

NeuroStrata MindScience Tools

The Appliance of Science for Clients

Pack Design Optimization Framework

Advanced Thinking -New Metrics

- o Latest thinking in cognitive neuroscience has forced a thorough re-appraisal of how perception is shaped, decision-making is influenced and behaviour triggered.
- o Through Kahneman, Damasio, Sharp, Heath and others, we now know so much more about the importance of the Non-Conscious, of System 1 and 2, different kinds of Attention, Emotional Attraction & Engagement and Memory Activation etc

Added Value

- o These learnings from science present a new array of non-conscious / implicit metrics that need to be measured in order to **better understand response patterns, better predict behaviour and reveal deeper, fresher insights** to packaging, advertising and brand activity.
- o **These metrics are simply not possible to measure meaningfully through traditional surveys and focus groups.**

Innovation in Packaging Design Evaluation

- o Technologically there's an increasing range of neurometric& biometric tools to evaluate these critical metrics.
- o NeuroStrata's team is at the forefront of pioneering and refining these tools from the earliest days of consumer neuroscience.
- o We possess a deep, unparalleled experience of successfully applying these different techniques across a wide array of different areas in Marketing, Innovation and R+D all around the world.

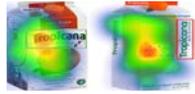
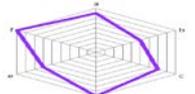
NeuroStrata Framework

- o Leveraging these learnings and technologies, NeuroStrata has devised a new way to evaluate and optimize pack design.
- o Consisting of an integrated application of 7 different modules, each neuro-layer reveals responses to the critical questions we typically need to optimize pack design in-store.
- o In effect, these are the 7 key stages that can elevate performance from good to outstanding.

Best in Class Tools from World's leading Specialists

- o Each of the tools we use for the different modules is best-in-class from specialists accredited in their respective fields.
- o We work hand in hand with these specialists and integrate the modules to deliver the overall solution.

7 Layers of Optimization

Output	Tools	What it Measures	Q answered
	1. Pop-out (Online) <i>Leading academically accredited tool</i>	Our Visual Saliency Mind-Science software predicts which areas on a pack design will inherently grab visual attention (Pop-out)	How well does it Pop Out on-shelf?
	2. Findability (Online) <i>Deploys advanced technology to create and measure stim on shelf</i>	On-line bespoke methodology to measure speed of finding a specific pack within an array of competitor packs	How easy is it to Find in cluttered competition?
	3. Eye-tracking (Online) <i>World leading Eye tracking technology</i>	On-line methodology records where shopper's eyes look as they navigate packs. Areas of interest are highlighted as visual clusters	How easy is it to Navigate? And how clearly does it implicitly communicate its key information?
	4. Implicit Emotional Attraction (Online) <i>World's leading Implicit technology provider</i>	The degree of Non-Conscious Emotional Attraction is measured via a true Implicit reaction-speed mind-science tool.	How Emotionally Attractive and appealing is it at a deep subconscious level?
	5. Implicit Attribute Association (Online) <i>World's leading Implicit technology provider</i>	The degree of Association at the Non-Conscious level between each pack or design route and a range of brand / pack design or messaging attributes is measured	How well does it resonate against key Brand Fit , Product Attributes and Messages?
	6. Implicit Intent To Purchase (Online) <i>World's leading Implicit technology provider</i>	The implicit measurement of ITP via attribute association of attributes known to trigger habitual purchase intent	How well does it trigger shopper Intent to Purchase?
	7. NeuroStrata Design Optimization <i>World's leading neuro-consultancy in creative optimization</i>	Firm recommendations for graphical and structural design enhancements based on the study outputs, together with NeuroStrata's neuro-insight Best Practices	How best to refine graphical and structural aspects of packaging for ultimate effectiveness?

Individual modules can be selected from the fuller framework if required.

What differentiates NeuroStrata's approach from others?

1. Leverages very latest mind-science understanding
2. Blends the latest tools to measure emotional and system 1 response (doesn't rely on just one type of measure)
3. Integrated, multi-layered test; each module answering a specific set of questions
4. Deeper insights from the mind of the consumer
5. Affordable, fast and highly actionable
6. Iterative, 'Test and Learn' capability for testing work-in-progress
7. Application of NeuroStrata Neuro-Aesthetic Best Practices to optimize design application
8. Facilitates continuous improvement in design effectiveness

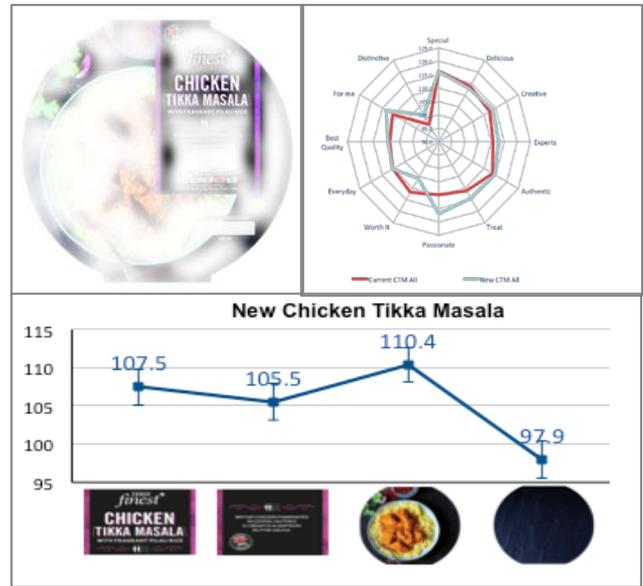
Ad hoc or Licensed Application

- o It forms part of the growing suite of NeuroStrata 's consumer neuroscience marketing applications.
- o As testament to the added value, NeuroStrata's framework is already being adapted to create licensed and customized applications for day to day usage by clients and agencies.

Case Study Reference



Tesco are amongst the first clients to adopt the NeuroStrata framework and submitted the Case Study for an MRS Innovation in Methodology Award



Felicetta Ortica, Insight Manager for Tesco own brands, claims that the approach helped unblock a most frustrating conundrum ie why it was that a favourably perceived design (in Qual) was not delivering the expected results.

"Despite the original pre-launch design being highly rated by consumers, there were increasing signs that something wasn't working well enough at the fixture. We believe that only through the application of the NeuroStrata multi-level mind-science techniques have we been able to uncover the reasons why."

"The results and fresh insights gleaned from this innovative approach from NeuroStrata provided a much deeper and richer understanding of the role of packaging in shaping consumer perception and triggering purchase. Moreover, their best-practice mindscience has allowed us to ensure the insights are highly actionable."

Additionally Ortica believes that the innovative approach taken has paid real and practical dividends

Jessie Woelke, Head of Brand, Tesco finest* refers to the transformational impact of the new approach to pack design testing

"The adoption of neuroscience tools has changed the way we think about connecting with and appealing to our customers; and we believe it provides us with an opportunity for continuously improving how we design and evaluate our packaging effectiveness"