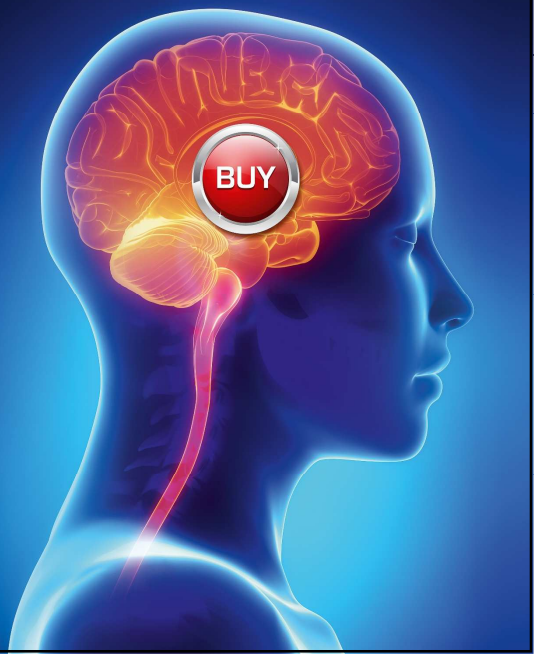
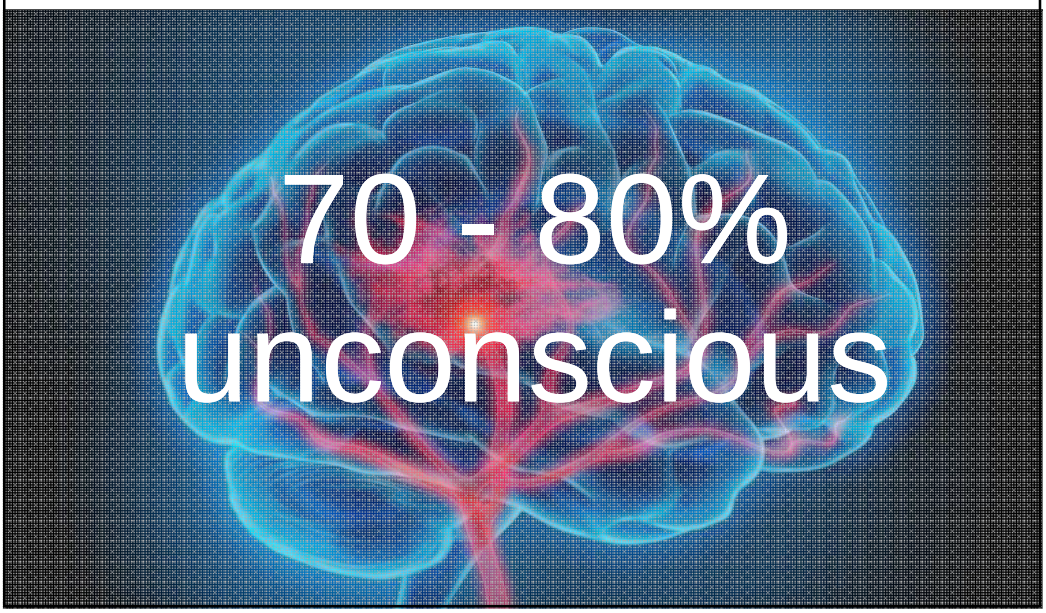
The wonderful world of neuromarketing

Dr. Hans-Georg Häusel
www.haeusel.com



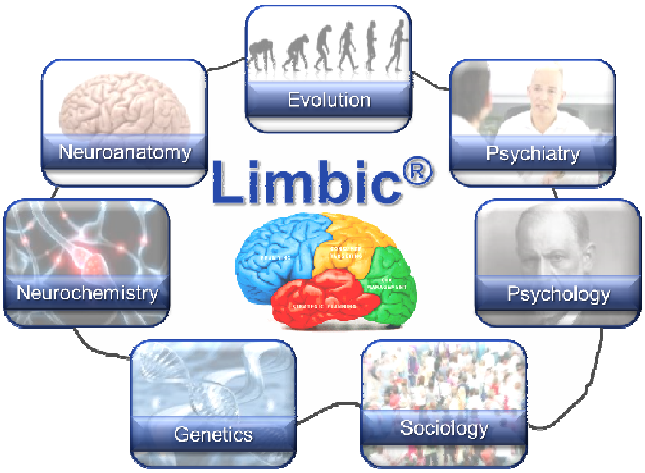
The Power of Unconsciousness

Dr. Hans-Georg Häusel



What is Limbic®?
A multi-science approach

Dr. Hans-Georg Häusel

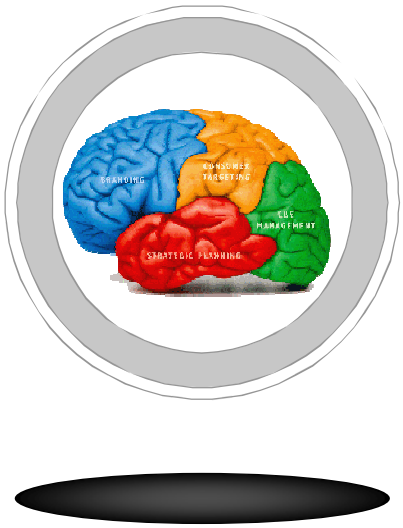


Limbic®

- Limbic® is the result of a perennial research project
- It combines insights from different sciences
- It is an easy and applicable marketing tool

Why Limbic®?

