NEUROMARKETING

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WHO WE ARE

We are a company that provides services of training, neuromarketing and consultancy, focusing on practical and impactful solutions for business and management. We strongly believe that working close to our clients we can find strategical solutions for the issues that prevents them to achieve their objectives and results.

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Things we believe in / differentiators

· Proven experience
We strongly believe that facilitators and program developers need to have a relevant experience and expertise to do a great job. We use the background of the Sfera Business experts and we make it available to our partners. We develop practical projects that are meant to produce immediate effects.

· Passion
Each program and each client become a part of us. We work enthusiastically with the management teams and we have a strong desire to succeed. We like what we're doing, and you can tell that by our results.

· Innovation
We permanently integrate the newest discoveries of the experimental learning process. In our projects, we use business simulations, advanced neuroscience instruments (GSR, EEG, Face Coding, Eyetracking bars) and psychometric evaluations that we adapt for every event . Sometimes, we're ahead of our times.

· Excellence
We like the full measures. The results of our efforts of permanently perfecting can be noticed in the high level of understanding and knowledge. We strive to deliver more than what we promise. Always!

· Respect
Our clients deserve our best. We take every program of ours to an end honestly and rigorously. We feel like a part of your organization and we work together. Every participant and every client o f Sfera Business get all our attention. We enjoy their success together. From the bottom of our hearts.

WHAT WE DO

We understand the industry, the business, our customers' needs and the way we define Performance. We adapt our approach and our materials. Every time!

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01. Training

02. Assessment

03. Neuroscience

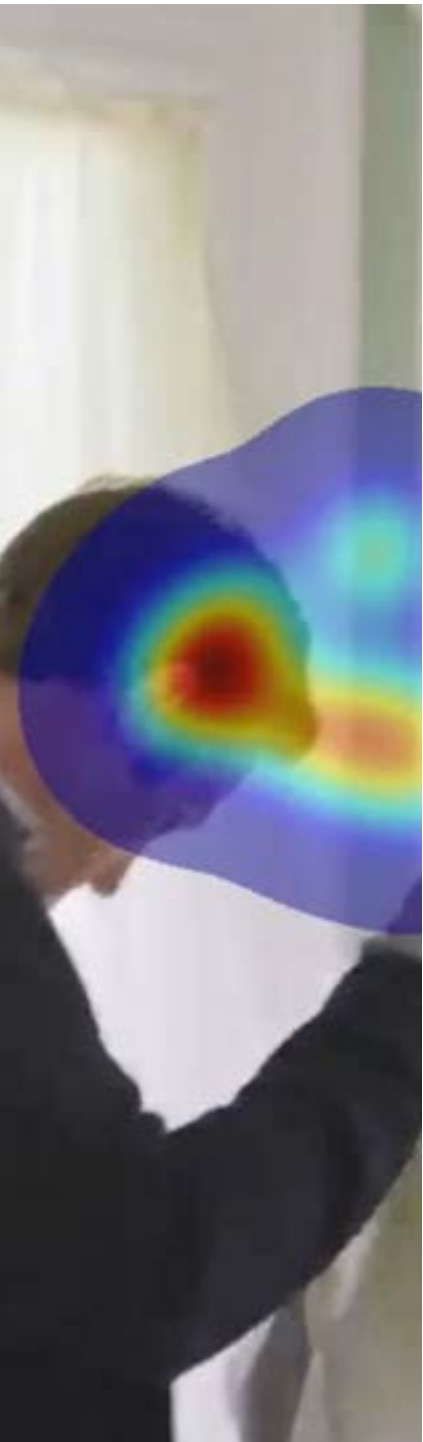**04.** Advisory & Coaching

NEUROSCIENCE

We use neuroscience to improve companies' chances of success.

We measure human emotions to **understand and predict their behaviour**. This way, we can help you **reduce the risk of investment** in advertising, product development, experience design, etc.

WWW.SFERABUSINESS.RO

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WHERE WE ARE

Our headquarters are located in the center of Bucharest but all our technologies are fully mobile.

Our lab is wherever our clients need it to be, whether it's in Sfera's headquarters, a retail store, or our clients' offices. Our experts have even executed studies in the streets of Bucharest, like this one for L'Óreal:

> **Click to watch the social experiment**

PRIVIRILE CARE LASĂ URME

UN EXPERIMENT SOCIAL

Vichy DERMABLEND

WHO ARE OUR EXPERTS

Adriana González Gil
Head of Neuroscience Research
Expert in Neuromarketing. PhD(c) in neuromarketing applied to E-commerce.

