



Neuromarketing Case studies

Red Bull

An example of **cutting-edge strategic decisions** is that of the energy drink manufacturer Red Bull. The company has introduced a drink to the market that combines energy, mental stimulation and flavour, **revolutionizing the concept of a sports drink linked to entertainment**.

He then embraced experiential marketing, organizing and sponsoring extreme sporting events and promoting an active lifestyle. This has allowed the company to build a unique clientele and create direct involvement with its target audience.

The company has always characterized itself by its irreverent and bold way, especially in advertising terms, and has adopted **an iconic and unconventional marketing strategy**.

An example is given by the **sporting event "Red Bull Stratos"**, in which the pilot Felix Baumgartner literally launched himself from the stratosphere and then landed on the earth's surface.

This strategic move attracted the attention of millions of people around the world and created an emotional association with adrenaline, adventure and pioneering spirit, solidifying the brand's image as synonymous with courage and challenging limits .

McDonald's

Another company that has used neuromarketing is McDonald's. They appear to have developed a scent that was subtly released into restaurants to increase brand association and increase sales. But the neuro marketing technique that was used by McDonalds to promote Mc.Muffin is **Eye-Tracking**.

Eye tracking technology is used to track the positioning of the eye as its focus moves across the surface of a visual trigger.

Visual trackers are used in product design and software design research in the field of neuromarketing. The most popular method of measuring eye movement is through the use of a camera that tracks the movements of the pupil.

What do you see?





McDonald's to promote one of its products, for example McMuffins uses Neuro marketing eye tracking strategy and its implications on consumer purchasing behaviour are as follows:

- **The oversized and detailed McMuffin** quickly attracts the consumer's attention. Market research studies using neuroscience have shown that consumers respond better emotionally to more detailed foods that they are familiar with.
- **Placing the McMuffin on the billboard to the left** actually helps our brain better perceive the image faster. Objects placed on the left side of our visual field are processed better using the right side of our brain and vice versa. This is because our optic nerves cross paths when they enter our brain. The right side of our brain perceives images better. The left side of our brain is better at number crunching and writing. The image, placement, and writing in this ad are placed in the best possible spots for our brains to process this information effectively and efficiently. Because the optic nerve crosses itself when it enters the brain, in the left field. Better vision feeds on the right, artistic side of the brain, while the right visual field feeds on the left, analytical side of your brain.





- **The text is in lowercase** font making it uniform. Visually, this is preferable because the brain likes coherence.
Because of the way we read, when a text is correctly capitalized, we are prompted to look for a more semantic meaning as if we were reading a textbook.
- **The message is simple.** Perhaps the most difficult thing in marketing and business development is creating a concise and influential statement. This billboard speaks to a very common purchasing goal of consumers when it comes to food: calories and nutrition. In just four words you now know that a McMuffin contains only 300 calories. Remember the principle of cognitive fluency: the easier it is to think about something, the easier it is to act about something.
- **The design is contrasting.** It may seem like common sense, but the brain loves light contrast. The human brain is extremely visual, so having the image and character stand out from the background is more helpful to perception.

According to Gerald Zaltman, 95% of consumer decisions are influenced by processes that involve the unconscious and are therefore irrational. Over the course of a day we are continuously exposed to countless sensory inputs such as advertisements, commercials, roadside billboards, product designs and consumer experiences which, if deemed relevant, are retained in memory allowing us to connect new memories to other purchases made previously

Sources:

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