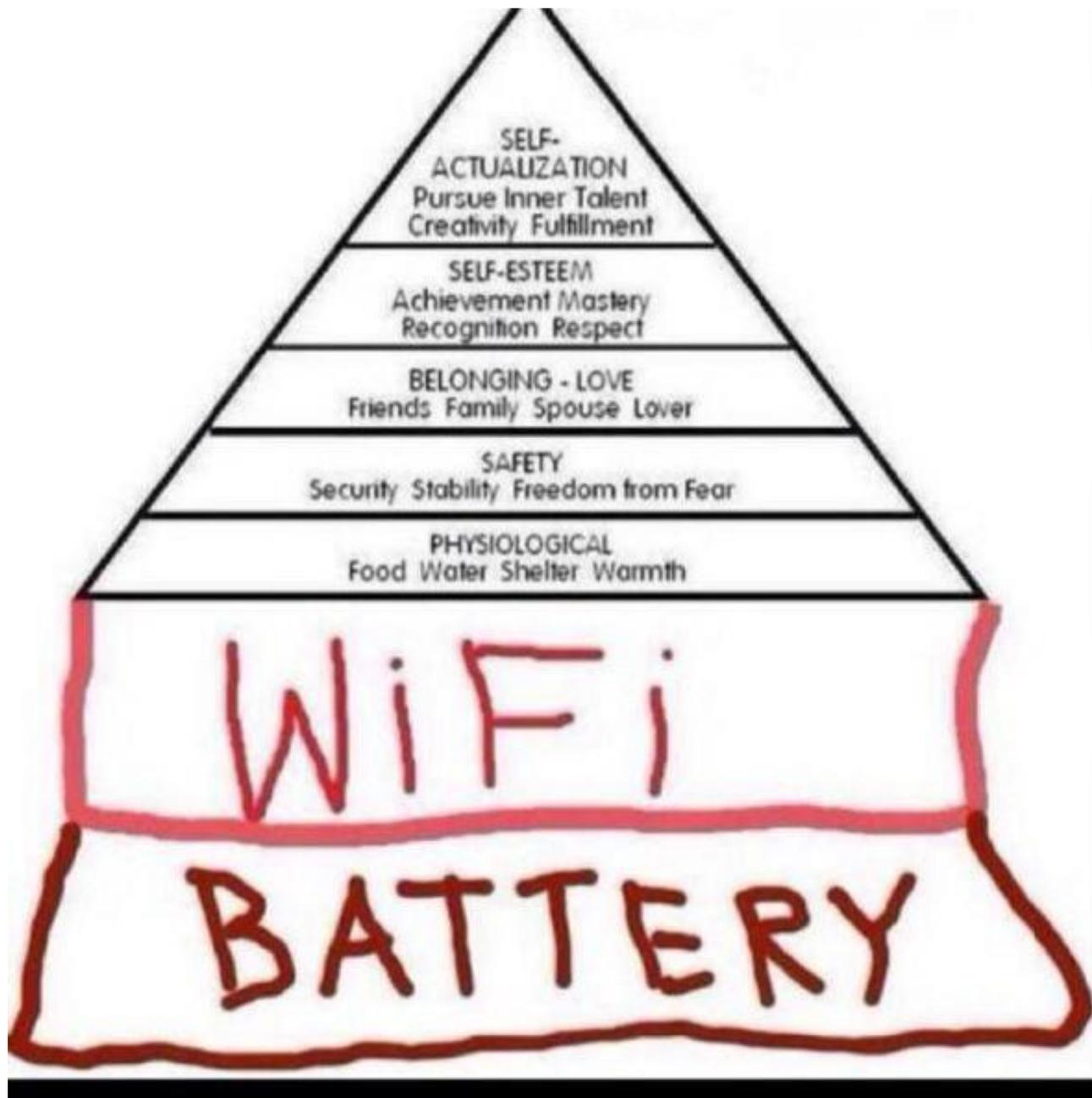




**Multitarea,  
Inteligente &  
exigente**







**DE LAS 4Ps A LAS 4ES**

*From Product to*

*Experienc*

*e From Place to Everyplace*

*From Price to Exchange*

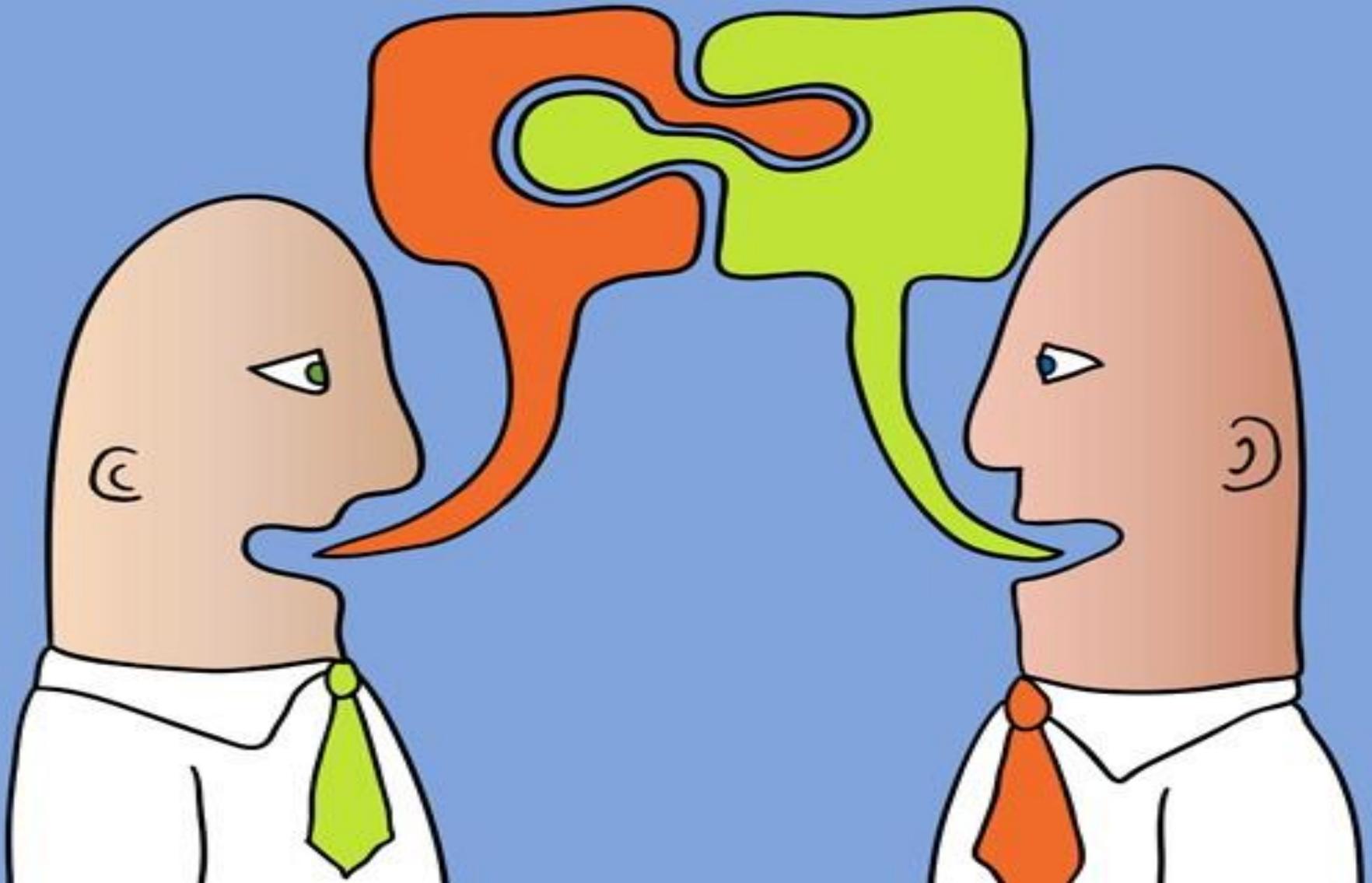
*From Promotion to Evangelism*

**PRODUCTO**

**MARCA**

**EXPERIENCIA**

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



# ENFOQUE

Racional

Emocional

Mix

Llegando al  
corazón, llegarás  
a todo el mundo





**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?



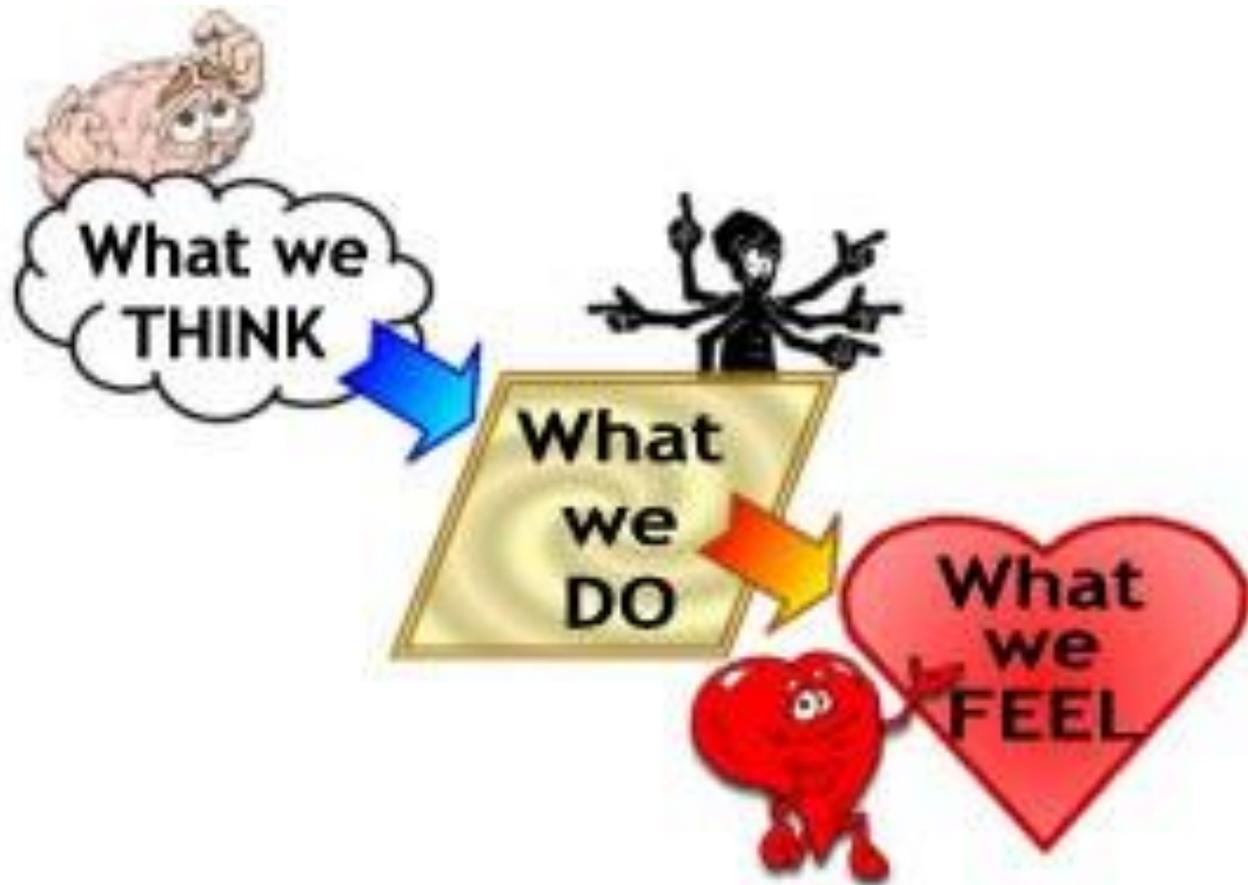
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**Aliexpress**

