neurons

MARKETINGAGENDA 2025
TECH, TOOLS & TRENDS

Hjernen bag købet

Instinkt og indsigt i en tid med neuromarketing og AI

Thomas Zoëga Ramsøy
Founder, CEO, CSciO

neurons

Hvorfor er det sådan, at

82% af reklamer **ignoreres**

99% af reklamer **glemmes**

neurons

PROBLEMET

Marketing har omfattende problemer

82%

of content is ignored

Brandet ses af færre end 4%

47%

of content is seen as irrelevant or annoying

For kompleks

64%

of content drives negative emotions

Oppfattet som gang rape

99.4%

of content is forgotten

Viral men nul brand hukommelse

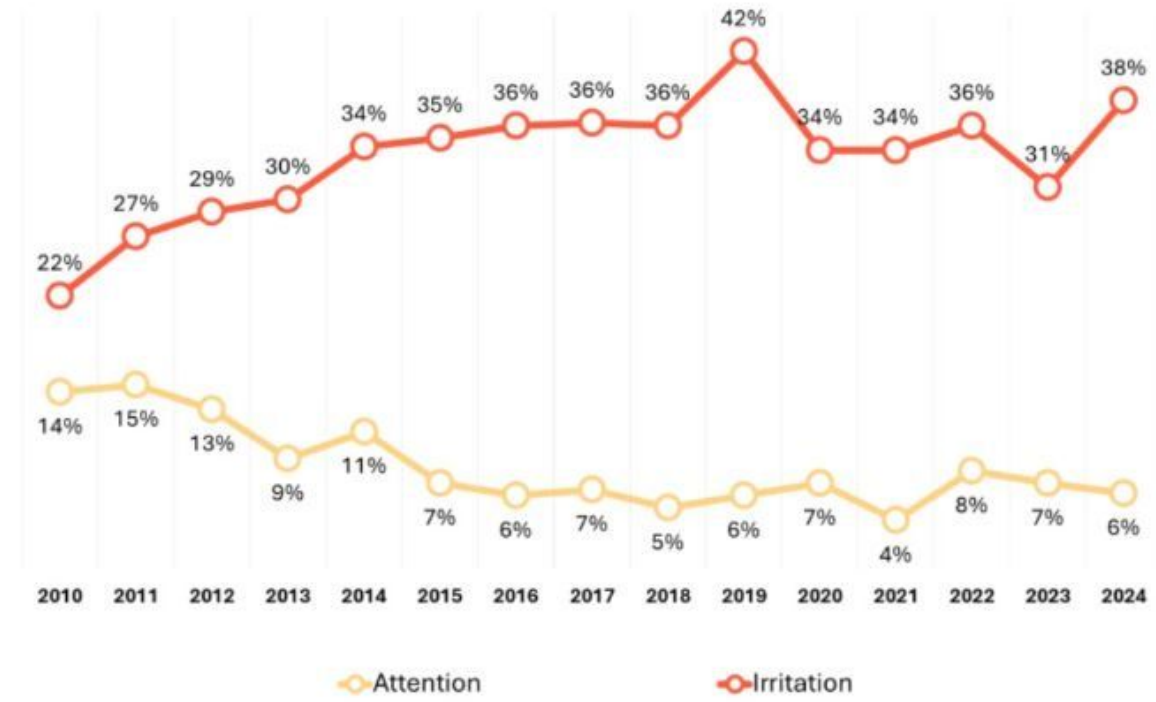
73%

of advertising spent does not drive impact

(A $740 billion market - $540 billion without impact)

neurons

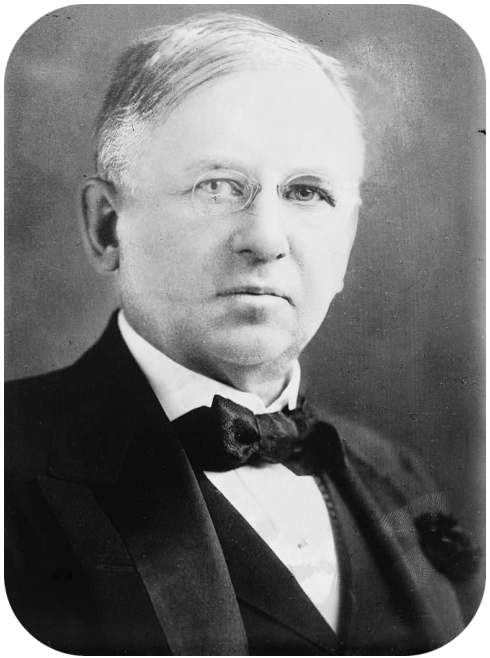
The Attention-Irritation Gap



73%

Half the money I spend on advertising is wasted; the trouble is I don't know which half