Dr. Hans-Georg Häusel

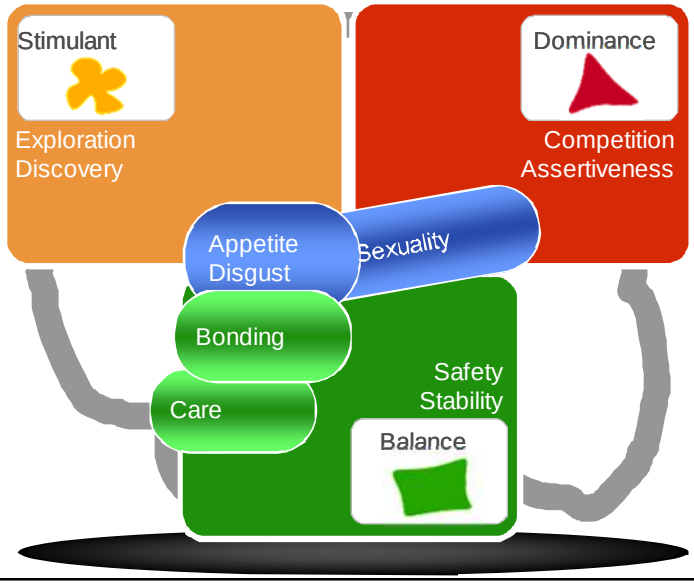


„Limbic® is the scientifically best established motive and personality system for the marketing practice worldwide."

FAZ-Institut Business Bestseller Summaries

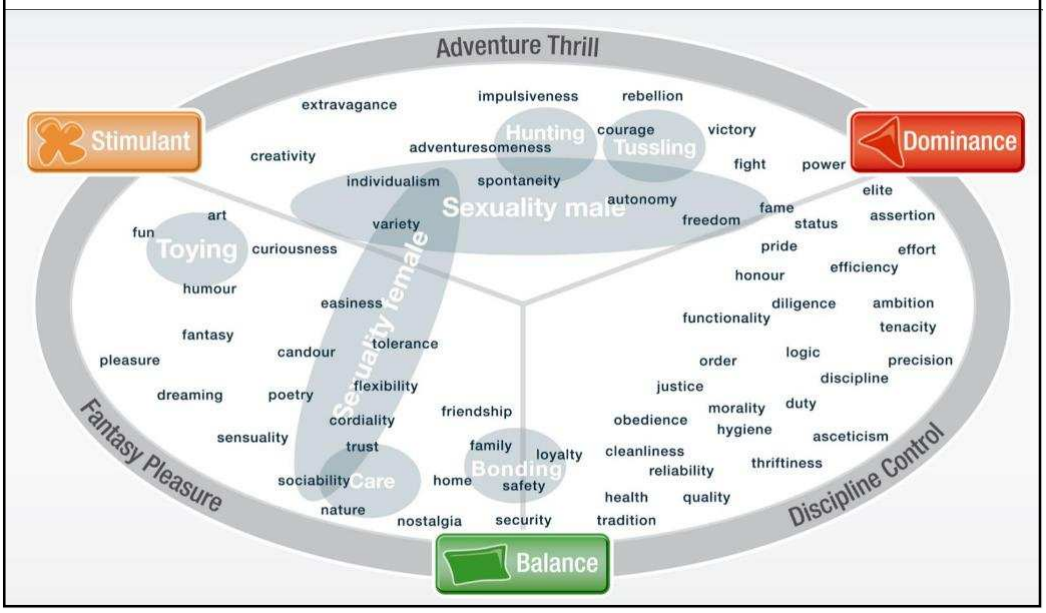
Limbic® - The Fundamental System of Human Emotions

