

Mariano Diotto

NEUROCONSUMER THE BRAIN OF CONSUMERS SERVING BRANDS



NEUROMARKETING
ITALIA



people | sustainability | innovation

PROTAGONIST



MARIANO DIOTTO

I'm a brand strategist and neurobranding expert.

I'm the Brand Dept. Coordinator at AINEM (Italian Neuromarketing Association), a member of NMSBA (International Neuromarketing Science & Business Association) and AISS (Italian Semiotics Association), the creator of degree courses for the Dept. of Communication at the University of Venice and Verona, a university lecturer, the author and editor of numerous marketing and communication best sellers, director of the Neuromarketing HOEPLI Collection, and founder and CEO of Neuromarketing Italia.

OUR JOURNEY

1

BRAIN AND
CONSUMER

OUR JOURNEY

1

BRAIN AND
CONSUMER

2

TOOLS

OUR JOURNEY

1

BRAIN AND
CONSUMER

2

TOOLS

3

CASE STUDIES



NEUROMARKETING is a new discipline which aims to identify communication channels that enable purchasing decision-making processes using methods linked to neuroscience, marketing, advertising and semiotics.

Neuromarketing has transpired due to the need for businesses and brands to further their comprehension of PEOPLE, their BEHAVIOUR and how they make decisions in relation to CULTURAL, SOCIAL AND ECONOMIC TRANSFORMATION.

PEOPLE BEHAVIOUR DECISIONS

80% of visual information
is processed by the brain,
the remaining 20% by the sight

// The hardest thing to ask someone is to focus on one thought for any length of time. //

Hugo Gernsback

HOW WELL DO WE UNDERSTAND THE BRAIN?

35.0000

THE NUMBER OF DECISIONS OUR BRAIN MAKES EVERY DAY

15

NO. OF SECONDS IT TAKES
OUR BRAIN TO MAKE A
COHERENT SUMMARY
= COGNITIVE TIMELAPSE

8

SECONDS WE HAVE AVAILABLE TO CAPTURE THE ATTENTION OF OUR CUSTOMERS

IOTTI L., 8 secondi. Viaggio nell'era della distrazione, Il Saggiatore, Milano, 2020

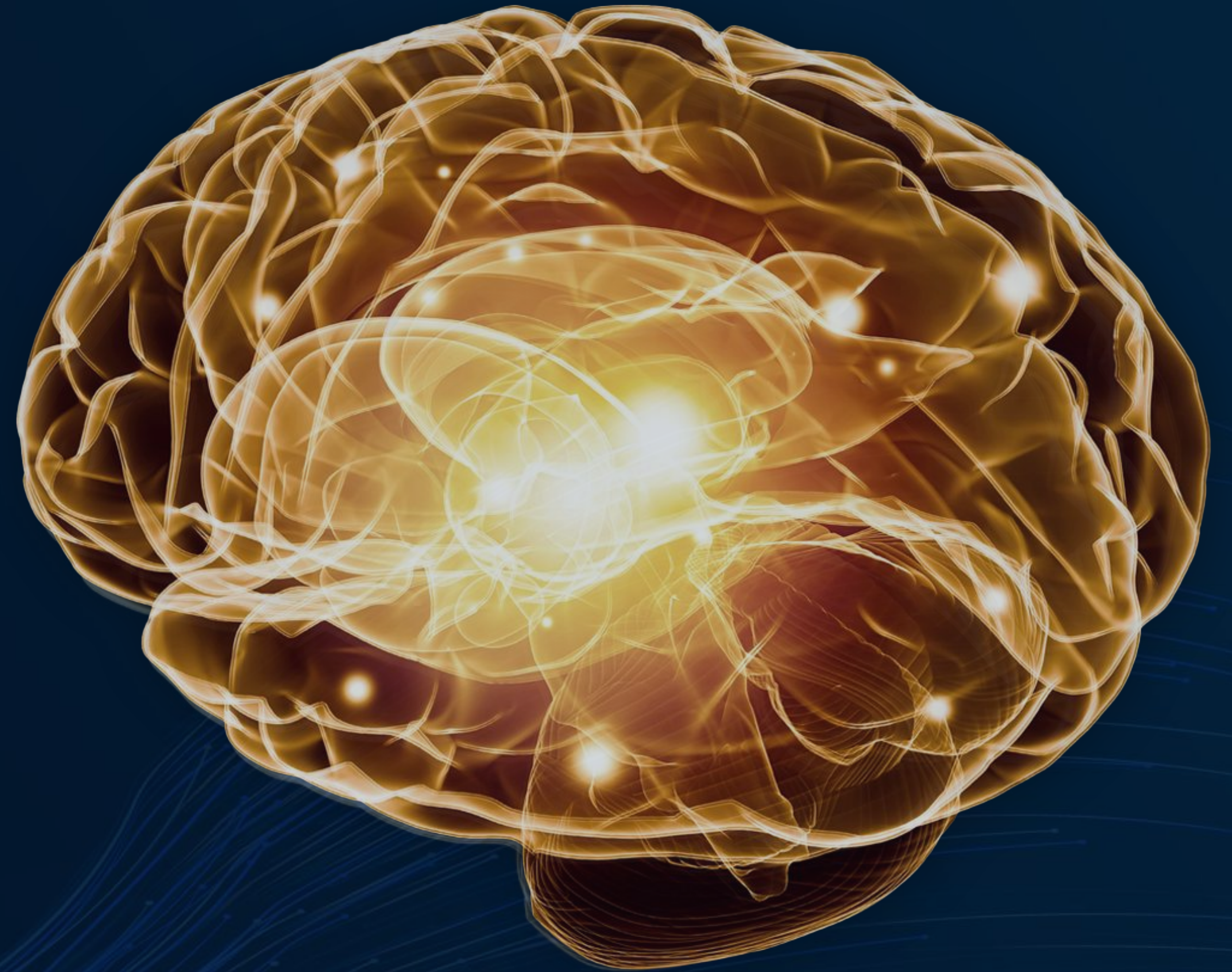
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TIME CUSTOMERS TAKE TO CHOOSE A KNOWN PRODUCT