Pablo Ferreirós Bennett
Senior Trainer and Consultant
Expert in Neuromarketing. PhD in Digital Marketing.

Florin Glinta
Senior Trainer and Consultant
Expert in Neuroasessment. Psychologist, expert in Organizational Pshychology.

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WHAT WE MEASURE

We study your client's subconscious to reveal the emotions and interests that take part in the decision-making process.

Our brain doesn't lie and that's why neuroscience has become such a strong ally in marketing research, because now **you can know which strategies have the best chance of success.**
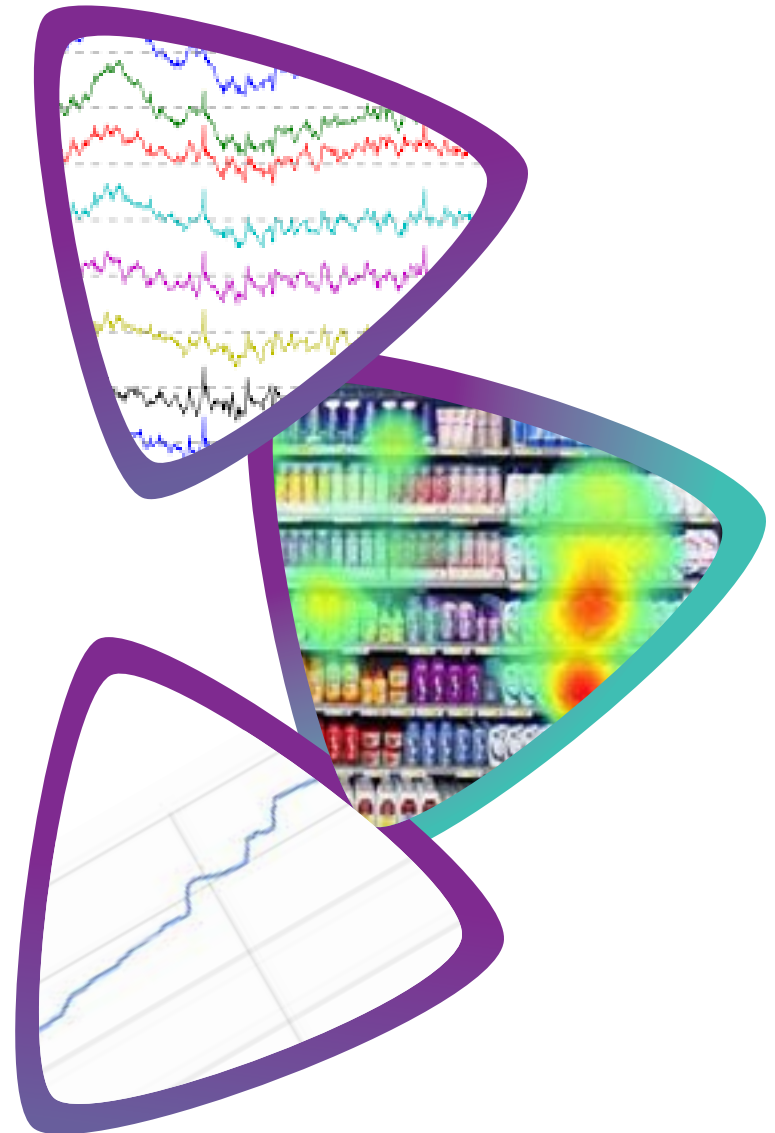
For this purpose, we measure:

Brain waves (EEG)	**Visual behaviour** (Eye Tracking)
Skin conductance (GSR)	**Micro-movements** (Facial Coding)

Technologies

EYE TRACKING

Would you like to know if your brand and message are being seen?

Our eye tracking technologies let us know what your consumer sees in an ad, a website, a store or packaging.

Think of every possible point of contact for your brand and how differnt it would be if you could ensure that the key images and information **will not be ignored.**

Click to watch an example

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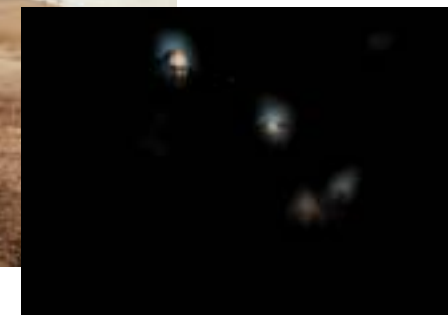training   business consulting   performance

METRICS EXAMPLES

Can be tested remotely!

