



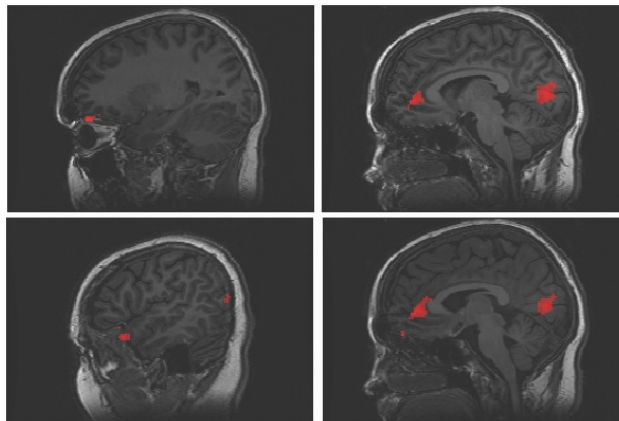
Neuromarketing

Neuromarketing is a new branch of marketing which studies the consumer's subliminal reactions to marketing material, brands, products and product groups.

Neuromarketing is in commercial use at least in the United States, Germany and Australia. The revolution of neuromarketing is just beginning in Finland.

The functional resonance imaging device scans the brain. The scanning utilizes the changes of oxygen levels. The blood flow in the activated areas of the brain increases which can be detected with the functional resonance imaging device.

Neuromarketing studies the activation of the known brain areas. There are commonly known reward centers and fear centers which can be studied.



The benefits of neuromarketing

Neuromarketing can obtain such information which cannot be obtained through conventional methods.

There are multiple subliminal factors affecting the consumer's buying decisions. With the help of neuromarketing these subliminal factors can be solved.

Companies which use neuromarketing in their marketing and product development can gain competitive edge.

Christian Dior tested its new fragrance J'adore with the functional resonance imaging. The elements of the fragrance were tested. Company does not want to reveal the test results but J'adore has been one of the most successful launches of the company in years.