**amazon**



# Consumidor experiencial



# NO





**EMOCIONES VS. EXPERIENCIAS**





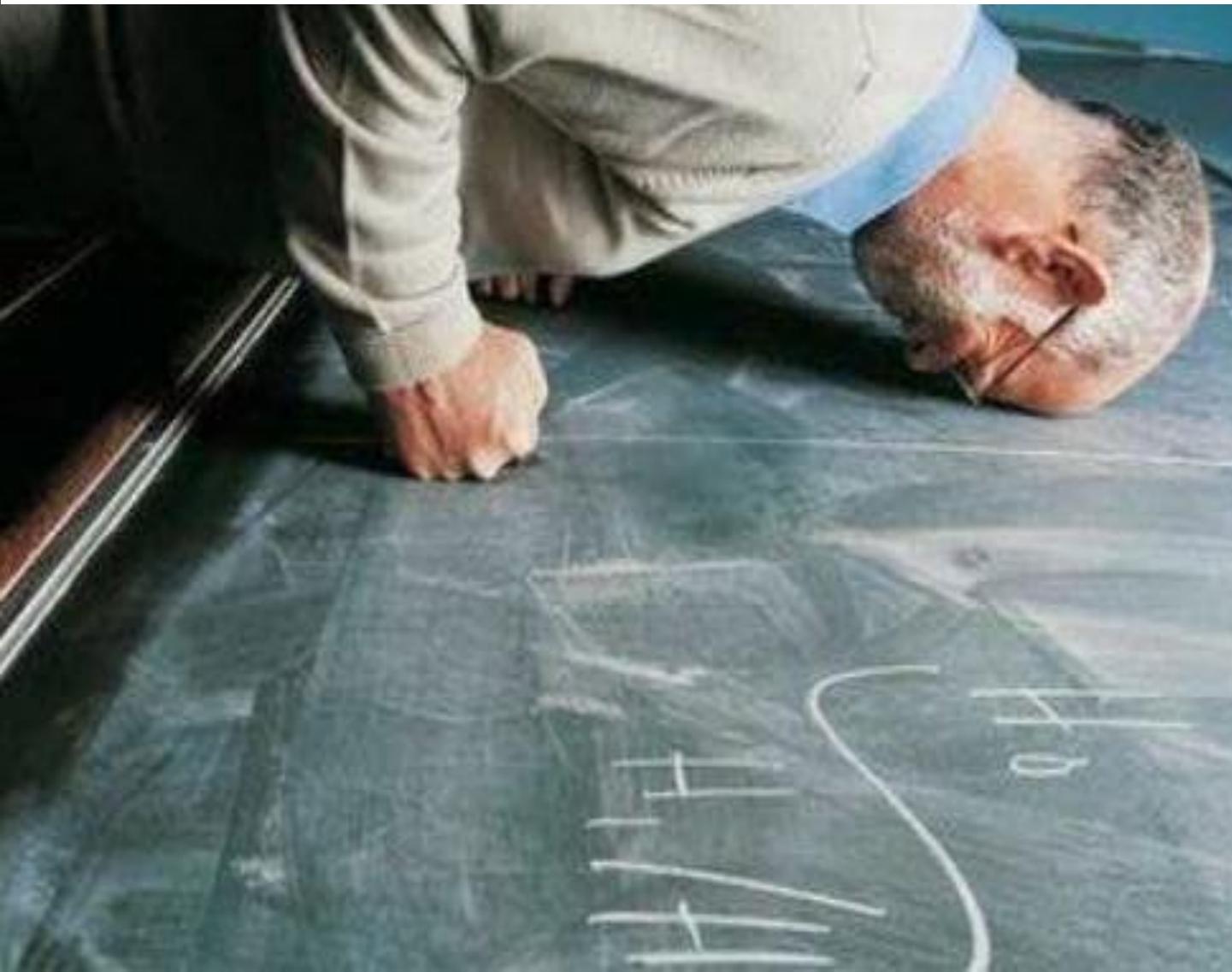
**LOVE...**



OF... TOTALLY

THE

OPPOSITE





**ESTÍMULO**

A woman with long, dark, wavy hair is standing in a lush green field. She is wearing a white, long-sleeved, button-down dress with a light-colored lace belt. Her arms are outstretched to the sides, and her head is tilted back, eyes closed, as if she is feeling a sense of freedom or joy. The background is a clear blue sky with scattered white clouds. The overall mood is peaceful and uplifting.

**EMOCIÓN**



**DECISIÓN**



ma:  
com

# MEMORIA - RECUERDO

**ELEGIR**

**=**

**RENUNCIAR**

**=**

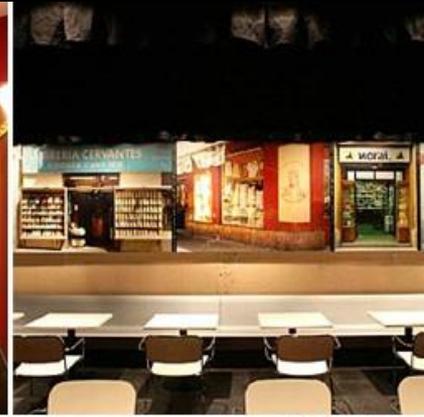
**ÉXITO**

**USP**

**TOP 3-5-7**

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

**RENUNCIAR NOS LLEVA AL ÉXITO**





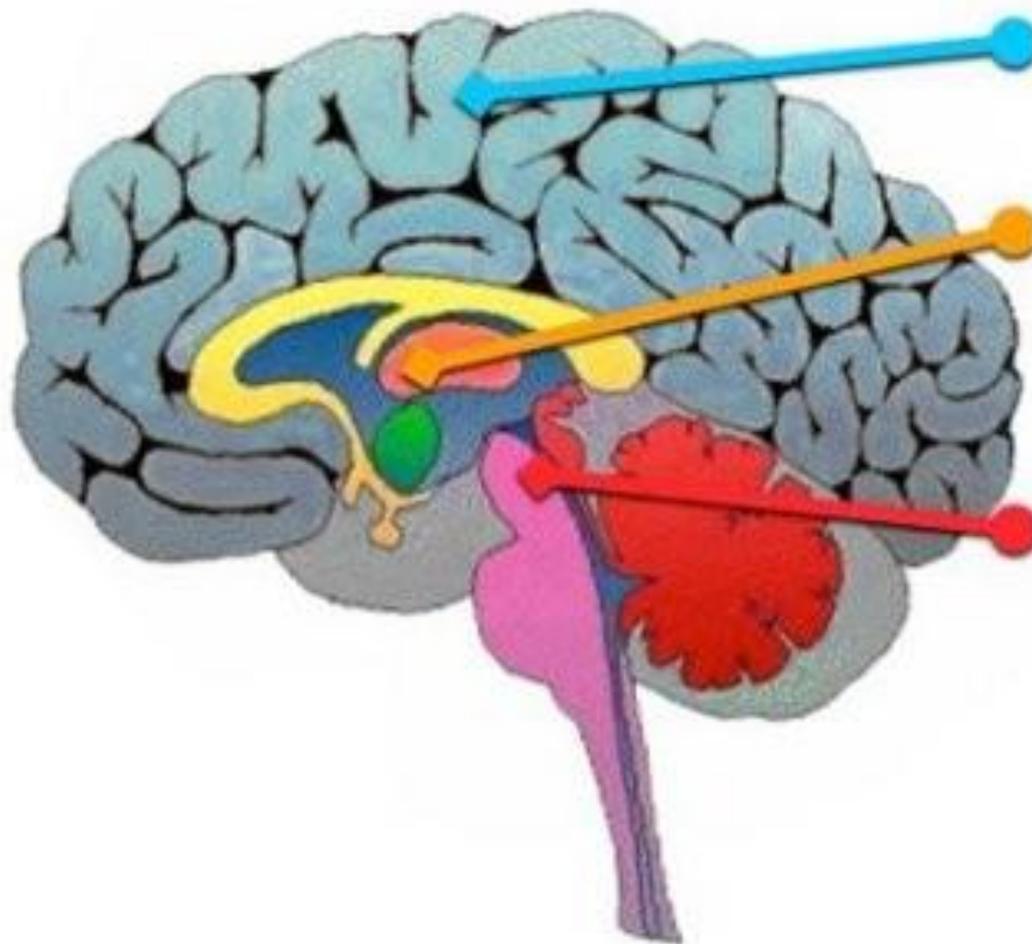
# La ciencia de las decisiones humanas (y de tus clientes)

- 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

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13 JAN 2003 RESEARCH & IDEAS

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

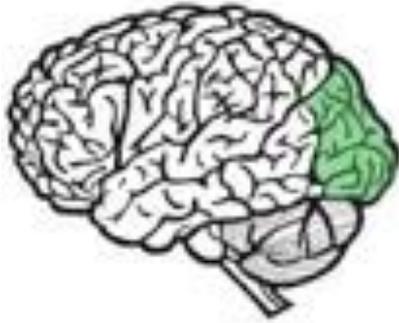
Comments 0 Email Print Share

Recommend Share 37

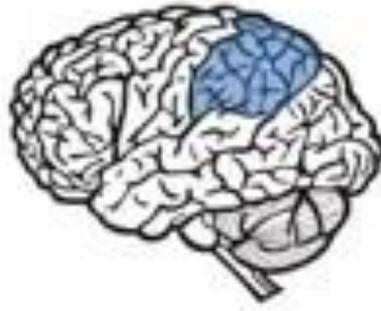
Harvard Business School professor Gerald Zaltman says that 95 percent of our purchase decision making takes place in the subconscious mind. But how does a marketer reach the subconscious? Zaltman explains in this Q&A.