Fixations participants count by AOI, %

AOI	%
Burger King Pack	97%
Ketchup	89%
Burger King Logo	50%
#EATLIKEANDY	94%
Andy's face	100%
Burger	94%

Logo exposure statistics

VIEWERS	1ST VIEW	VIEWED TIME	% VIEWED TIME	REVISITORS
100%	21.69	1.45	3.62%	100%

EEG

We can help you hit the "buy" button in your consumers' brains:

Purchase decissions are mainly subconscious and **irrational**, so why do brands keep offering rational arguments on a conscious level?

EEG is the most powerful window into your consumer's mind. This passive technology comes from the world of medicine and we use the data **to improve business actions.**

Click to watch an example

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METRICS

We study every case individually and define with the company which are the key factors to be analyzed, that have an impact on their business.
These are the indicators that we most commonly extract from our EEG technologies:

- **Stress:** is a measure of comfort with the current challenge. High stress can result from an inability to complete a difficult task, feeling overwhelmed and fearing negative consequences for failing to satisfy the task requirements. Generally a low to moderate level of stress can improve productivity, whereas a higher level tends to be destructive and can have long term consequences for health and wellbeing.

- **Engagement**: is experienced as alertness and the conscious direction of attention towards task-relevant stimuli. It measures the level of immersion in the moment and is a mixture of attention and concentration and contrasts with boredom. Engagement is characterized by increased physiological arousal and beta waves along with attenuated alpha waves. The greater the attention, focus, and workload, the greater the output score reported by the detection.

- **Interest:** is the degree of attraction or aversion to the current stimuli, environment or activity and is commonly referred to as Valence. Low interest scores indicate a strong aversion to the task, high interest indicates a strong affinity with the task while mid-range scores indicate you neither like nor dislike the activity.

- **Excitement:** is an awareness or feeling of physiological arousal with a positive value. It is characterized by activation in the sympathetic nervous system which results in a range of physiological responses including pupil dilation, eye widening, sweat gland stimulation, heart rate and muscle tension increases, blood diversion, and digestive inhibition. In general, the greater the increase in physiological arousal the greater the output score for the detection. The Excitement detection is tuned to provide output scores that reflect short-term changes in excitement over time periods as short as several seconds.

- **Focus:** is a measure of fixed attention to one specific task. Focus measures the depth of attention as well as the frequency that attention switches between tasks. A high level of task switching is an indication of poor focus and distraction.

- **Relaxation:** is a measure of an ability to switch off and recover from intense concentration. Trained meditators can score extremely high relaxation scores.

GSR

Create a rollercoaster of emotions:

