

NEUROMARKETING



Understanding the
“Buy Buttons” in Your Customer’s Brain

Patrick Renvoisé & Christophe Morin

A PDF COMPANION TO THE AUDIOBOOK

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STEP 1: DIAGNOSE THE PAIN

PAIN FACTOR

SOURCE	INTENSITY	TIMING	AWARENESS
Mainly Financial Loss of Money	High Prospect is allocating multiple resources to eliminate the PAIN	Immediate Prospect's life or business will endure instant deterioration if no action is taken	High Prospect is highly conscious and actively seeking a solution

FIGURE 4-1

Looking for a lighter
projector? Blink once for
"YES"



FIGURE 4-2



STEP 2: DIFFERENTIATE YOUR CLAIMS

In the **EVOLUTION**
of Technology

It's about
Survival of the
SMALLEST

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With our projector,
size **DOES** matter

The 3999 series ProjectX projector is the smallest on the market. When you need to present, it fits right in a briefcase with room to spare. Don't get bogged down by dragging a dinosaur everywhere you go.



FIGURE 5-1

**If he
thinks
it's
bright
in here
now...**



**Wait 'til he sees our
projector**



www.opject.com



FIGURE 5-2



STEP 3: DEMONSTRATE THE GAIN

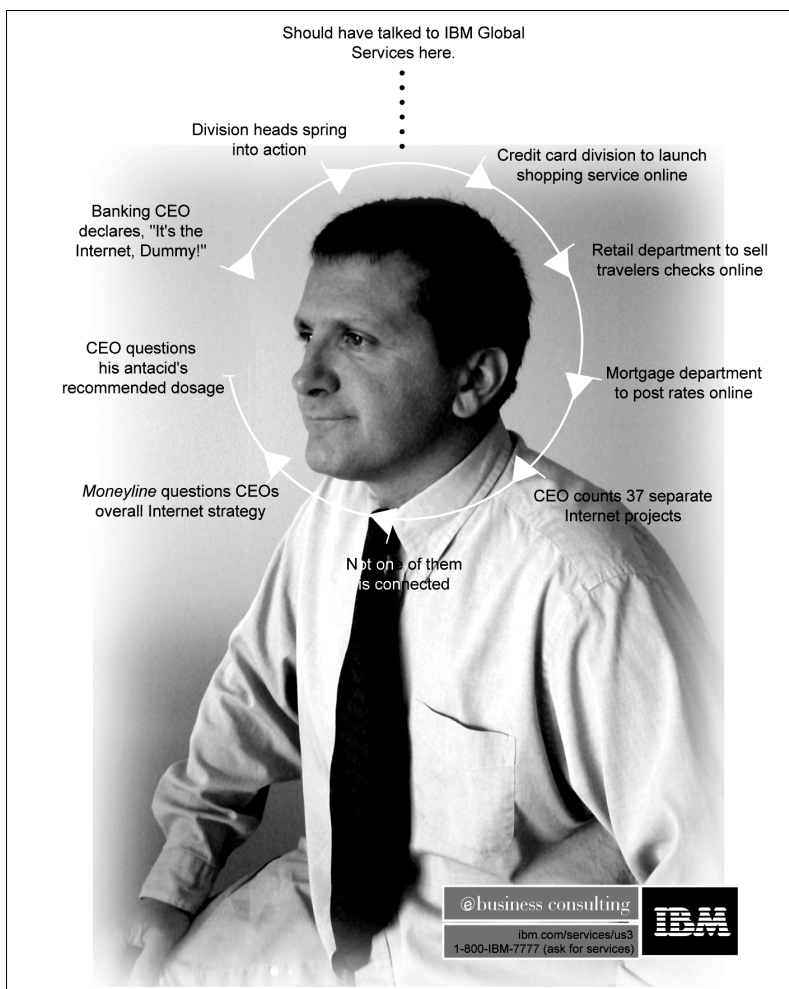
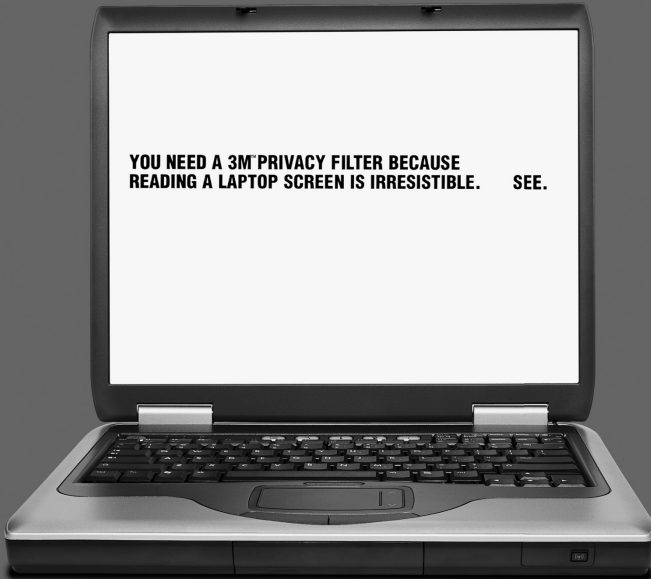


