

Tbilisi 2022 Abstract Submission

Title

Super Bowl Ads: Lessons for Wine Neuromarketing Success

I want to submit an abstract for:

Conference Presentation

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Keywords

Neuroscience, neuromarketing, conscious, nonconscious, subconscious, Daniel Kahneman, System 1, System 2, eye-tracking, face reading, brain-imaging

Research Question

What is the difference between traditional marketing and neuromarketing in evaluating Super Bowl LIII Ads?

- Descriptive: How much? What amount? What is? What are?
- Comparative: What is the

Methods

Measured emotions tracking facial expressions and body language to measure emotion and attention in order to identify the subconscious emotional responses of 1,300 viewers of 62 Super Bowl videos.

Results

Ranked 63 Super Bowl Ads showing how consumers responded to their ads as well as how their content compared with their competitors, other segments and the rest of the industry.

Abstract

Human purchasing decisions are both a conscious and non-conscious process in the brain.[17] Traditional marketing focuses on the conscious processes because, until recently, non-conscious processes could not be scientifically measured. Unfortunately, non-conscious information has a large influence in the decision-making process. Today, new neuro-marketing tools enable us to capture valuable non-conscious information, in addition to the conscious information we already gleaning.

TRADITIONAL MARKETING

Traditional marketing focuses on the conscious responses of consumers by using primarily consumer surveys, interviews, and focus groups. The consumers' conscious responses are slow and deliberative internal processes, described by Daniel Kahneman as System 2 Reflective processes.

These tools rely on the conscious responses of what people say about their attributes, preferences, and behaviors (self-reporting) and they depend on people's memories to accurately and consciously recall what they have done or thought in the past. Self-reporting assumes conscious access to the initial non-conscious mental processes. Self-reporting thereby assumes conscious access involving perceptions, evaluation, and motivation that help us form impressions and determine meaning and value. Unfortunately, our conscious is not always aware of all our initial unconscious processes. As a result, these initial, non-conscious processes are not always captured using traditional

marketing surveys, polls, interviews, and focus groups.

The problem is further compounded when the traditional marketers query the conscious, described by Daniel Kahneman as System 2 processes. These processes are also controlled, effortful, governed by rules, flexible, emotionally neutral, reflective, and serial (perform one task at a time). Without accessibility to the non-conscious, the conscious brain may rationalize the non-conscious decision made and then deliberates and analyzes that rationalization before speaking. Their responses are flexible, change over time, and in some cases, designed to say what the marketer wants to hear.

As a result, these results often produce misleading results, send researchers in the wrong direction, and result in ads that do not have impact or in products that linger on the shelves.

NEURO-MARKETING

Most decisions are initially made using fast non-conscious processes, described by Daniel Kahneman as System 1 Automatic Processes. Your automatic system handles billions of calculations and actions simultaneously that are required in your body every single second and it does it all without hardly ever bothering your conscious mind.

Unlike the Reflective System 2, the Automatic System 1 is:

- NOT Thoughtful, but instead is SPONTANEOUS
- NOT Deductive, but ASSOCIATIVE
- NOT Slow, but FAST
- NOT Self-Aware, but UNCONSCIOUS
- NOT Rule Following, but SKILLED
- NOT take Effort, but EFFORTLESS
- NOT Controlling, but UNCONTROLLED

For example, breathing is done unconsciously. We can create neural pathways in our brain to learn to walk and tie shoes unconsciously. However, when we do things unconsciously, we do not “feel” what we did.

On the other hand, our sub-conscious “feels”. Remember how you felt the first time you successfully walked or tied your shoes.

We mostly communicate sub-consciously. Initial impressions are sub-consciously formed in 3-5 seconds. Almost 90% of communication is not spoken and includes our eyes, facial expressions, and body language. Before you spoke English, it was your main communication method. When we learned to speak, we substituted language and our rational conscious state for our sub-conscious feelings.

Neuro-marketing, introduced in 2002, adds the non-conscious, intuitive dimensions to the traditional marketing model.

This recent emerging multi-disciplinary field of neuro-marketing has shed light on our non-conscious mind. Today, technology now enables us to measure these non-conscious internal processes. EEG, MEG, fMRI, and other neuro-technologies can directly measure the brain's responses. The body's non-conscious responses can be measured much more cheaply using facial expressions, body language, eye-tracking, electrocardiogram (EKG), electrical activity of the dermis (AED), breathing, and other non-brain measuring tools.

