

NIEUW

De Neuromarketing van Nieuwe Producten & Merken

Neuromarketing Lunch-webinar



UNRAVEL





"The Segway will be to the car what the car was to the horse and buggy"

- Uitvinder van de Segway

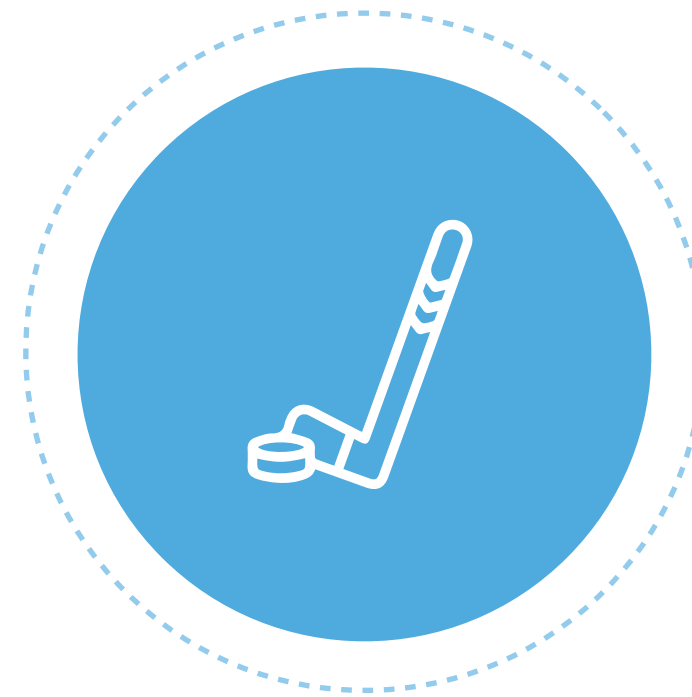


Neuromarketing van Nieuwe Producten & Merken

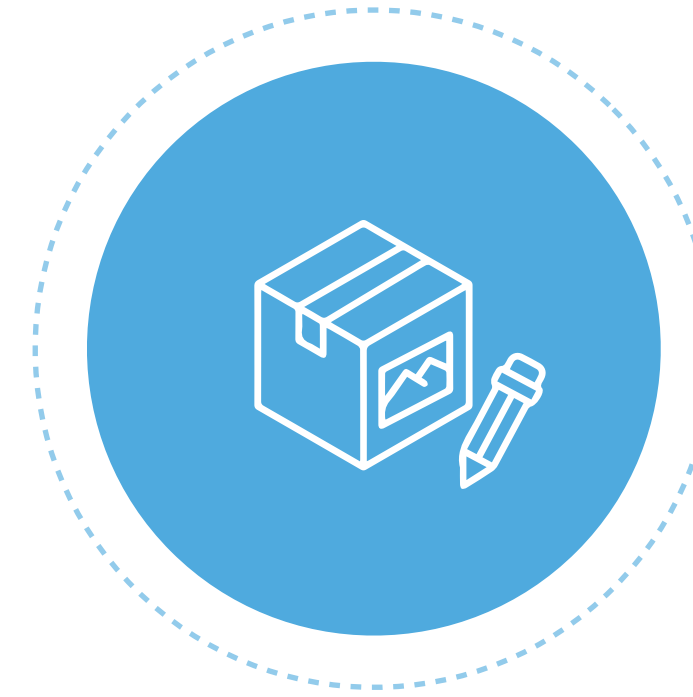
Topics van Vandaag



Het brein en vernieuwing
Hoe reageert het brein op novelty?



Branding
Checklist om met een vliegende start te groeien



Packaging & Product Design
Hoe je succes afdwingt met goed design



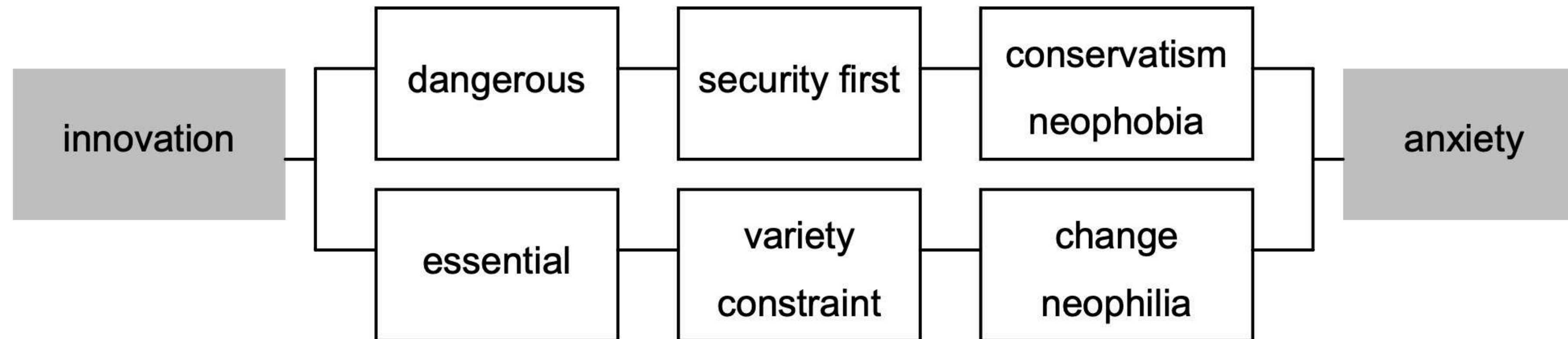
30.000

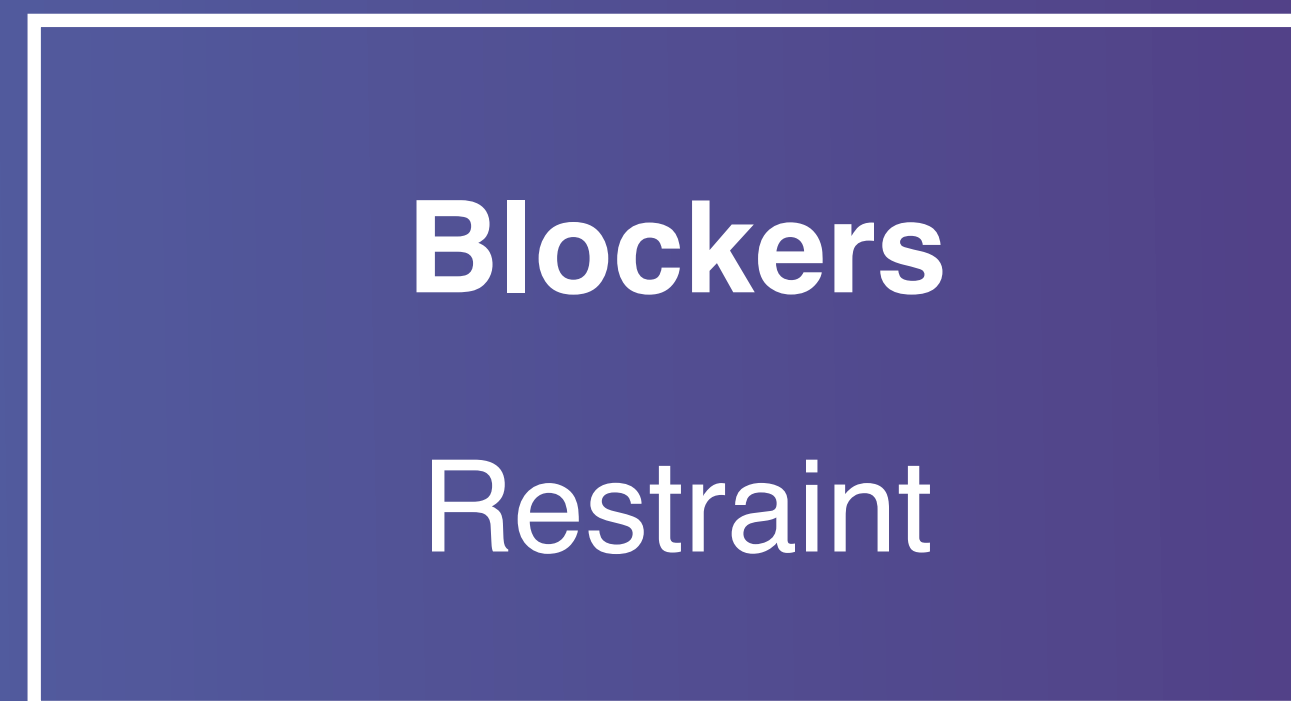
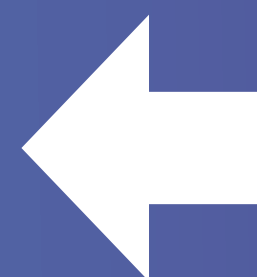
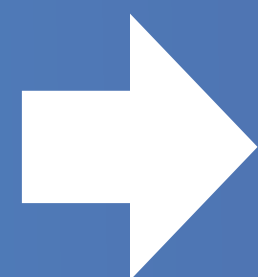
Nieuwe producten per jaar

95%

faalt

The Omnivore Dilemma





3 Blockers

Wat houdt succesvolle
productinnovaties tegen?