Dr. Hans-Georg Häusel



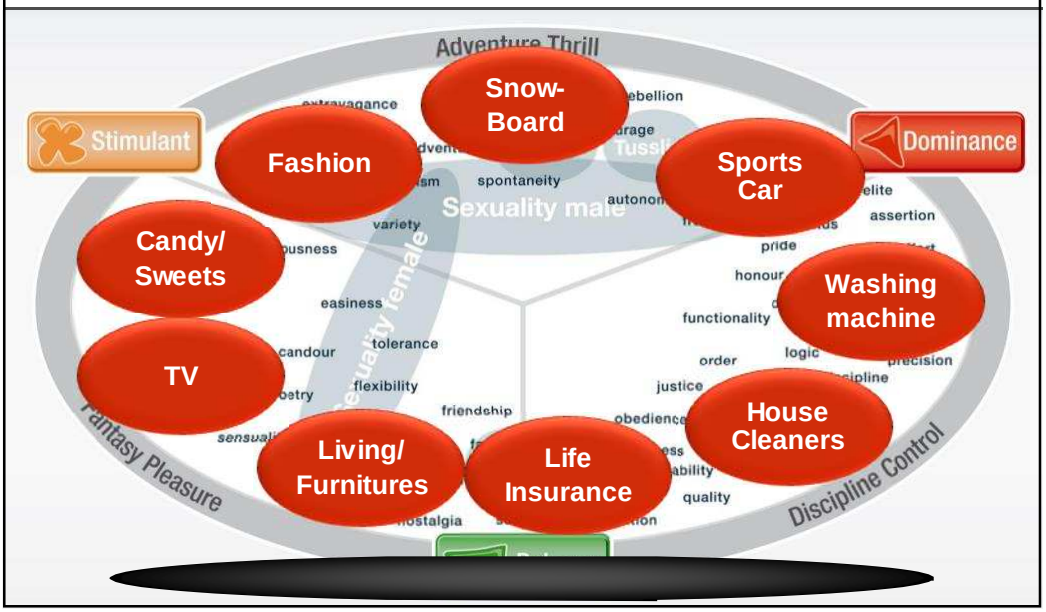
The Limbic® Map

Dr. Hans-Georg Häusel



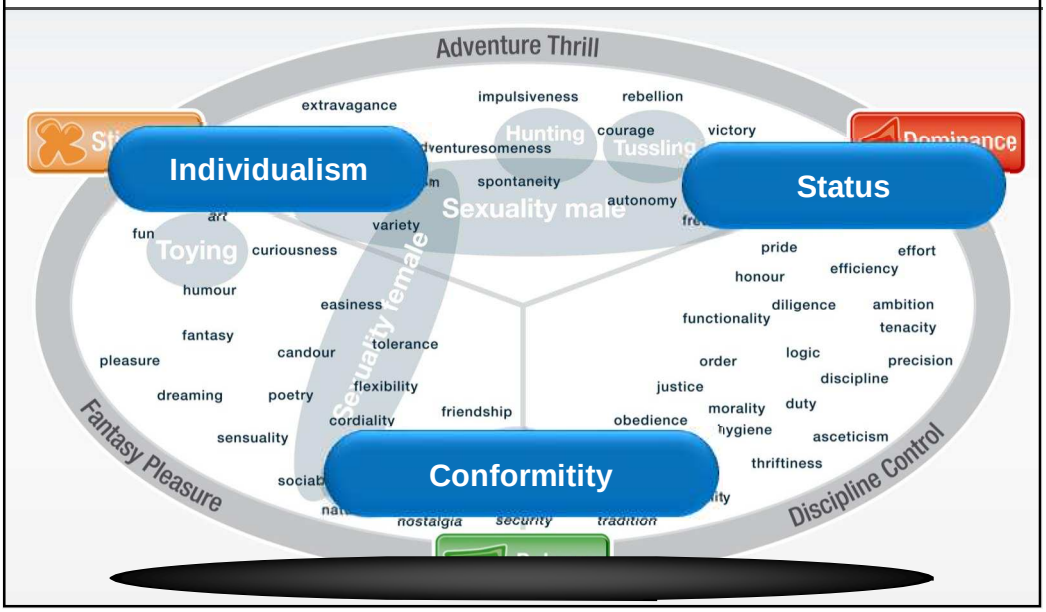
The emotional place of products

Dr. Hans-Georg Häusel

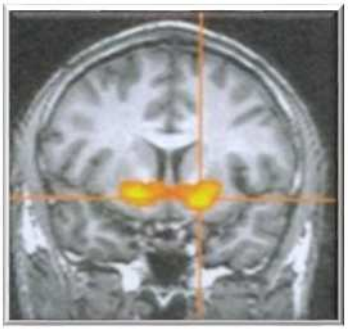


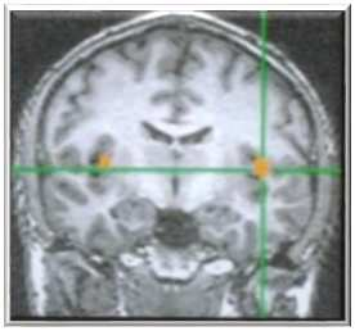
The wishes for Distinction

Dr. Hans-Georg Häusel



Dr. Hans-Georg Häusel



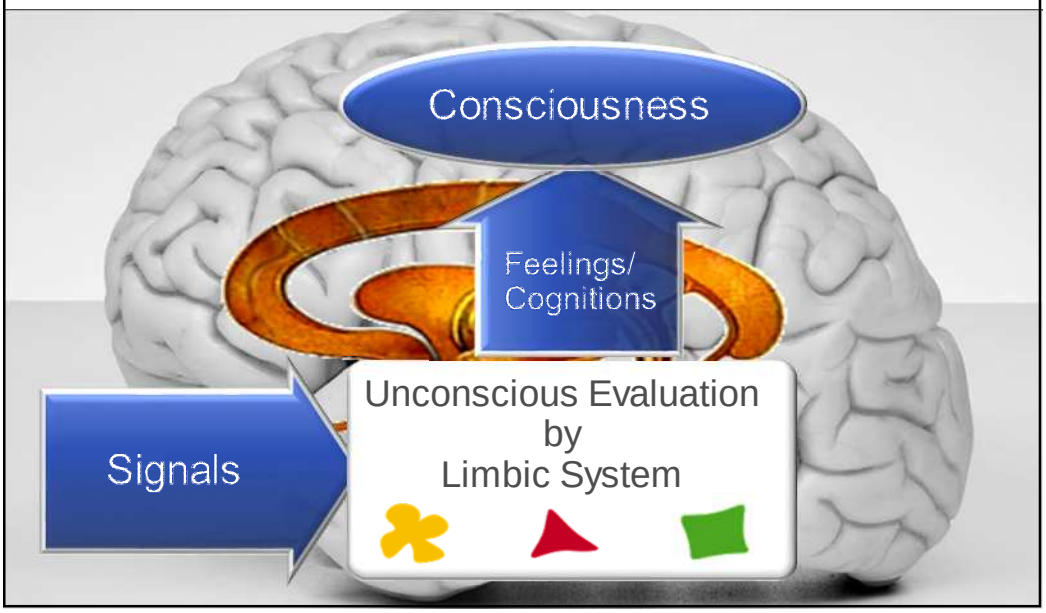


Attractive Product
Nucleus Accumbens

Price
Anteriore Insula

The new thinking: Think Limbic!