Have you noticed that in the best movies there is an alternation between intense/action moments and slow/relaxed scenes? That is to avoid emotional evanescense.
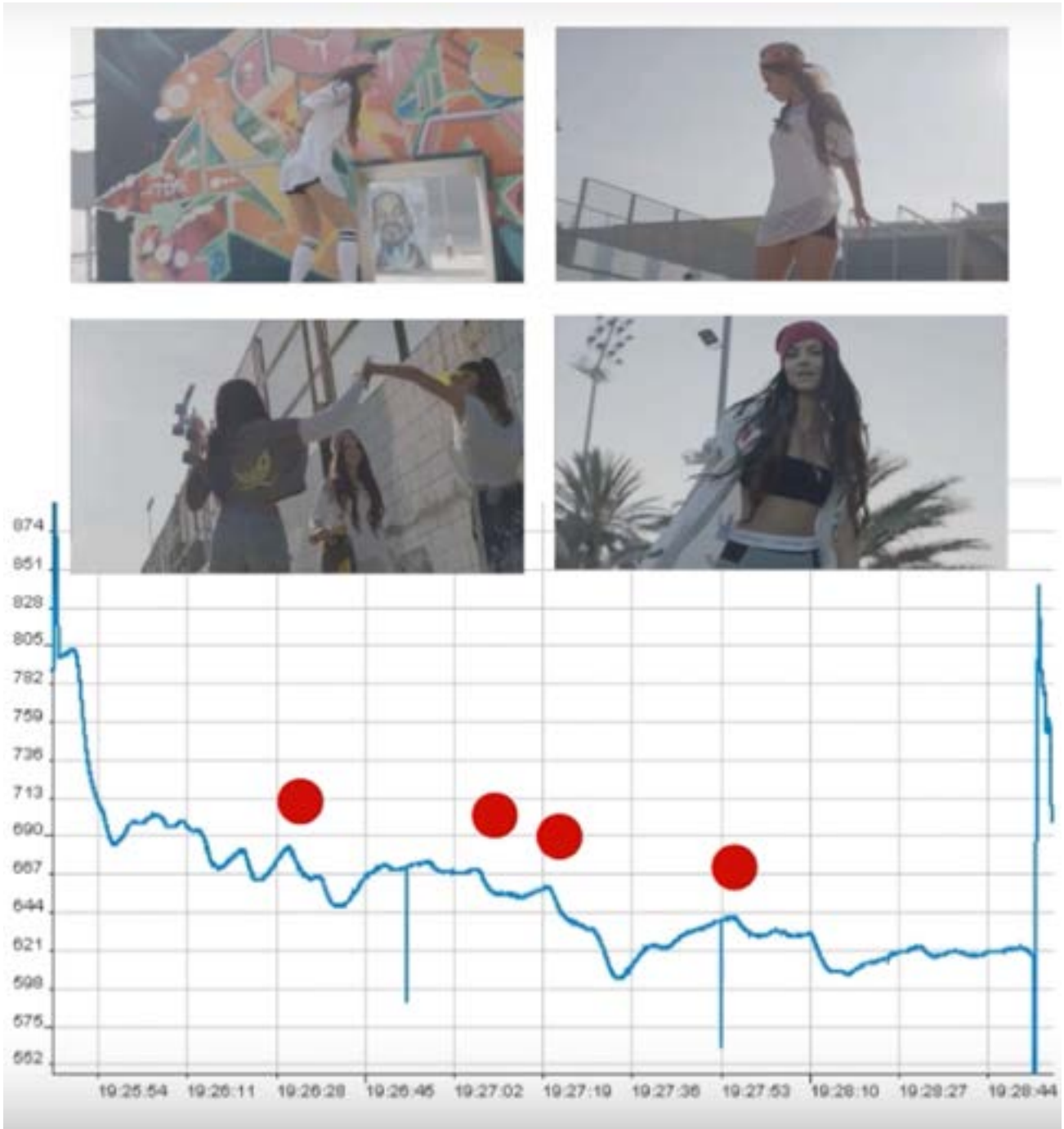
GSR lets us know, through the reactions of the autonomous nervous system, **the level of emotion that your consumer feels while interacting with your product/brand.** This way we can manage the experience and **create an emotionally engaging brand.**

Click to watch an example

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FACIAL CODING

Identify the primary emotions your client is feeling:

Facial coding is an excellent way of identifying basic emotions like happiness, sadness, fear, surprise, skepticism or anger, specially when you want to study your consumers without making them go out of their houses.

This technology, that works online by HD camera allows you to test all kinds of screen-based stimuli, including websites and apps **and it can be run remotely.**

Can be tested remotely!

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METRICS

BUSINESS APPLICATIONS

- Web optimization
- E-commerce optimization
- Mobile app optimization
- Experience design
- Ad optimization
- Product optimization

- Packaging design
- Retail optimization
- Social Media campaigns
- Sales speech optimization
- Horeca experience optimization

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$\mathbb{E}$XPERIENCE

Our team members have done neuromarketing projects on these sectors. Click to see examples*:

*We cannot share results of projects, just partial examples of how the technology was used

Retail	Horeca	Web	Social Exp.	Print ad	Packaging

On both projects our experts measured the experience of the flaghship store to replicate the key elements for brand engagement on smaller stores.

On this project the 2-Michelin-star restaurant organized their degustation menu according to emotional levels.

For this project our experts measured 3 competing shoe brands' e-commerce sites, to improve our client's online strategy.

Beside's L'Oreal experiment, we also did a social experiment for the Spanish Federation of Deaf People. For a commercial promoting seeking help from the Federation

Study of an influencer's effectiveness on print ad campaigns.

This client's patent for a product expired and the competor's copy started selling more, with a higher price. They studied the packaging design to improve it.

EXAMPLE 1
RETAIL DESIGN

Sector of Business: Fashion (Shoes and accessories)

Summary: The brand has a flagship store that works really well on an experiential level. The average shopping ticket is higher and the time spent in the store is also higher. Mid-city stores don't work so well. They want to be able to replicate good practices of this big store in very small (less than 90 square meters) mid-city stores and make this success scalable.