UNRAVEL

(het moet überhaupt aantrekkelijk zijn)



1. Reactance

- Verlies is erger dan dat winst leuk is
- Laat een innovatie nooit gepaard gaan met verlies
 - De fout van Coca-Cola, maar slim aangepakt door Sony



PS5[®]

PlayStation[®]5



PlayStation[®]5
Digital Edition



Vert
sold

2. Inertia

- Gewoontegedrag
- Satisficing: het is goed genoeg
- Oplossing: extreem lage drempel



3. Switching Costs

- Hoe kostbaarder een overstap, des te langer we wachten
- Psychologische switching costs: cognitive lock-in van een platform/systeem



2 Drivers

Hoe maak je een
productinnovatie
aantrekkelijk?

1. If it's new, make it familiar



2. If it's familiar, make it new



2. If it's familiar, make it new

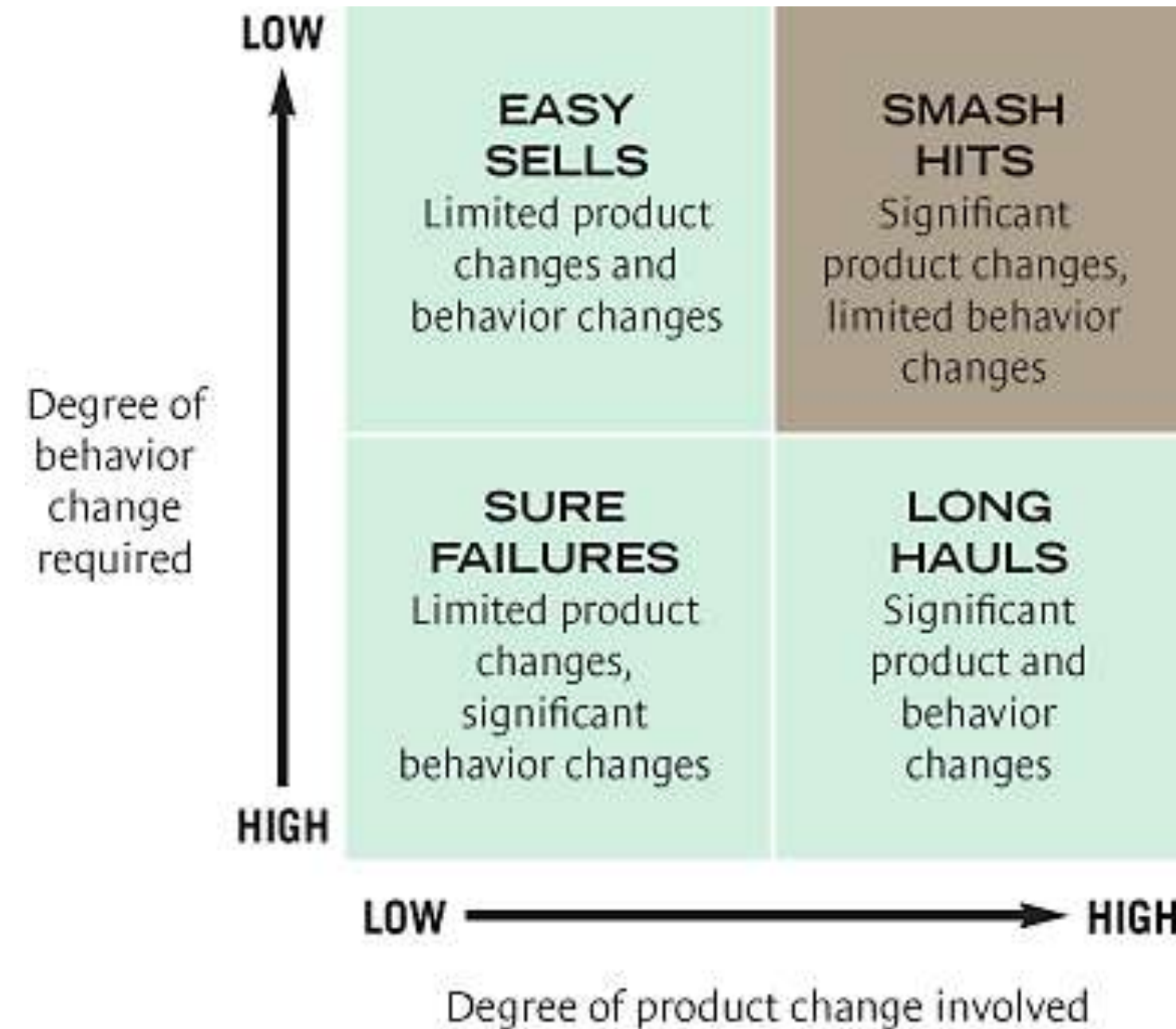


➤ Bekende inhoud, nieuwe vorm

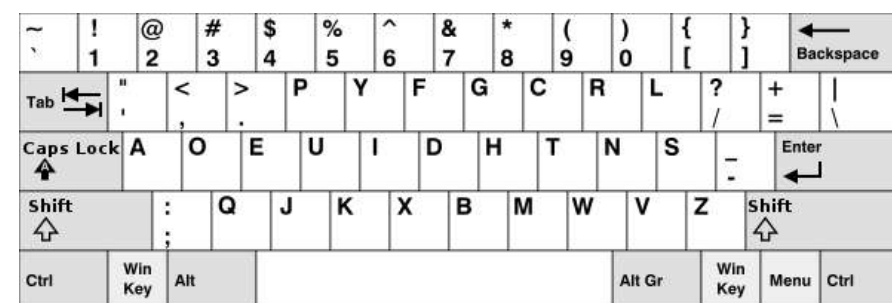


➤ Onbekende inhoud, nieuwe vorm

Plavei het pad naar succes



NETFLIX



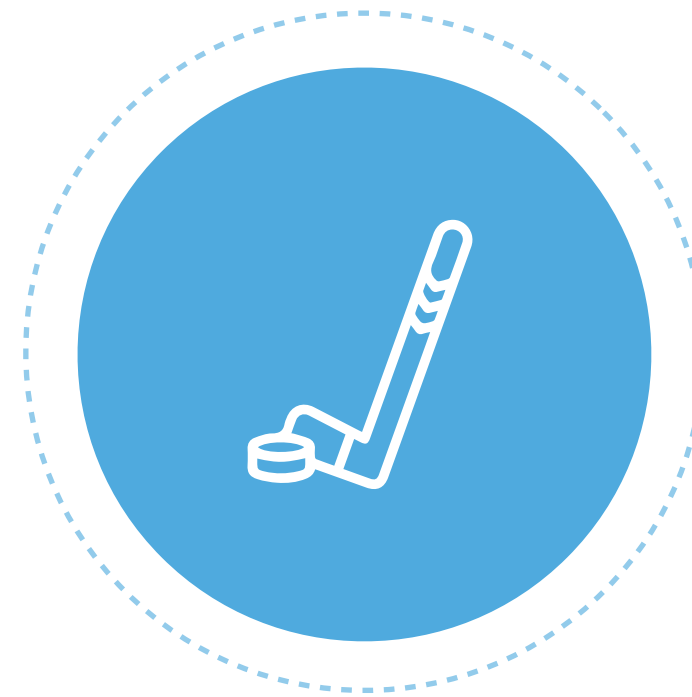
➤ DVORAK keyboard

Neuromarketing van Nieuwe Producten & Merken

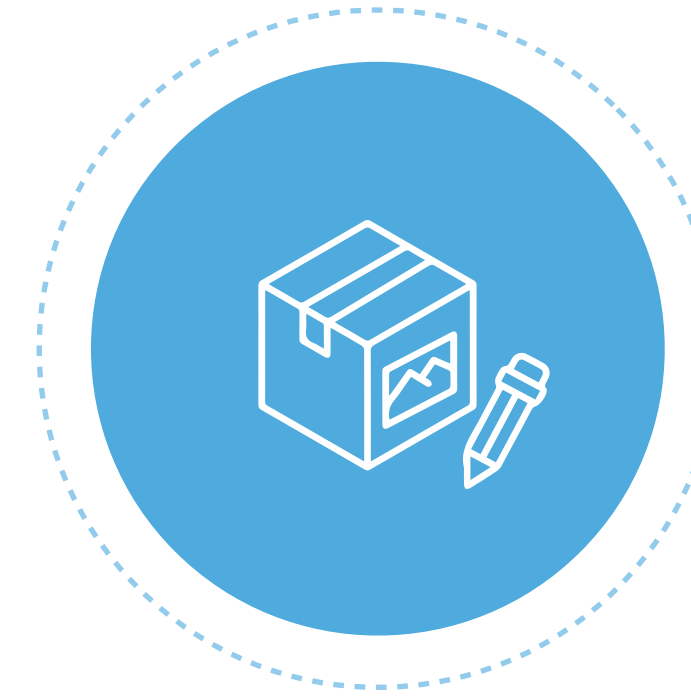
Topics van Vandaag



Het brein en vernieuwing
Hoe reageert het brein op novelty?



