



# THE NEURO LAB<sup>©</sup>

## Optimising communications through retinal response


### Direct measurement of emotional response from the brain, with qualitative group discussion to explore insights.

How do you know if your target market finds your communications engaging? What are the economic implications of a sub-optimal message?


Focus groups have their limitations, and unless you're measuring engagement and emotions, you're not getting the full story.

The Neuro Lab<sup>©</sup> provides access to the emotional, holistic part of the brain where decisions about behaviour originate.


The latest retinal technology measures eye position, focus, gaze length, pupil dilation and blink rate, delivering critical insight about communications effectiveness:



Are elements and messages noticed?  
 • Attention is the first step for message registration



Is the text being read?  
 • Enabler for message comprehension and interpretation



Do the creative and messages engage emotionally?  
 • Ensures memorability, essential for future action and positive associations

Retinal response is supplemented with qualitative research conducted by experienced professionals to provide:

- Deeper understanding of what works and why
- Relevant associations, meaning of key elements and the overall communication
- Key take outs about the brand and positioning

## The Neuro Lab<sup>©</sup> enables marketers to see their activities through the eyes of the consumer

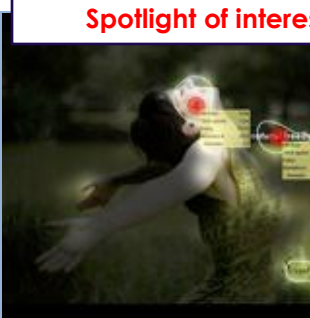
The Lab is ideal for through the line campaigns – catalogues, magazines, newspapers, as well as TV and web.

### The Neuro Lab<sup>©</sup>:

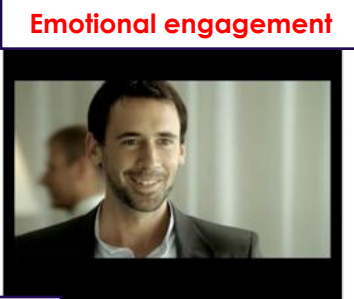
- Enables designers & marketers to optimise campaigns
- Ensures spend can be focused on the elements that maximise impact and response

The Lab is cost efficient and fast, allowing fieldwork to be conducted over 2 – 3 days, with 'real time feedback' and top line results within 2 days.

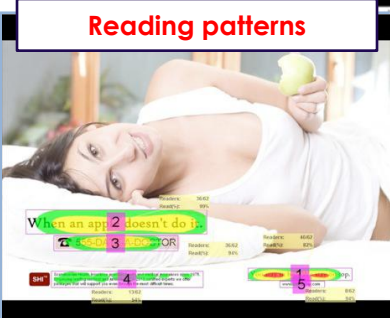
For further information, please contact Sara Vickers on (02) 9299 9979.



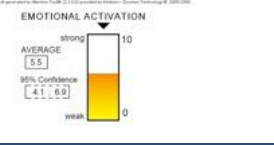
**Spotlight of interest**



**Emotional engagement**



**Reading patterns**



**EMOTIONAL ACTIVATION**

Strong 10  
 AVERAGE 5.5  
 95% Confidence [4.1, 6.9]  
 Weak 0