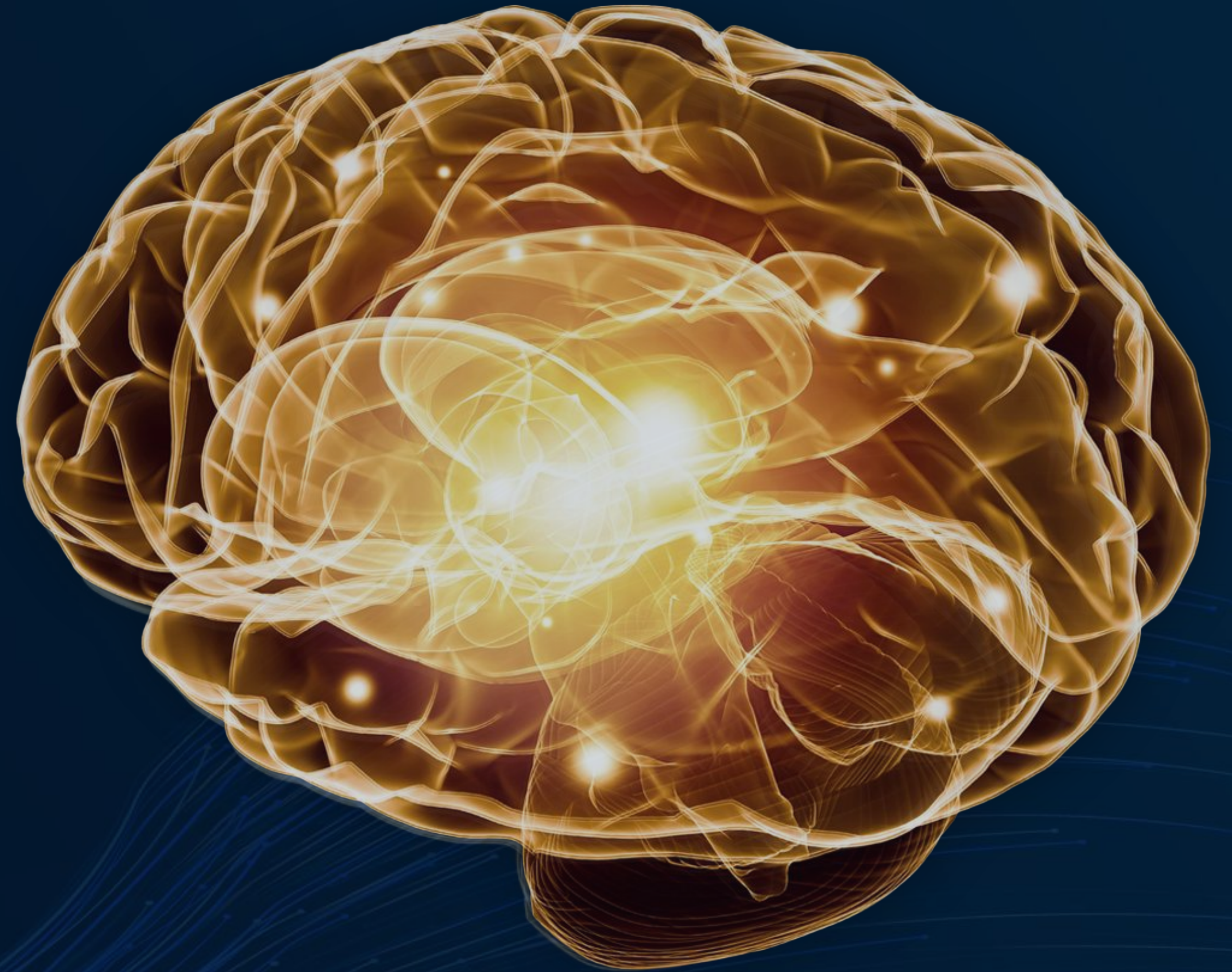
FEW SECONDS AVAILABLE

LOOP

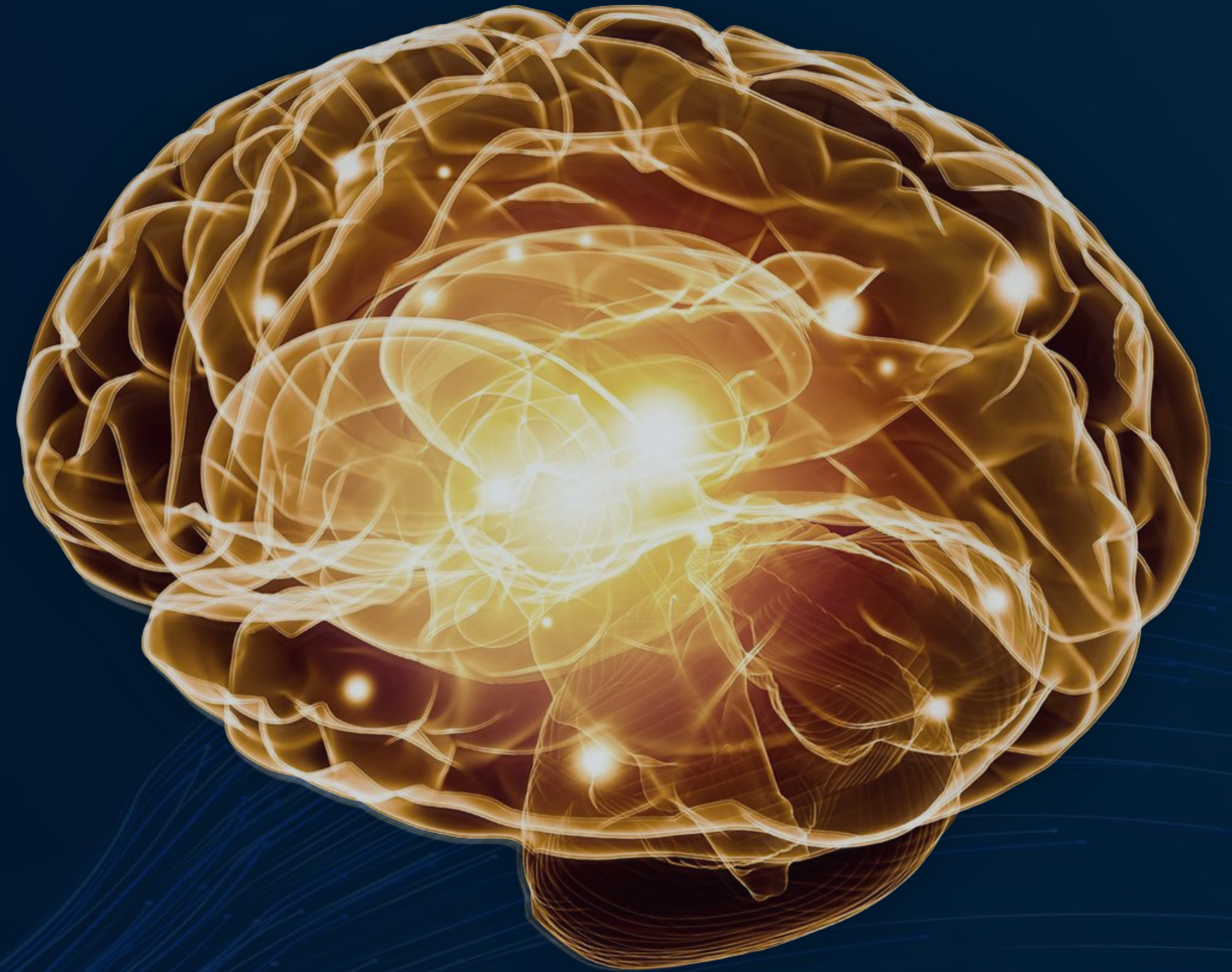
The brain is configured
to make a
limited number
of decisions a day, and
once this
limit is reached
it can make no more,
**IRRESPECTIVE
OF THEIR IMPORTANCE**



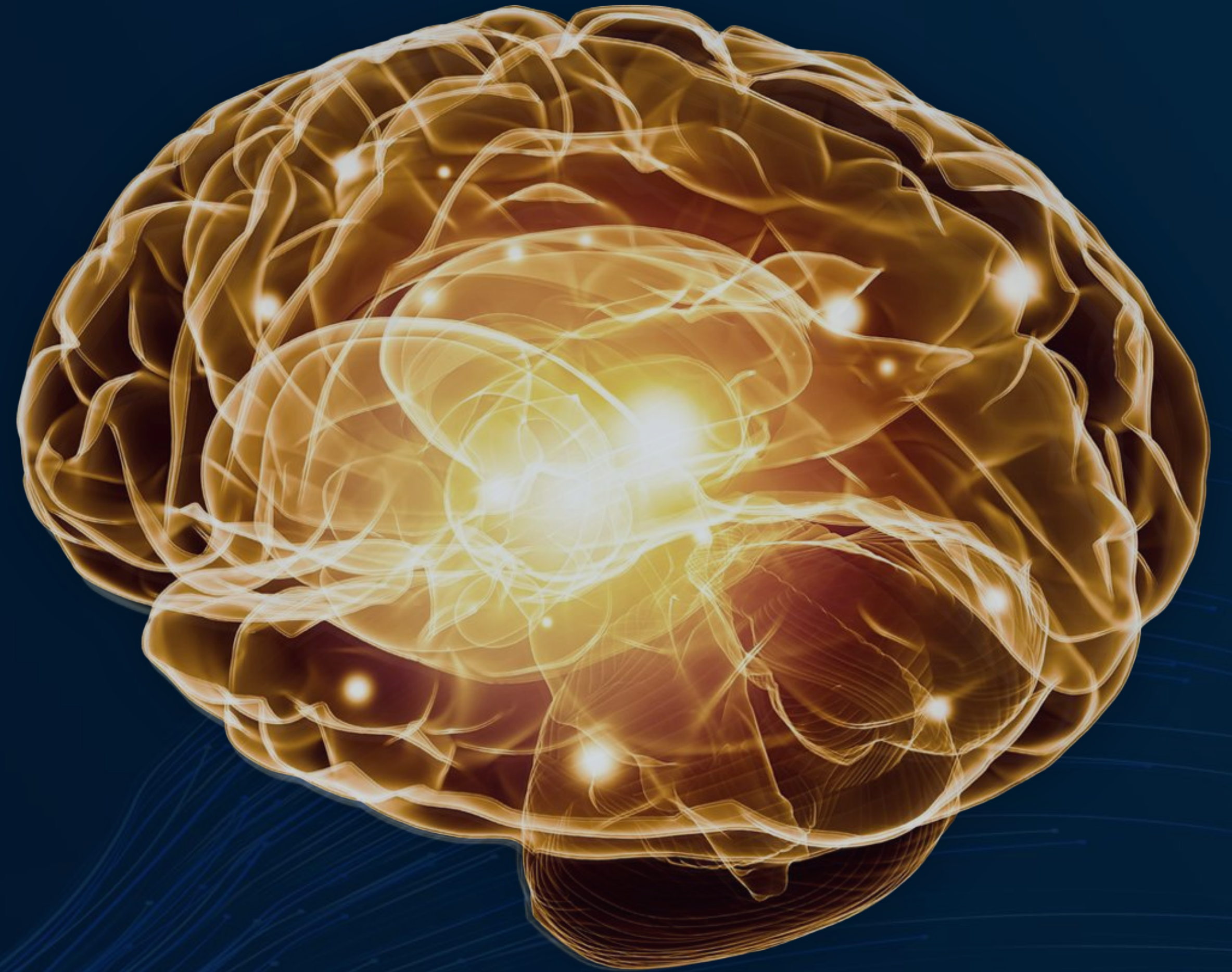
The latest research in
neuroscience shows that
the decision-making
network
in our brain
DOESN'T PRIORITISE



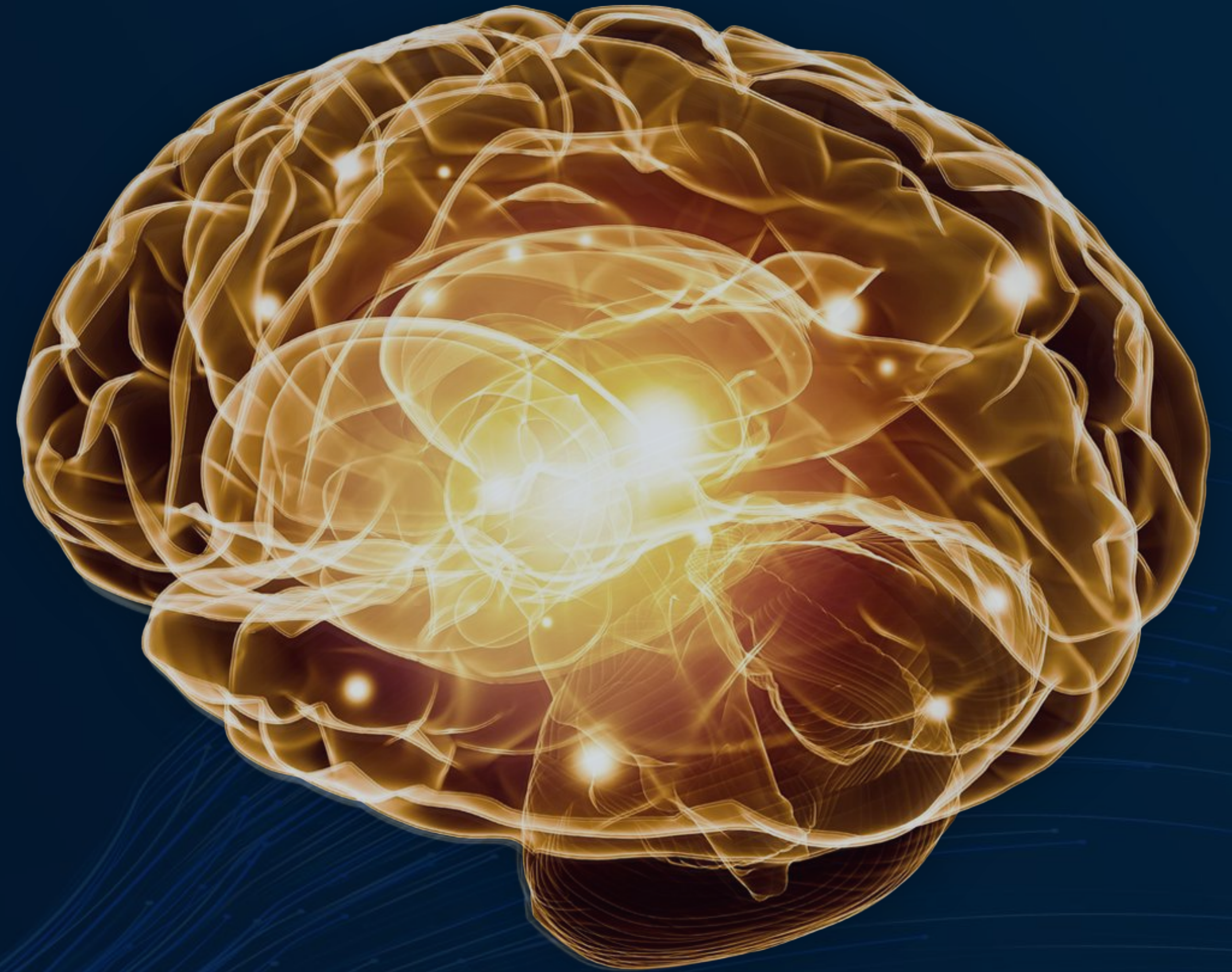
The brain seeks attention-based elements