What was done: Neuromarketing measurements were applied to both the flagship store and a small store. Researchers identified key sensory and emotional elements and distribution details to recommend a better distibution for stores.
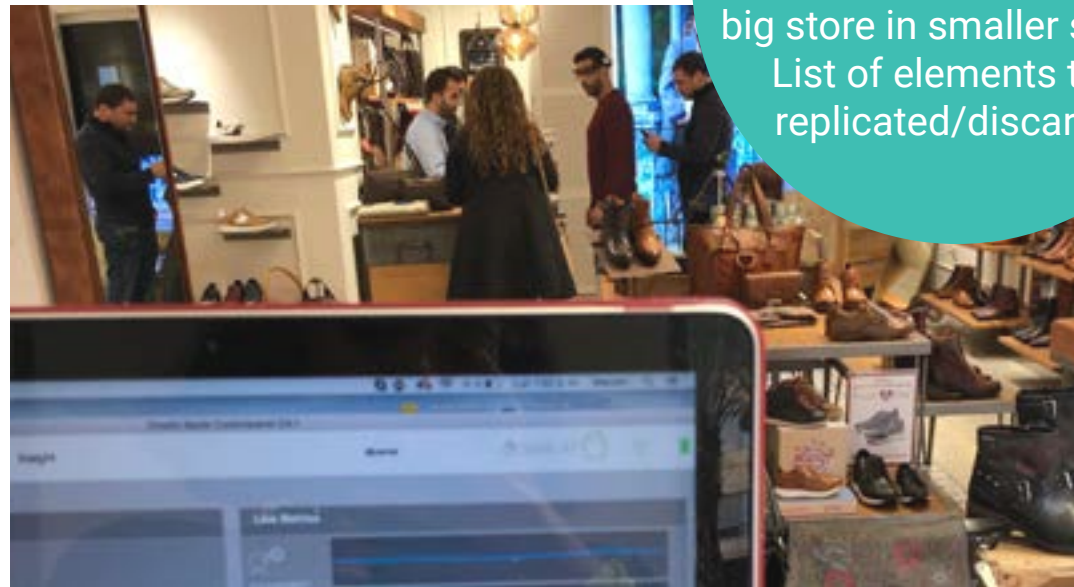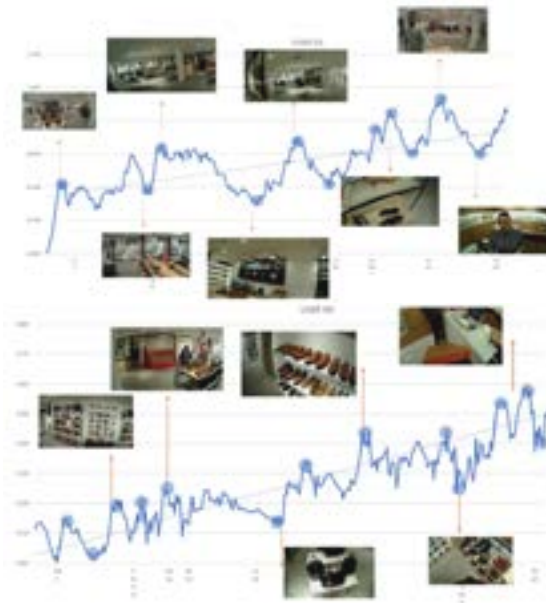
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*Project executed by our team members through the Polytechnic University of Valencia, Spain

E
EXAMPLE 1
RETAIL DESIGN

Tangible result
List of recommendations to scale the success of the big store in smaller spaces. List of elements to be replicated/discarded.
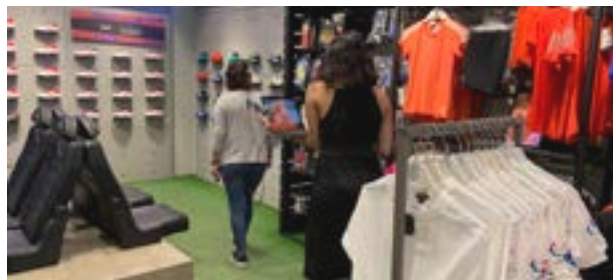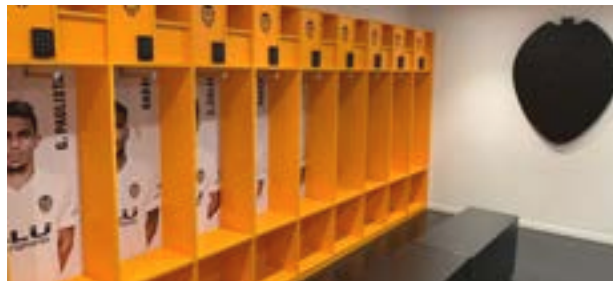
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OTHER CLIENTS:

THIS KIND OF RETAIL EXPERIMENT WAS ALSO PERFORMED FOR A FIRST-DIVISION SPANISH FOOTBALL TEAM

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EXAMPLE 2
PACKAGING DESIGN

Sector of Business: Educational toys

Summary: The brand's patent for a flagship product expired. The competitor's version was more expensive and was selling better. The brand wanted to identify and correct the causes for this behaviour, starting with a neuromarketing study on the packaging.