John Wanamaker



Neuromarketing

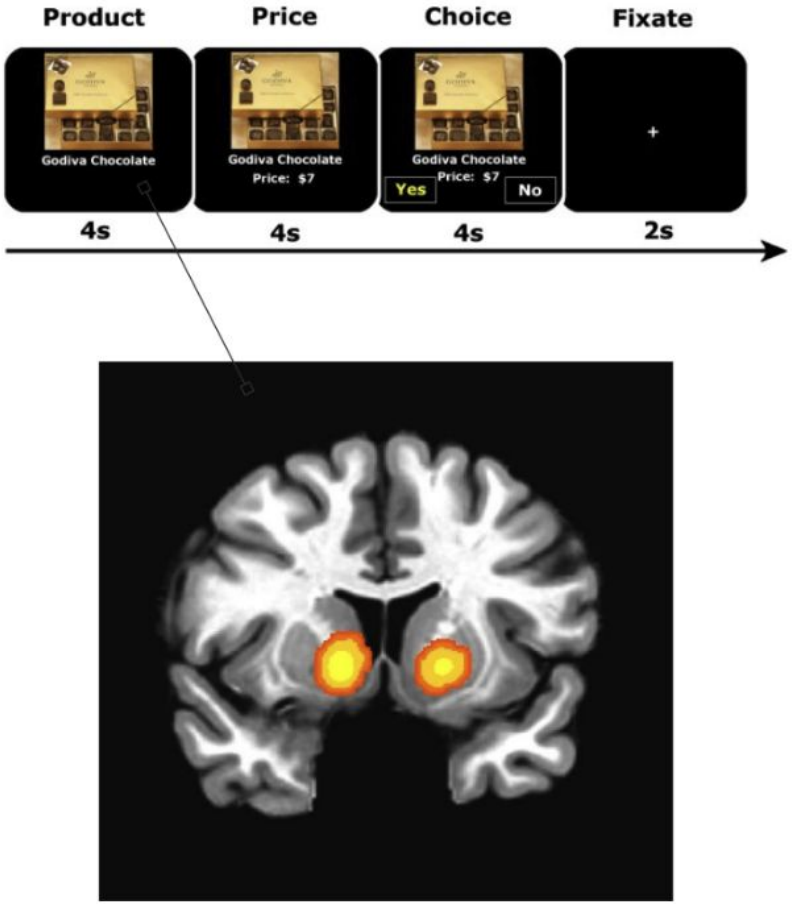
1. Ny læring
2. Nye værktøjer

neurons

Valget træffes

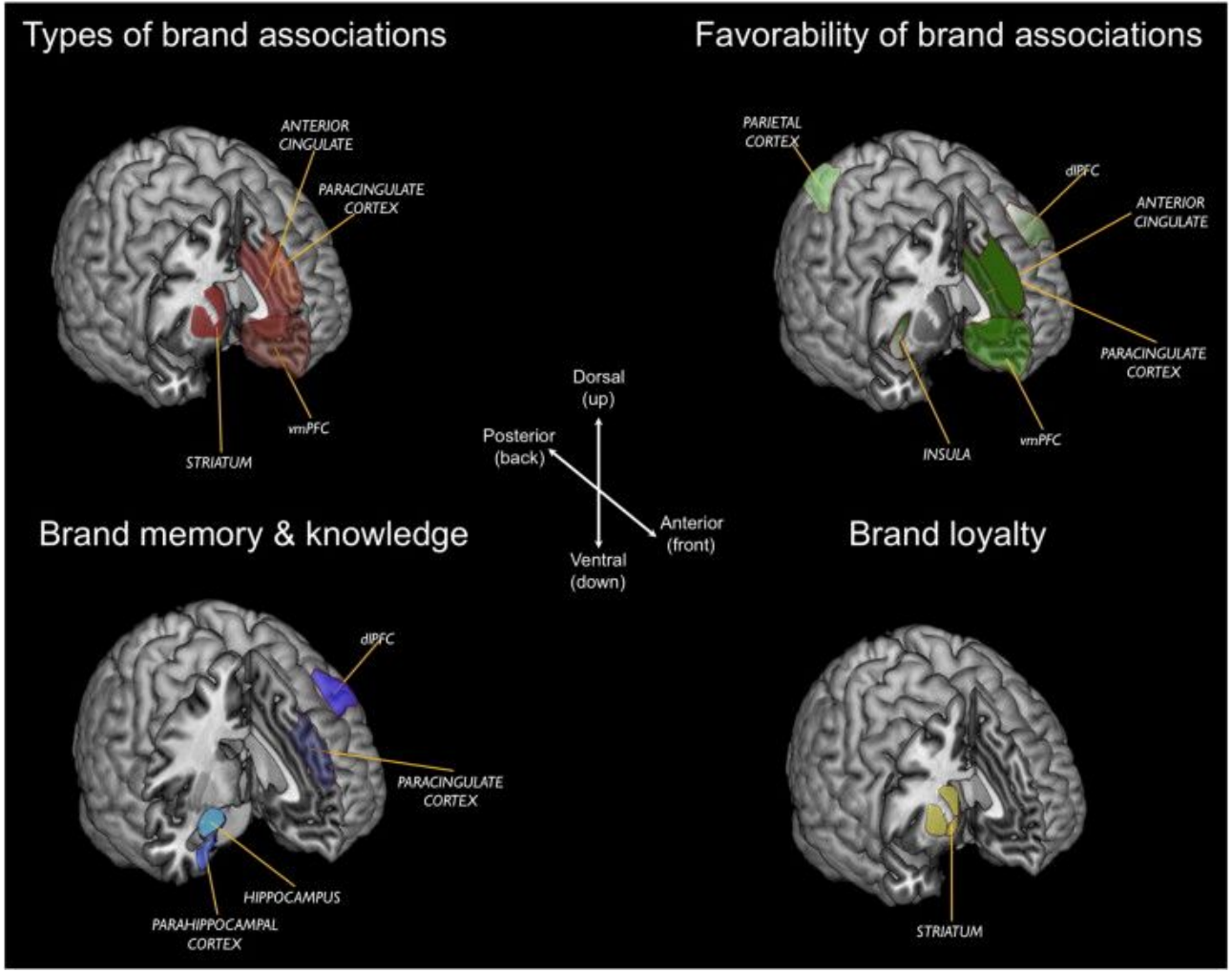
8-12 SEK

inden du er klar over det!