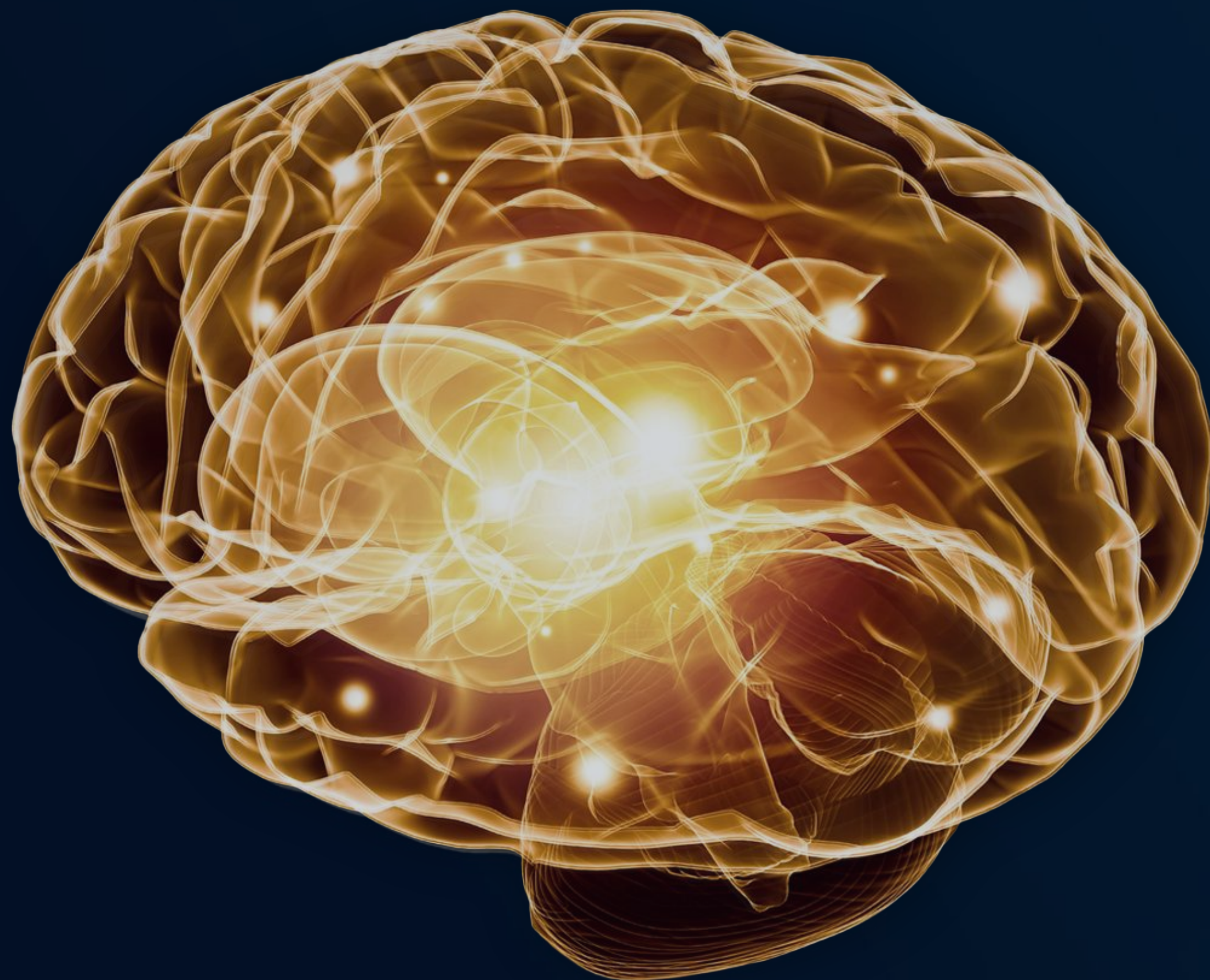


Human beings
can't do two things at once,
unless they are
actions that are extremely
automated or stored
as a LOOP by the brain



In a study at Stanford
262 STUDENTS
were tested to see
if they had developed a
different method
for processing
information.



