

P95: Neuromarketing: Validation through neurophysiological techniques

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Introduction Neuromarketing is a new theme that allows the combination of neuroscience with marketing permitting to test advertising campaigns, feelings or emotions and even taken more accurately decisions. The Neuromarketing, simplistically, tries to give each product or service the characteristic of "perfect".

Objectives: Determine the changes caused in the EEG signal by different external stimuli presented, in particular, the sound of the ads and the emotions that each one awakens in the subjects. Infer about the ability of each advertisement capture more or less the attention of individuals before a specific ad.

Materials and Methods: 13 volunteers with more than 18 years-old, right-handed, without the influence of modelers drugs of brain activity, half male and half female. The EEG signal was registered with electrodes placed according to the international 10-20 system while the voluntary sees two sequences of 6 commercials each: the first without sound and the second with sound. Of these 6 ads, the first 3 ads should cause a negative emotion and the last 3 a positive emotion.

Results and Discussion: There was a significant difference between the qEEG value obtained before the start of the views and during the views, favoring a lower value in the last one. While viewing ads with negative emotions, there is a greater asymmetry in relation to the background activity accompanied by a decrease in qEEG values in the right hemisphere.

Conclusion: we can confirm that the use of EEG allowed, more precisely by evaluating the frontal alpha according to Davidson's theory, the evaluation of induction of emotions in the subjects caused by commercials.

References

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