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How the brain builds brands

Using neuroscience to understand the importance of a multidimensional approach to advertising

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"The brain knows more than it admits to consciousness"

Professor Peter Walla

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Consumers aren't aware of what drives purchase intent or brand relationships



Self Reported Responses Towards Radio Ad



Neuroscience provides more granular insights





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Source: ARN Neurolab 2022, Better Together

NEUROSCIENCE PROVIDES ACTIONABLE INSIGHTS

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Radio, Television, & Social Media

Different mediums serve different purposes

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What we see, changes what we hear









Tv & radio drive attention differently





Traditional channels tend to be better at building connections than social media

GENERAL ATTENTION +21%

AUDIO ATTENTION +12%

memory encoding +11%





Source: CRA: The Power of Sonic Branding, ARN Neurolab October 2022

Different mediums drive different outcomes

| Ad Format | Engagement The level of interest & relevance derived from the content | | Motivation & Attitude Are people motivated to engage or withdraw from your content | | | Arousal Making people feel excited by the content |
|---------------|---|-----|--|-----|-----|---|
| Radio Ad | 129 | 133 | 96 | 106 | 109 | 84 |
| Podcasting Ad | 95 | 90 | 105 | 88 | 73 | 99 |
| Television Ad | 98 | 84 | 105 | 98 | 88 | 104 |



CREATING STRONG CAMPAIGNS REQUIRES **MULTIPLE CHANNELS**

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Audio is 'always on'

The brain is always processing audio messages, even if the consumer is unaware



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Audio builds & reinforces brand connections outside consumer awareness







Audio forces the consumer to attend



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Source: Mumbrella360, ARN Neurolab 2022

Passive listening also drives familiarity of brand logos



Number of Exposures to Advertisement (Passive Exposures)

Source: CRA: The Power of Sonic Branding, ARN Neurolab October 2022



AUDIO DOES NOT HAVE TO BE CONSCIOUSLY PERCEIVED TO CHANGE BEHAVIOUR

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Keys to building the strongest brand connections

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The creative changes consumer behaviour



Leverage your creative







Be consistent

Top 5 effective creative features





Enhance your creative





BE PRESENT & BE CONSISTENT

NFI GIQUE BISON FUTE NANA REPUBLIC BALMAIN Bancolombia OMEGA Booking.col Campbells arlsberg studio C . CAFFE NERO WWF Casino INASCAR SNICKERS Nendu's BASE ORIEO Walmart >:< *legi* BARCLAYS vevo SUBWAY BED BATH & P&G l'aven DISNED VERSACE BR tobbins CAT M 24 Levi SNBA MORRISONS UNDER ARMOUR DIQ X 107 BBC MiNT BEST VOLVO vevo DISNEPLAND MEGA BLOKS Icelar unicef Charmin SUPERMARKETS TOSTITOS TORY FedEx NBC McDonald (WALT DISNEP PICTURES R boohers BURRITAS S 310 mīdas Deep Purple 🚎 brown œ 10 No. THERE CHEEZ-IT Marriott. POLE mastercard h Nintendo DKNY .Best Vestern hmv Hasbro QATAR Pampers 2 thomas Dior



CONCLUSION





USE MULTIPLE CHANNELS

Different channels will allow for different consumer/brand connections

AUDIO IS ALWAYS ON

Audio changes behaviour even when the consumer is unaware



BE PRESENT & BE CONSISTENT

Regardless of what your brand is, or how wellestablished you are, you must remain present and consistent



Thank you



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