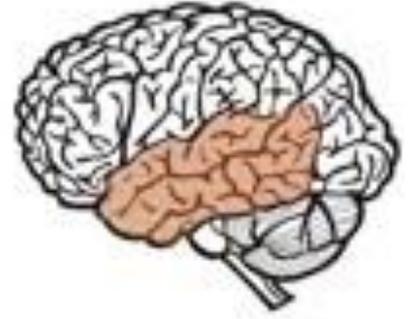
**BUY**



OCCIPITAL



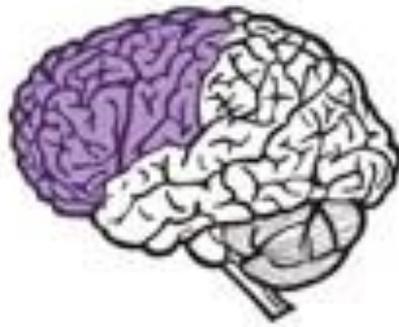
PARIETAL



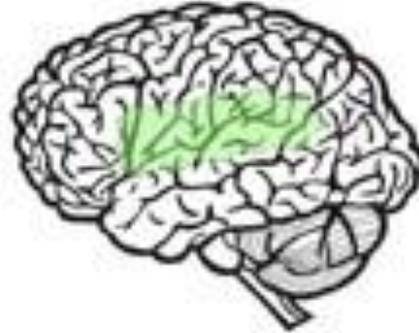
TEMPORAL

front

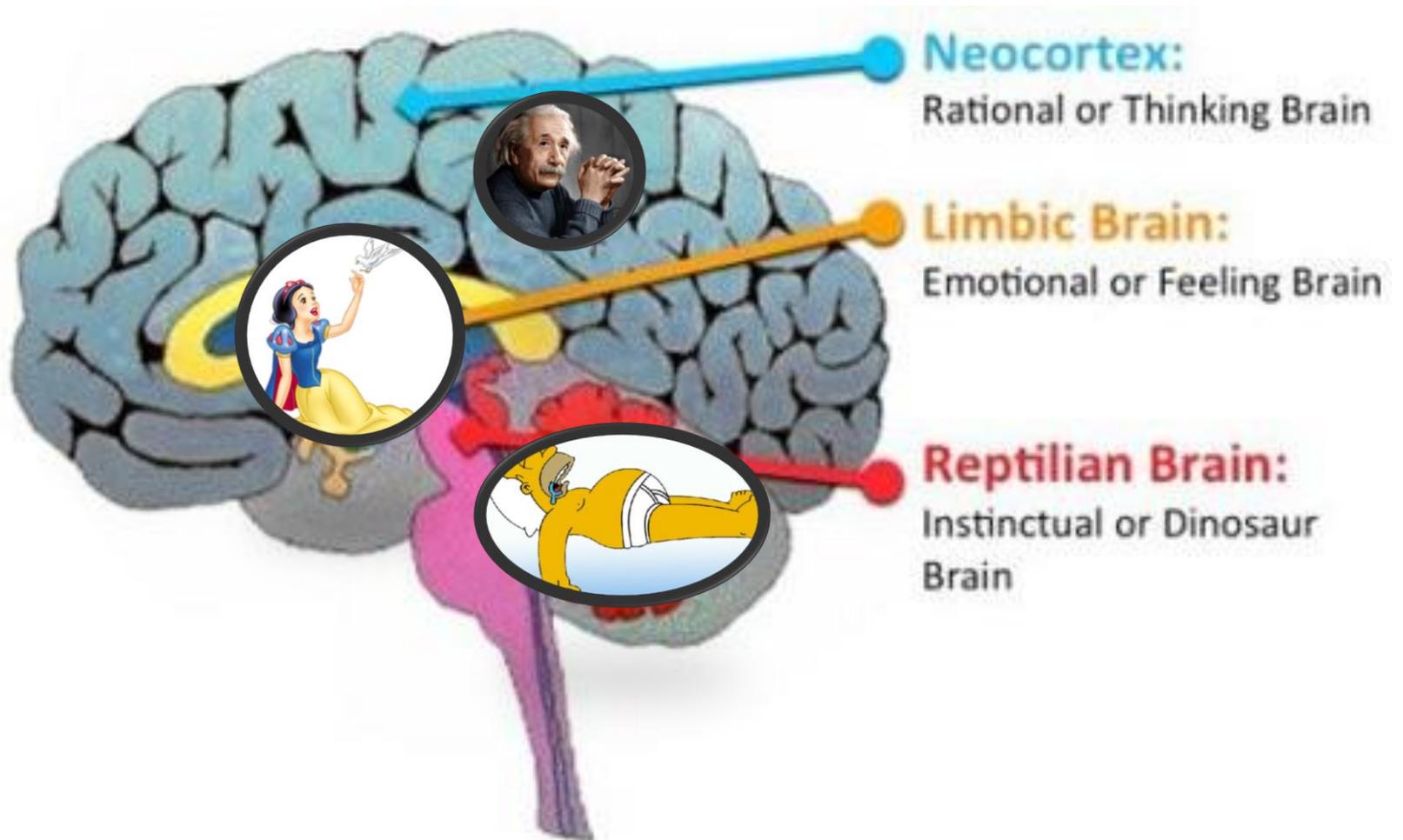
back



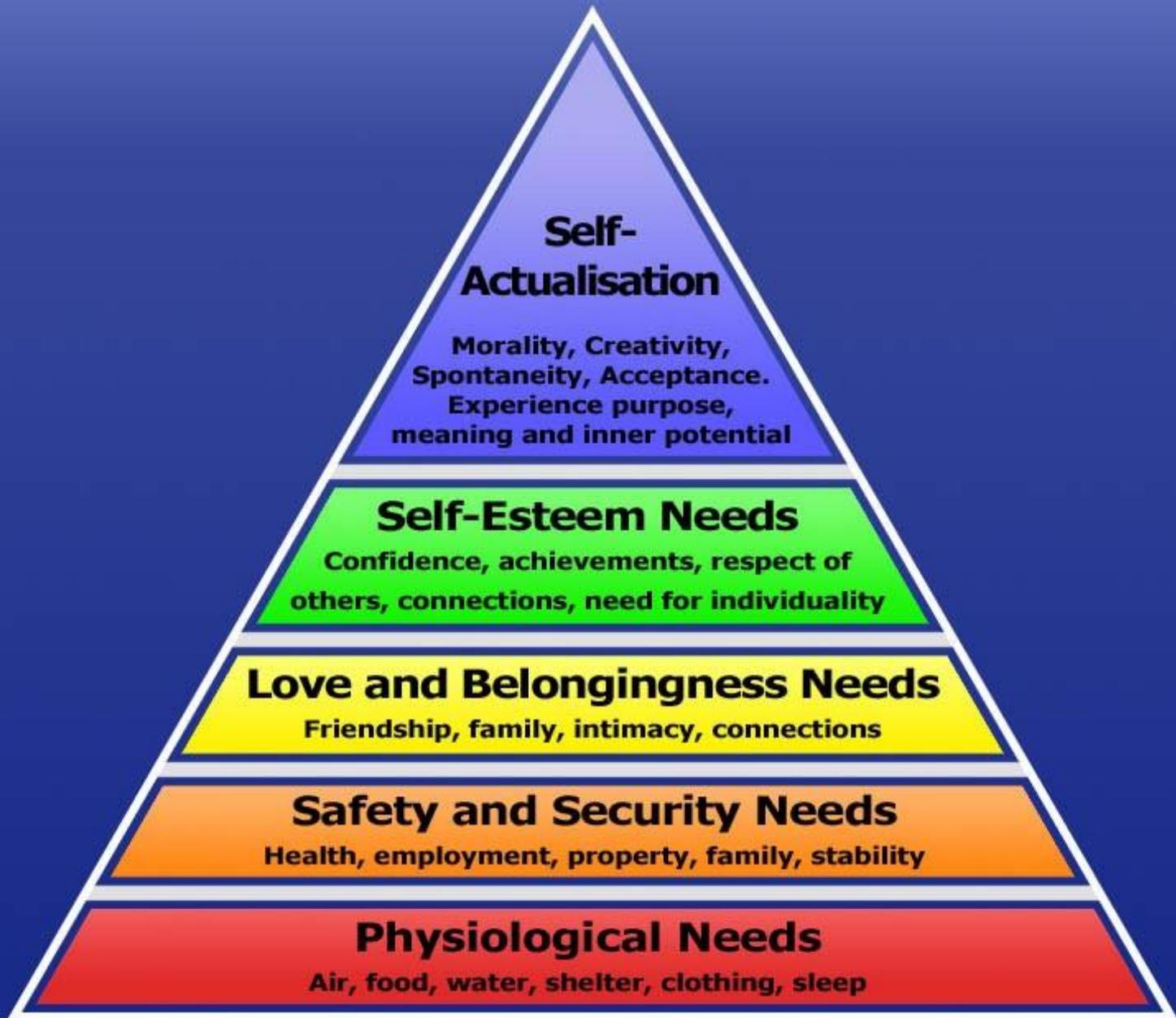
FRONTAL



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**



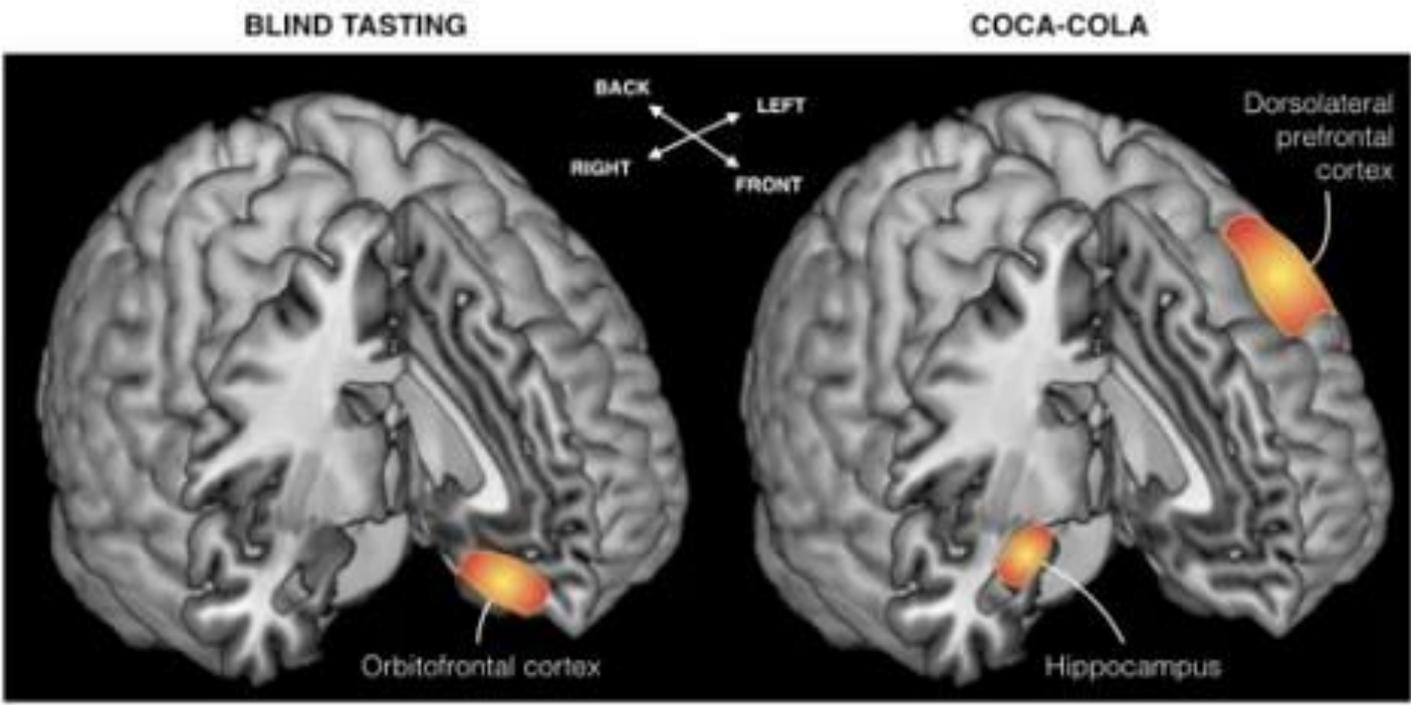








# Coke vs Pepsi





**WEB**

**MUSIC**

**VISUAL MARKETING**

**VIRTUAL REALITY**

**VÍDEO**

**PACKAGING**

**SHOPS**

**a**  
Low load > High load