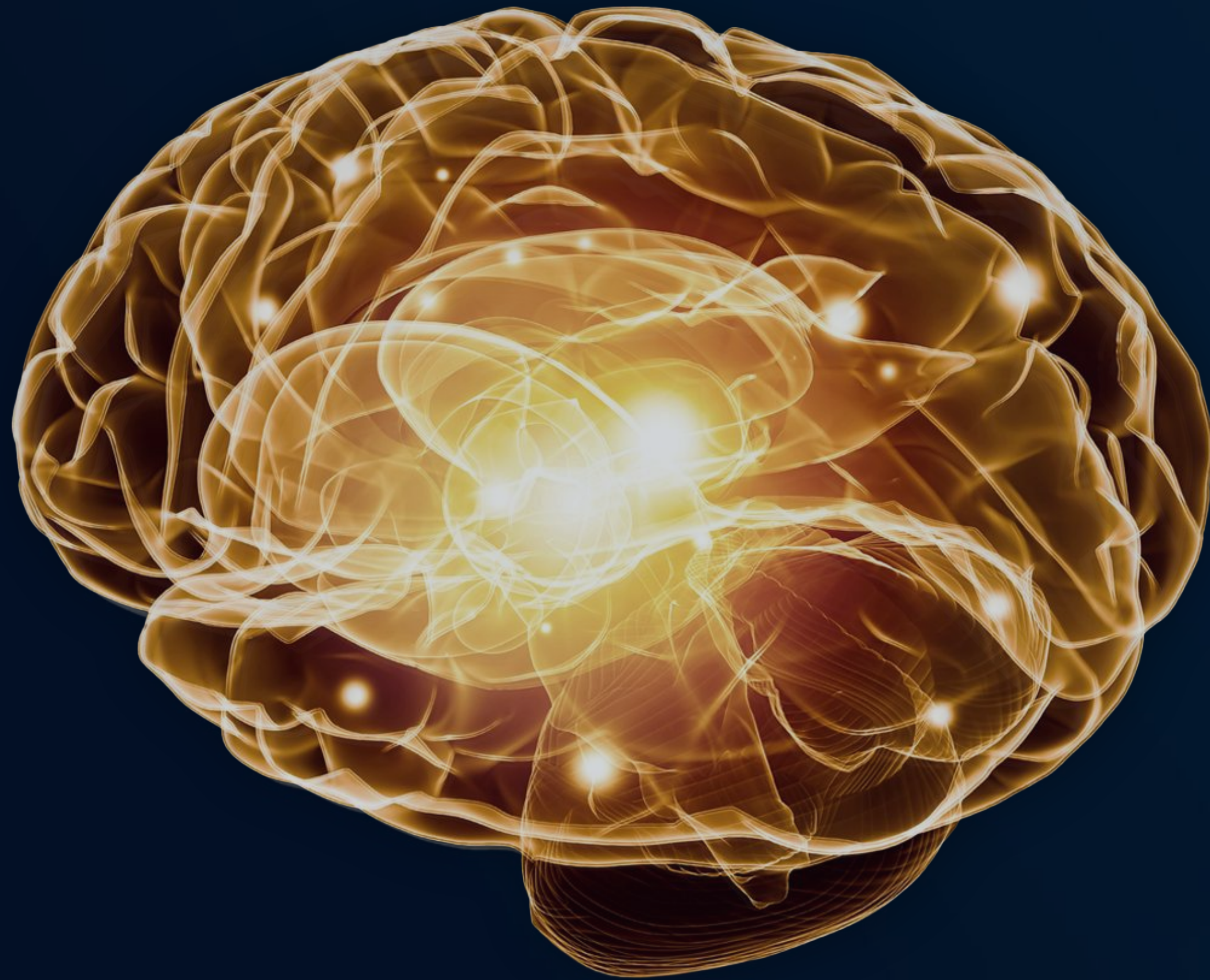


HEAVY MULTITASKERS

Heavy taskers

LIGHT MULTITASKERS

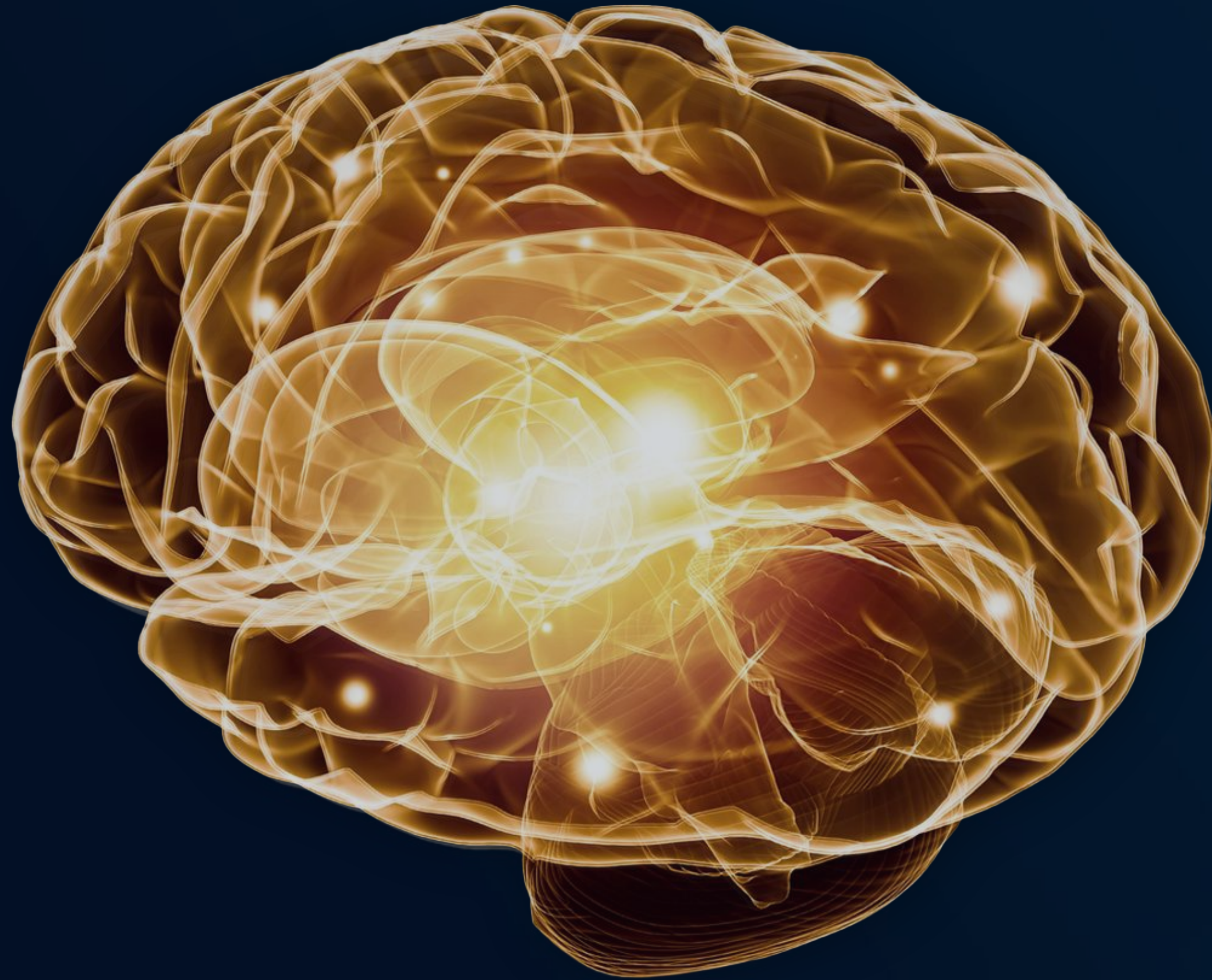
Light taskers



The more the students were multitasking the less capable they were of filtering what was important from what wasn't.

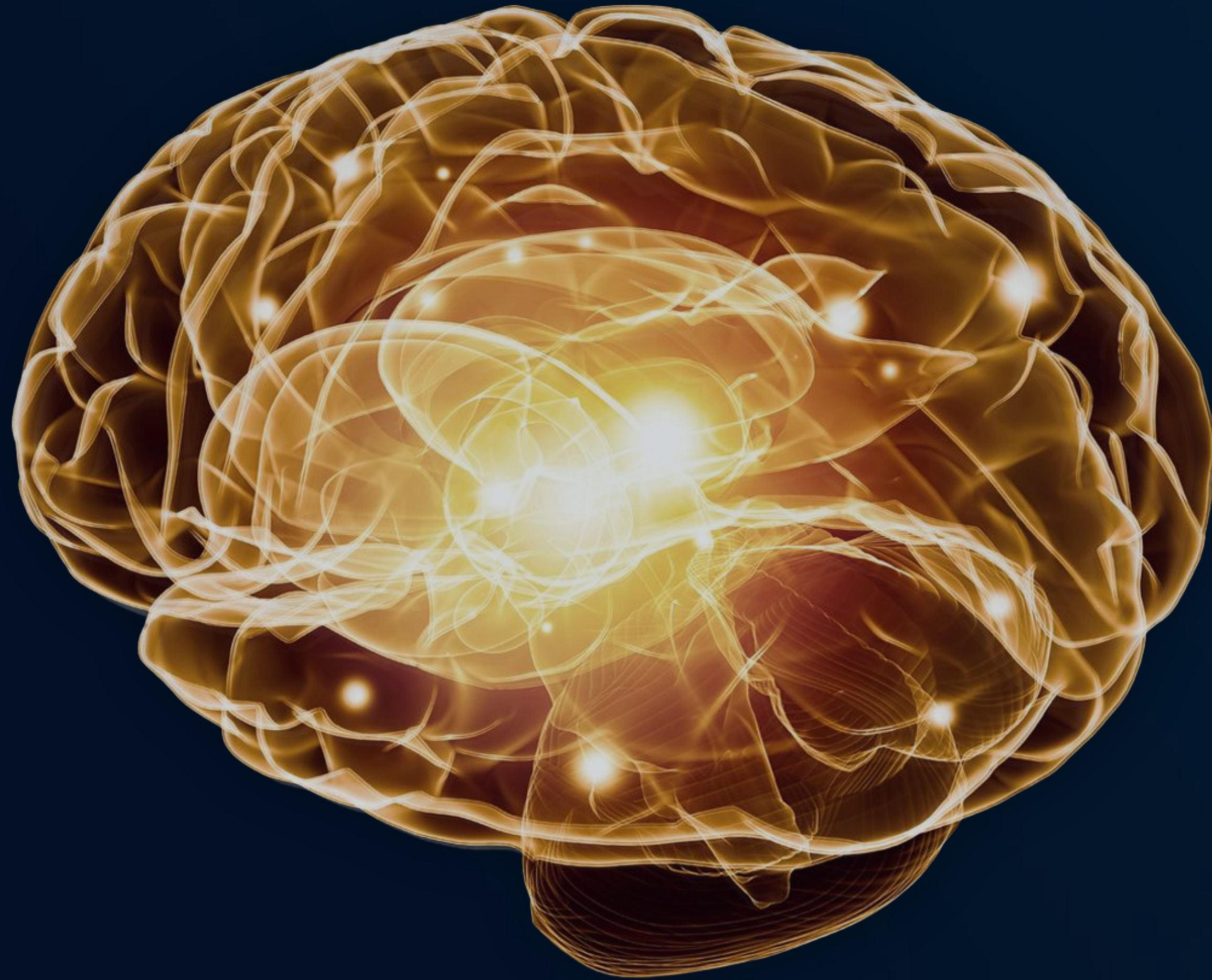
They had trained their mind for **IRRELEVANCE** and the result was scrambled thinking.

THE DECISION-MAKING PROCESS



In reality, we switch back and forth extremely quickly

This undermines our concentration



SWITCHING CREATES
STRESS SO THE BRAIN
ADJUSTS TO THESE
LAPSES IN
CONCENTRATION



COGNITIVE
ASSESSMENT

PHYSIOLOGICAL
CHANGES

ACTION

THE BRAIN IS A COGNITIVE MISER

LET'S PROCEED TOGETHER



OUR BRAIN STORES INFORMATION IN OUR ASSOCIATIVE MEMORY

17 x 49

QUICK THINKING AND SLOW THINKING

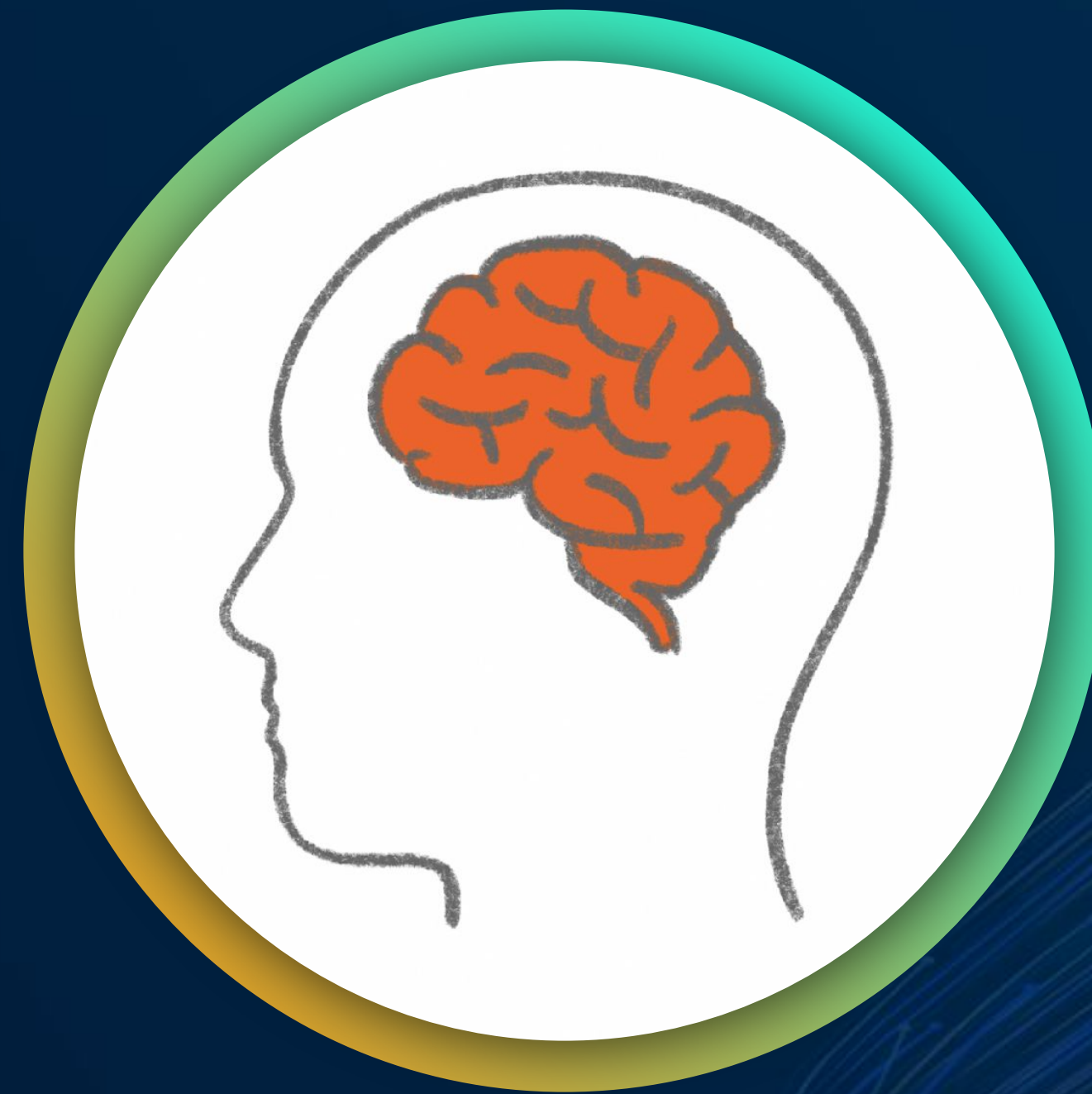
WE MAKE DECISIONS BASED ON TWO WAYS

SYSTEM ONE

Intuition and instinct

95%

Subconscious
Speed
Associative capacity
Automatic pilot
Cognitive bias



SYSTEM TWO

Rational thought

5%

Logical
Slowness
Indecisive
Economic
Reason and intellect

HOW CAN WE CAPTURE ATTENTION?