BEST & WORST SUPER BOWL LIII ADS

Method: Measured emotions tracking facial expressions and body language to measure emotion and attention in order to identify the subconscious emotional responses of 1,300 viewers of 63 Super Bowl videos. Used webcams, looking at participants' body position and head and eye moments to capture attentiveness of viewers along with attraction, retention, engagement, and impact. The higher the score, the more effective the ad is at grabbing attention and eliciting strong emotional responses.

Results: Ranked 63 Super Bowl Ads showing how consumers responded to their ads as well as how their content compared with their competitors, other segments and the rest of the industry.

SUPER BOWL LIII ADS: LESSONS FOR WINE NEURO-MARKETING SUCCESS

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- Try to keep communicate to System 1 Automatic Processes: Fast & Intuitive, Spontaneous, Nonconscious, Effortless, Associative, Emotional
- Use sub-conscious communications, which are more important than verbal. Initial impressions are sub-consciously formed in 3-5 seconds. Almost 90% of communications are not spoken and include our body language and eyes.
 - o Use Body Language

- Priding, Not Hiding – Standing straight and confident, not slouching and tired
 - Open, Not Closed – Open body position, greeting people
 - Slow and Controlled Movements, Not Fidgety and Nervous
 - Grounded, Not Floating (Focused on Present Challenges and Issues, not bouncing around conversation or room)
 - o Use Eyes
 - Show what we are giving our Attention
 - Maintain eye contact
 - o 80% of time when speaking
 - o 60% of time when listening
 - Communicate Purpose with Your Eyes
 - Shows Singular Focus
2. EMOTIONAL: ENGAGE EMOTIONS AND FEELINGS (Eating and drinking, especially wine are naturally System 1 emotional experiences, avoid System 2 rational.):
- Remember most purchase decisions are spontaneous and made without much deliberate thought.
 - Influence marketing and advertising through repetitive association of positive themes and images
 - Leverage priming to recall memories of wine served at Thanksgiving, Christmas and other major holidays by priming
 - Use every ad or encounter as an opportunity to change emotional “Somantic Markers”, which are bodily responses to past experiences that “feel right” and play a critical role in consumer decisions, judgments, choices, and responses
 - Engage senses fully (smell, taste, touch, hearing, and sight) for greater synergistic effect to maximize emotions and memories
 - Surprise the brain and the ad or encounter will be much more effective
 - Create and help retrieve positive “feelings” about product
3. EASY TO FOLLOW, SIMPLE FOR SUB-CONSCIOUS. (Wine drinking should be kept a simple System 1 emotional experiences, avoid System 2 complexity.):
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 - Leverage misattribution to make correct connections that cascade into many, many more connections
 - Keep few choices because customers can be overwhelmed by too many choices. Create Multiple decisions rather than one big decision
4. IMPLICIT PREFERNCSE, NOT EXPLICIT PREFERENCES, CREATE POSITIVE ASSOCIATIONS (Eating and drinking are implicit System 1 experiences, avoid System 2 explicit preferences.):
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 - Set price in round figures for emotional decision making. Complex figures engage the logical brain.
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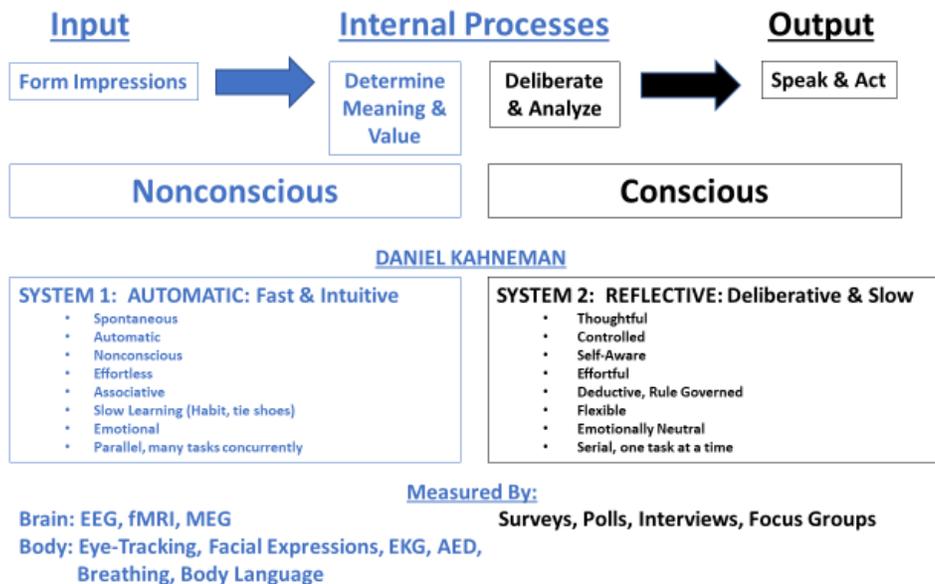
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Neuromarketing Model