What was done: The researchers studied the visual behaviour and emotional reactions to the packaging of the brand and the packaging of the competition.
They did neuro-qualitative study, asking people for explicit preferences and conscious behaviour while measuring brain activity for implicit preferences and unconscious behaviour.

Tangible result
Packaging improvement reccommendations. Discovering that the lower price in a product meant to be gifted caused negative emotions.

Sin Perfume

toallitas para bebés

80 unidades

EXAMPLE 3
PACKAGING DESIGN

Sector of Business: FMCG

Summary: The manufacturer of personal care products for the private label of a national supermarket chain in Spain wanted to improve the packaging of their baby wipes to be more competitive.

What was done: Researchers compared neural responses to the old and proposed packaging designs, and the packaging of brands in the same shelf, like P&G's brand for baby wipes. They also studied the neural reactions and visual behaviour of pregnant women and mothers to the shelf distribution.

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*Project executed by our team members through the Polytechnic University of Valencia, Spain

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*Project executed by our team members
through the Polytechnic University of
Valencia, Spain

EXAMPLE 4
EXPERIENCE DESIGN

Sector of Business: High-end cuisine

Summary: A 2-Michellin-Star restaurant in Spain wanted to reorganize the degustation menu (200 eur/person) according to neuroscience, to create a rollercoaster of emotions that ended on a high note and made people more willing to come back instead of just trying the experience once.

What was done: The researchers studied neural activity of people during the experience, extracted the average level of emotions of each plate and organized them according to this data. They also measured the changed menu and the average emotional level of the whole experience was better.

PLATO 04: Hummus de Alcachofa

PLATO 07: Erizos Calabaza

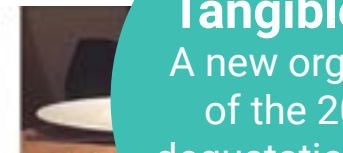PLATO 09: La sabayon de AZAFRAN con polen fresco & flores

PLATO CHOCOLA...

PLATO 05: N...

PLATO 02: Oreo de Ajoblanco &

PLATO 14: Arroz seco de SEPIONETS

Tangible result
A new organization of the 200-euro degustation menu of the restaurant.

EXAMPLE 4
EXPERIENCE DESIGN

Results example:

Emotional evolution before:

Emotional evolution after:

EXAMPLE 6
RETAIL STUDY. UNILEVER ROMANIA

Sector of Business: FCMG products

Summary: This study consisted in analyzing the experience of customers in a store located in Bucharest. The customers were left free to take a walk around the store, interacting with the products if they wanted to do so. We didn't establish a path around the store to avoid conditioning the behavior of the participants. For analysis purposes we identified 7 different areas of the store, for which we extracted separated results.

What was done: We studied the emotional evolution of clients during a shopping experience and the emotional levels of consumers of different generations and different genders.

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AREAS OF ANALYSIS

After observing the behavior of clients that walked throuth the store on very different paths, we divided it in 5 areas of interaction:

- Detergent area
- Cleaning products and personal care products aisle
- Personal care and cleaning area 2.
- Food aisle
- Green products
-

