

# The Scuba Diving Program

## 1 day

A solid introduction to the field and in most cases recommended as a first step. We'll cover the all the basics and include some hands-on experience:

1. Introduction to Neuromarketing
2. Introduction to Behavioral Economics
3. Theory and hands-on experience of Eye Tracking, Facial Coding, Implicit Association Testing and EEG



## What will you learn and experience?

- ◆ You will have the basics around and learn how our brains work.
- ◆ You will understand the difference between System 1 and 2 and the importance of being fluent.
- ◆ We will guide you through basics around heuristics, biases and how we take decisions.
- ◆ You will learn and understand the impact of Emotions.
- ◆ We will share insights from interesting and exiting cases.
- ◆ You will be introduced to Behavioral Economics, why it is important and how you can capitalize on insight from several principles.
- ◆ You will have theory and hands-on experiences in Eye-tracking, Facial Coding, Implicit Association Testing and EEG.

## What will you and your team bring from the session?

- ◆ Be more distinct in analyzing consumer attitudes, brand perception and actual behavior.
- ◆ A new and contemporary toolbox will allow you to give vital input in product/service development.
- ◆ Ability to provide Media Agencies with relevant input and new insights in order to optimize the media spending.
- ◆ Ability to provide Ad Agencies with distinct and clear views on brand positioning and advertising fit.