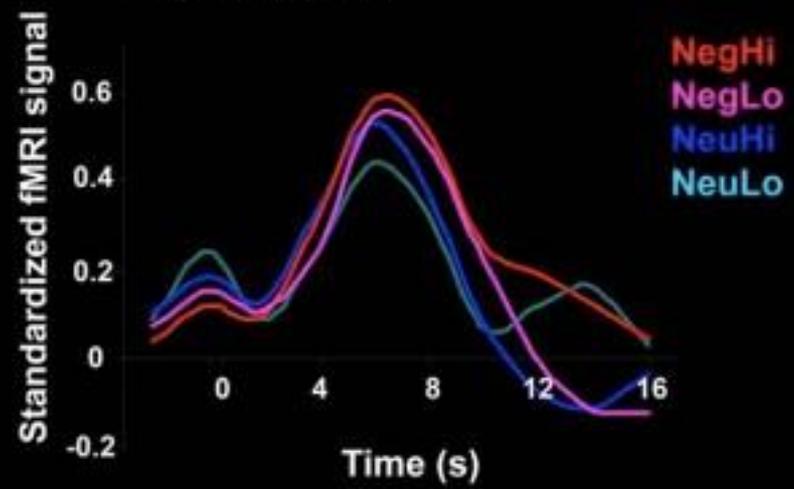
Y = 2 mm

High load > Load load

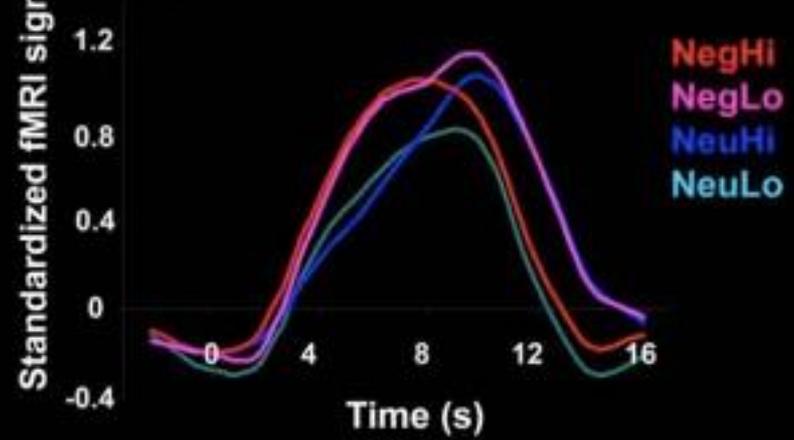


Y = -5 mm

**b**  
Right amygdala

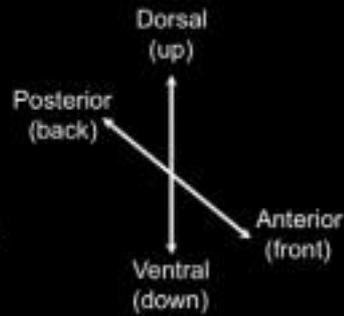
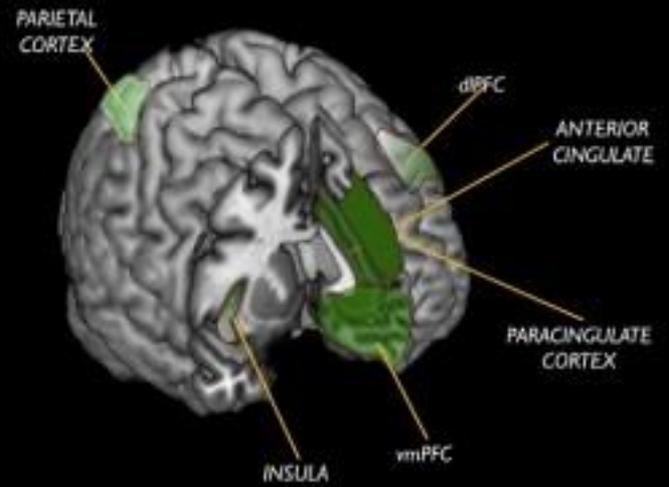
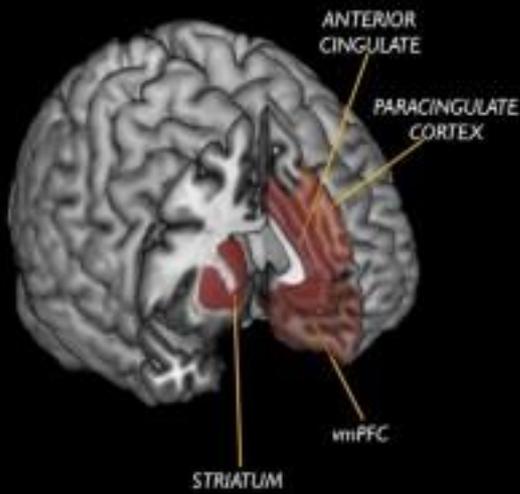


Right dorsolateral frontal cortex



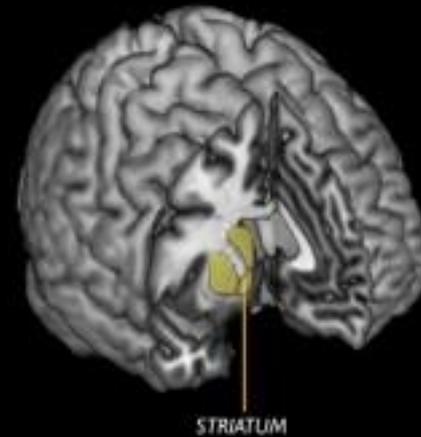
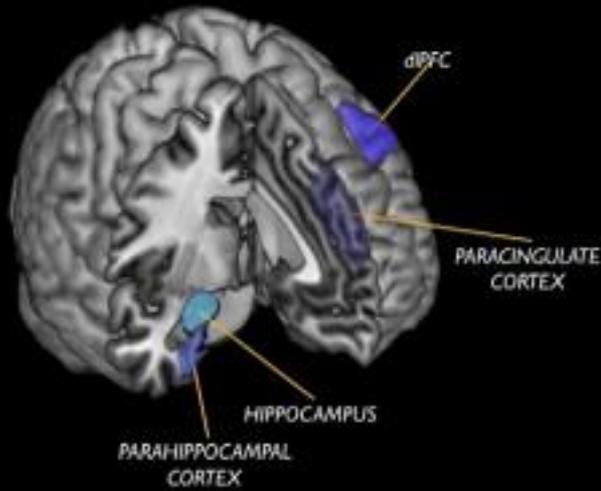
## Types of brand associations