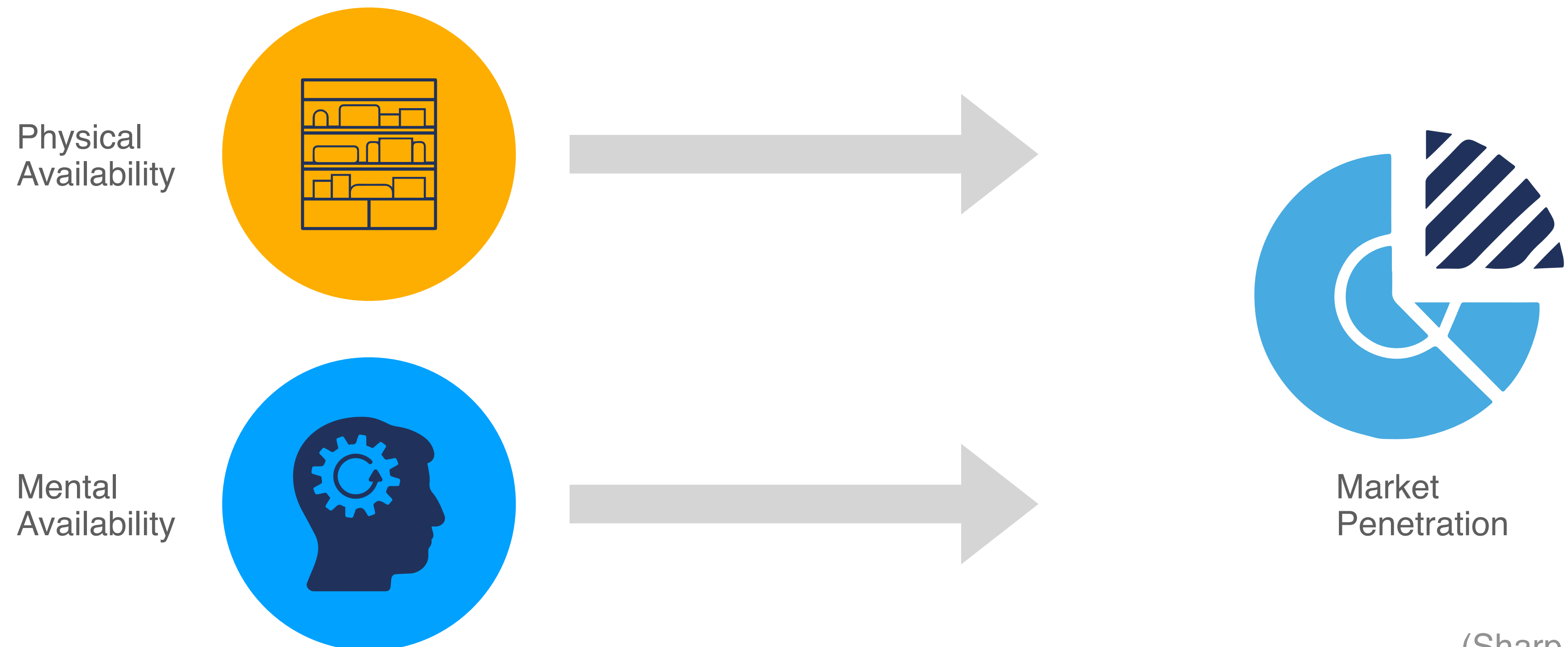
Branding
Checklist om met een vliegende start te groeien



Packaging & Product Design
Hoe je succes afdwingt met goed design



Mental en physical availability



Category Entry Points

Gebruiksmomenten en contexten

**Mental
Availability**



Distinctive Brand Assets

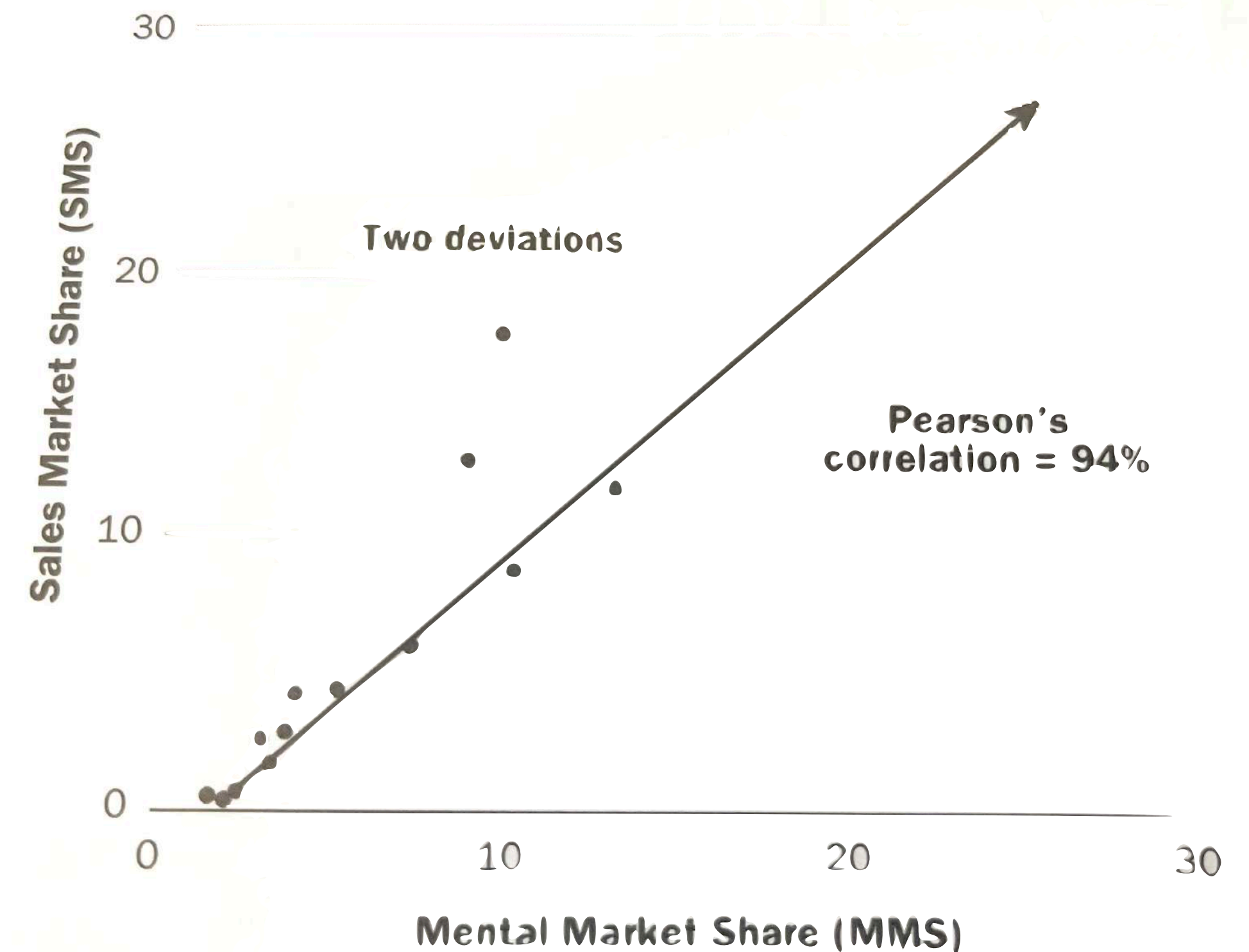
Herkenbare en unieke eigenschappen



UNRAVEL

1. Category Entry Points

- **Mental Market Share** strongly correlates with Sales Market Share
- **Network Size** of brand memory predicts future growth better than attitudes and intent (Ngo et al., 2021, Stocchi et al., 2021, Romaniuk, 2023).