FIGURE 6-1



You get your work done. The wandering eyes beside you see only a dark screen. Reassuring 3M® Privacy Filters. Made of slim, protective, rigid-yet-flexible polymer. Easy to attach and remove. Available for laptops in many sizes. Uncanny 3M microlover technology blocks out side views while you see your screen clearly as ever. You have to not see it to believe it. Available only at online retailers. **1-888-PRIVACY 3MPrivacyFilter.com**




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Now you see it. Now they don't.

FIGURE 6-2



JUSTICE
MAY BE BLIND.
BUT SHE STILL
SEES IT OUR WAY


92.3%

OF THE TIME.

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FIGURE 6-3



ONTARIO
WAS HIS
DRIVER TO ONTARIO

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FIGURE 6-4

Proof of GAIN Matrix for Your CLAIMS				
Proof Gain	Customer Story	Demo	Data	Vision
Financial				
Strategic				
Personal				

FIGURE 6-5



THE FIRST MESSAGE BUILDING BLOCK: GRABBERS

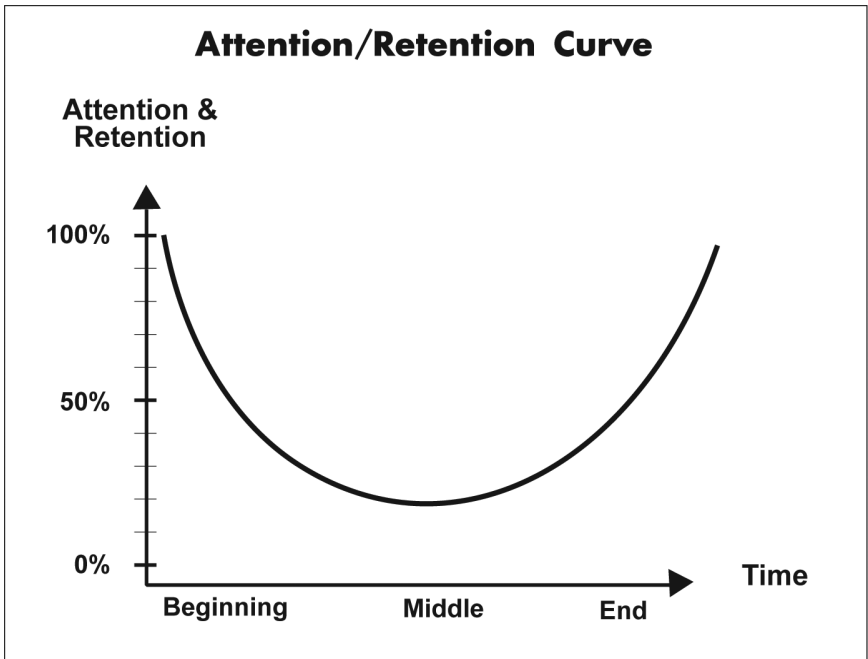


FIGURE 8-1

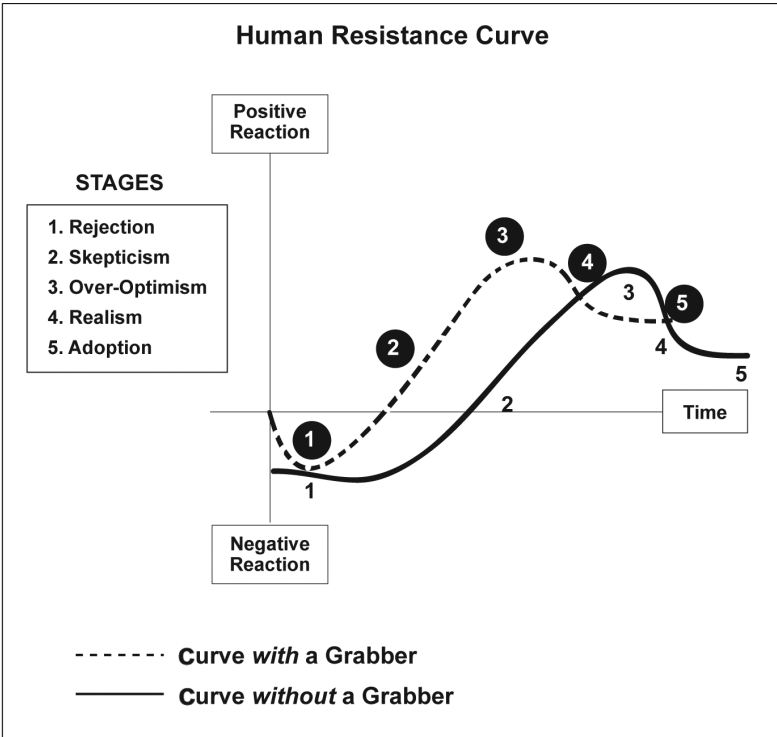


FIGURE 8-2



MESSAGE BUILDING BLOCK #2: BIG PICTURE



we believe your laptop

should always last the length of your flight

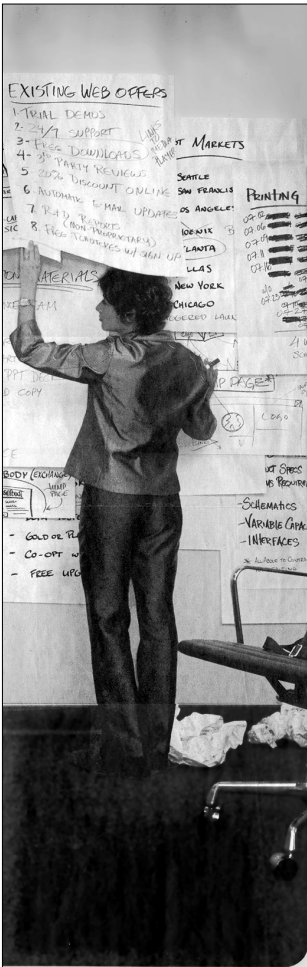
and we go to hong kong

we put a plug in your seat for your laptop
so you won't deplete your battery