## Favorability of brand associations

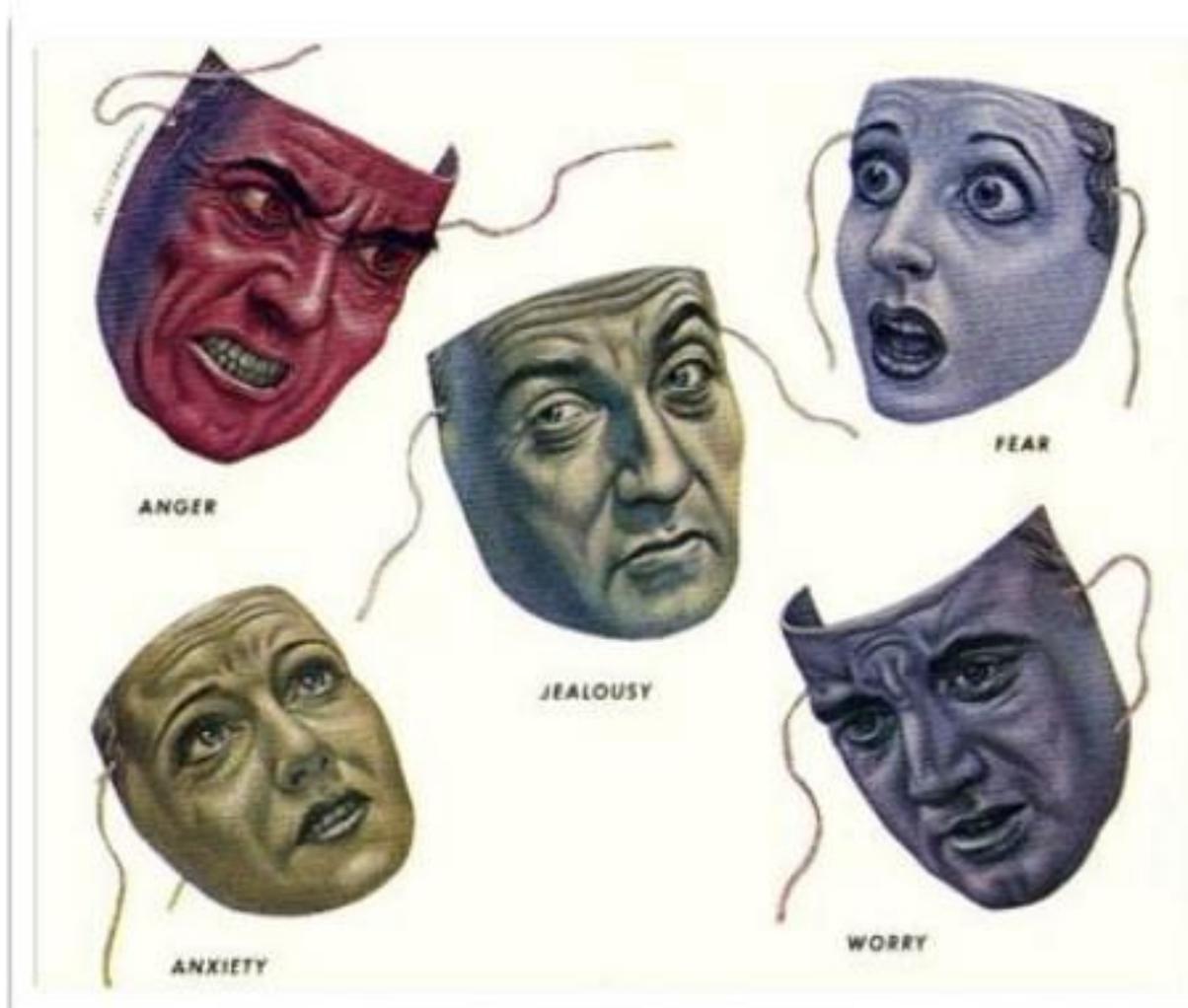


## Brand memory & knowledge

## Brand loyalty



# EMOTIONS & FEELINGS











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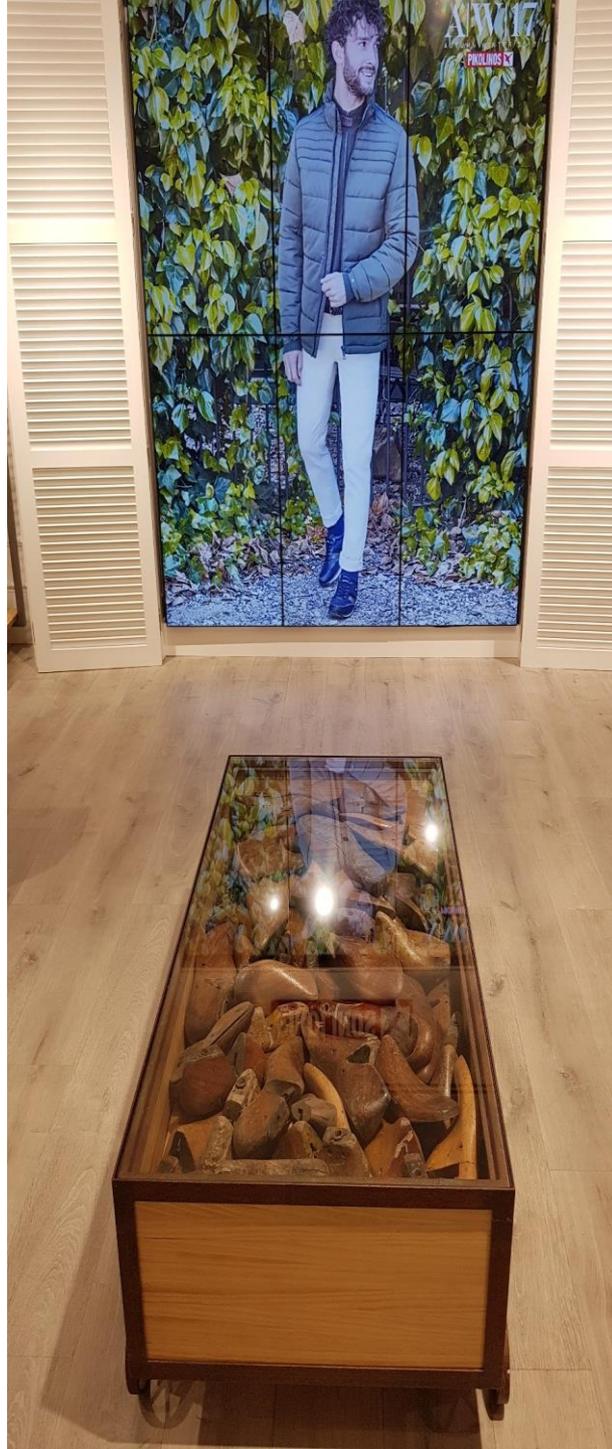
PIKOLINOS

























**RINCÓN DE CAFE Y RELAX**  
Coffee and Relax corner  
Ganate un momento de relax en un café  
Relax & Mingle. Have a coffee

ESPRESSO	MILK ESPRESSO	MILK ESPRESSO	ESPRESSO	MILK
espresso	americano	café latte	americano	latte macchiato

**I need a Rose and a cup of Coffee**  
Philippines Strong Journal

  
**COFFEE  
TIME**



**RINCÓN DE CAFÉ Y RELAX**

Coffee and Relax corner

Take a minute Have a Coffee

¡Tómate un minutito y tomate un café!

 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

Tómate un minuto y tómate 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

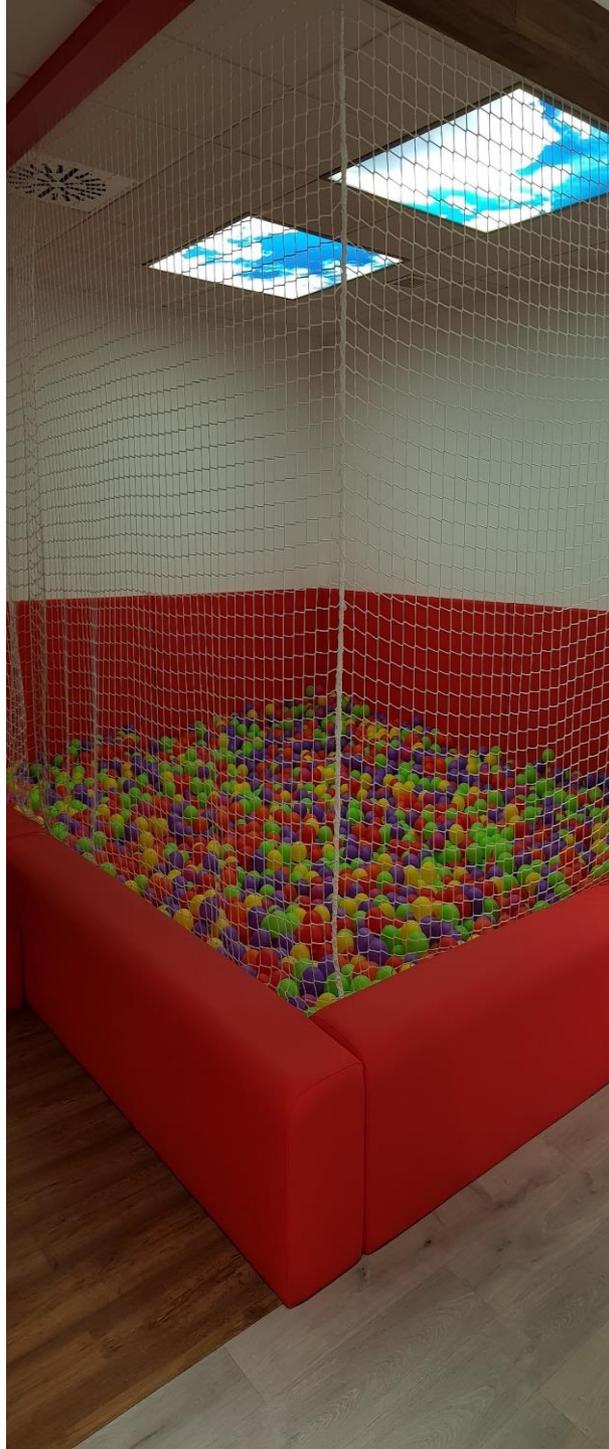


ESPRESSO

espresso









EXIT

TALLA • SIZE  
43

TALLA • SIZE  
44

TALLA • SIZE  
45/46







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

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I AM the  
Right BRAIN!