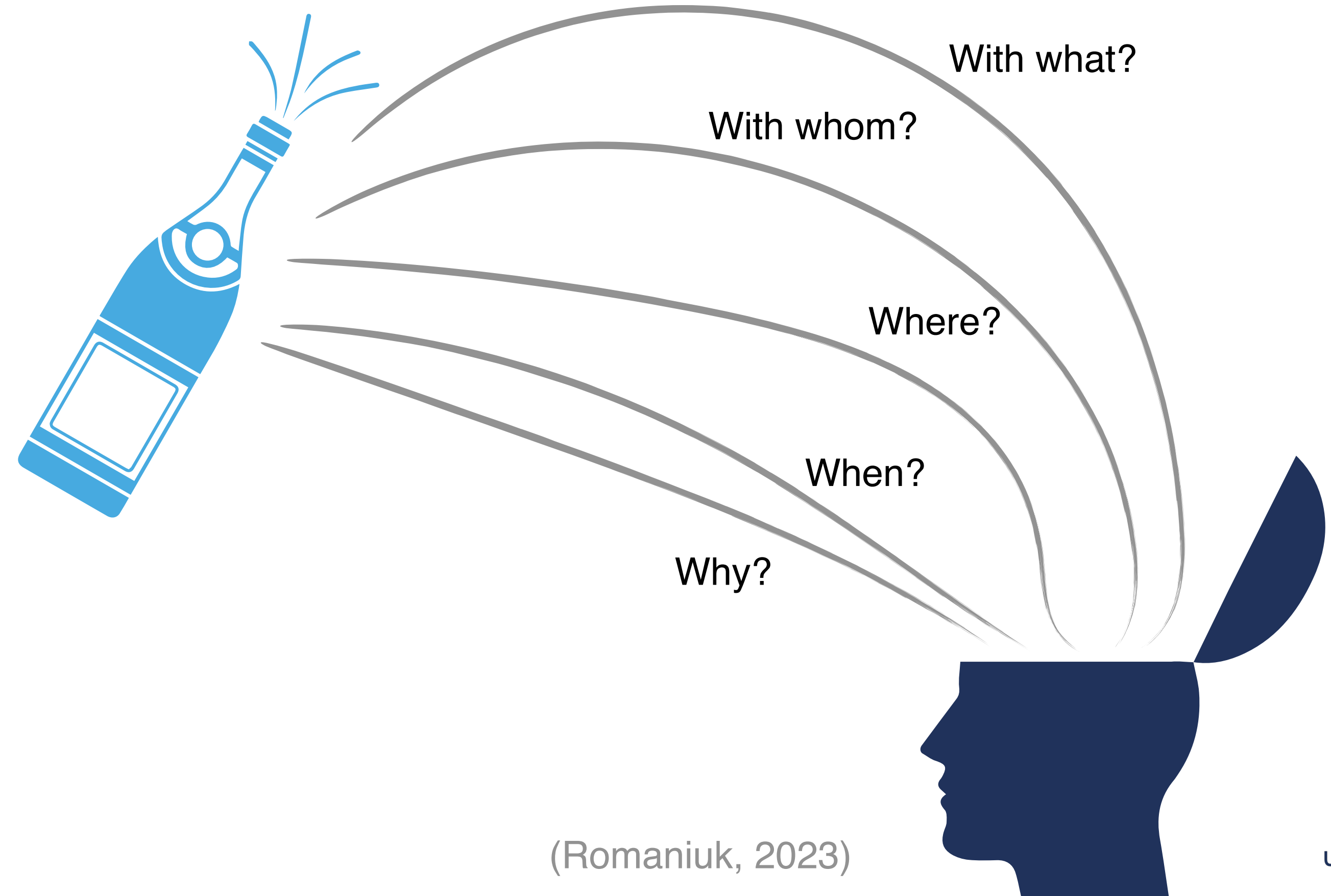


(Romaniuk, 2023)



1. Category Entry Points

- Common sense and expertise
- Previous research
- Data mining
- Conduct new research
 - Open-ended responses
 - Allow empty fields
 - 60 Category buyers



(Romaniuk, 2023)

2. Brand Assets: De lijm van het merkgeheugen

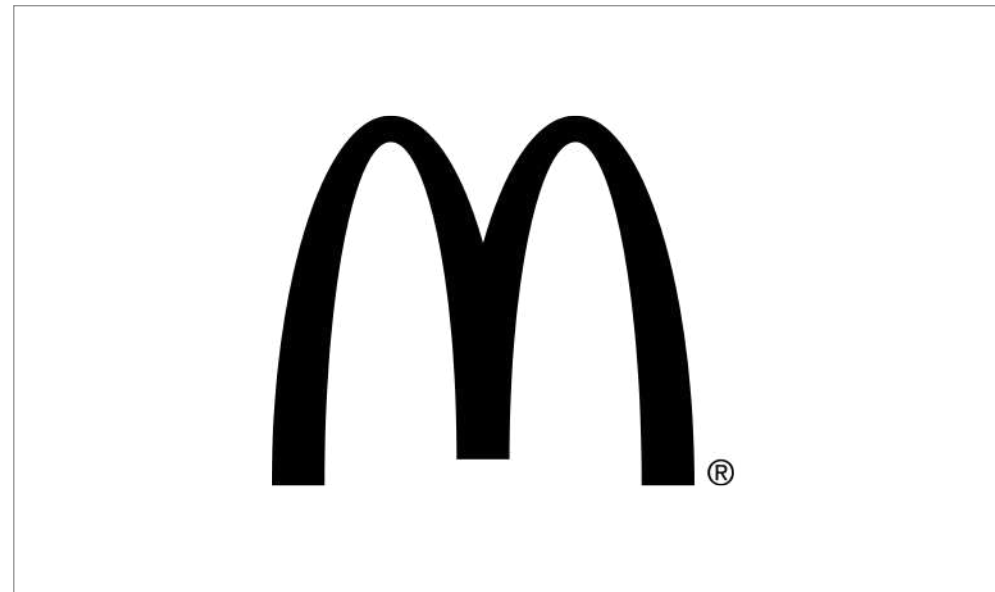


Bouw zo snel mogelijk sterke DBA's

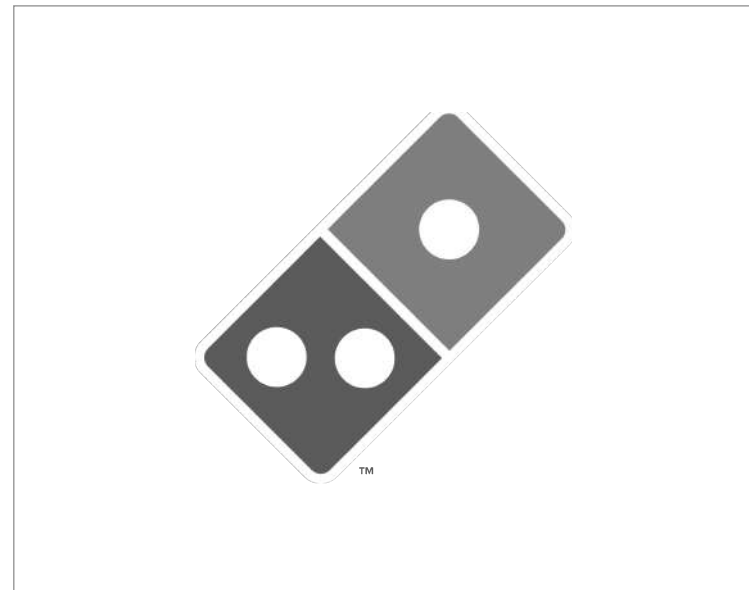
- Colors
- Shapes
- Persons
- Words, slogans en typography
- Audio

1. Types of Assets. Logo style

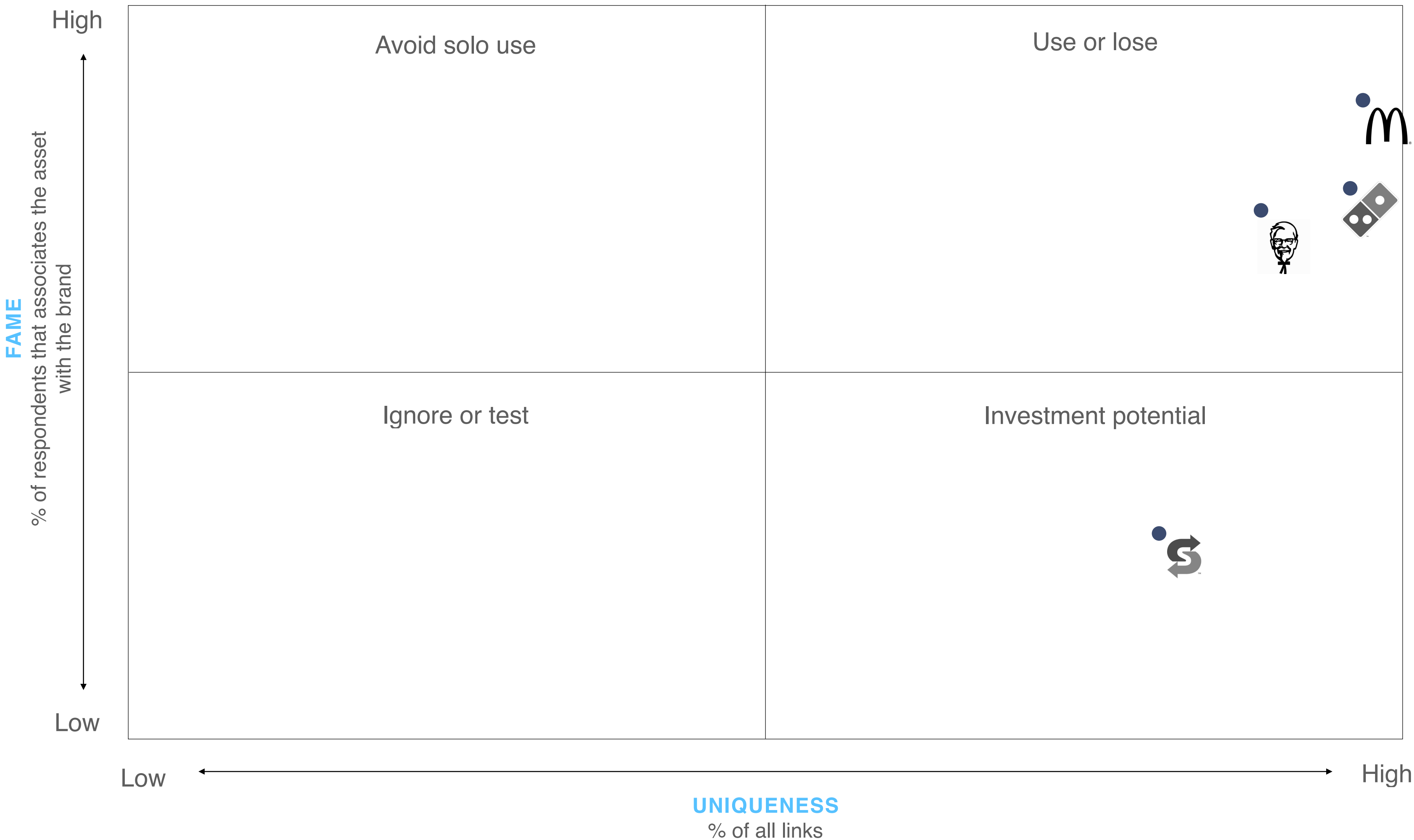
Target brand



Competitors



1. Symbols. Performance



Implications

Compared to the symbols of KFC, Domino's, and Subway, McDonald's symbol is the strongest asset in terms of recognition and uniqueness.