now you'll never be held back from getting things done
especially when you have the time to do it

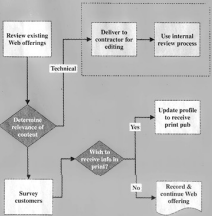


Canadian Airlines
www.ca.ca

FIGURE 9-1




See what I'm saying?



```

graph TD
    A[Review existing Web offerings] --> B{Technical?}
    B -- Yes --> C[Deliver to contractor for editing]
    B -- Yes --> D[Use internal review process]
    B -- No --> E{Assess relevance of content}
    E --> F[Barter customers]
    F --> G{Want to receive info in print?}
    G -- Yes --> H[Update profile to receive print pub]
    G -- No --> I[Revised & continue Web offering]
        
```

There was a particular stroke of genius early in this brainstorming session. Microsoft® Visio® allows you to quickly and easily organize your ideas and present a clear cut plan of action. Create crystal-clear flowcharts, timelines, organizational charts, even detailed floor plans, all in an intuitively designed, easy-to-use program. With Visio your ideas become easily understood solutions. And with the flexibility to save Visio diagrams as Web pages or to use them in Microsoft Office documents and e-mail, you can get your point across just about any way you choose. To give it a try, visit microsoft.com/visio or go to Internet Keyword: Microsoft Visio. Software for the Agile Business.