EMOTIONS



PHYSICAL NEEDS



EMOTIONAL NEEDS



SPIRITUAL NEEDS



REAL



LATENT NEEDS

REAL



MANIFEST
NEEDS

EMOTIONAL



EXPECTATIONS

ASPIRATIONAL



DESIRES

NEEDS

Product
denotative
element

Emotional
aspect

Aspirational
element

NEEDS

Product
denotative
element

EXPECTATIONS

Emotional
aspect

Aspirational
element

NEEDS

Product
denotative
element

EXPECTATIONS

Emotional
aspect

WANTS

Aspirational
element

NEEDS + EXPECTATIONS + WANTS

=

WINNING MARKETING
STRATEGY

OUR JOURNEY

1

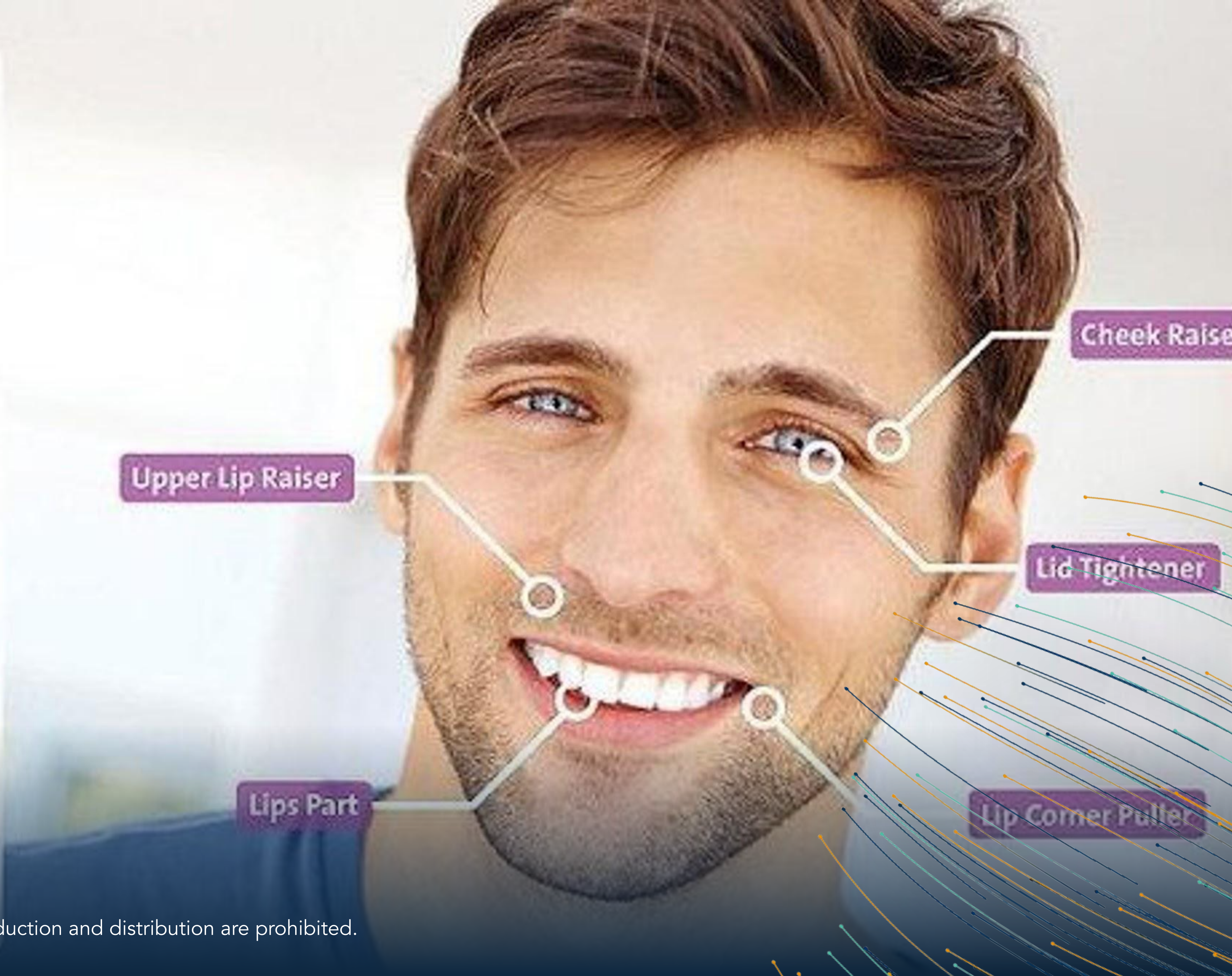
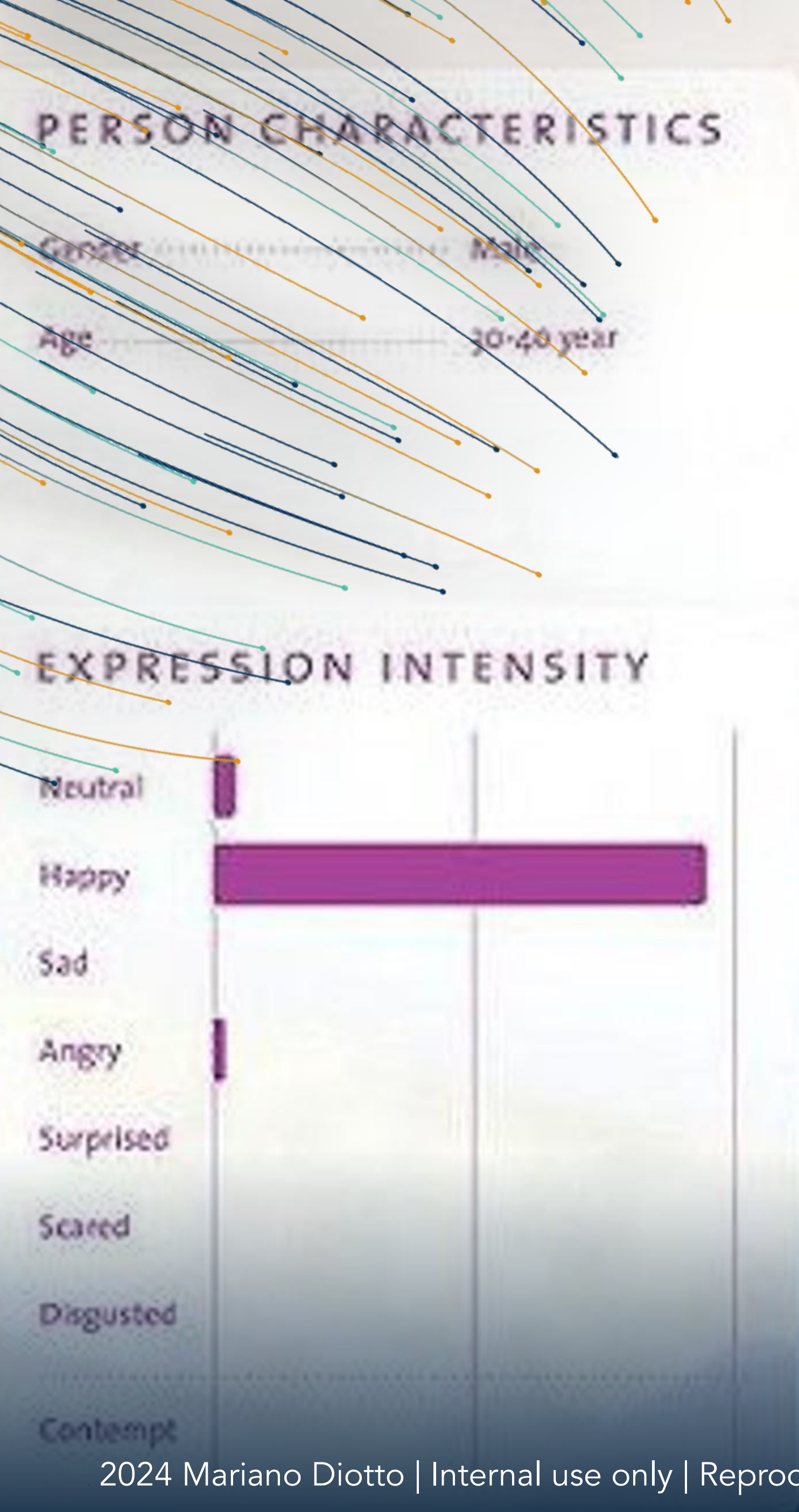
BRAIN AND
CONSUMER

2

TOOLS







Every time consumers have to make a choice,
such as deciding to buy a product or service,
they can be subconsciously
involved in processes they're
not aware of.

As early as 1987
the expression
unconscious cognition
was introduced to describe those
subconscious cognitive processes that
neurological sciences were studying.

PREDICTIVE NEUROMARKETING

ARE WE APPLYING IT?