Intuition  
Love LOVE love  
you art  
Poetry

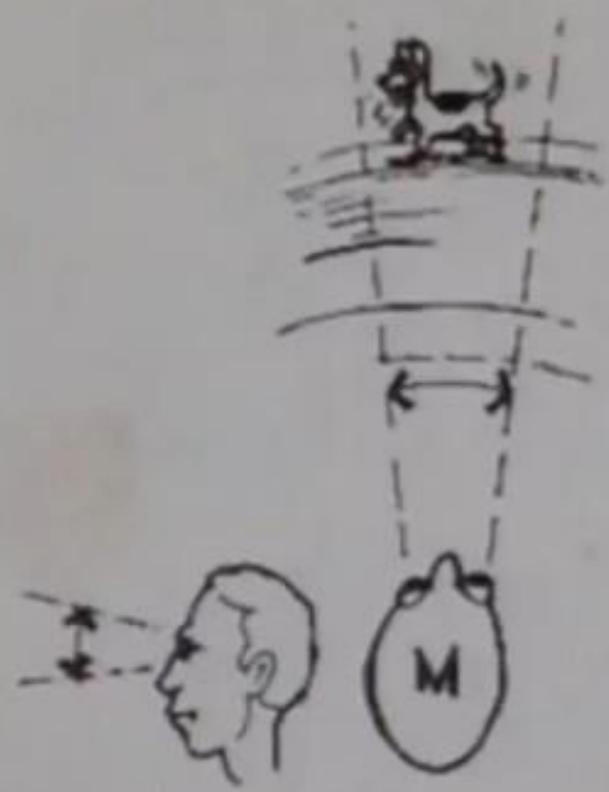
FREEDOM

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

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Canon Digital Camera





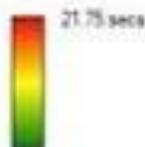
# Extra gentle for the most sensitive skin.

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)

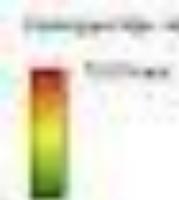
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baby™

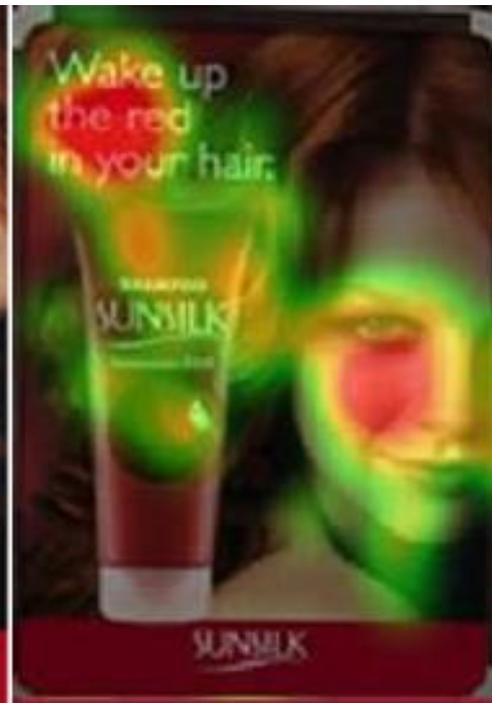


# Find out how the most sensitive skin.



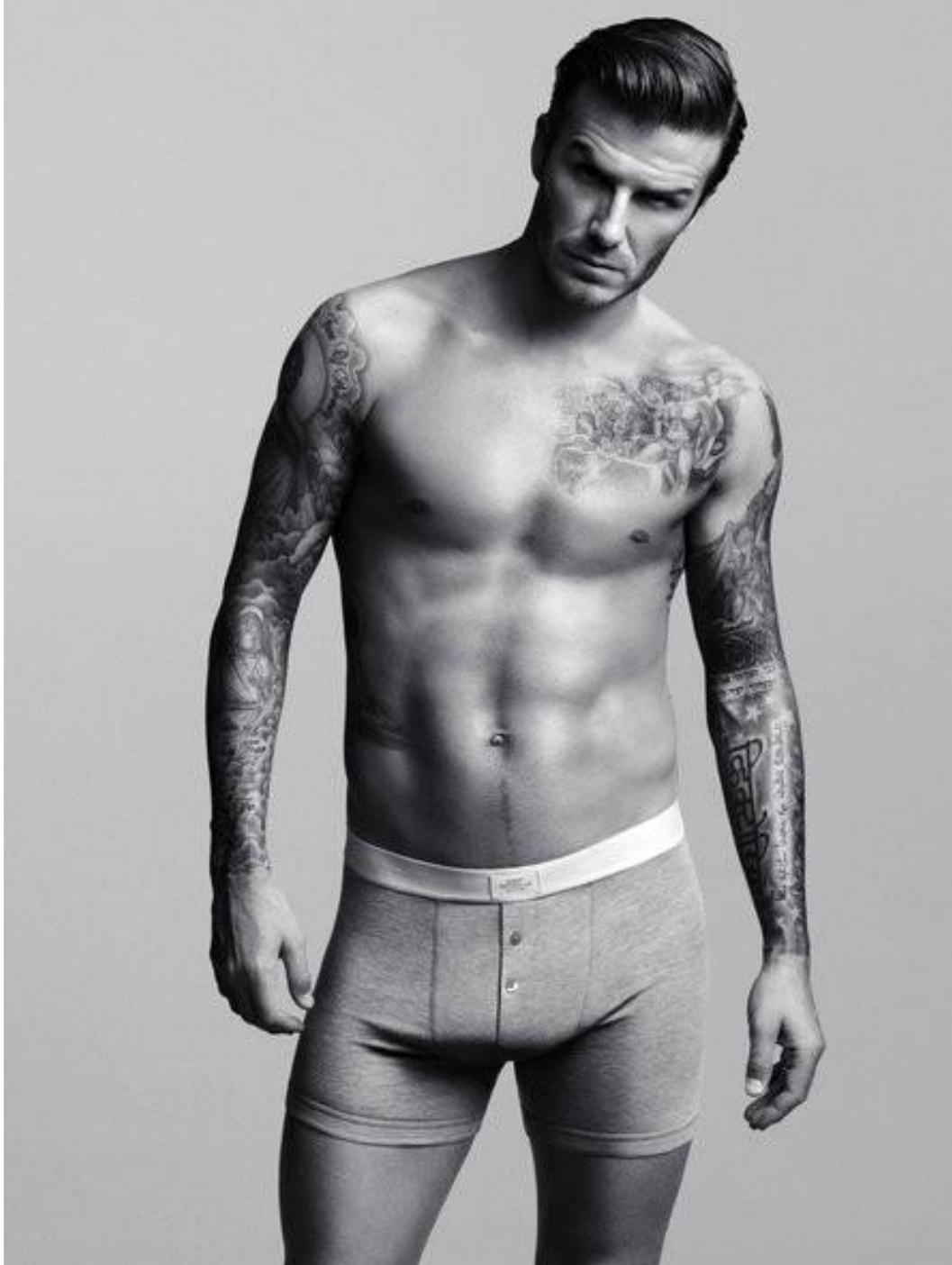
...and sensitive  
...normal skin  
...protection  
...materials and  
...skin with a liquid