Dr. Hans-Georg Häusel



Dr. Hans-Georg Häusel

Raw Material → Branded Product → Emotional Boosting

1 Cent per Cup

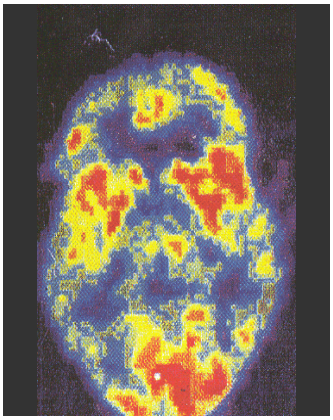
7 Cent per Cup

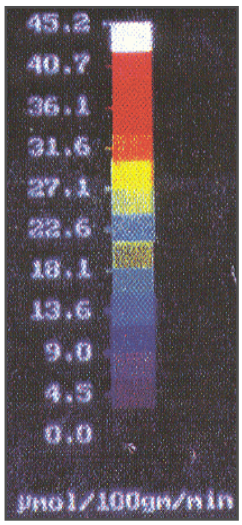
3,50 Euro per Cup

The brain hates to think

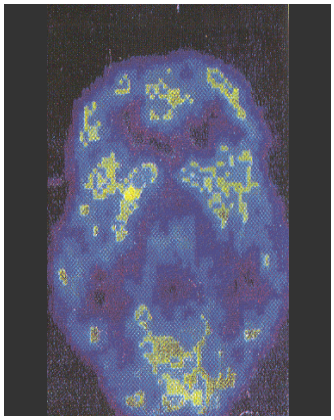
Dr. Hans-Georg Häusel

Explicit





Implicit

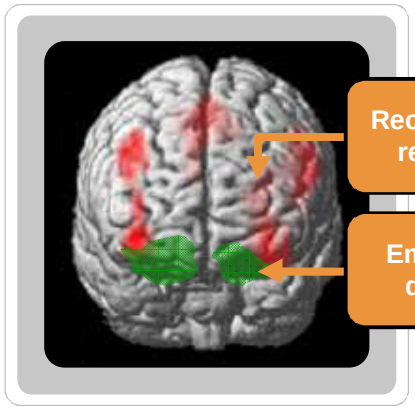


Dr. Hans-Georg Häusel

The Logic of Emotions in Branding & Packaging

Brain Brands

Dr. Hans-Georg Häusel



Recognition relieves

Emotions decide

