



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Neuroscience

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Neuroscience?

Consumer neuroscience integrates nonconscious measures to capture responses moment by moment, offering a more complete view of the consumer. Key methods include eye tracking, measurement of brain activity, and facial coding.

Why Should Marketers Care?

Marketers use neuroscience to answer the question: How do consumers' minds actually work? It can help marketers uncover more data that leads to deeper insights and, ultimately, more effective campaigns.

Key Neuroscience Stat

According to the ANA Marketing Futures study on Neuroscience, **73% of marketers are familiar with some form of the practice**, with eye tracking being the technique most widely used by brands.

Expert Perspective



Dr. Carl Marci

Chief Neuroscientist and Executive VP
Nielsen Consumer Neuroscience

“CPG companies [are] going from occasional to what I call everyday use. A big, global, multinational CPG company is now testing 80 percent of its ads using [neuroscience] tools.”

CASE STUDY

Campbell's Soup



According to a Wall Street Journal report, the Campbell Soup Co. studied the brain's reactions to different aspects of its marketing visuals, and changed the labels on its iconic soup cans based on its neuroscience research results.

The brand found that sentiment toward soup in the home was positive, but at the shelf level, consumers experienced an overwhelming sea of complexity and confusion. Campbell's worked with Innerscope, which used a combination of eye tracking and biometric measures to analyze and compare a variety of new label designs. The final result included:

- Adding steam, which is associated with warmth and emotion
- Contemporizing the soup bowl
- Changing the font
- Removing the logo border
- Curving the edges to create a feeling of movement, which contributes to a higher level of emotional response

Campbell's also applied these same key learnings to a redesign of its in-store ad card. The brand logo was moved to the bottom of the card because eye tracking demonstrated that when the logo was placed at the top, it drew attention away from other elements.

In addition to adding steam, a spoon image was removed when biometrics demonstrated that it had generated little emotional response. These changes helped produce a significant increase in shopability on the soup aisle.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.