That is positive: the symbol is both well-known and unique for McDonald's. The recommendation is therefore to continue using this symbol in marketing and communication materials.

Neuromarketing van Nieuwe Producten & Merken

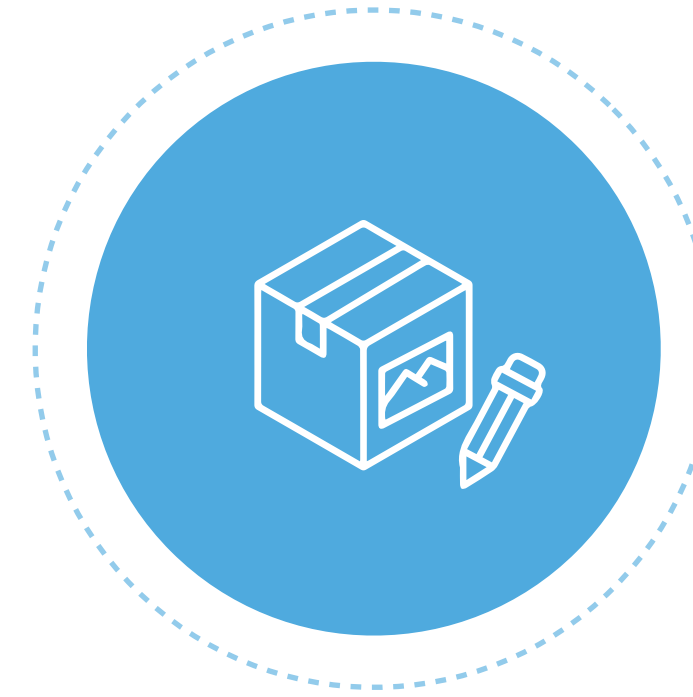
Topics van Vandaag



Het brein en vernieuwing
Hoe reageert het brein op novelty?



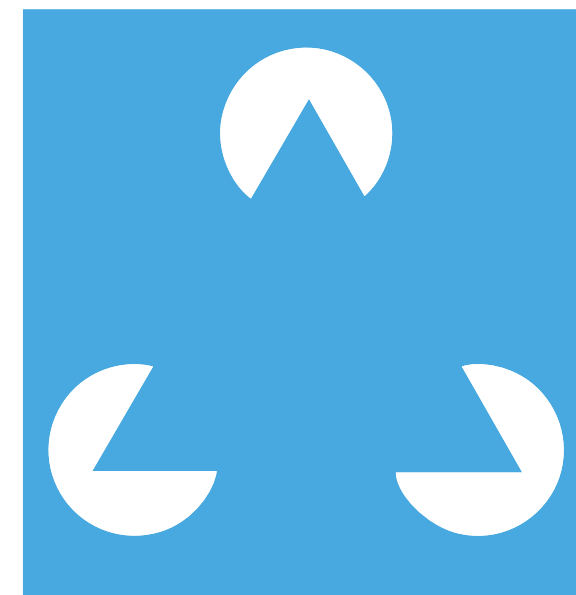
Branding
Checklist om met een vliegende start te groeien