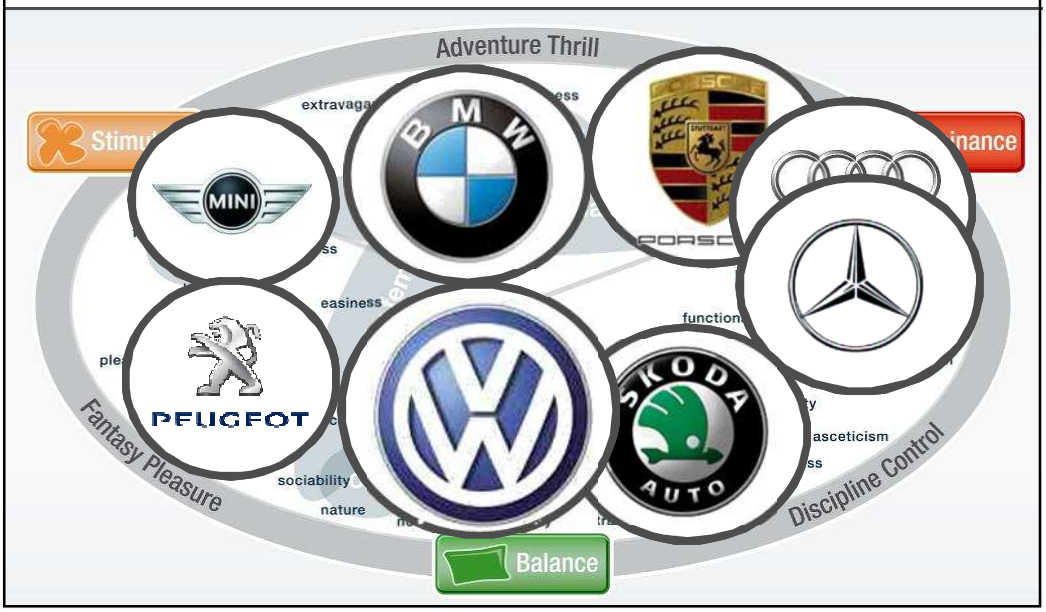
Strong brands

Weak brands

Kenning & al. 2004

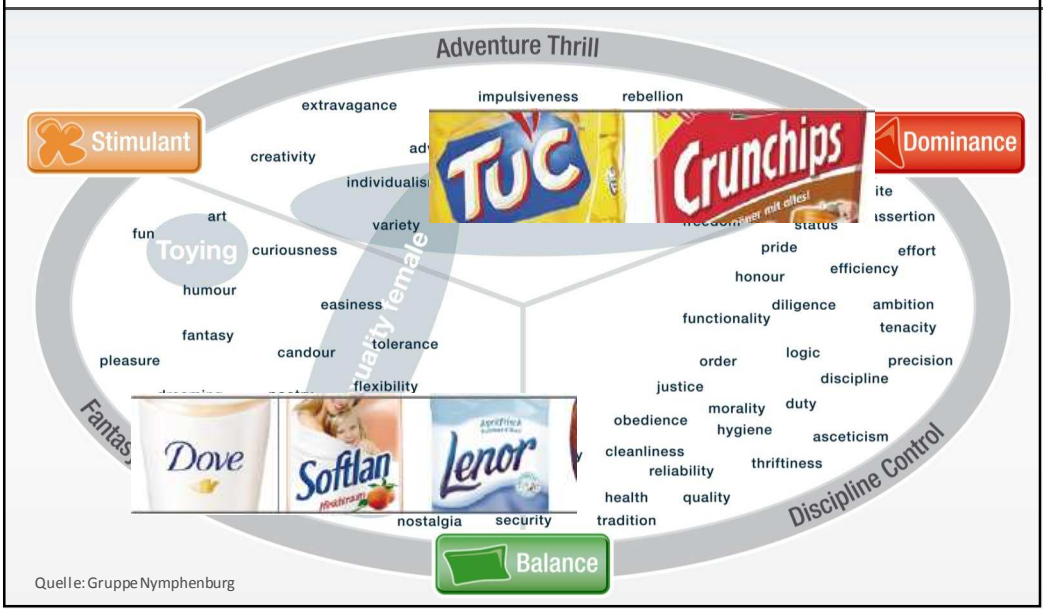
Brand Images

Dr. Hans-Georg Häusel



Product Names

Dr. Hans-Georg Häusel



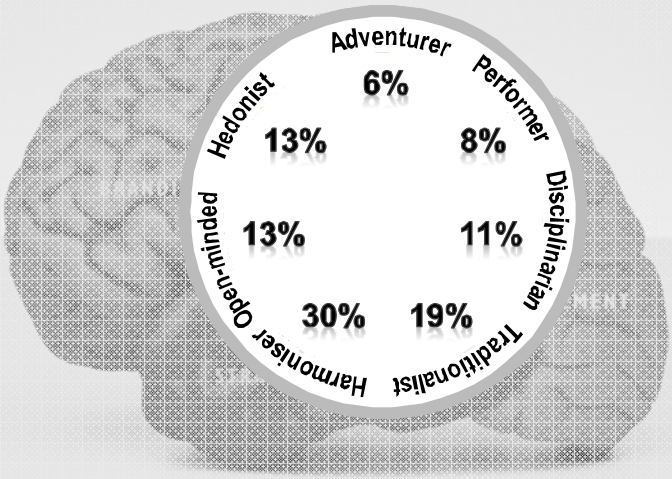
Quelle: Gruppe Nymphenburg

Dr. Hans-Georg Häusel

A different way to look at target groups: The Limbic® Types

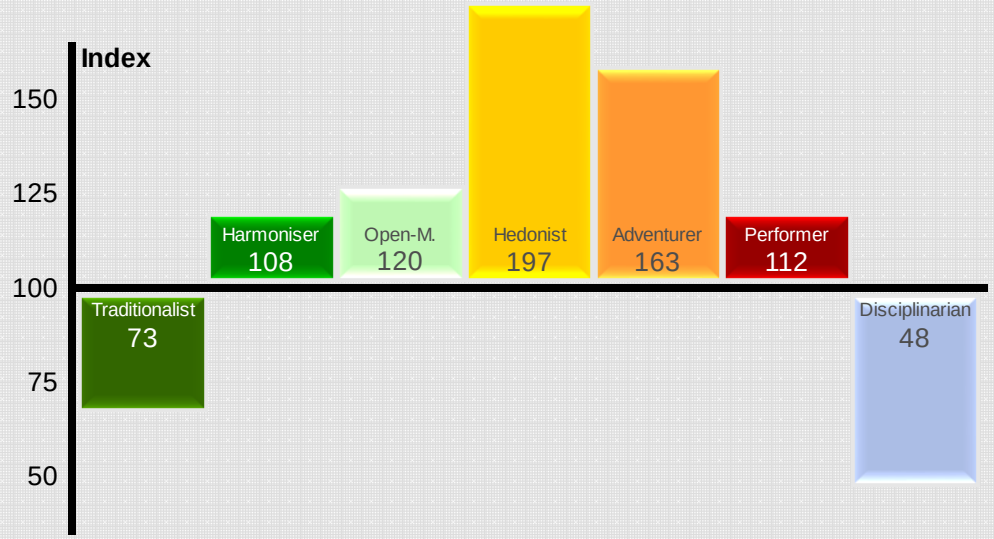
Limbic® Types
Distribution in Germany, Austria & Swizzerland

Dr. Hans-Georg Häusel



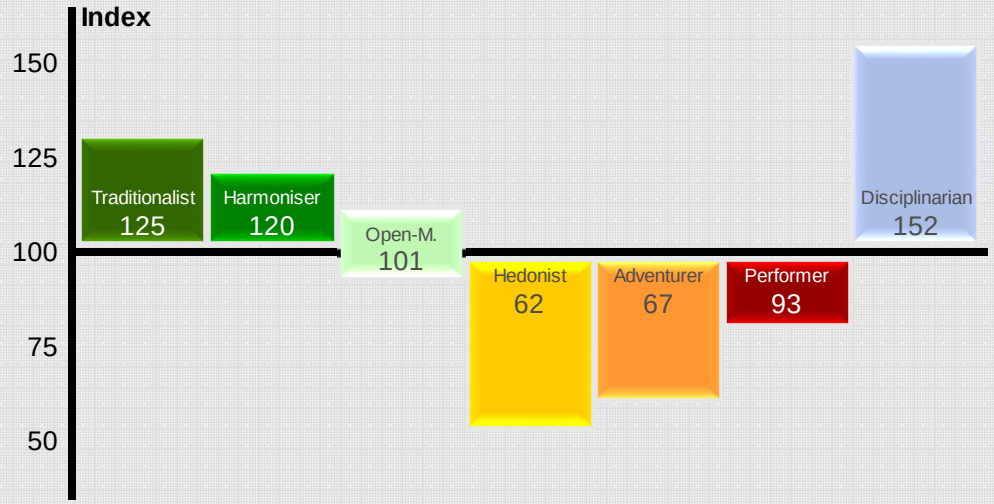
„ I like to buy the newest fashion trends“

