



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.



RIO DE JANEIRO > AUGUST 30-31, 2018

# SHOPPER BRAIN CONFERENCE

## Friday, August 31, 2018

**9:00 Registration and welcome coffee**

**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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