Besides this, we analized the emotions, emotional levels an visual behavior at the entrance of the store and at the cashier, for those consumers who paid attention or interacted with this areas, making a total of 7 areas.
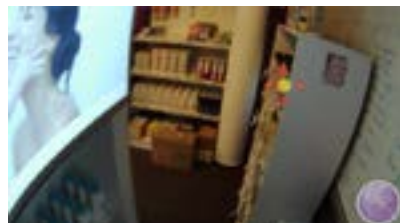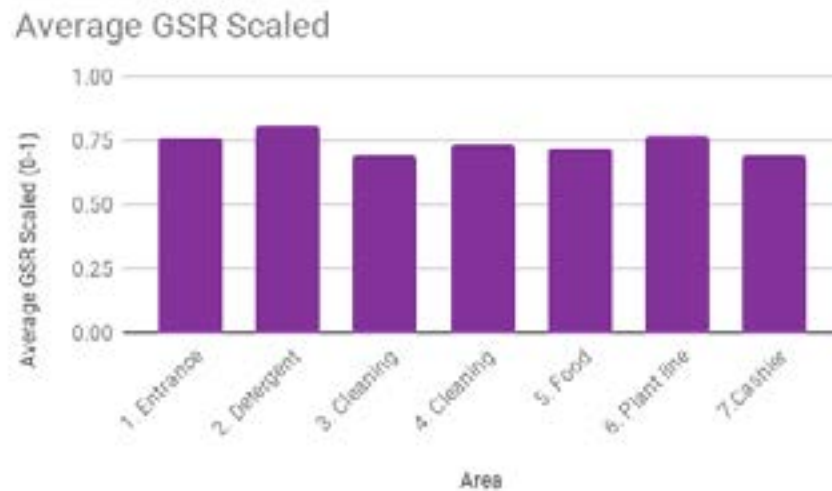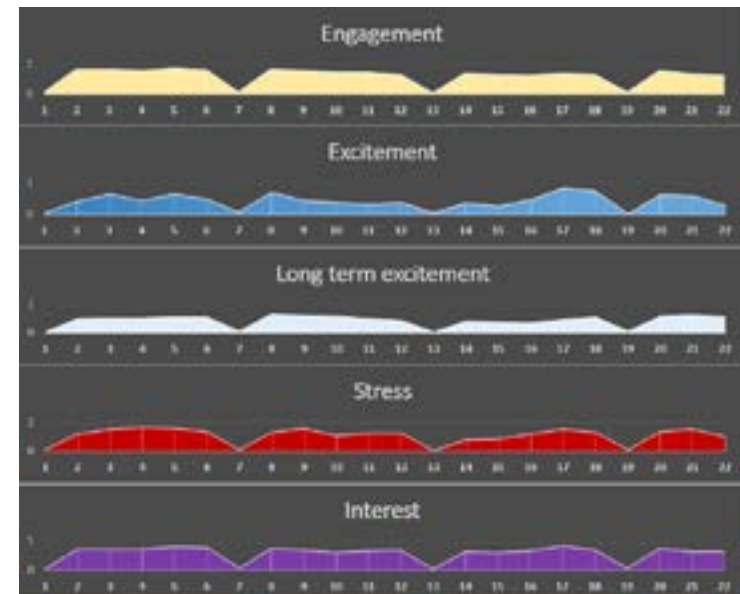
1:

2:

3:

4:

5:

6:

7:

Emotional level by area:

Average GSR Scaled

Average emotional evolution:

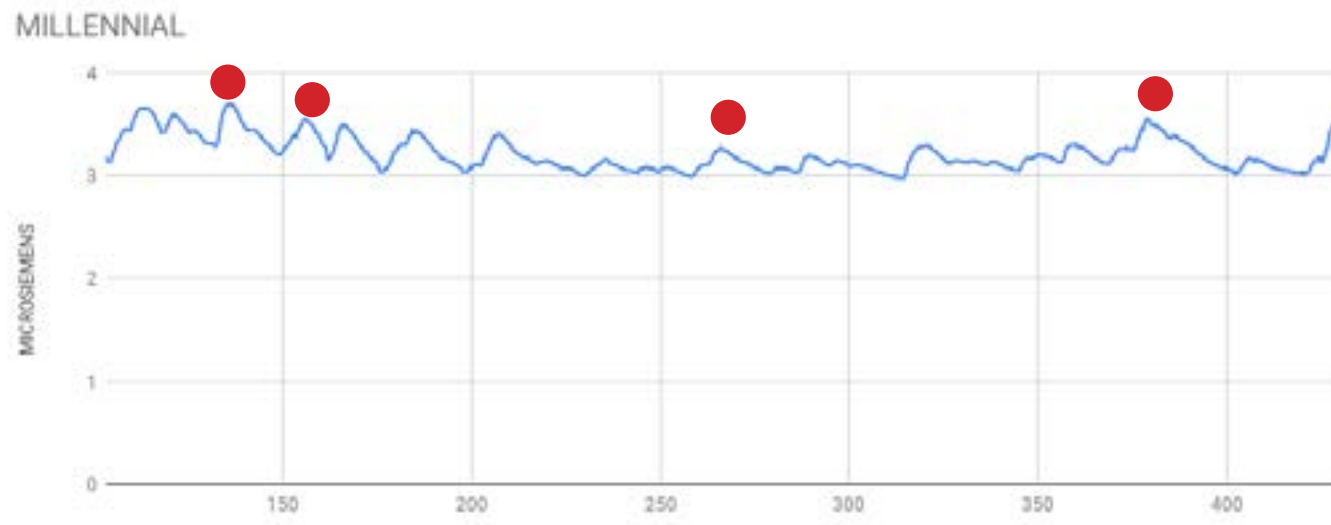## Best moment

Moment of high interest, high excitement, low stress.