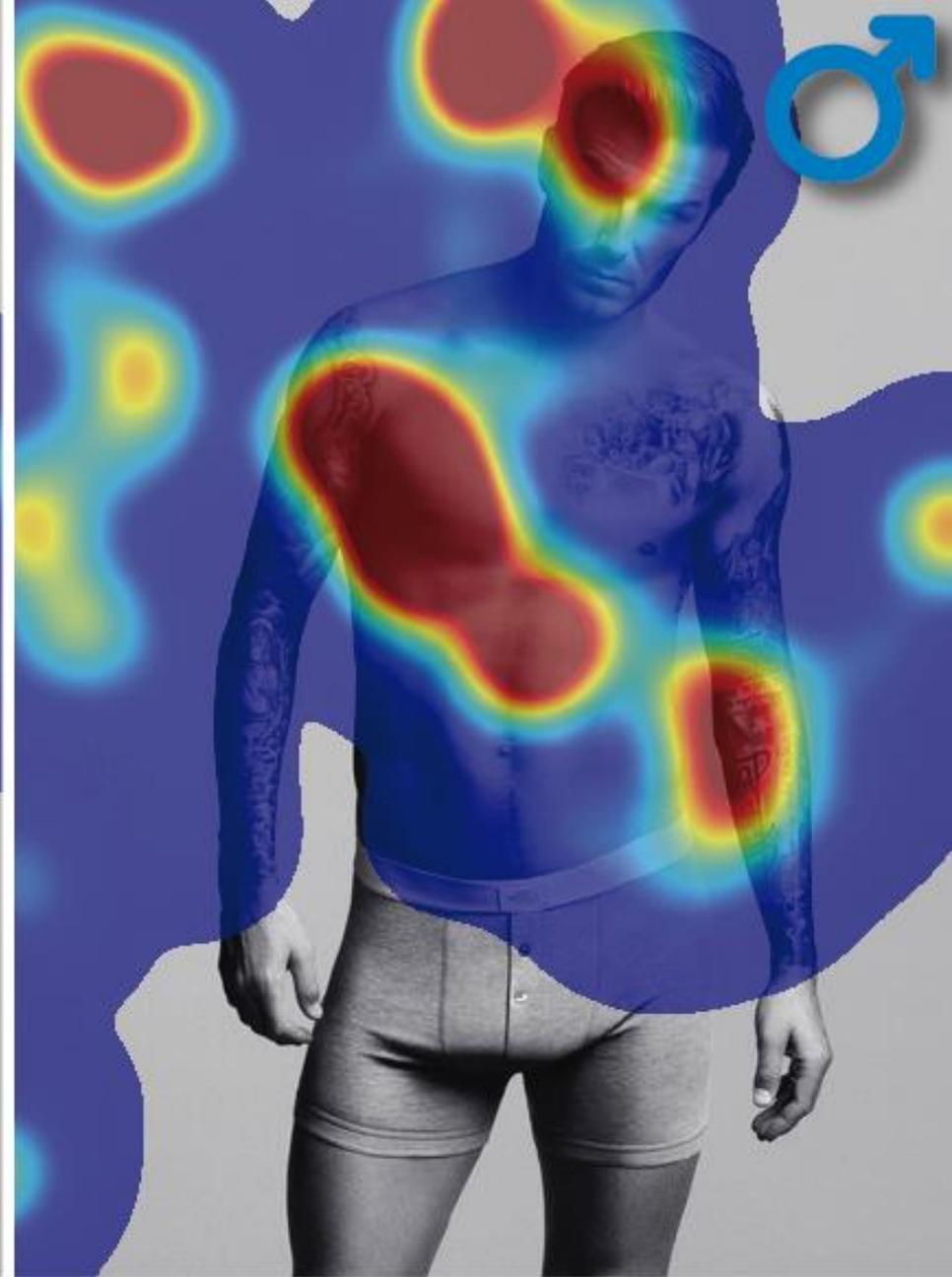


















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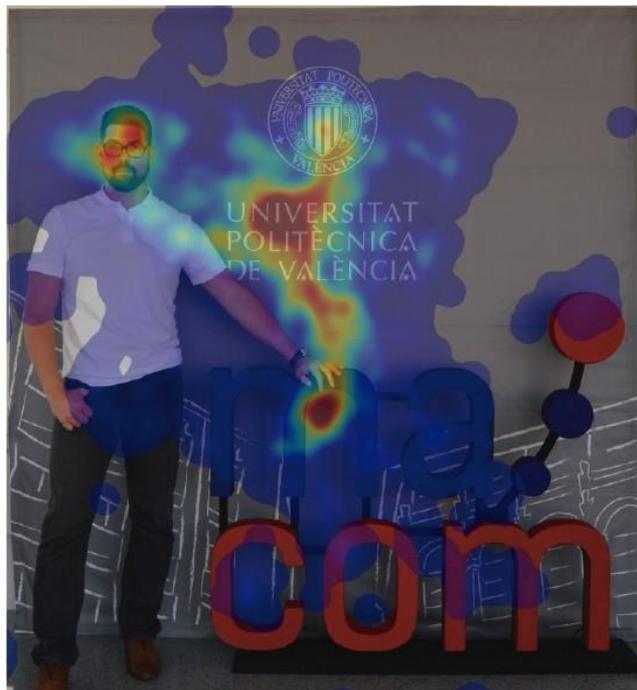
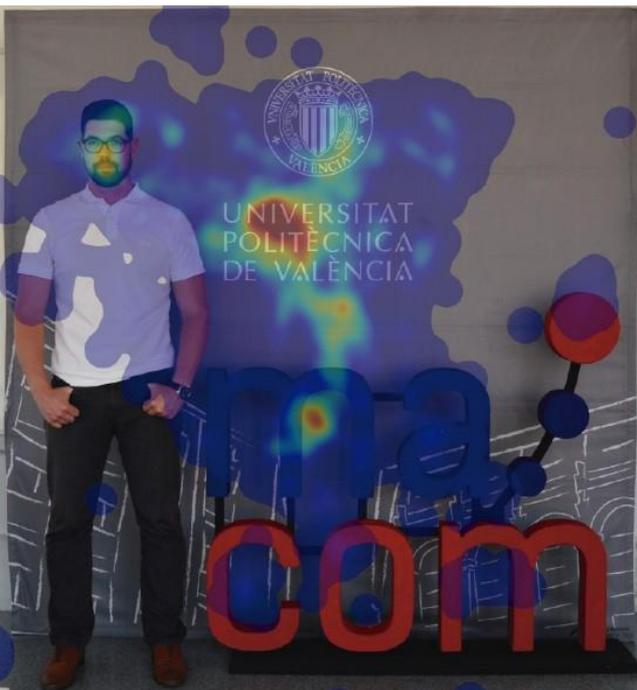
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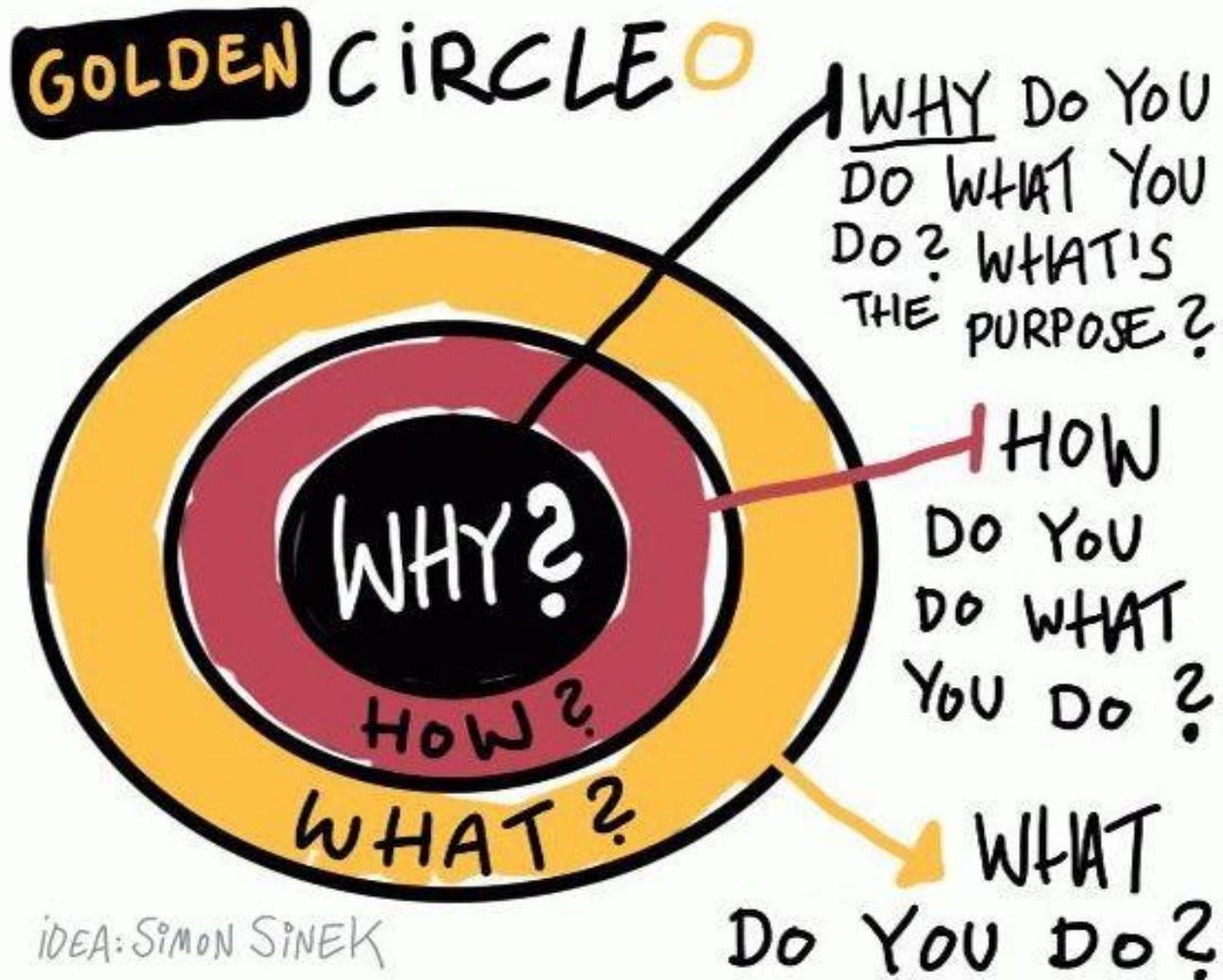


**MONT  
BLANC**



**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,**

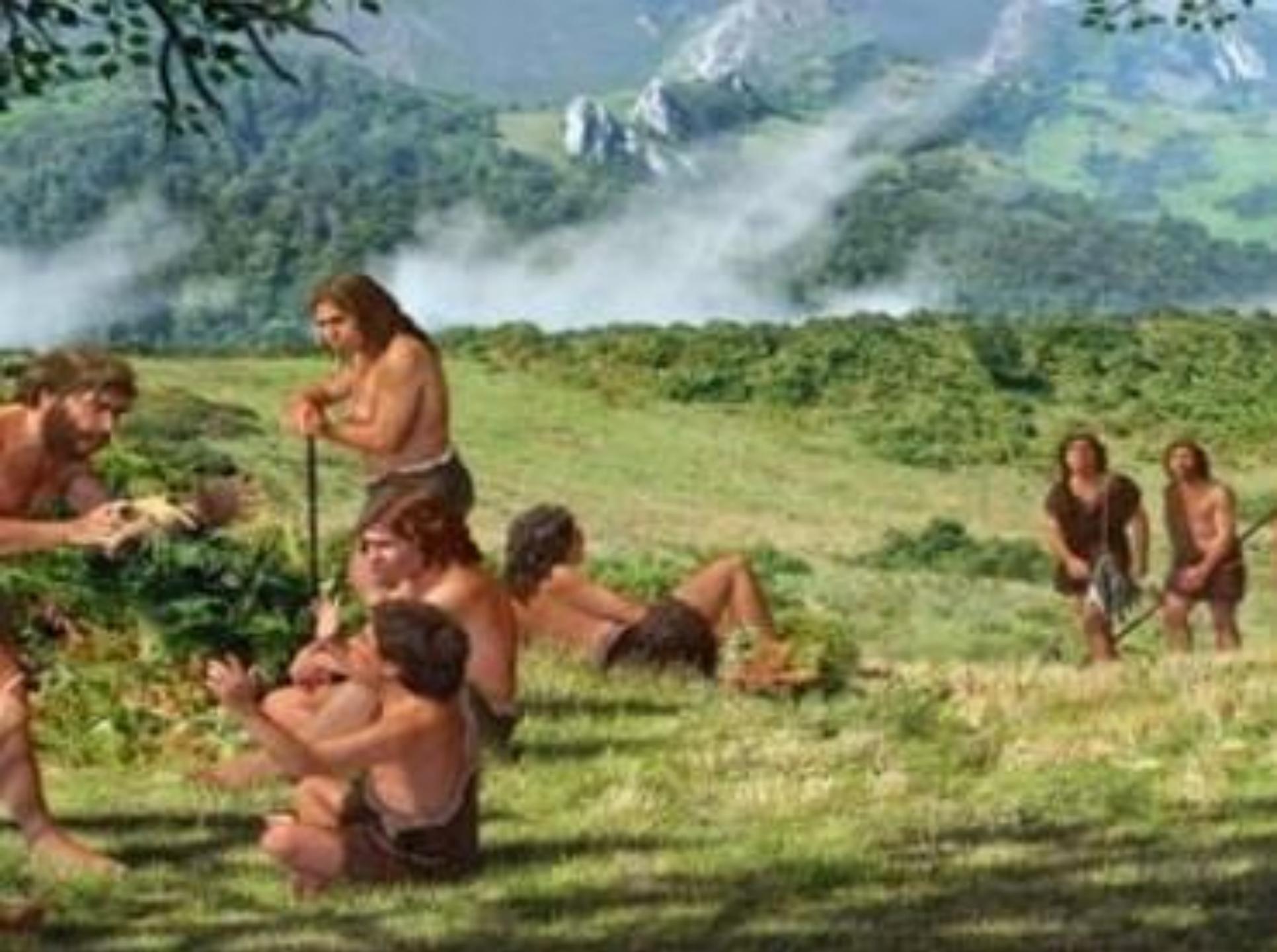
**Bonito**

**Y**

**...**



**American Airlines<sup>®</sup>**











plc 4387

Square  
Watermelon

Regular Price

\$199.99 / ea

網王  
JA 青森県

# Wendy's

## Trivia





Busca pains, no necessidades 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**