OUR JOURNEY

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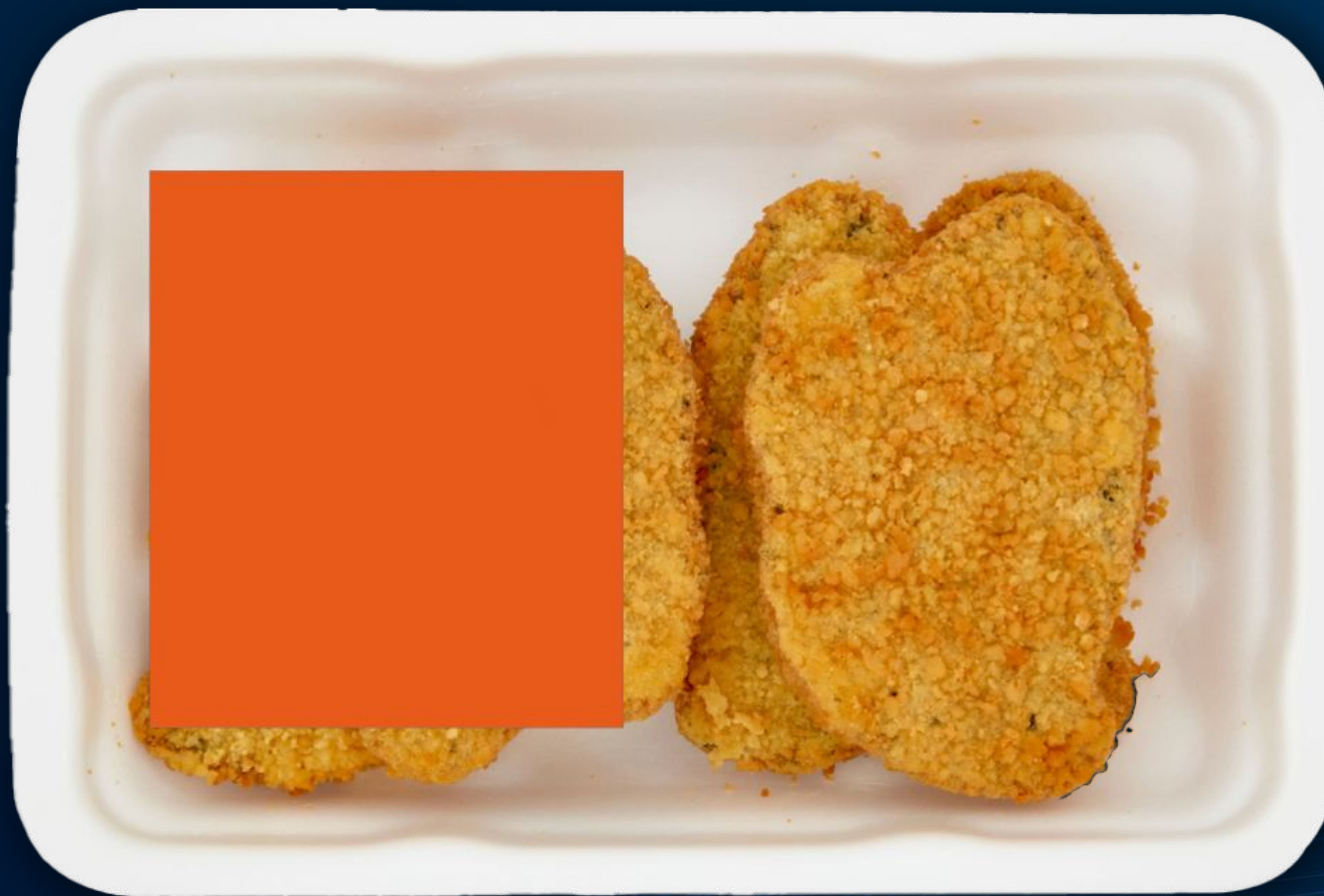
CASE STUDIES



PREDICTING PERSONALITY

Neuromarketing technique that looks for small behaviour models which, multiplied in millions of people, make it possible to measure a set of interesting behaviours that are significant for businesses by revealing emerging trends.

CASE STUDY



WORKING MOTHERS

1 Vegetables

2 Quality

3 Wholesomeness

4 Natural products

5 CONVENIENCE AND ORGANIC ASPECT

WORKING MOTHERS

1 Vegetables

2 Quality

3 Wholesomeness

4 Natural products

5 CONVENIENCE AND ORGANIC ASPECT

SINGLE

1

Verdura

2

Qualità

3

Bontà

4

Prodotto naturale

5

PRATICITÀ E ASPETTO BIOLOGICO

+12%



SINGLE

1 Vegetables

2 Quality

3 Wholesomeness

4 Natural products

5 CONVENIENCE AND ORGANIC ASPECT

+27%

6 ECO-TRAY

+39%

WE'VE WORKED ON THE BRAIN THROUGH COGNITIVE ENGAGEMENT

CASE STUDY

GREEN PRODUCTS FOR THE FOOD INDUSTRY

Naturalness Ecology Tradition

QUALITATIVE
RESEARCH
(in the supermarket)



QUANTITATIVE
RESEARCH
(survey and semantic
analysis of social media)

← Survey 🔍

Quale forma geometrica per te è naturale?

Cerchio
Completamente d'accordo ▼

Triangolo
Completamente in disaccordo ▼

Quadrato
Condivido appieno ▼

Forme smussate
Assolutamente no ▼

Forme appuntite
Le adoro ▼

Continua

← Survey 🔍

Quale colore è per te ecologico?

Verde
Completamente d'accordo ▼

Giallo
Completamente in disaccordo ▼

Blu
Condivido appieno ▼

Colori sgargianti
Assolutamente no ▼

Colori pastello
Li adoro ▼

Continua



QUANTITATIVE RESEARCH

Naturalness
Ecology
Tradition

FACEBOOK SURVEY



QUANTITATIVE RESEARCH

Naturalness
Ecology
Tradition

SOCIAL MEDIA
SEMANTIC ANALYSIS

Companies



QUANTITATIVE RESEARCH

Naturalness
Ecology
Tradition

SOCIAL MEDIA SEMANTIC ANALYSIS

Clients

QUALITATIVE RESEARCH

Naturalness
Ecology
Tradition



IN THE SUPERMARKET



QUALITATIVE RESEARCH

Naturalness
Ecology
Tradition



IN THE SUPERMARKET



GREEN PRODUCTS FOR THE FOOD INDUSTRY

Naturalness Ecology Tradition

9

Green lines

1

Pastel line

CASE STUDY







90%
sold

STANDARD
BREAD

10%
sold

SPECIAL
BREAD



70%
profit

STANDARD
BREAD

30%
profit

SPECIAL
BREAD

TOTAL PROFIT: 1000 EURO

4-MONTH TEST

1

The promotion lasted 2 months

3

The bread was special so they enjoyed it more, and they left the standard bread which was expected to be eaten in a greater quantity

2

Our information was gathered from sales staff (like or don't like?)

4

Day after day the sale of standard bread dropped and the sale of the special bread increased.

