

## The Shopper Brain Conference Europe

The Shopper Brain Conference is an exclusive event that explores the intersection of retail and consumer neuroscience. The event consists of two days (November 8 & November 9 and a pre-conference masterclass).

**Wednesday November 7, 2018**

**14:00-17:00, Hotel Casa Amsterdam**

### **Pre-conference masterclass 'Introduction to Neuromarketing'**

Intensive learning session about everything a marketer needs to know about the brain.

- What is neuromarketing?
- What are the main neuromarketing research methods and what information can it bring?
- Which cognitive processes matter in advertising, and how to measure them?

Gemma Calvert, Professor of Neuromarketing, Nanyang Business School, NTU (SG)

## **SHOPPER BRAIN CONFERENCE 2018 - DAY 1**

**Thursday November 8, 2018**

**09:00 Welcome coffee & registration**

**09:45 Opening by Master of Ceremonies, Phil McGee, President Decision Breakers (US)**

**10:00 An Introduction to the Shopper's Brain**

- What happens in our brains when shopping?
- The shopper's brain online and in-store
- The implications for shopper marketing

Mike Storm, Chief Operations Officer, Neurons Inc (DK)

**10:30 Behavioral Biases That Influence What Consumers Buy**

- Why marketers should care about findings from psychology
- How to harness behavioral science to improve the effectiveness of marketing efforts

Richard Shotton, Deputy Head of Evidence, Manning Gottlieb OMD (UK)

**11:15 Coffee Break**

## **NEUROMARKETING IN RETAIL**

**11:45 Print vs. Video Advertising**

- How do print and video advertising perform on customers' memory and motivation?
- What are the strengths and weaknesses of these formats?
- Powerful strategies to make print and video formats reinforce each other

Tim Zuidgeest, Co-Founder, ST&T Research (NL)

**12:15 The Power of the Neuro Logo**

- Are visuals really more effective than text in brand logos?
- What is the effect of logos with emblems and logos with text on brand recall and brand associations?

- Which criteria decide what brands can switch to using emblems?
- Eda Ocak, Strategy Director and Partner, ThinkNeuro (TR)  
Presenter from Turkcell (TR)

**12:45** Lunch Break

## **PRICING IN THE BRAIN**

**14:00** **Priced According to Value? Decoding and Utilizing Unconscious Value Perception**

- How to measure value perception directly from buyers' and sellers' minds?
- Bringing neuroscience into the field of pricing
- Cases from retail, FMCG, tourism, pharma and financial services

Matthias Wirth, Co-founder and Partner, The Neuromarketing Labs (DE)

**14:45** **What is the Real Price Consumers Are Willing to Pay?**

Non-Strategic Answering in Pricing Research

- Accurately measuring price sensitivity: a new, more predictive method based on reaction-time patterns
- Key insights to questions as: how to identify the real optimal price? How to model the effects of price increases or decreases? How to measure the effect of competitors' prices on price perception?

Timothy Desmet, Founder and Managing Partner, Profacts (BE)

**15:15** Coffee Break

## **INNOVATIVE NEUROSCIENCE APPLICATIONS**

**15:45** **Memory & Marketing**

- How memory works and why memory is vital for success in sales and marketing
- How to influence future buying decisions by memorable marketing

Speaker to be announced

**16:15** **B2P: Interacting with Consumers as People First and Foremost**

- What are the benefits of a business to people (B2P) approach?
- Better understanding of individual people with unique wants, expectations, and tastes
- How can the interactive, clerk-to-person sales benefit?

Dan Hill, President, Sensory Logic

**16:45** Wrap-up & Networking Drinks

**19:00** Conference dinner

## SHOPPER BRAIN CONFERENCE 2018 - DAY 2

Friday November 9, 2018

**09:00 Welcome coffee and registration**

**09:45 Welcome Back**

Phil McGee, President Decision Breakers (USA)

**10:00 The cake is also for the small ones**

Key brain-pleasing methods for service retailing.

- the most effective brain-pleasing methods that even small retail companies can use to get customers' preference
- the making of a very successful retail concept, with brain-pleasing methods involved

Lluís Martínez-Ribes, Associate Professor at ESADE Business School & Partner at m+f=l (SP)

**10:45 Combining Online Methodologies with Behavioral Science to Unravel Shopper's Attention**

- Creating a multi-stage online behavioral simulation mapping the purchase journey without asking
- Case study with a new approach that focus on implicit choice rather than implicit associations

Abi Moorcock, Insights Director, Irrational Agency (UK)

**11:15 Coffee Break**

### ADDING SENSORY APPEAL IN YOUR MARKETING MIX

**11:45 The Role of Neuroscience in Sensory Testing**

- Aroma testing - a perfect application for neuroscience tools.
  - The use of galvanic skin response
  - "Next generation" of neuroscience-based Sensory Testing
- Speaker to be announced

**12:15 Visual Cues of Packaging Design**

- How do specific visual cues (rounded corners, shape, texture, weight) affect saliency perception and product value?
- How does package design impact purchase choices?
- Key findings of a combined Eye-tracker/EEG study on 30 young customers

Lucas Carrero, CEO, Neuroset (IT)

**12:45 Lunch Break**

### NEW FINDINGS MARKETERS SHOULD KNOW

**13:45 Beyond Attention**

Your product, commercial or webpage is found, but how can you provide the right

(visual) information to set the next steps, or in other words providing the cues needed to nudge a selection or purchase decision.

Speaker to be announced

**14:15 The Game of Market Segmentation 2.0**

- Measure shopper engagement using neural similarity from EEG data
  - Compare and contrast brains of different shoppers (female/male, younger/older, conservative/liberal, etc.)
  - Apply research insights to optimize advertisements for specific audiences
- Speaker to be announced

**14:45** Coffee-break

**APPLYING NEUROSCIENCE IN STORE**

**15:15 Research Tools Portugal's Biggest Retail Company Uses to Improve Customer Experience**

- Real-world examples of how Sonae manages the barriers of cost and uncertainty
- An overview of research tools and techniques Sonae uses to gain insights into the customer experience

Ricardo Maria, Market Research Specialist, Sonae (PT)

**15:45 Case study of a Dutch Telco:**

**Using Eye-tracking and EEG for Effective In-store A/B testing**

- What happens when you turn a physical shop into one big screen?
- How do customers respond to a completely adaptable store?
- Key insights: how do customers process the shop? Where do images successfully draw attention? What images drive interaction?

Coen Olde Olthof, CEO, Alpha.One (NL)

**16:30 Wrap-up and networking drinks**