



Thursday, August 30, 2018

9:00 Registration and welcome coffee

9:45 Opening of the Shopper Brain Conference SA

Carla Nagel, Executive Director, Neuromarketing Science & Business Association

10:00 Reward Your Shopper's Brain to Build Loyalty

- How to retain existing customers?

- Beyond customer retention: activate your shopper's brain's reward system to keep shoppers coming back *and* generate higher sales

Roger Dooley, Author Brainfluence, Blogger at Neurosciencemarketing.com

10:30 How Effective is Your In-Store Signage? Here's What Works for Toyota

- Key characteristics of effective (and ineffective) in-store signs

- What placement of signs works best for eye attractiveness?

- What messages are received most positively

Dale Jolley, Director, UVU Vivint Neuromarketing SMARTLab and Professor of Marketing at Utah Valley University

11:15 Coffee-break

11:45 Drive Pack Performance at the Shelf

- Learn how the power of multiple neuroscience tools helped Pepsico capture consumer engagement

- Understand which elements of the refreshed pack drive attention, emotion and memory

- Measure the key messages and brand associations that the refreshed pack communicates

Janaína Brizante, Nielsen Consumer Neuroscience Lead, Brazil

12:15 Designing a Package that Sells

Choosing the Package That Sends the Correct Message to Consumers

- Building the perceived value of a brand: the easy and practical way

- How to design packaging that sells?

- The 6 elements that sustain the perceived value of a brand, explained through success cases

Juan Roberto Castro, Head of Neurons Inc LatAm

12:45 Lunch



2:00 Panel: Retail Insights from Activation to Execution

A panel discussion about today's shopper challenges, with senior shopper insights professionals

- The biggest challenges in shopper insights today
- The future of shopper insights
- Three innovations to look forward to
- Outstanding brands in shopper marketing
- The 5 lessons shopper marketers need to learn

Moderated by **Carlos Augusto Costa**, Director, FGV University

2:45 Building a Brand's Low Price Perception: a Comprehensive Approach

Understand key learnings on price perception from Portugal's retail market leader

- What do cheaper stores mean to consumers?
- What leads consumers to perceive that a brand has lower prices than its competitor?
- What role do elements like loyalty cards, store environments, and advertising play in price perception?

Maria Céu Santos, Direção Cliente, Estudos de Mercado, SONAE MC

3:15 Coffee-break

3:45 Understanding the Hunter-Gatherer Brain In-Store

- What hunter-gatherer mechanisms affect in-store behavior?
- Sensorial perception, emotional narratives and association memories
- Today's shopper brain: mental availability and attentional behavior changes

Billy Nascimento, co-founder and co-CEO, Forebrain

4:15 The Role of the Physical Store in the New Retail Reality

- Buying processes in a radically changed shopping journey
- What to do with all the data being generated?
- What is the role of the physical store in the new shopping journey?

Mauricio Morgado, Marketing Professor, Fundação Getulio Vargas

4:45 Wrap-up & Networking Drinks

8:00 Conference Dinner

Wining, dining, and meeting new colleagues and peers.



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10:00 Insight into Action: Build Stronger Insights Using Path to Purchase Knowledge

- A new look towards shoppers and their paths to purchase
- How to make your brand more competitive and differentiated at the point of purchase
- A methodology that turns shopper insight into effective action plans, for in-store activities that deliver great results

Beatriz Cavalcante Chamie, Founder and Director, Shoppermkt Group

10:30 ROI: Return on Involvement

- E-commerce: will we soon stop visiting stores, not because we need to, but because we *want* to?
- How to offer shoppers experiences that cannot be experienced in the digital channel
- Creating profitable, loyalty-inspiring, engaging experiences in a fast-growing society

Gilberto Strunck, Director of DIA Comunicação

11:00 Coffee-break

11:30 Watch As They DO, Not As They SAY

A Qualitative Videometric Approach to Shopper Decision-Making

- How and why quantitative videometrics are the best approach to capture shopper-in-the-moment behaviors
- See what shoppers buy and hear why, in a real-world case
- Top 5 mistakes to avoid when doing video market research

Amit Dhand, CEO, NAILBITER

12:15 Effective Packaging: Unwrapping Shopper's Brains

- The latest neuroscientific findings on effective packaging design
- How does effective packaging lead to lasting connections with shopper's brains?
- Real-world examples of ways successful brands connect with customers, and steps your company can take

Catherine Fairbanks, Senior Researcher and Consultant, Intellectual Property Research and Development

12:45 Lunch



1:45 In-store Emotions: Unlocking Human Truth

- The opportunities of the in-store shopping environment on shopper's emotions
- Lifting emotional arousal of the shopper
- Environmental cues at the PoP that improves shopper's satisfaction

Armando Mora Tellez, Global Director for Coca-Cola, Ipsos

2:15 Out Of The Box:

A Crossmodal Perspective on Retail Atmospheric and Acoustical Design

- The latest research into the ways sound influences shopper behavior
- Information and inspiration how sound and acoustical design can be applied effectively

Steve Keller, CEO, iV

2:45 Coffee break

3:15 Determining the Best Price With Implicit Association Testing

- What is implicit association testing?
- How to use implicit measures in price challenges
- Tips and tricks for shopper marketers and retailers

Dr Eamon Fulcher, R&D Director, Split Second Research

3:45 How do Habits Undermine Marketing and What to Do About it?

- What is habit-based behavior?
- Which lessons can be drawn for shopper marketers?
- The secrets of habitual buying that helps brands stand out

Neale Martin, CEO, Sublime Behavior Marketing

4:15 Wrap-up

4:30 Networking drinks

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