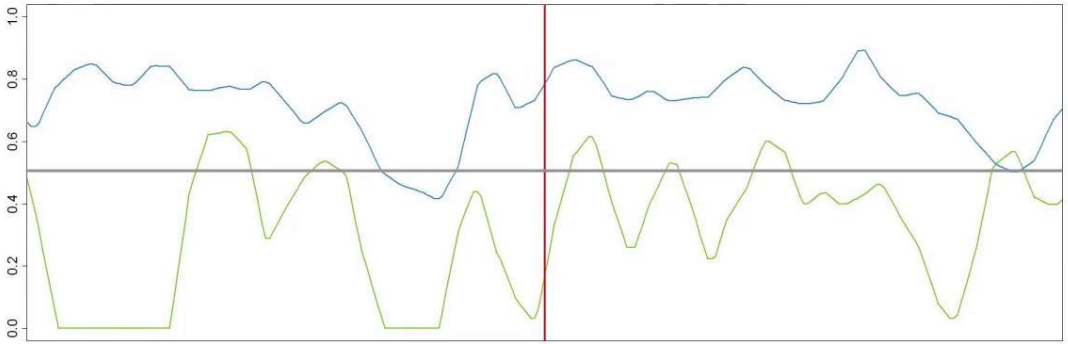
Knutson et al. (2007). Neural Predictors of Purchases. Neuron, 53(1), 147–156.

neurons


Types of brand associations
ANTERIOR CINGULATE
PARACINGULATE CORTEX
vmPFC
STRIATUM
Favorability of brand associations
PARIETAL CORTEX
dlPFC
ANTERIOR CINGULATE
PARACINGULATE CORTEX
INSULA
vmPFC
Dorsal (up)
Posterior (back)
Anterior (front)
Ventral (down)
Brand memory & knowledge
dlPFC
PARACINGULATE CORTEX
HIPPOCAMPUS
PARAHIPPOCAMPAL CORTEX
Brand loyalty
STRIATUM

neurons

Fra lab
til den virkelige verden



LOW MOTIVATION PREDICTS NO CHOICE

■ MOTIVATION ■ COGNITIVE LOAD

neurons

Testing & predicting on all social media platforms

neurons

Hjernelæring på tværs af industrier

Tech & Media	Entertainment	Retail	Finance & Insurance	Consumer Brands	Agency
TikTok	Nintendo	Target	VISA	L'ORÉAL	KANTAR
Google	ROVIO	coop	Virgin Money	PALMOLIVE	WPP
Schibsted	Detroit Pistons	PANDORA	Capital One	Carlsberg	dentsu
Teads	NBC Universal	FIVE GUYS	Tryg	P&G	Publicis Groupe
Meta	Sony Pictures	TESCO	SAXO BANK	Estée Lauder Companies	Omnicom MediaGroup

MAKING SCIENCE FICTION A
REALITY

and made a mixed group of people listen to it.

17

CO RO
REFRESH AND DELIGHT
X
neurons

CAPTURING DESIRED
POKEMON
= HIGHER MOTIVATION
+ Motivation
+ Cognitive Load

Udfordringer i marketing

MINDRE BUDGETTER

faldet fra >11% til under 8% (ift omsætning) siden 2019

KOMPLEKST MEDIELANDSKAB

Antal kanaler og undertyper er eksploderet

MINDRE TID

Større fokus på volum og kortere leveringstid, på bekostning af originalitet

FORBRUGERMODSTAND

Flere forbrugere har en “immunrespons” til reklamer, negativ brand effect

neurons
HAR VI FOR MEGET FOKUS PÅ
OPMÆRKSOMHED?

neurons

Getting attention is just the first step. What you do with that attention—how you build memory structures and associations—is what really matters for long-term brand growth

– Les Binet

neurons
Forbrugerbeslutninger er et resultat af
MIKRO-BESLUTNINGER

neurons

Ubevidste valg
sker på millisekunder!

Emotions

300 ms — emotions begin (especially "relevance" evaluation)

Memory

1000 ms — conscious feelings & thoughts

Attention

50-100 ms — automatic (bottom-up) attention

Cognitive Load

400 ms — cognitive responses, categorization, recognition

STANFORD BUSINESS GRADUATE SCHOOL OF

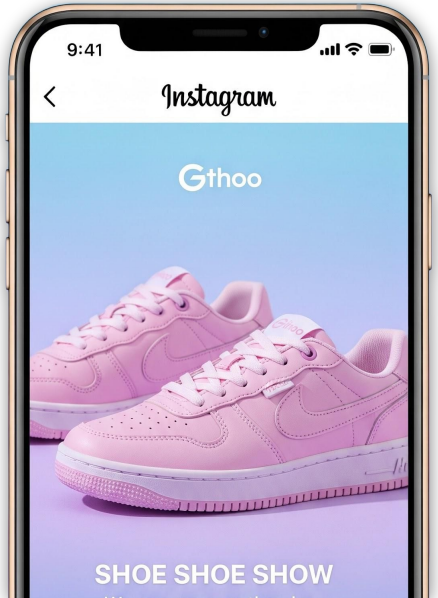
neurons

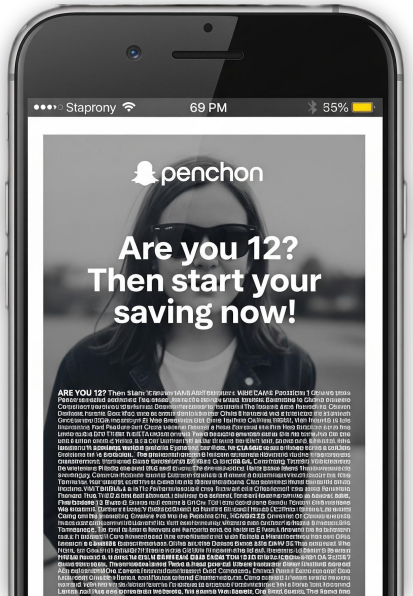
Bliver den
SET?

Skaber den en
REAKTION?

Bliver den
FORSTÅET?

Bliver den
HUSKET?





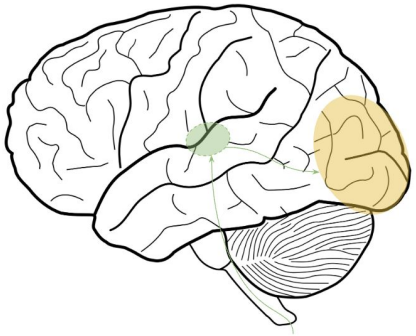
neurons

Tal til de mange opmærksomheder!