Dr. Hans-Georg Häusel



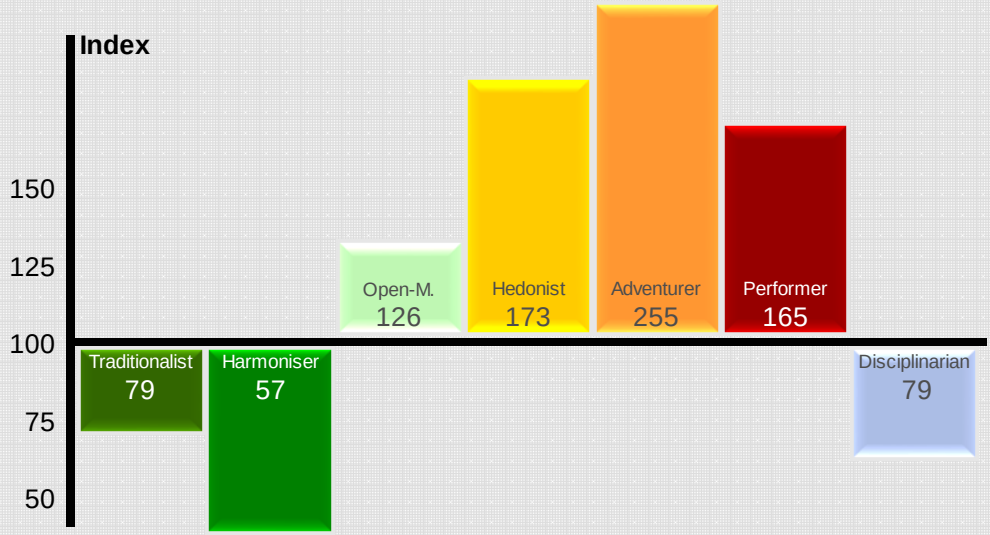
„I like to buy products for gardening“

Dr. Hans-Georg Häusel



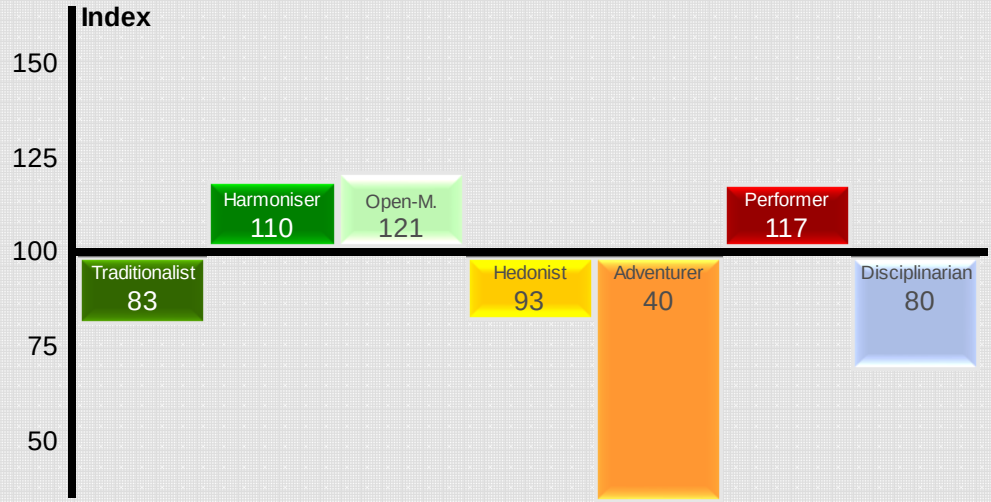
„ I want to have best quality in consumer electronics“