Packaging & Product Design
Hoe je succes afdwingt met goed design

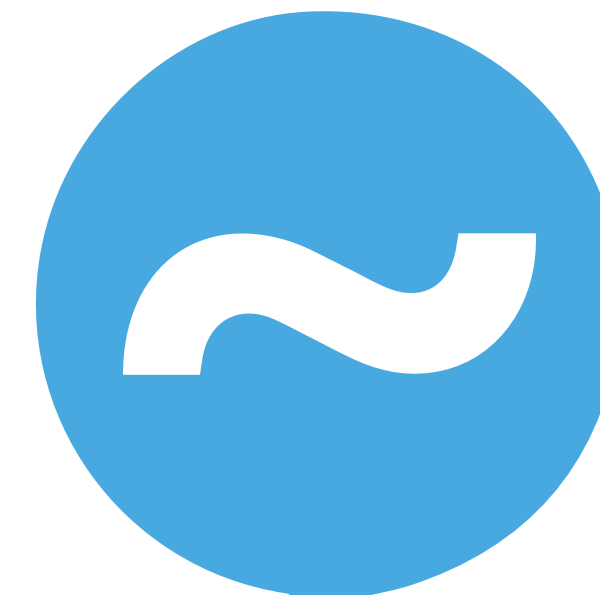


De psychologie achter schoonheid



Unity

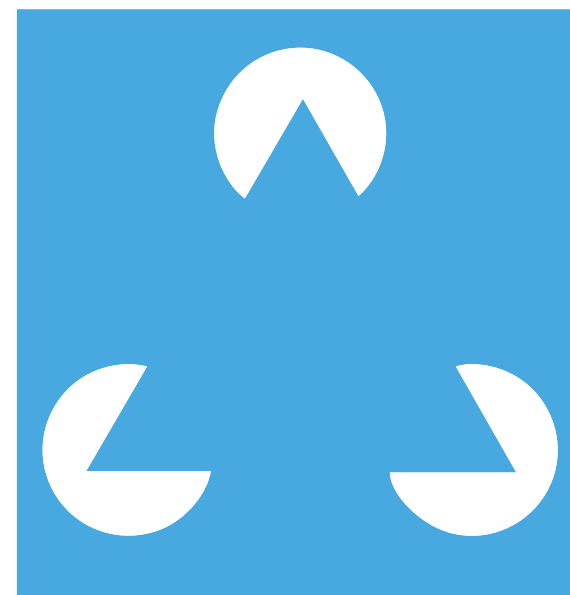
Samenhang



Prototypicality

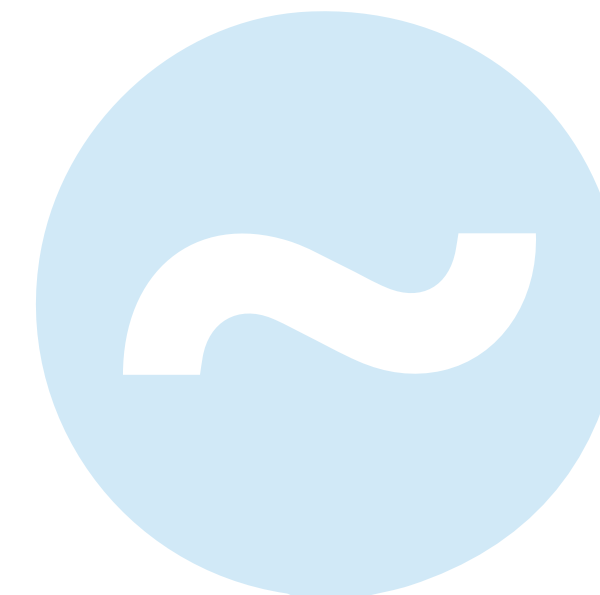
Herkenbaarheid

De psychologie achter schoonheid



Unity

Samenhang

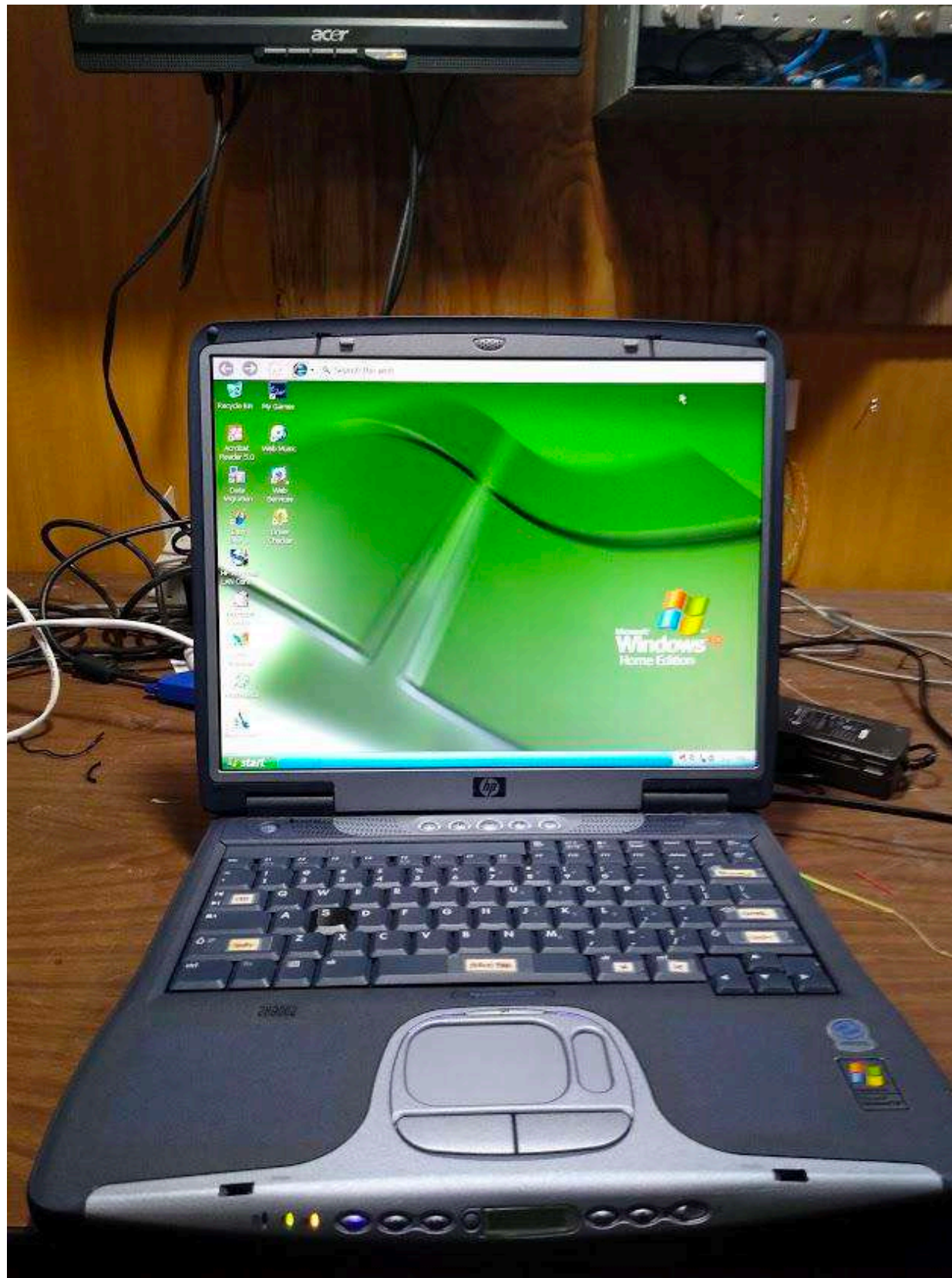


Prototypicality

Herkenbaarheid

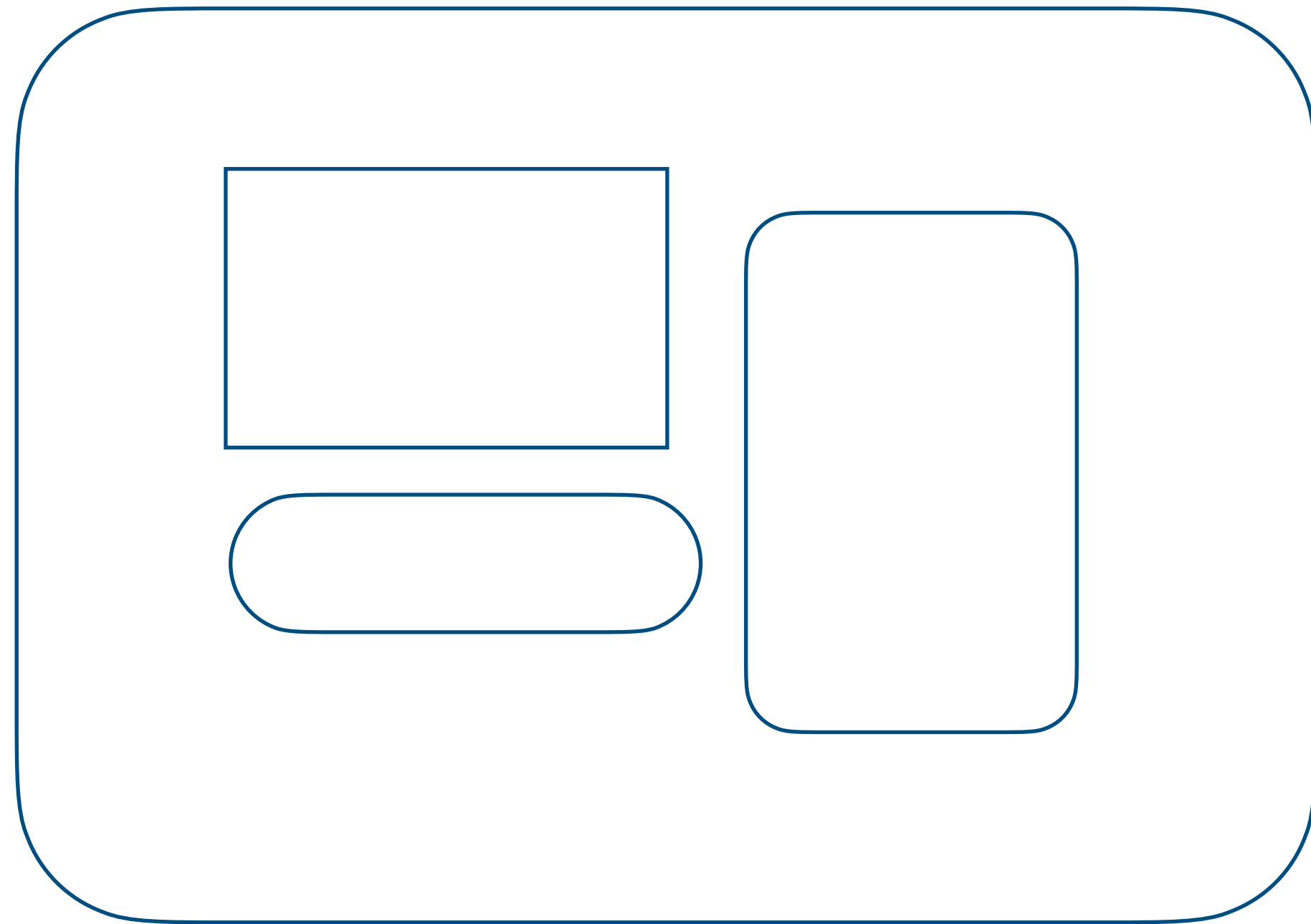
Unity

1. Congruentie in vorm

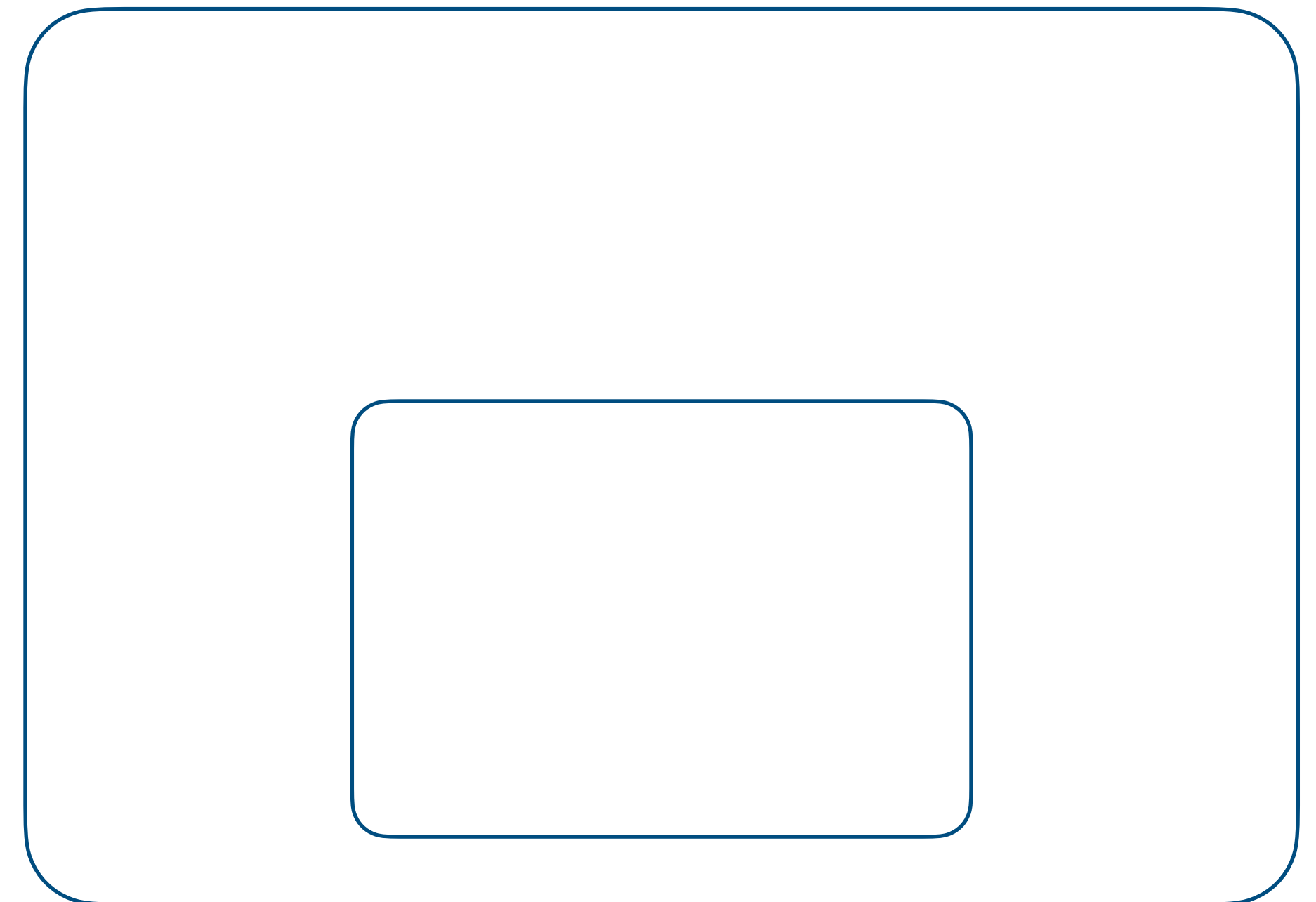


Unity

1. Congruentie in vorm



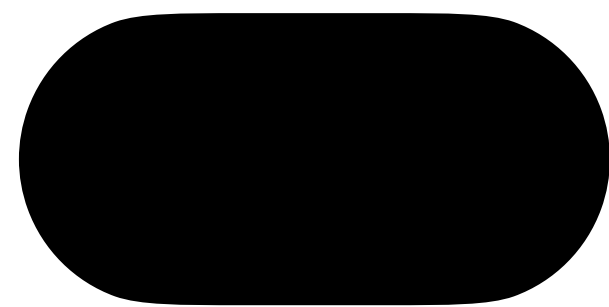
Incongruentie = Lelijk



Congruentie is mooi

Unity

1. Congruentie in vorm



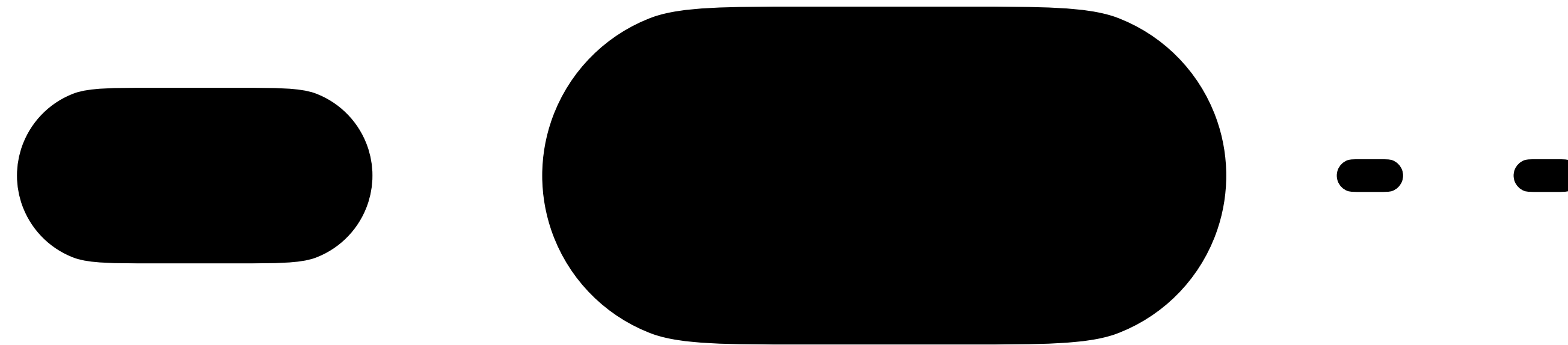
Unity

2. Terugkerende verhoudingen

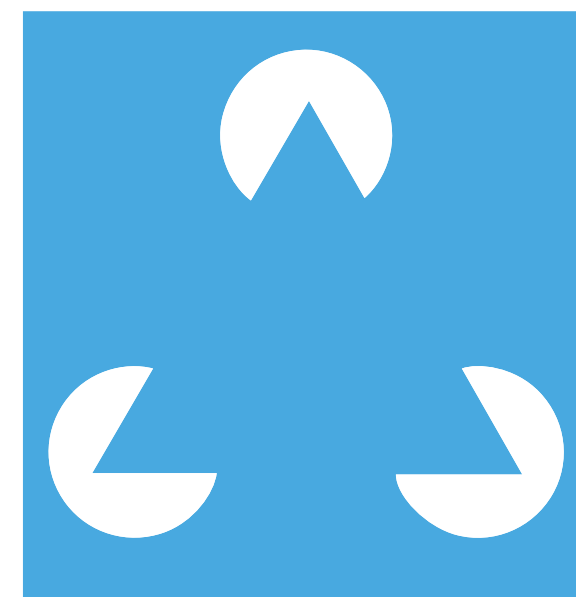


Unity

2. Terugkerende verhoudingen

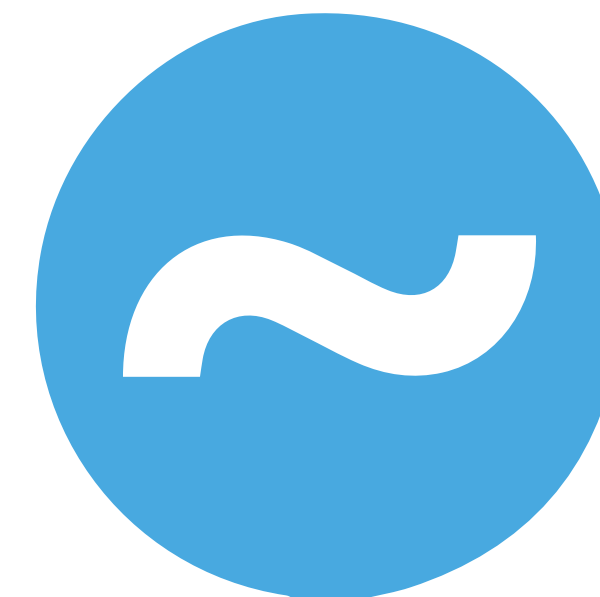


De psychologie achter schoonheid