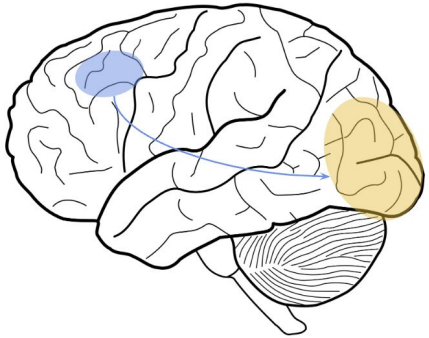
neurons

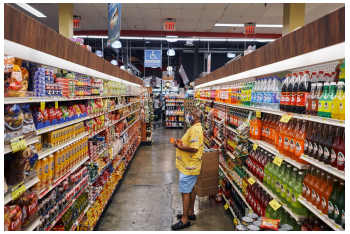
4 forskellige former for opmærksomhed

Bottom-up

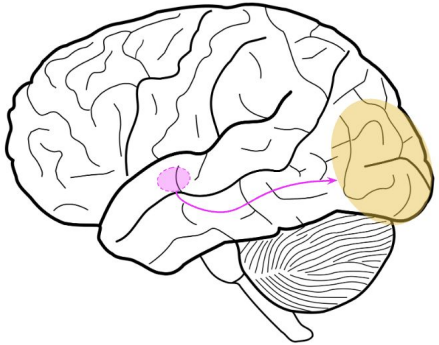


Top-down

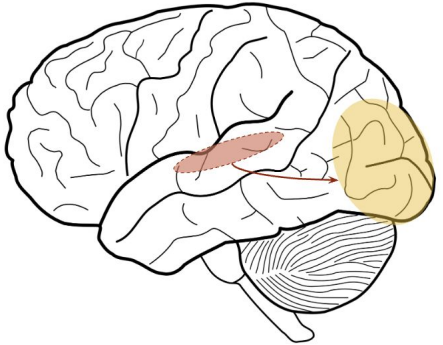


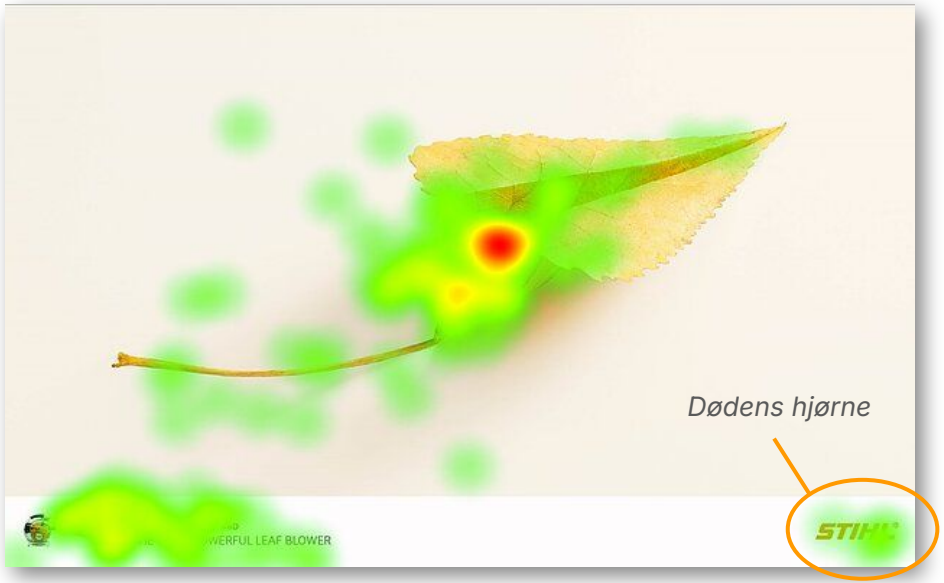


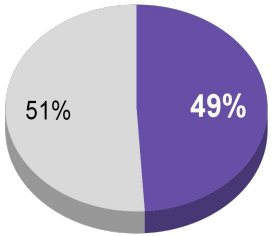
Emotionel



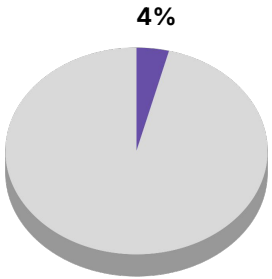
Kognitiv







Reklamer som har brand nede i højre hjørne



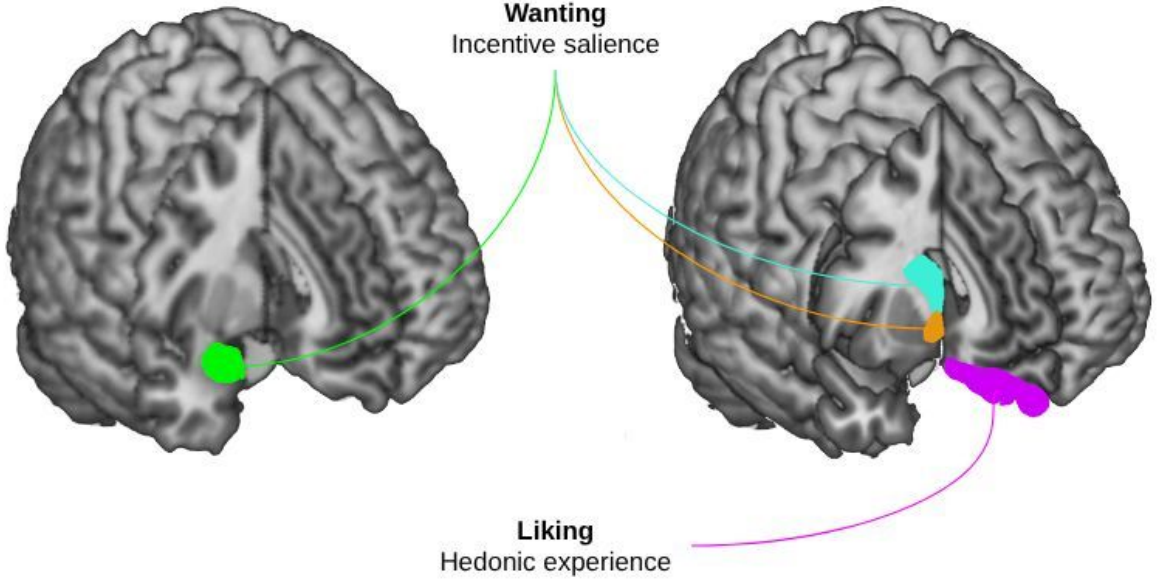
Hvor mange ser brandet i højre hjørne

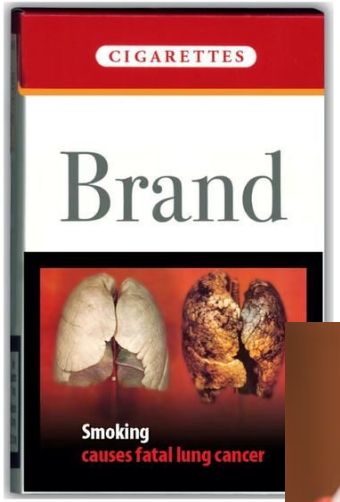
neurons

Engager de ubevidste emotioner!

neurons

Emotionelle triggers





2020
SPAKT
SAROSPAE
MO BILAN
SMAPHOD
Mearioe
WEAQLES

neurons

Bliv forstået og undgå overload!

neurons

Forståelse

“And now here is my secret, a very simple secret: It is only with the heart that one can see rightly; what is essential is invisible to the eye.”

“The Little Prince”
by Antoine de Saint-Exupéry

“riverrun, past Eve and Adam’s, from swerve of shore to bend of bay, brings us by a commodius vicus of recirculation back to Howth Castle and Environs.”