Dr. Hans-Georg Häusel



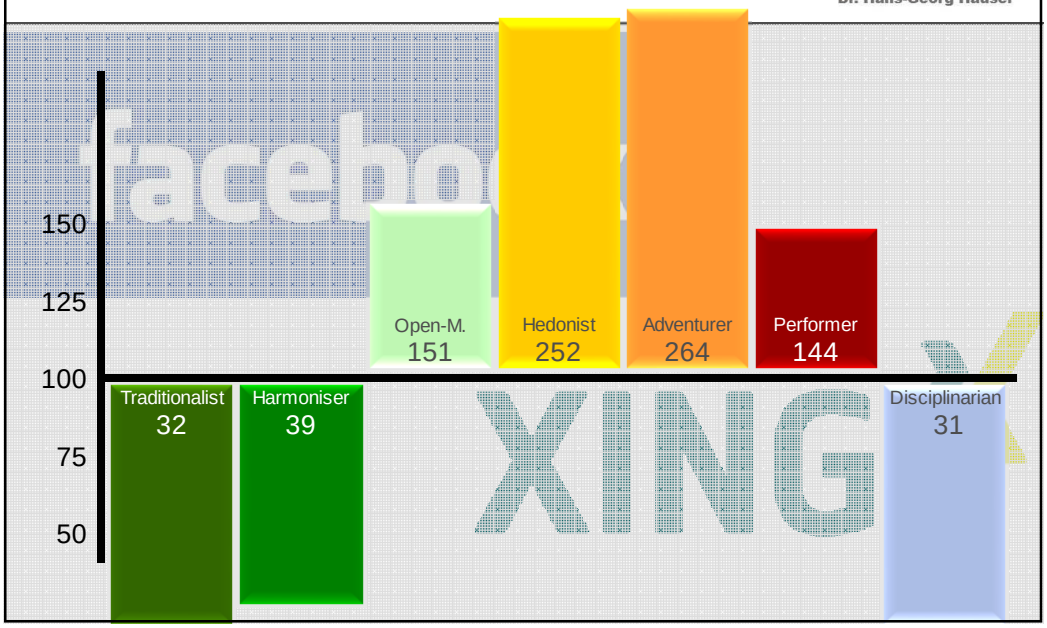
„ I want to have best quality in food“

Dr. Hans-Georg Häusel



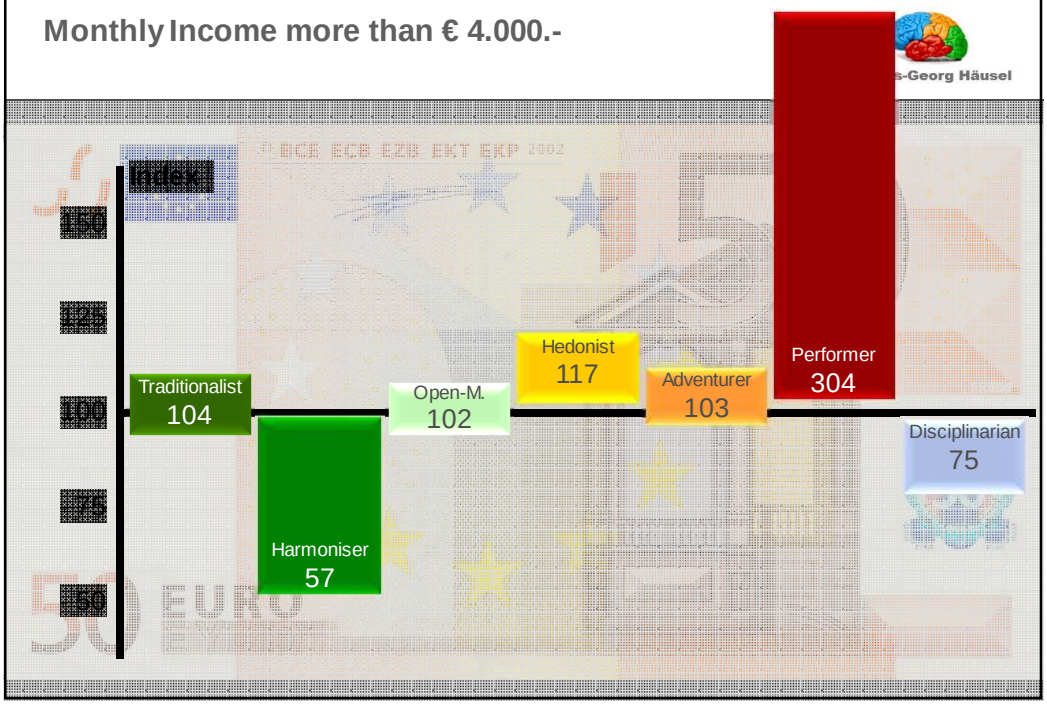
Engagement in social networks

Dr. Hans-Georg Häusel



Monthly Income more than € 4.000.-

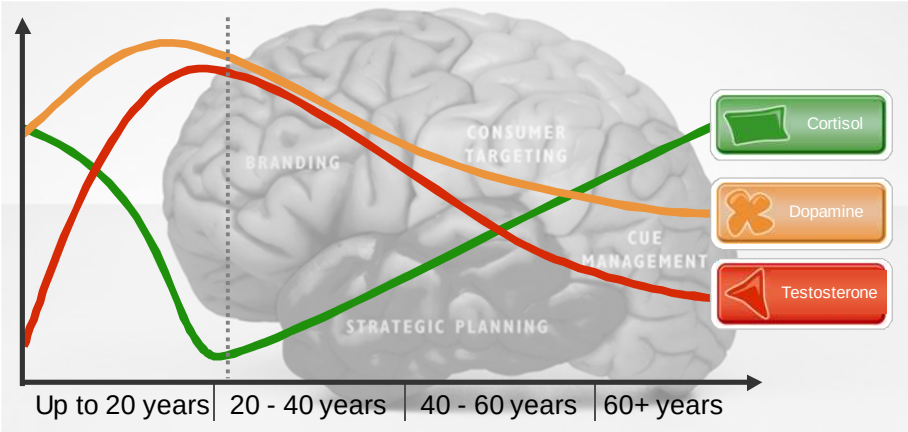
Dr. Hans-Georg Häusel



Age on the brain

Dr. Hans-Georg Häusel

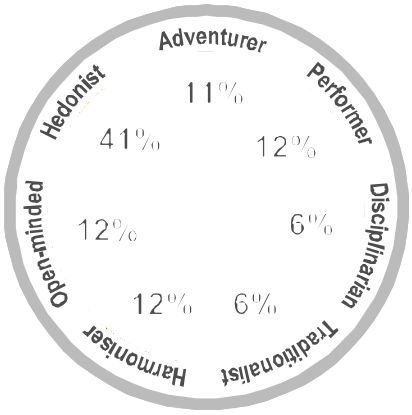
The change in important neurotransmitters