Worst moment

Very low excitement, high stress.

Click to watch video example

Points of emotional relevance to mantain/improve:

MILLENNIAL

Statistics by gender of Engagement, Stress, Interest and Excitement:

Men:

EN	ST	IN	EX	LT EX
0,71	0,48	0,59	0,62	0,64

Women:

EN	ST	IN	EX	LT EX
0,54	0,52	0,65	0,63	0,64

Tangible result
List of good and bad elements by gender, generation and in general. List of reccomendations to improve the results of specific brands.

EXAMPLE 6
PRODUCT/PACKAGING: BALKANICA

Sector of Business: Food

Summary: This study consists in analyzing the preferences of consumers related to different packaging and flavor options for a same kind of product. We analyze the visual preferences on packaging, the influence of materials when interacting with the packaging, the preferences related to the size, colors and images, as well as the reactions to different flavoring options

What was done: We study the visual reaction to packaging, the kinestesic experience interacting with the real product and the brain activity during a blind tasting of different products.
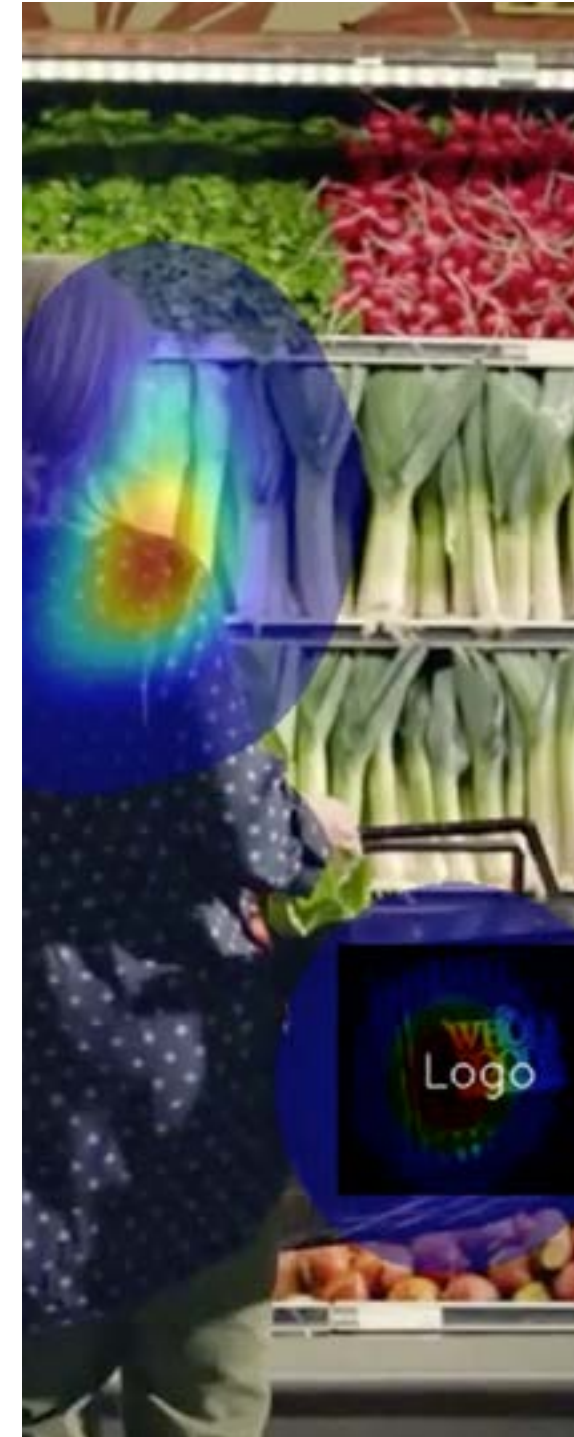
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WHAT YOU CAN EXPECT

We do neuromarketing research to get an increasing knowledge on human behaviour but what we offer to our clients **is not research alone**. We offer neuromarketing advisory.

You should expect **tangible results**, statistics, visual examples of what works and what doesn't work for your target, but above all, you should expect **<u>recommendations for concrete actions</u>** to make your store/product/brand more successful.

Neuromarketing gives an unique insight on attitudes and detailed preferences that are impossible to percieve through other kinds of market research, and the expertise of our advisors in all business areas backs the researchers' recommendations with their knowledge and understanding of the market, to give you an accurate solution.

Logo

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