4-MONTH TEST

60%
sold

STANDARD
BREAD

40%
sold

SPECIAL
BREAD

TOTAL PROFIT: 1666 EURO

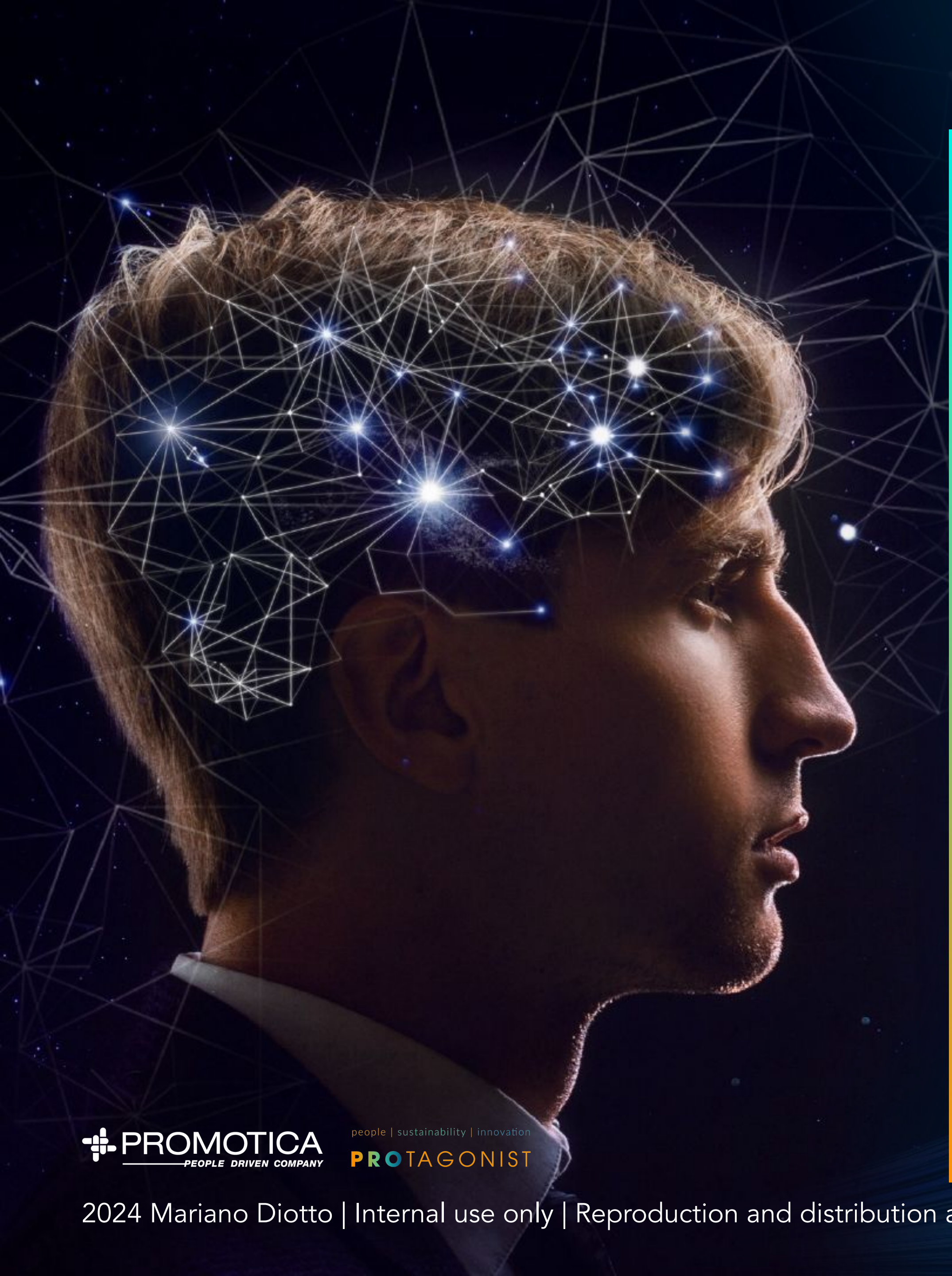
ETHICS

Right product
For the right customer
At the right time
At the right price

TO SUM UP

TO SUM UP

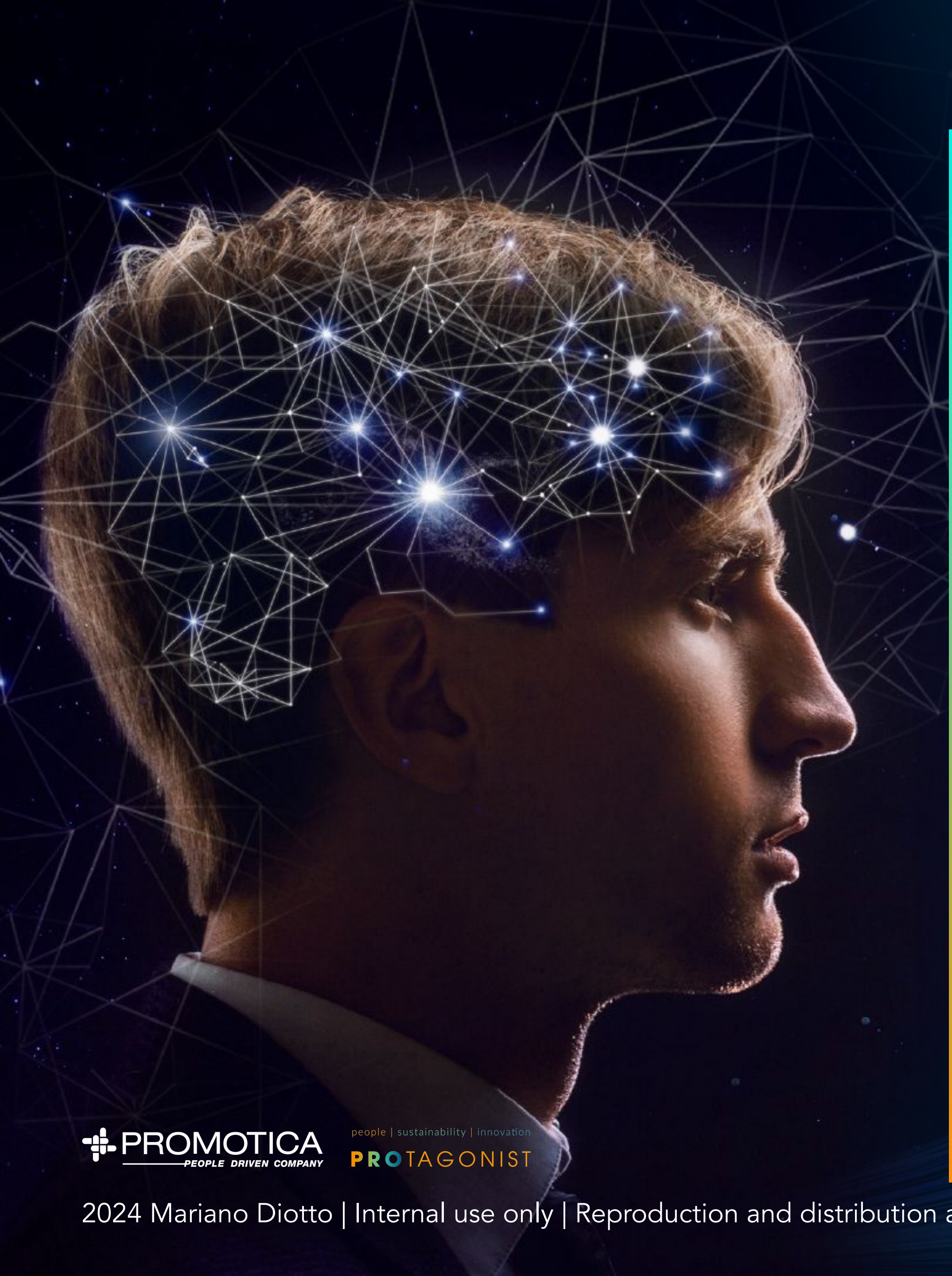
Understand how our brain
really works

A man's profile is shown in silhouette against a dark background. Overlaid on his head is a complex network of white lines and glowing blue dots, representing a digital brain or neural network. The background also features faint, abstract patterns of lines and dots.

TO SUM UP

Understand how our brain
really works

Capture attention

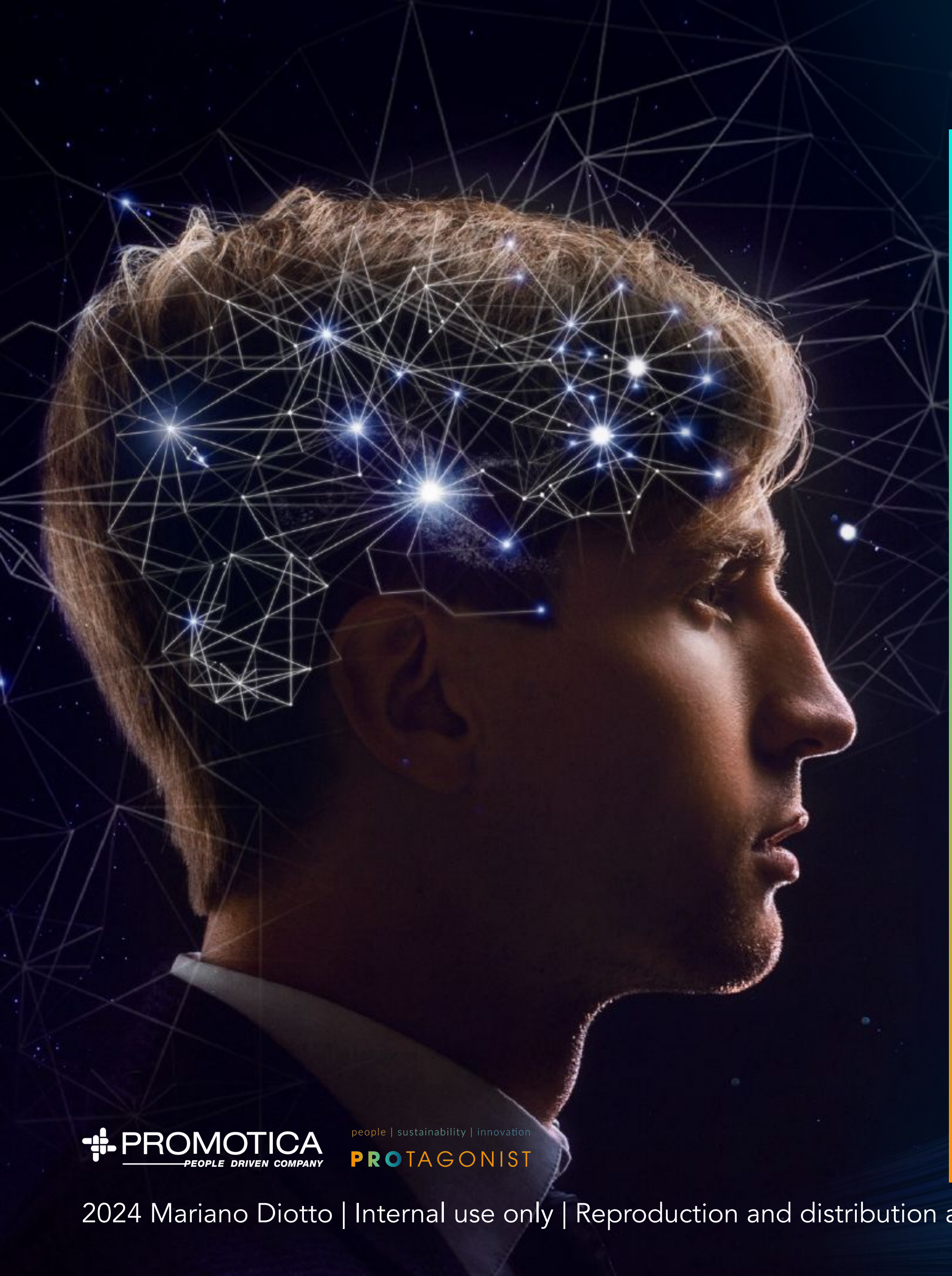
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TO SUM UP