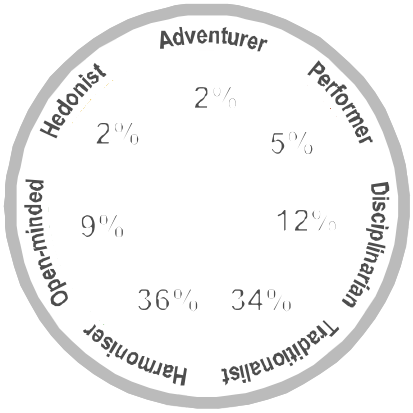


Limbic® Types
Age-specific brain differences

Dr. Hans-Georg Häusel

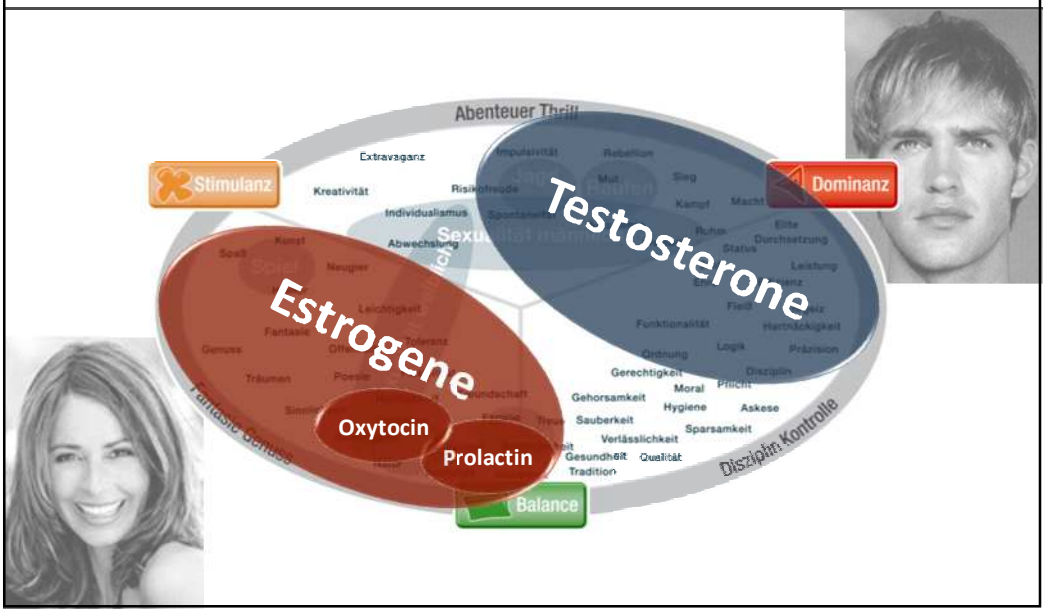
AGE 14-24 AGE 60+





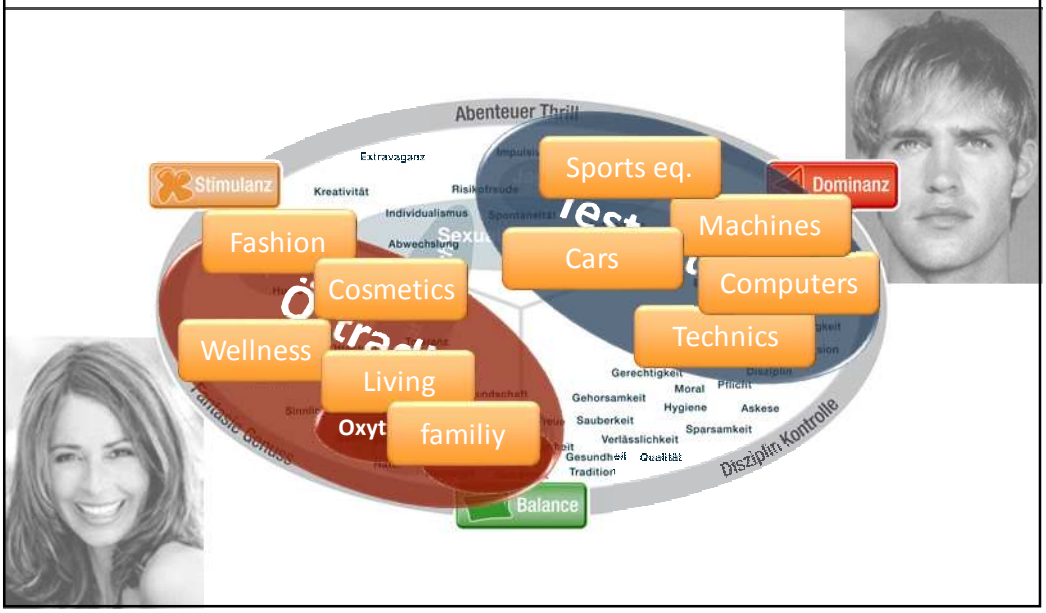
Sex and Gender

Dr. Hans-Georg Häusel



Product preferences

Dr. Hans-Georg Häusel

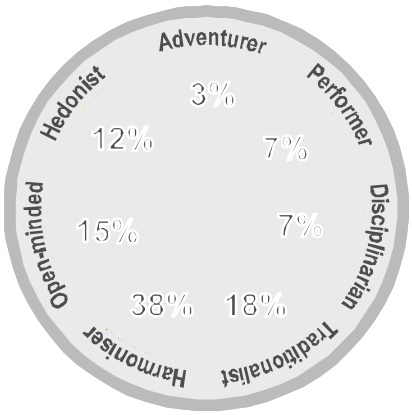


Limbic® Types

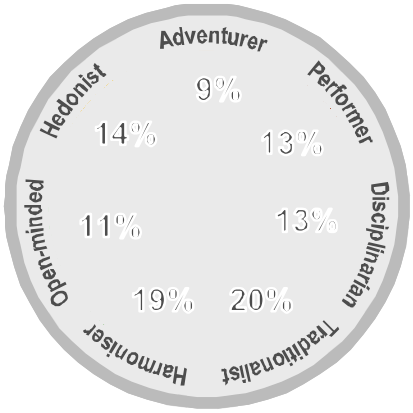
Gender marketing (gender differences)

Dr. Hans-Georg Häusel

FEMALE



MALE



Dr. Hans-Georg Häusel

THANK YOU FOR YOUR ATTENTION