Unity

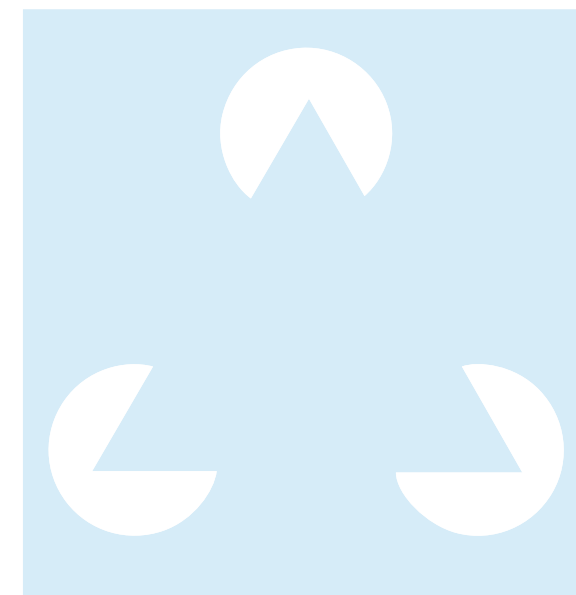
Samenhang



Prototypicality

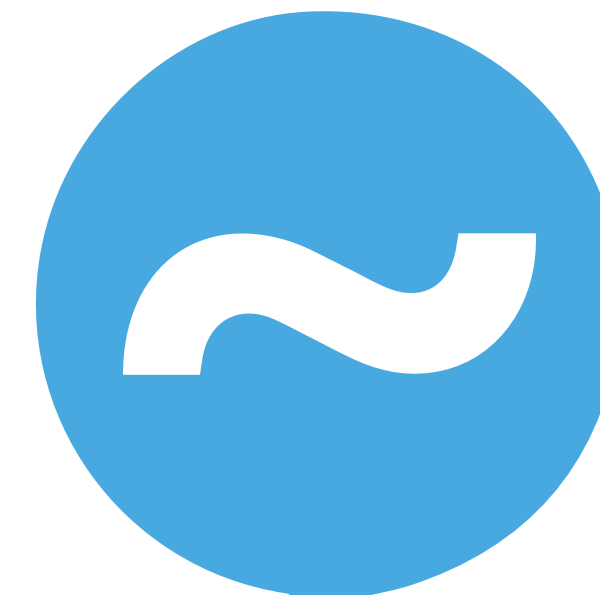
Herkenbaarheid

De psychologie achter schoonheid



Unity

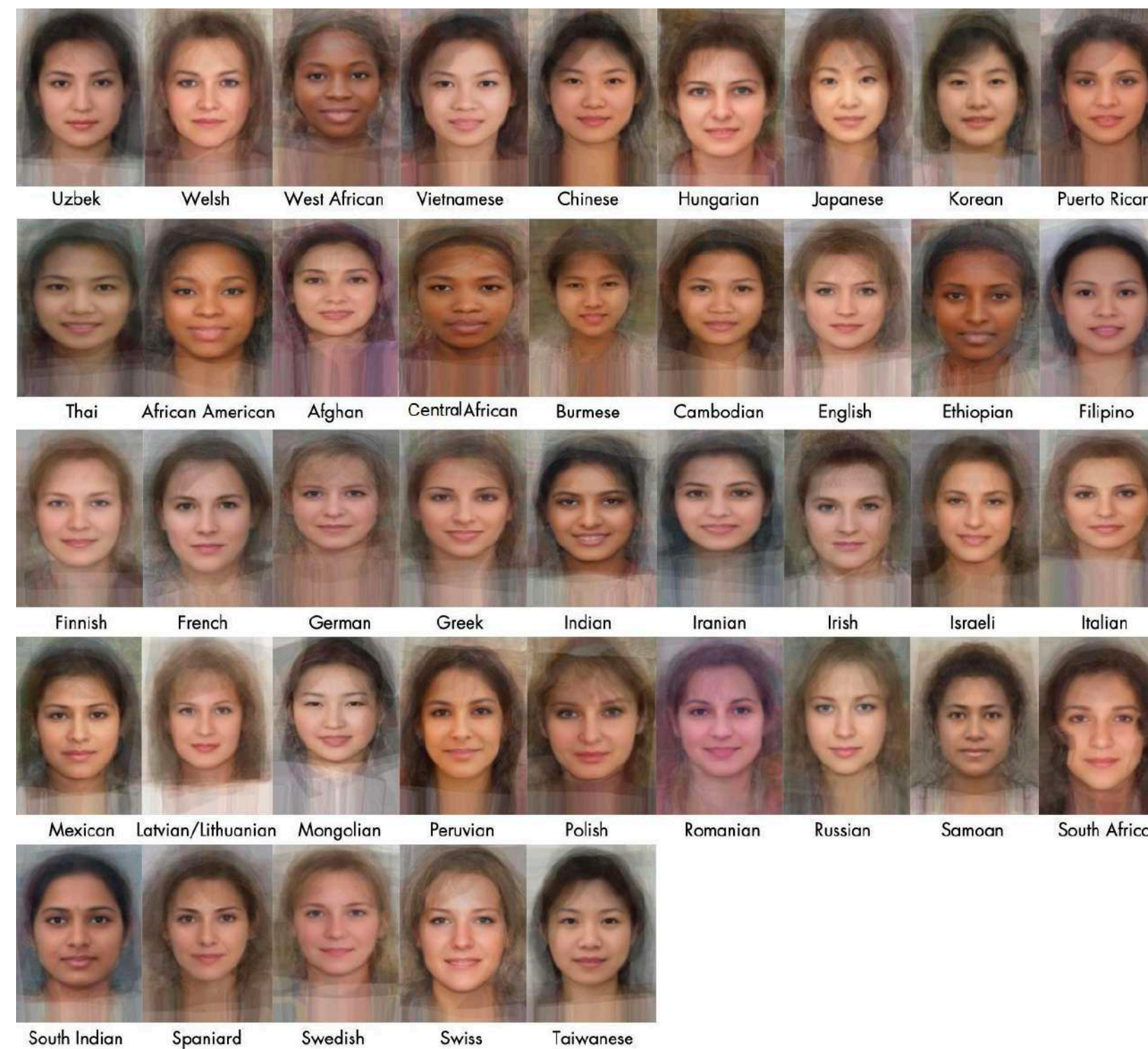
Samenhang



Prototypicality

Herkenbaarheid

Attractive faces are only average

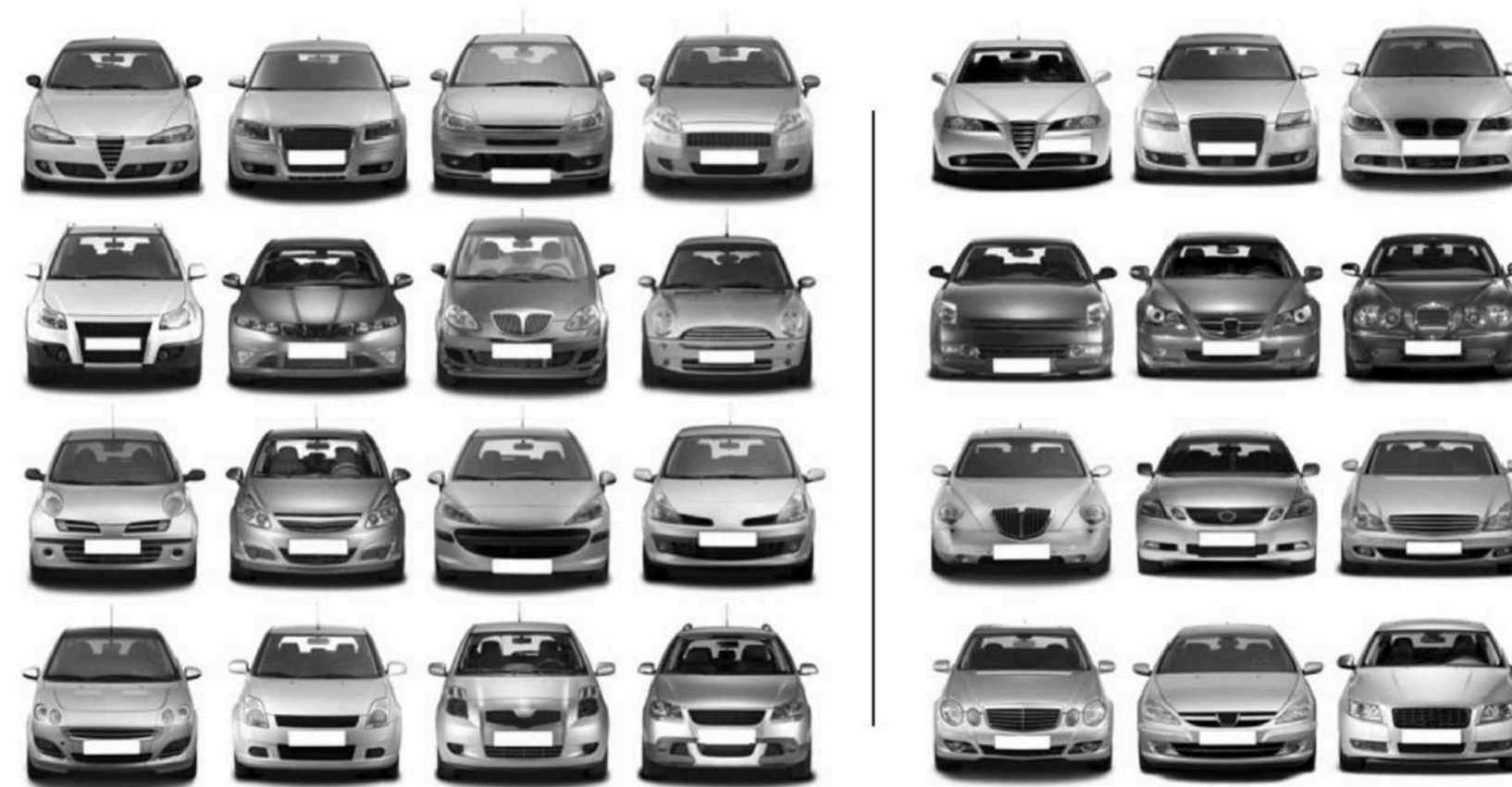


Langlois & Rogman (1990)

We houden van prototypische producten



Prototypicality voorspelt sales



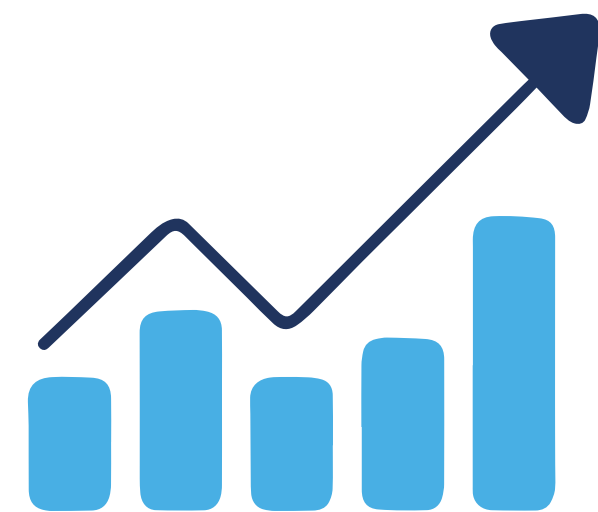
The morph of the 16 compact cars (left panel) and the 12 premium cars (right panel) with the positions of the feature points indicated



Prototypicality voorspelt sales

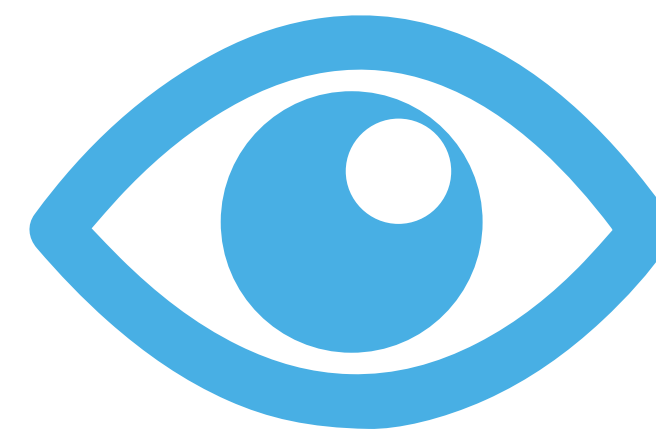
- Voorspellend model met prijs, advertentiebudget én prototypicality voorspelt 78% van de sales
- Stijging van 19% door toevoeging prototypicality

De succesformule voor productinnovaties