Understand how our brain really works

Capture attention

Semantic categories:
associative memory

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TO SUM UP

Understand how our brain really works

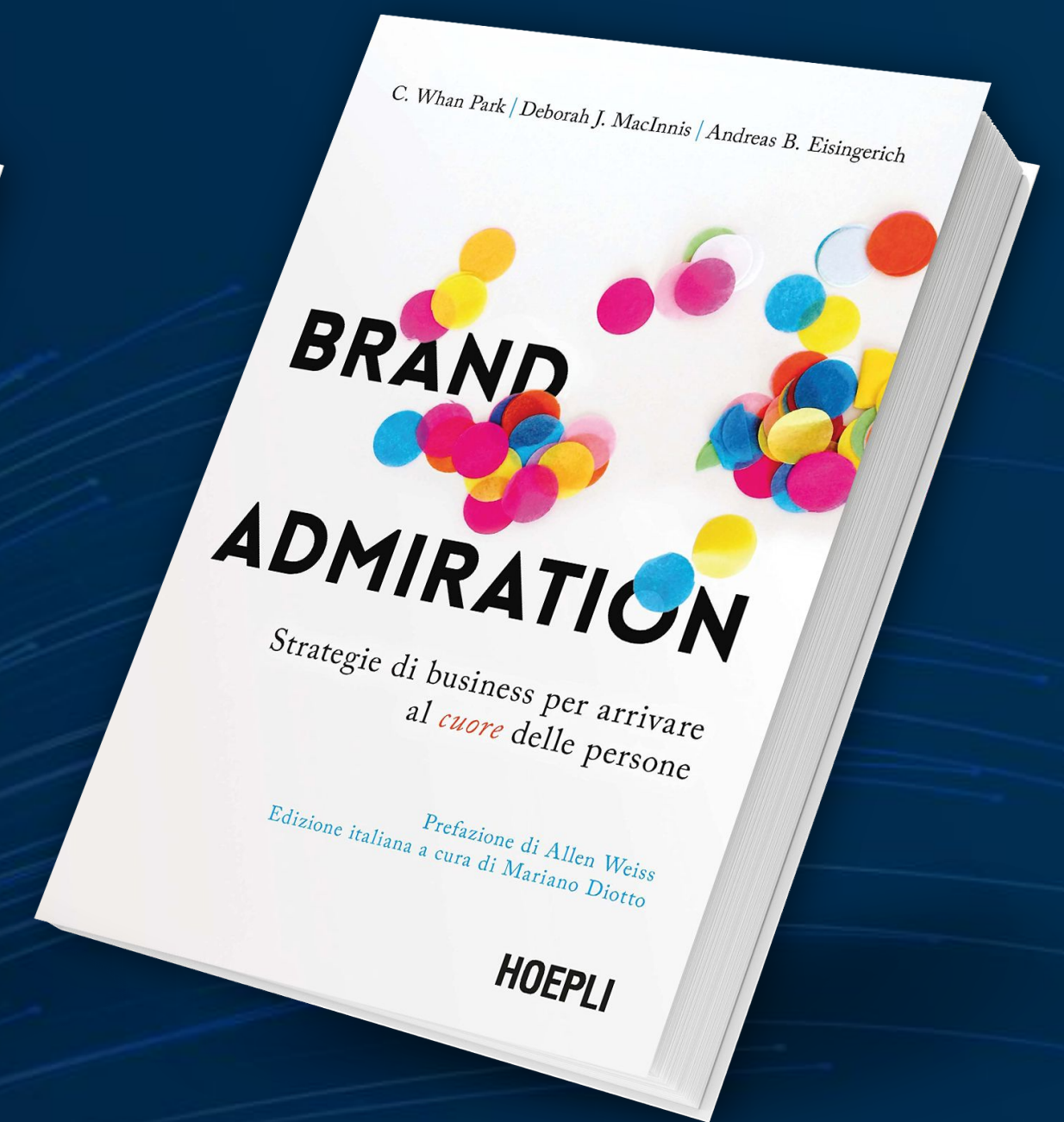
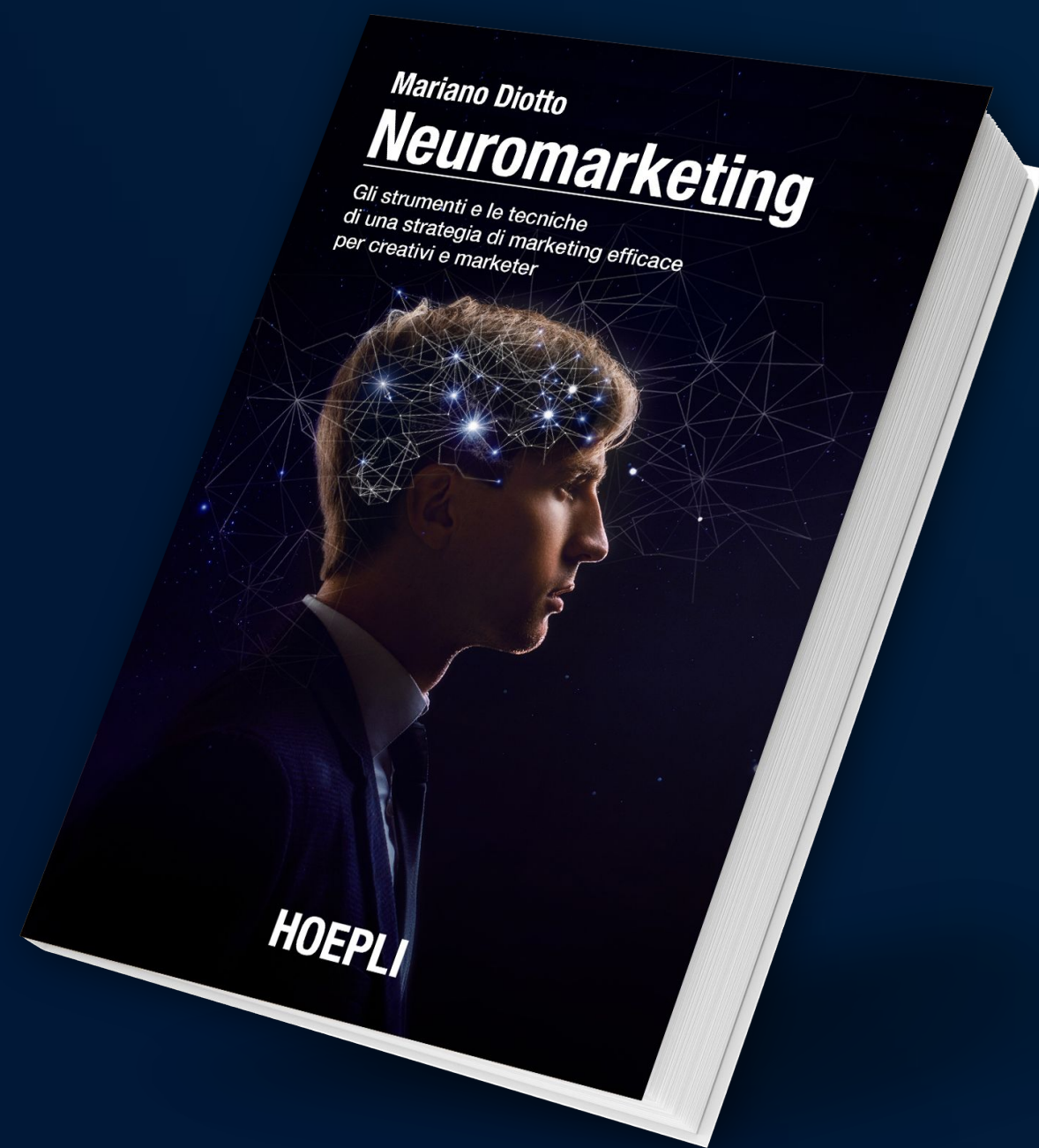
Capture attention

Semantic categories:
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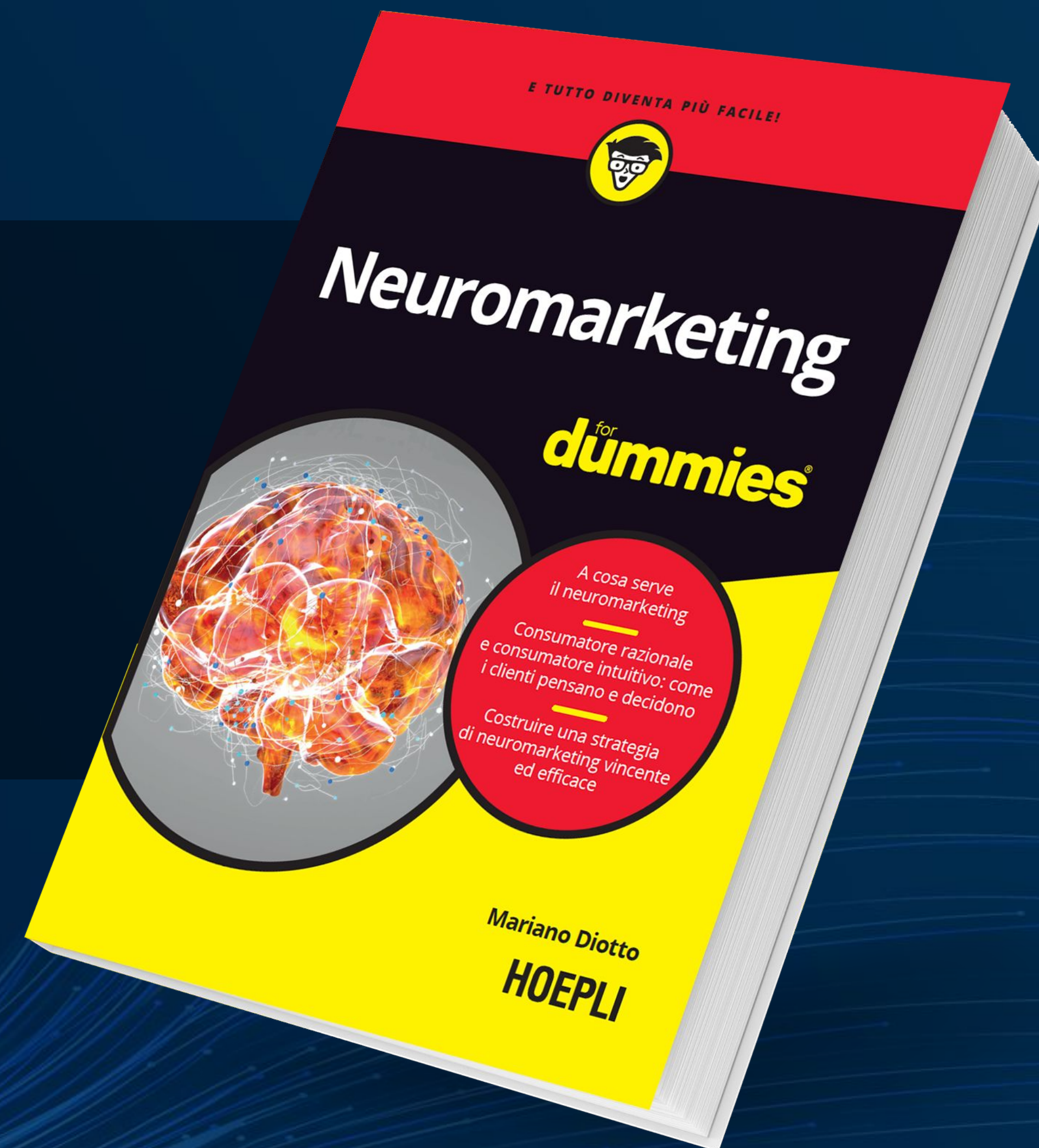
Choose the emotional element:
needs, expectations or wants

AND NOW GET TO WORK
ON THE BRAIN
OF YOUR OWN
CUSTOMERS

LEARN MORE



NEW RELEASE



www.marianodiotto.it
www.neuromarketingitalia.it



people | sustainability | innovation

PROTAGONIST

