



IIEX.AI

Insight Innovation Exchange

AI-driven market research:

Beyond the basics

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VIRTUAL

Combine AI with neurobiology to reach unprecedented insights

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Consumers often can't express their true needs – especially those driven by unconscious emotional systems. This leads to:

- **Misaligned messages, product features, or campaigns**
- **Untapped market potential**
- **Wasted resources**
- **Consumers not fully satisfied**
- **Consumers missing out on forming deep, meaningful relationships with brands**
- **Missed opportunities to differentiate**



Affective neuroscience and psychology provide the emotional systems that trigger behavior (for example, the seeking system) and how they are triggered (novelty, contrast, exploration).



While individual emotional responses can vary, there is solid evidence from fields like affective neuroscience and psychology suggesting that certain sensory inputs are linked to specific emotional reactions due to evolutionary and biological factors.



If we take the gustatory cortex as an example, sweetness is associated with comfort, bitterness with aversion, acidity with alertness, etc.



By understanding these cross-sensory mechanisms, we can design holistic, immersive, and seamless multisensory experiences.





- Data from 11 years of research fused into a multidisciplinary tool, continually updated through AI.
- Helps move beyond subjective interpretations and creates a more scientific system that captures patterns of behavior, leading to unprecedented new product categories and multisensory experiences.

* **Proprietary tool developed by BRAND AVIATORS™ See:**
Dr. C. Pantidos, *Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability*, Lid Publishing, London 2018.

THE WHEEL OF MOTIVES™

- **By combining AI-driven data analysis with insights from neuroscience, we can predict emotional triggers and consumer reactions with far greater accuracy.**
- **Our databases are enriched with AI-powered algorithms that connect neuroscientific insights to real-world consumer behaviors.**



Case 1: Uncovering Unarticulated Needs in Glass Packaging

Helped the largest glass packaging company design a completely new line of bottles that utilize neuroscience.

DESIGN ROOTED IN NEUROSCIENCE

Through our partnership with Brand Aviators, we took a deep dive into understanding the driving forces behind consumer behavior. Based on their extensive research, they've identified that human emotions stem from 12 fundamental motives. These motives are rooted in biology and neuroscience and shape consumer behavior. Unconsciously, Each bottle in this collection was specifically designed with inspiration from each motive – for each beverage category – to better form an emotional connection with consumers, ultimately driving brand loyalty.

You spend years perfecting your beverage, yet you only have 3-7 seconds to make an impression on the shelf. Packaging is a key deciding factor for a consumer to choose your product. Packaging is not just a component of your brand, it is the physical representation of your brand.

Design Motives:

BALANCE	CONNECT	CREATE	SEEK
DEFY	FEEL SAFE	DESIRE	GROW
CONTROL	TRANSFORM		

WHAT STORY DOES YOUR BOTTLE TELL?

We leverage our global design network to partner with brands and create the ideal bottle to represent your brand DNA & brand story.

Each bottle is infused with inspiration from around the globe, all while being rooted in manufacturing fundamentals to ensure these unique designs become practical reality.

Used the same technique to capture the client's brand DNA in glass packaging. This packaging outsells the competition as it is automatically authenticated by the brain (through intersensory congruence and alignment with other consumer touchpoints), becoming the "shorthand" of the entire marketing strategy.

Consumption, Multisensory Experiences Drive Consumer Repurchase

When consumers pick up a glass bottle, multiple senses are activated at once. We're at our most effective and receptive when operating on all five senses (*Martin Lindstrom Brand Sense, Building Powerful Brands through Touch, Taste, Smell, Sight and Sound, Free Press 2005, p. 11*).

The multiplying effect of integrating multiple inputs as compared to experiences that engage fewer senses exists and acts through:

- Enhanced learning and memory: Multisensory experiences can improve cognitive processing by providing multiple pathways for information to be learned and recalled. The brand and its message are easier to remember and retrieve at the right moment.
- Improved attention and engagement: Engaging multiple senses can capture and maintain attention more effectively at the moment of truth when a product is bought.
- Increased emotional impact: Experiences that engage multiple senses are often more emotionally engaging. This is due to the richer and more immersive nature of the stimuli, which can trigger profound emotional responses.

In fact, a sensory synergy can potentially double the effect of brand communication (*Martin Lindstrom Brand Sense, Building Powerful Brands through Touch, Taste, Smell, Sight and Sound, Free Press 2005, p. 112*). Other research shows that five sensory cues have a significant impact on sensory brand experience and, in turn, contribute

to customer satisfaction, brand attachment, and a strong emotional connection with consumers (*Examining the Impact of Sensory Brand Experience on Brand Loyalty, Dongmei Zha, Pantea Foroudi, T.C. Melewar, Zhongqi Jin, Springer Link, 2 February 2024*).

Research also shows that more than 60 percent of consumers want multisensory packaging and are prepared to pay for it (*"The 2006 Shopper at POS," Dr. Stefan Müller of the market research Institute Information Resources, Inc.*).



As a result of this new approach, the company's transformation was triggered.

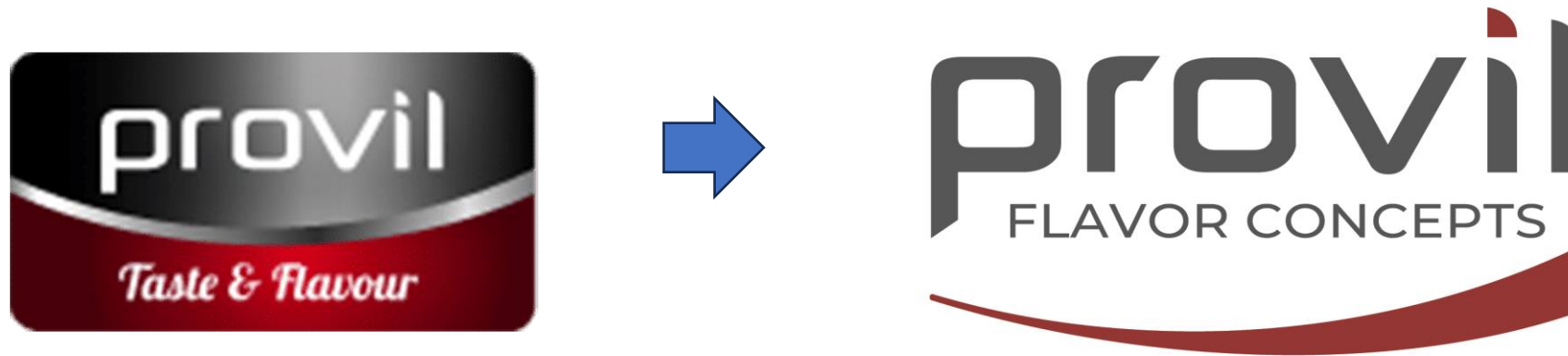


Case Study 2 – A Totally New Category of Sauces

Worked with a flavor company to create sauces based on deep-seated needs that consumers were not consciously aware of. Recipes and concepts were neurally aligned.



**As a result of this new approach to launching products,
the company's vision has changed.**



**Write to me to connect or book a
free demonstration of our platforms.**



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