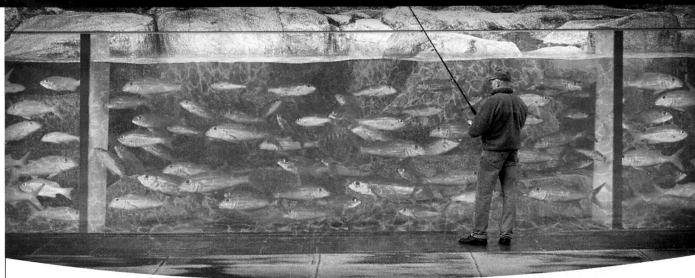


FIGURE 9-2

PHOTOGRAPHY BY GARRY OWNES / CPI



Who has a better chance to catch a Red-Spotted Grouper?



When you're looking for a specific type of job candidate, it makes sense to go where they're easy to find. That's the whole idea behind the CareerBuilder Network.™ Instead of one big, broad job board, we offer you over 60 targeted career sites to choose from, all in one place. With leading sites like Bloomberg.com, iVillage.com, latimes.com or philly.com. You can post to individual

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NETWORK

sites or combine them to match exactly what you need. No one else allows you such a targeted approach to recruiting.

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FIGURE 9-3



MESSAGE BUILDING BLOCK #3: CLAIMS

Now you can feel
right at home
about getting a mortgage!



Whether you're a first-time homebuyer, you're ready to refinance, or you're shopping for your next home, Nationwide Advantage MortgageSM Company introduces a whole new way to finance your dreams. We're making mortgages fast and easy with our 10-minute mortgage approval. It's just one more way Nationwide is on your side.

What makes Nationwide Advantage Mortgage different from the rest? Take a look:

SPEED
Final approvals in minutes.
Unlike many other lenders who may pre-approve you quickly, but then put you through a lengthy final approval process, we make approvals quick and easy. Whether you submit your application online or by phone, you could have your approval decision in as little as 10 minutes!

SIMPLICITY
One approval includes different options. You're also going to feel relaxed and right at home because we're not going to ask you to tell your life story. Our short application is surprisingly simple to save you time. We're also different from the rest in another important way. Most lenders will not even start the approval process until you decide on a type of loan. As a Nationwide customer, your approval comes with a list of all the products you have qualified for. So you only apply once, and then enjoy the flexibility of choosing from a variety of real loan options.


SAVINGS
Reduced or eliminated fees.
Compare us to other lenders and you'll find we've reduced or completely eliminated many of the typical costs associated with getting a mortgage. Many of our customers benefit from reduced closing costs like lower appraisal fees. Plus, with Nationwide you won't pay an origination fee!

If you have any questions, expert help is always just a phone call away. From approval through closing, count on the support of an experienced Nationwide Advantage Mortgage loan professional. We're here to answer any questions you have about the mortgage process, and we promise to make buying a new home or refinancing your current one easier than you ever thought possible.

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That's the Nationwide Advantage.

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NationwideAdvantage.com

Or call **1-888-244-8055**
Monday through Friday, 7:00 a.m. - 10:00 p.m. ET
or Saturday, 9:30 a.m. - 6:00 p.m. ET




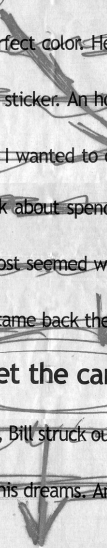
Nationwide
Advantage MortgageSM

The Nationwide Advantage Mortgage solution is powered by Fannie Mae technology.

Speed. Simplicity. Savings.

FIGURE 10-1

Once upon a time, a guy named Bill wanted to buy a new car. He searched far and wide. However, when he found the car he wanted, it was the wrong color. Or had the wrong interior. All he wanted to do was **save time**. Well, after several weeks, he finally found it. The perfect car. In the perfect color. He couldn't believe his eyes. He bent down to read the sticker. An hour later, as he was coming to, he could only say, "All I wanted to do was **save money**." Exhausted, he left to think about spending that much on the car. After all that work, it almost seemed worth it not to have to start looking all over. When he came back the very next day, his car was sold. "I just wanted to **get the car**," he exclaimed. Doing his best to fight back the tears, Bill struck out once more into the frigid night air to find the car of his dreams. And that was that. The end.