“Finnegans Wake”
by James Joyce

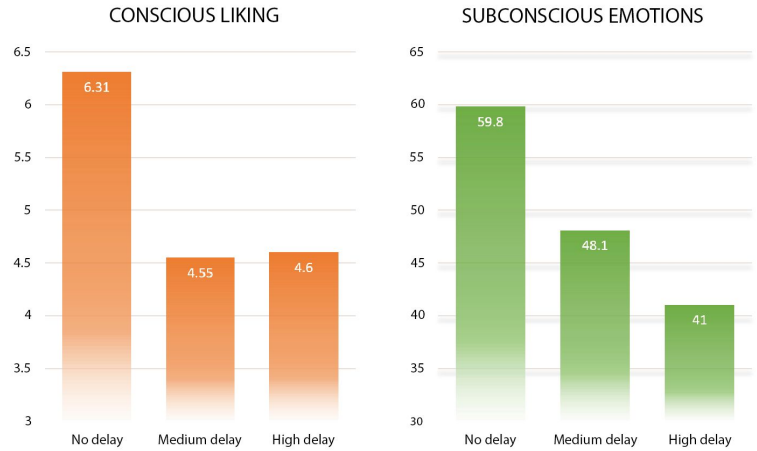
neurons

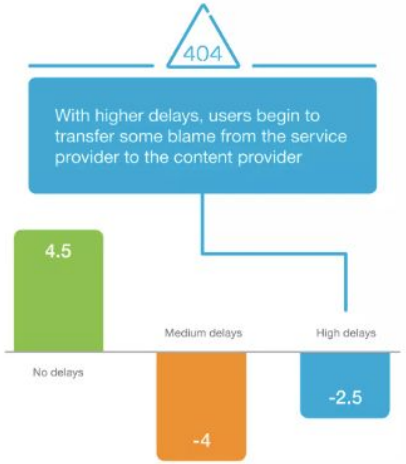
OVERLOAD

ONLY
£1.25
ROB FRT
BARLEY
S/FRUIT *
1LTR
54792
£2.39
5000147030682

BAD CUSTOMER EXPERIENCES ARE COMPARABLE TO

WATCHING A HORROR MOVIE



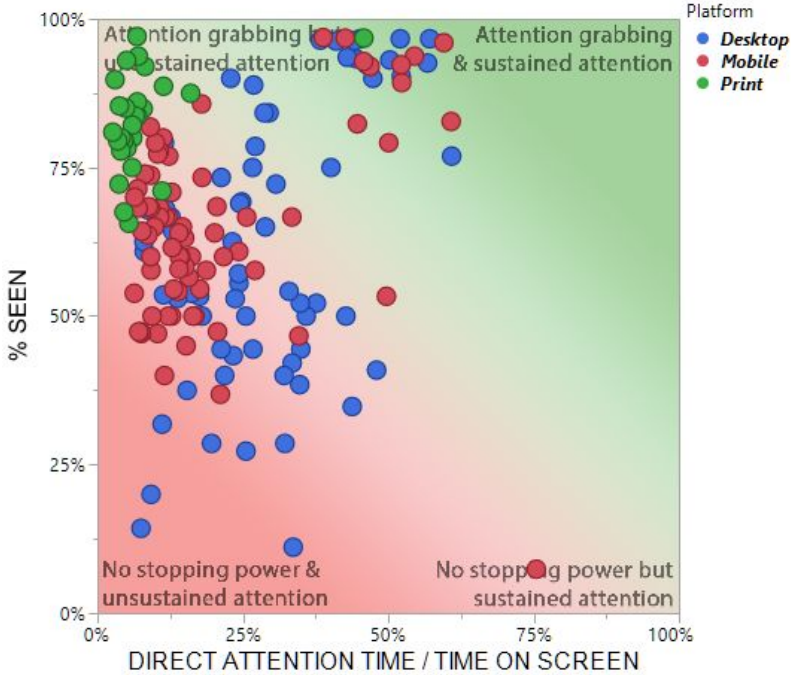


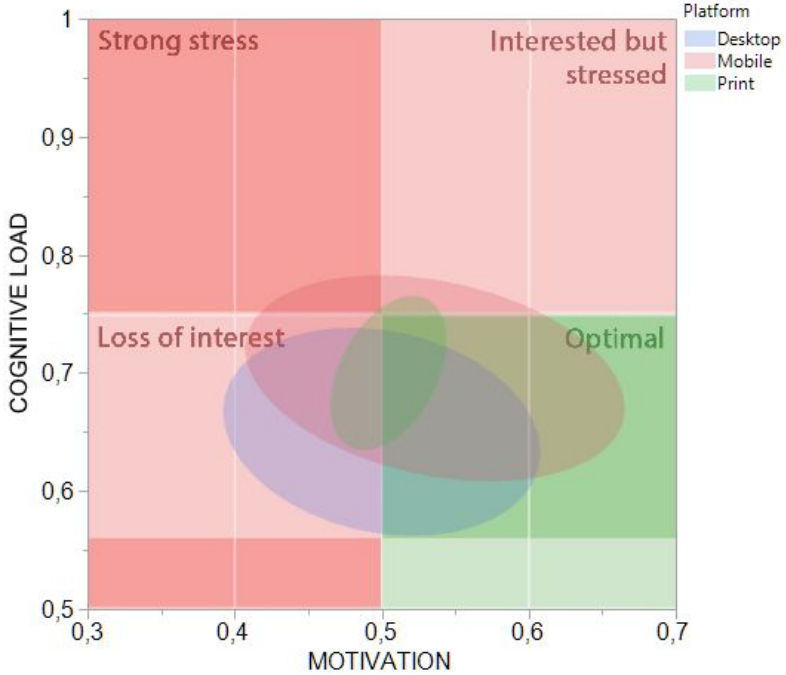