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Best & Worst Super Bowl Ads

	<u>BEST AD:</u>	<u>WORST AD:</u>
	<u>M&Ms Chocolate Bar</u>	<u>Bumble</u>
"Emotional All"	10	5
% Better of 18,000 videos	97%	48%
"Attention"	9.7	9.7
Total Score	9.72	5.89
	<ul style="list-style-type: none"> • NON-CONSCIOUS • EMOTIONAL • EASY TO FOLLOW • IMPLICIT PREFERENCES 	<ul style="list-style-type: none"> • CONSCIOUS • NON-EMOTIONAL • REQUIRES ATTENTION • EXPLICIT PREFERENCES

Best Ad: M&Ms Chocolate Bar (Campaign: "Bad Passengers" with Christina Applegate) scored:

10 on "Emotional All", which includes Attraction, Retention, Engagement, and Impact
 97% on "% Better", which is the ad's position when compared to over 18,000 videos
 9.7 on "Attention", measured viewer attentiveness or distraction

9.72 Total Score

Comments: Related to both the driver and the kids misbehaving in the back seat of a van (been there, done that). That scene was familiar. I could feel the anger of the parent, which was sub-consciously communicated with body language, eyes, and facial expression. I was surprised by the ending and laughing at myself for being fooled that the passengers were not kids, but M&Ms Chocolate Bars. Ad was about 30 seconds and the slogan was “Bad Passengers”. Neuro-science was used in developing this System 1 ad and the marketing campaign for M&Ms and other Mars products. This ad engaged the gamut of emotions ranging from the driver being mad at the “kids” to funny when it is discovered the “kids” are M&Ms Chocolate Bars. A very associative and fast-paced ad with a simple, easy to understand story, appealing to the intuitive consumer. There were no logical, rational points made in this ad. **Highlights:**

- Non-Conscious
- Emotional
- Easy To Follow
- Implicit Preferences

Worst Ad: Bumble (Campaign: “The Ball is in Her Court” with Serena Williams) scored: 5 on “Emotional All”, which includes Attraction, Retention, Engagement, and Impact 48% on “% Better”, which is the ad’s position when compared to over 18,000 videos 9.7 on “Attention”, measured viewer attentiveness or distraction

5.89 Total Score

Comments: Bored very quickly in an almost 3 minute ad with the CEO of Bumble interviewing Serena Williams. The slogan was “The Ball is in Her Court.” The product is about a female dating site. This ad required paying attention to the interview and engaged the Reflective and Conscious System 2. Unlike the M&Ms ad, I did not recall any positive associations with this ad. There were no surprises and the ad was fairly neutral on emotions, except for the admiration that the interviewer had for Serena Williams. Communications were primarily conscious and verbal between the interviewer and Serena Williams. This ad was more complicated and harder to follow than the M&Ms ad. A very traditional style ad appealing to the rational, deliberative consumer. **Highlights:**

- Conscious
- Non-Emotional
- Requires Attention
- Explicit Preferences

Ad Comparison: M&Ms scored twice as high on Attraction, Retention, Engagement, and Impact with a 10 compared to a 5 for Bumble. As a result, M&Ms was in the top 97% of 18,000 videos and compared to Bumble which was in the top 48%. Although Bumble was the worst Super Bowl ad, it was about average compared to 18,000 other ads.

Both ads scored a 9.7 on “Attention”, measured by viewer attentiveness using eye-scanning. Again, M&Ms scored almost twice as high on the Total Score with a 9.72 compared to a 5.89 for Bumble.

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