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FIGURE 10-2



IMPACT BOOSTER #2: YOUR CREDIBILITY

Colors		
Color	Symbolizes	Used By
Red	Power, Activity, Rescue	Coca-Cola, Red Cross, Business 2.0
Pink	Calm, Feminism	Barbie, Pepto-Bismol, Mary Kay
Orange	Movement, Construction, Energy	Cingular Wireless, SalesBrain, Home Depot
Yellow	Light, Future, Philosophy	Kodak, National Geographic, Best Buy
Green	Money, Growth, Environment	John Deere, Starbucks, British Petroleum
Blue	Trust, Authority, Security	IBM, Microsoft, American Express
Purple	Royalty, Spirituality, New Age	Sun, Yahoo, Barney

FIGURE 15-1



IMPACT BOOSTER #3: CONTRAST

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DANONE
Yogurt

How strong can a kid's bones get, exactly?

Only one kids' yogurt has vitamin D to help absorb calcium efficiently. For strong bones.

NEW

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FIGURE 16-1



IMPACT BOOSTER #4: EMOTION

**implementing an
e-business strategy
can be a
rocky path with
many obstacles
along the way**



At the speed of business today, relinquishing control is not an option. We have a proven method to help smooth the road and allow you to retain control of the decisions you make when it comes to your future. Before you take the first step, request our FREE Success Kit today by calling 1-800-555-5946.

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FIGURE 17-1

CAUTION

Extremely flammable. Avoid heat, sparks, open flames, and other sources of ignition. May cause dizziness or drowsiness. May cause respiratory irritation. May cause skin irritation. May cause eye irritation. May cause respiratory irritation. May cause skin irritation. May cause eye irritation.

Warnings: Keep product away from heat, open flames, and other sources of ignition. Avoid prolonged breathing of vapors. Do not use in enclosed areas or areas with poor ventilation. Provide adequate ventilation in use. Do not use in areas with poor ventilation. Do not use in areas with poor ventilation. Do not use in areas with poor ventilation.

Precautions: Keep product away from heat, open flames, and other sources of ignition. Avoid prolonged breathing of vapors. Do not use in enclosed areas or areas with poor ventilation. Provide adequate ventilation in use. Do not use in areas with poor ventilation. Do not use in areas with poor ventilation.

First Aid: Eye Contact: Immediately flush with water for at least 15 minutes. Skin Contact: Wash with soap and water. Inhalation: Remove to fresh air. If breathing is difficult, give artificial respiration. If necessary, use a respirator. If necessary, use a respirator. If necessary, use a respirator.

Other Text: This product is not for use in areas where children are present. Use only as directed. Do not use in areas where children are present. Use only as directed. Do not use in areas where children are present.

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Editor of National Drug Control Policy/Partnership for a Drug-Free America®