neurons

Eksempler fra studier

neurons

Platforme har betydning!





BONNIER

STANFORD GRADUATE SCHOOL OF BUSINESS

neurons

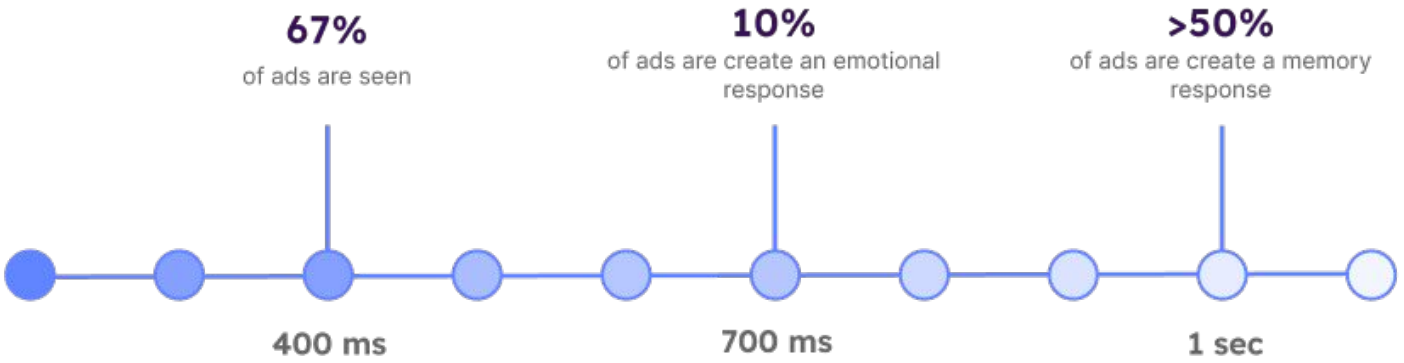
Social Media Effectiveness Study

MMA MOBILE MARKETING ASSOCIATION

ARF The Advertising Research Foundation

neurons

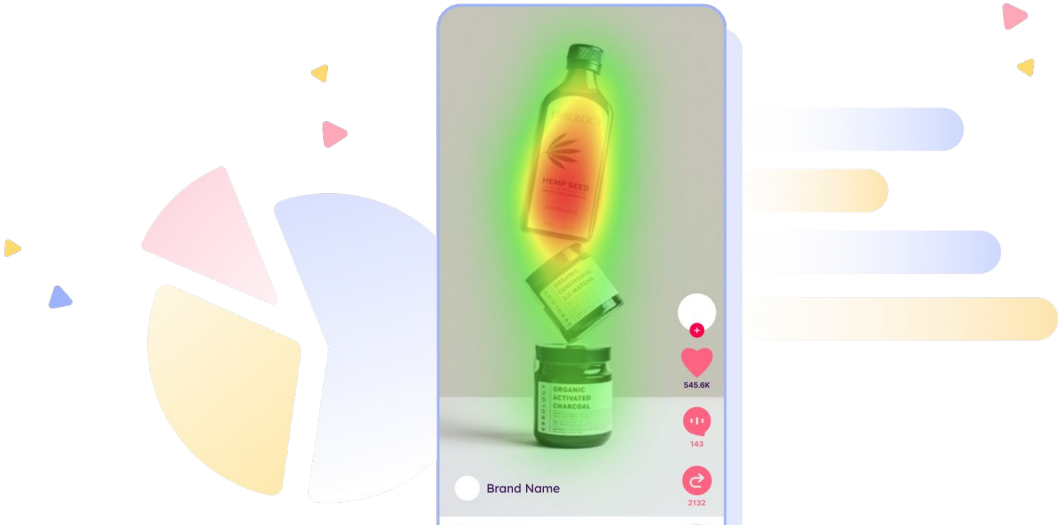
What is your #1SECONDSTRATEGY?