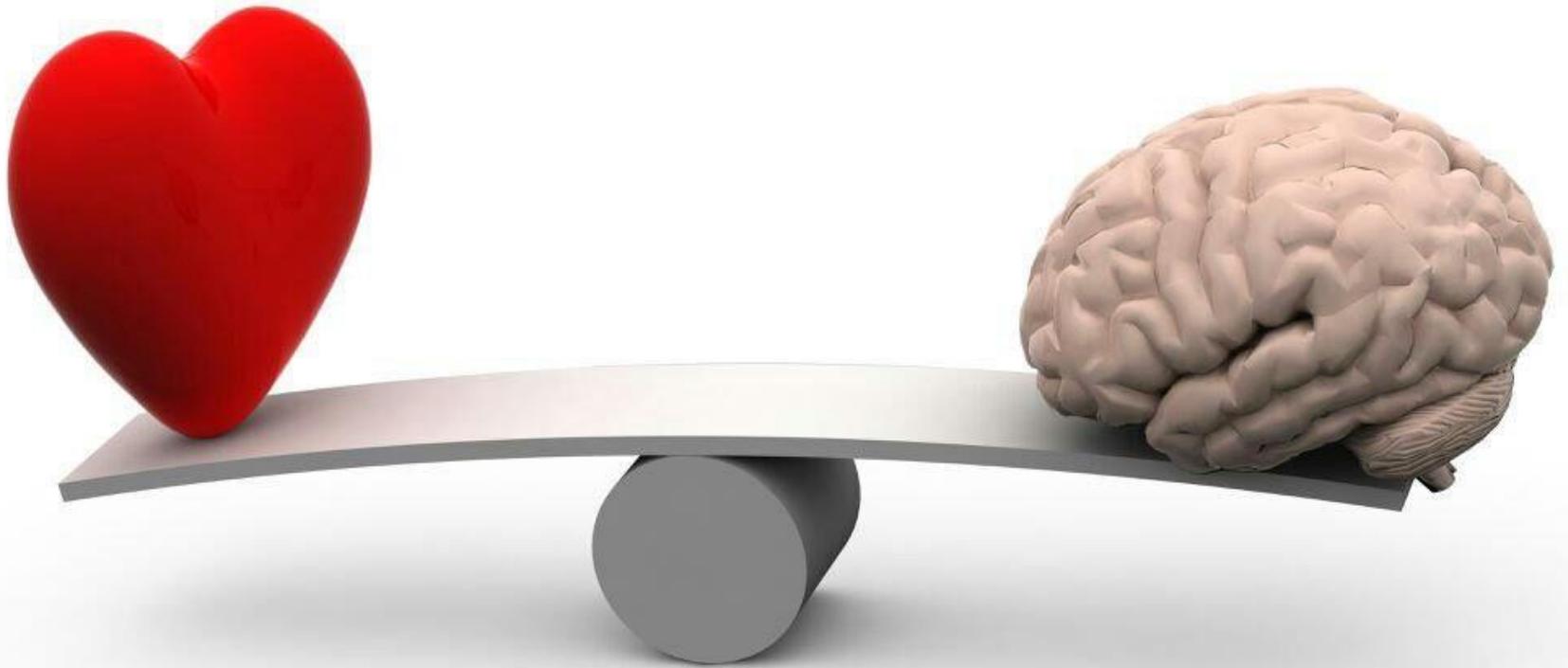
**Reproducción**

**Confianza**

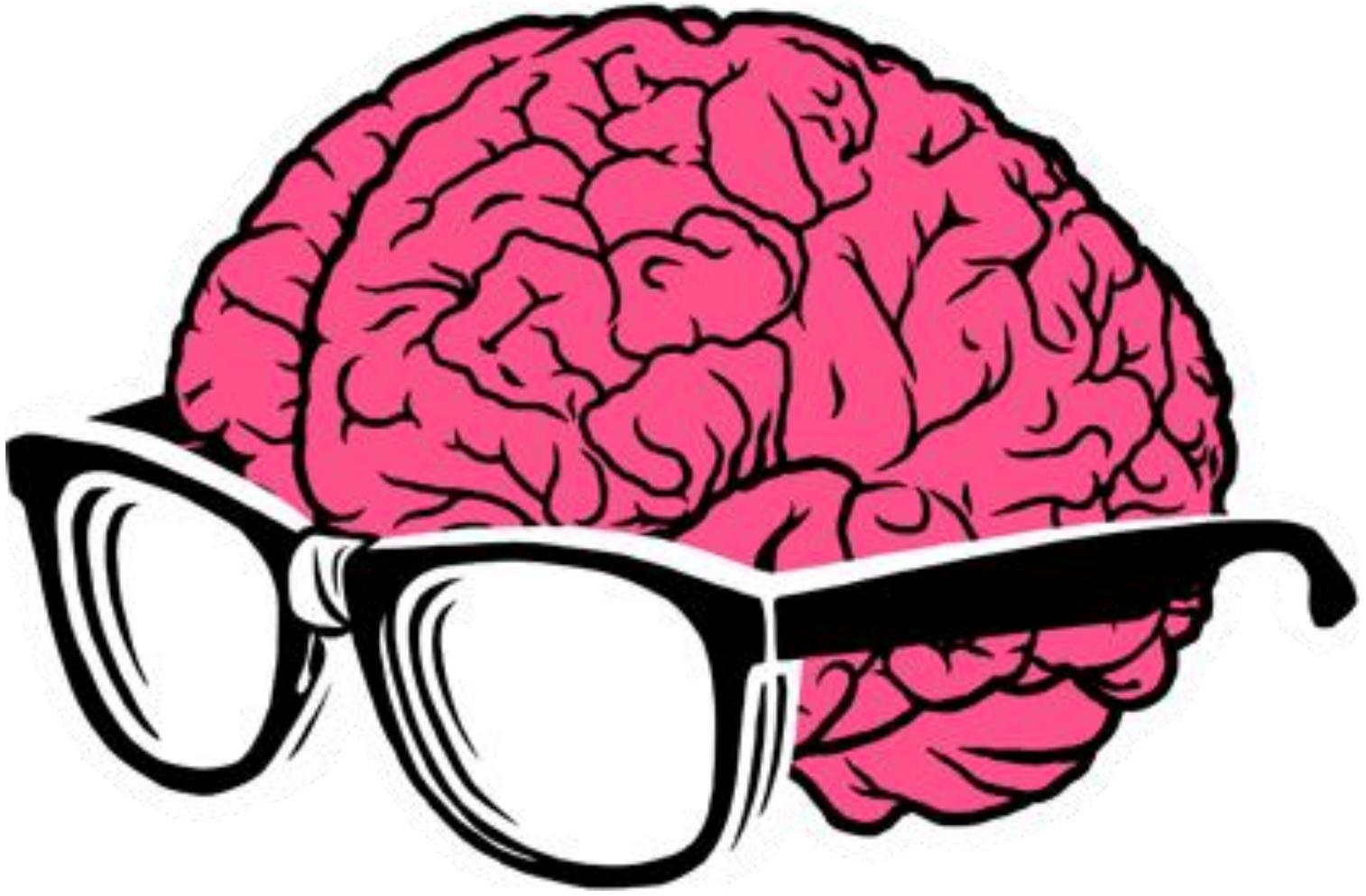
**Miedo al aislamiento**

**...**

# LA MÁXIMA SATISFACCIÓN...



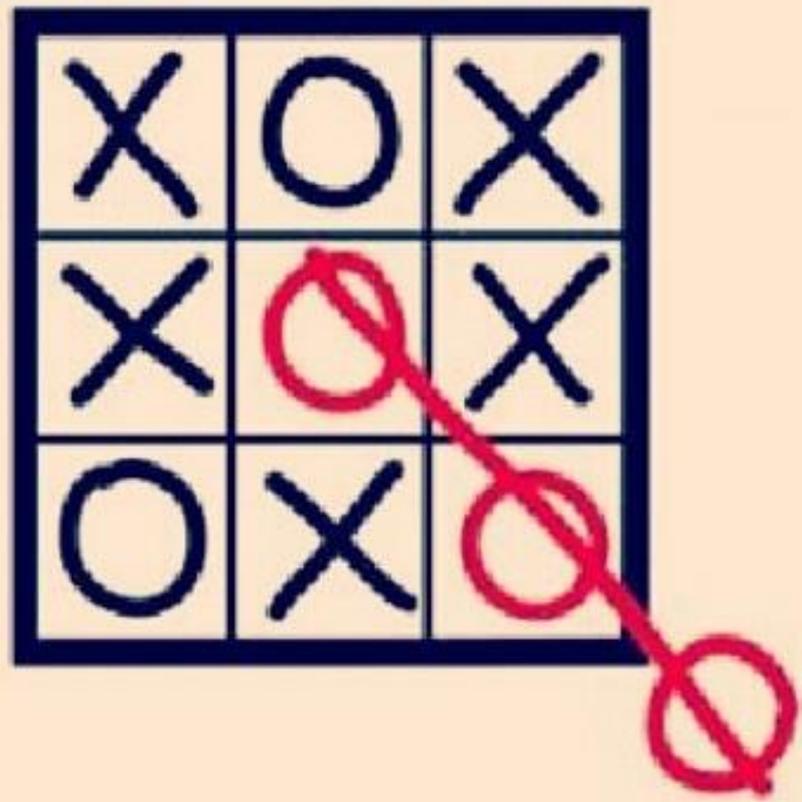
**“Estamos en la década del cerebro”**



# LOS 6 ESTÍMULOS



# THINK OUTSIDE THE BOX





# MUCHAS GRACIAS!

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