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FIGURE 17-2

PARTNERSHIP FOR A DRUG-FREE AMERICA



IMPACT BOOSTER #5: LEARNING STYLES

The Linux Open Source Model

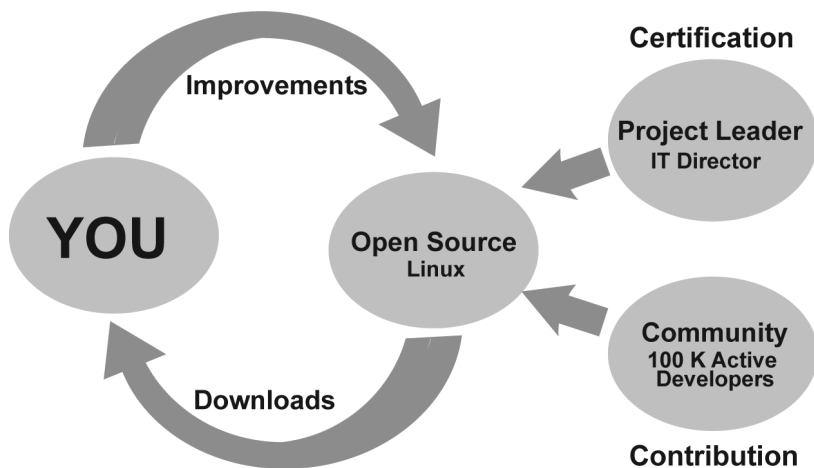


FIGURE 18-1

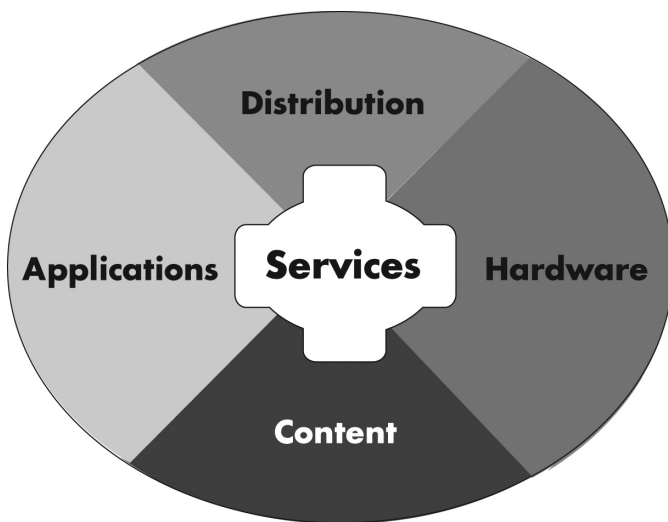


FIGURE 18-2

What am I wearing? Hold on a sec, I'll show you.

Pictures

Sprint.

Introducing PCS VisionSM. Now you can do more than just make a phone call on our enhanced nationwide PCS network. Take and send full-color digital pictures; play games; send and receive email; get news, weather and sports updates; and do much more. Only Sprint built the largest all-digital, all-PCS nationwide network with advanced multimedia services reaching more than 230 million people for clarity you can see and hear. Clearly a whole new way to look at wireless. Get the full story at www.sprintpcs.com or 1-800-480-4PCS.


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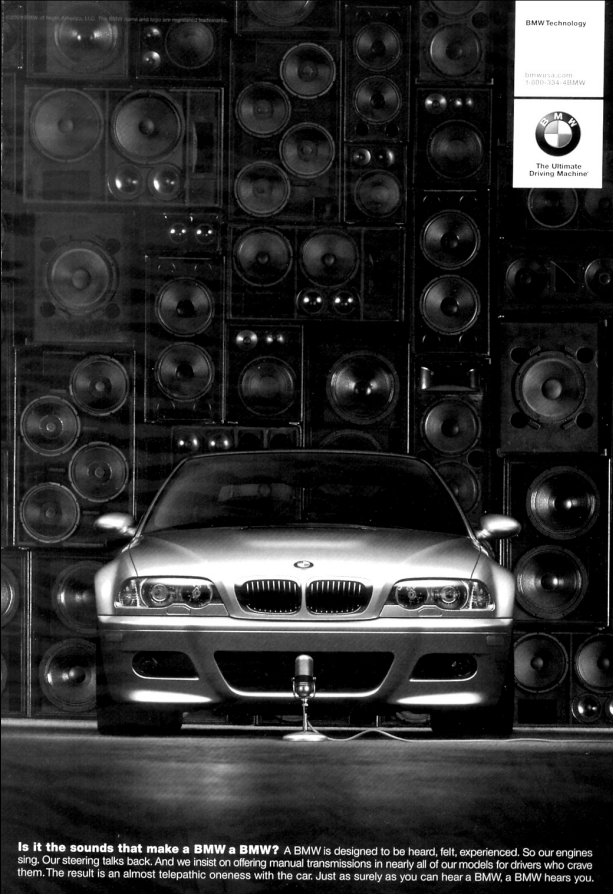
FIGURE 18-3

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The Ultimate
Driving Machine



Is it the sounds that make a BMW a BMW? A BMW is designed to be heard, felt, experienced. So our engines sing. Our steering talks back. And we insist on offering manual transmissions in nearly all of our models for drivers who crave them. The result is an almost telepathic oneness with the car, just as surely as you can hear a BMW, a BMW hears you.

FIGURE 18-4

SELLING TO THE OLD BRAIN IN EVERYDAY LIFE

Cluster Attractiveness & Opportunity				
	Cluster A	Cluster B	Cluster C	Cluster D
PAIN	0.8	0.90	0.6	0.8
CLAIM	0.7	.90	.95	0.8
Proven GAIN	1	0.5	0.6	0.8
Your Cluster Attractiveness	0.56	0.405	0.342	0.512
Cluster Size in \$M	50	100	150	120
Your Cluster Opportunity	28	40.5	51.3	61.44