Sales

=



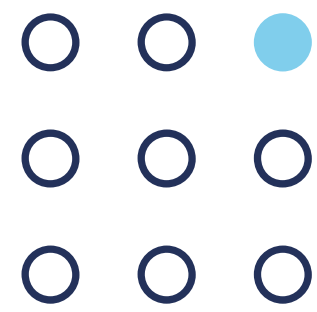
Aandacht
Eye Tracking

+



Koopactivatie
EEG
Survey
Gedragsonderzoek

Unravel's **Three Steps to Purchase**[™] research model



1. Shelf standout

Eye Tracking

+



2. Brand recognition

Eye Tracking & Implicit Association Test

+



3. Purchase activation

EEG brain scan

Does the packaging pull attention?

Does the packaging signal the brand?

Does the packaging activate desire to purchase?



U N R A V E L

Take-Aways: Neuromarketing & Nieuwe Producten

- ✓ **Nieuwe producten hebben de wind tegen.** Er werken meer psychologische krachten tégen innovatie dan ervoor.
- ✓ **Is je branding ingericht op succes?** Maximaliseer vanaf dag 1 mentale beschikbaarheid met brand assets en category entry points.
- ✓ **Test je nieuwe producten en veranderingen vooraf?** Gebruik neuro-onderzoek om attentiewaarde en koopactivatie te meten.