neurons

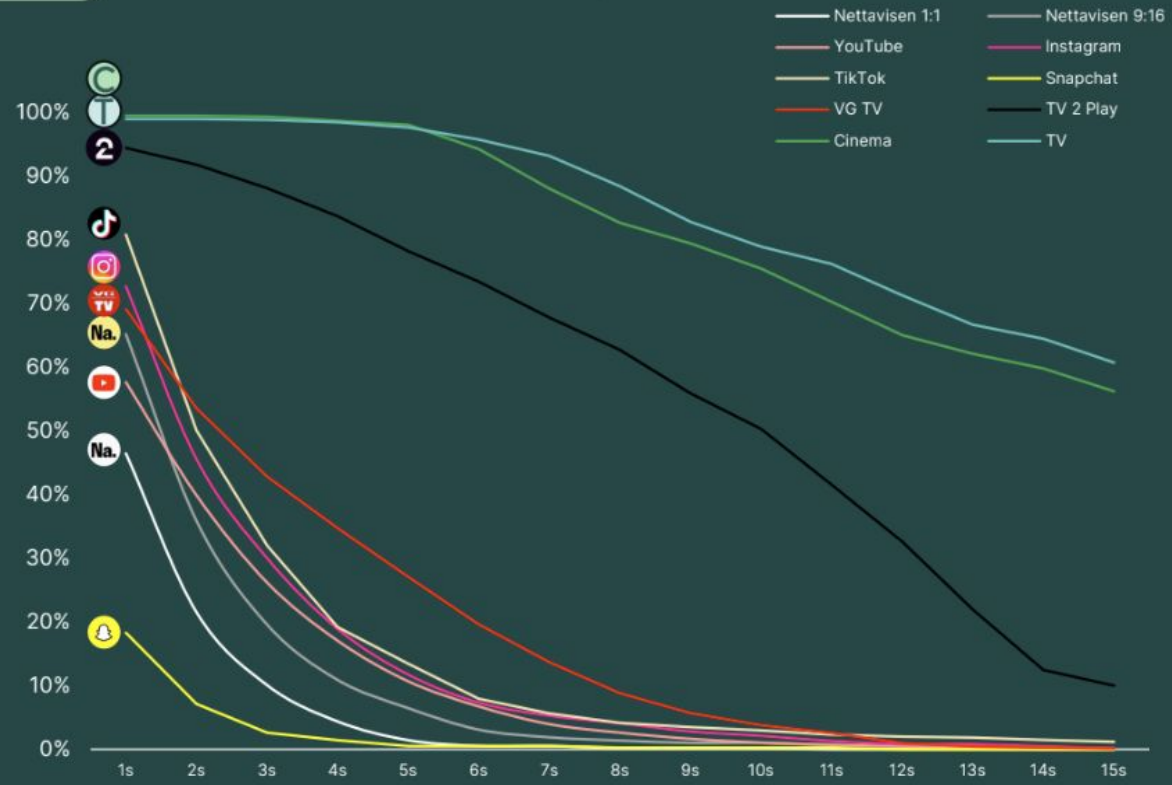
Gennemsnitlig reklameeksponering

3,4 SEKUNDER



Drop Off Rate

Drop off by seconds



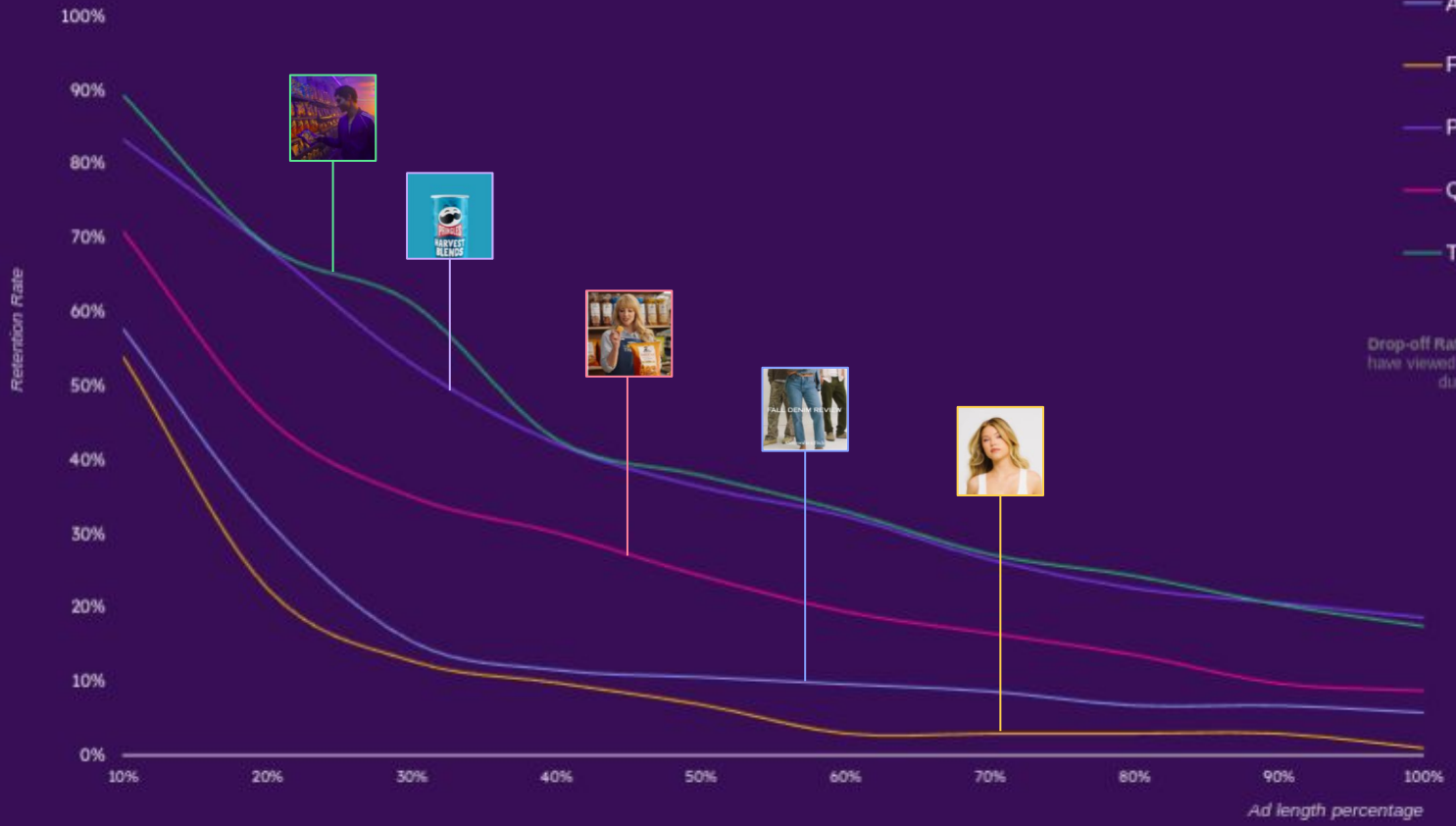
> "
>
> **Streaming platforms sustain a longer attention span.**

Drop-off rate: Percentage of people who have viewed the ad for 1 second, 2 seconds, 3 seconds, and beyond.

neurons

Attention Drop-Off Rate on Instagram

Viewer drop-off rates over ad duration percentages.

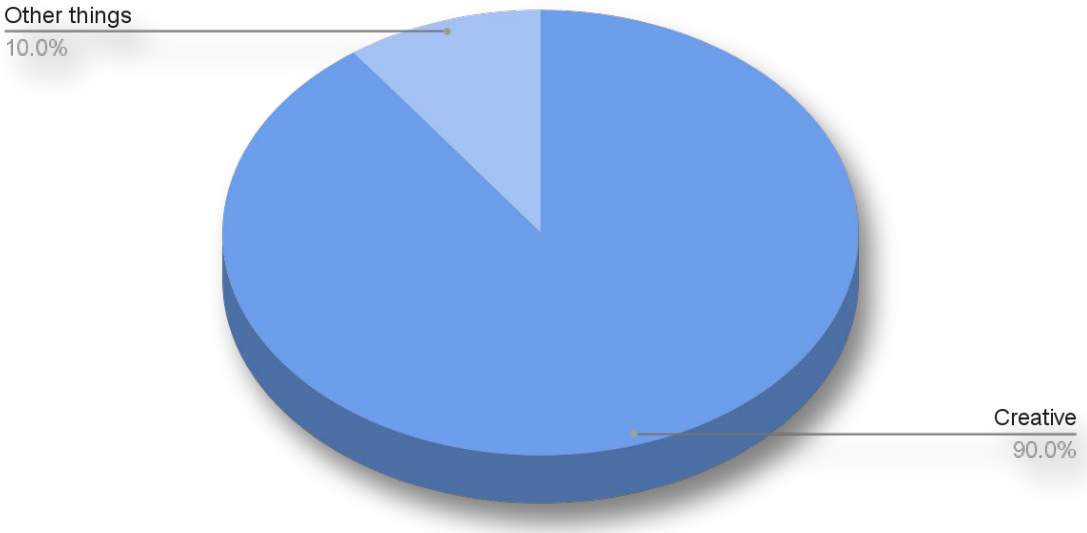


Drop-off Rate: Percentage of people who have viewed the ad at 10%, 20%, 30% ad duration, and beyond.

Reklamens kreative form driver

90%

af marketing success!



Google I/O 2023

neurons

Fra måling til forudsigelse

Marketing performance måles med “lagging indicators”

Predictive AI

99% AF AL KPI TRACKING

Lagging indicators

Altid et skridt efter og efter kampagnelancering

Campaign launch

Click-through rate

ROAS

Post Market Research

Bounce rate

CVR

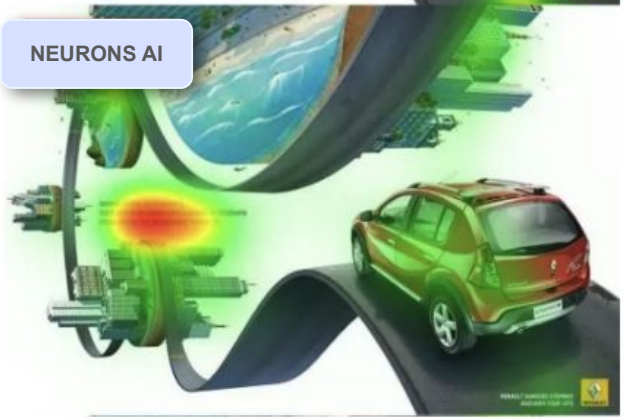
Time

neurons

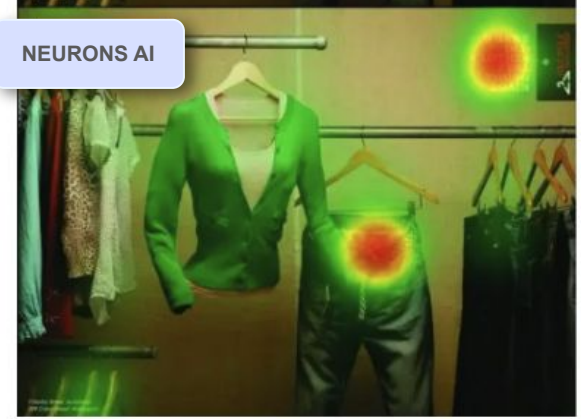
Eye-Tracking
BODYWEAR
H&M

NEURONS AI
BODYWEAR
H&M

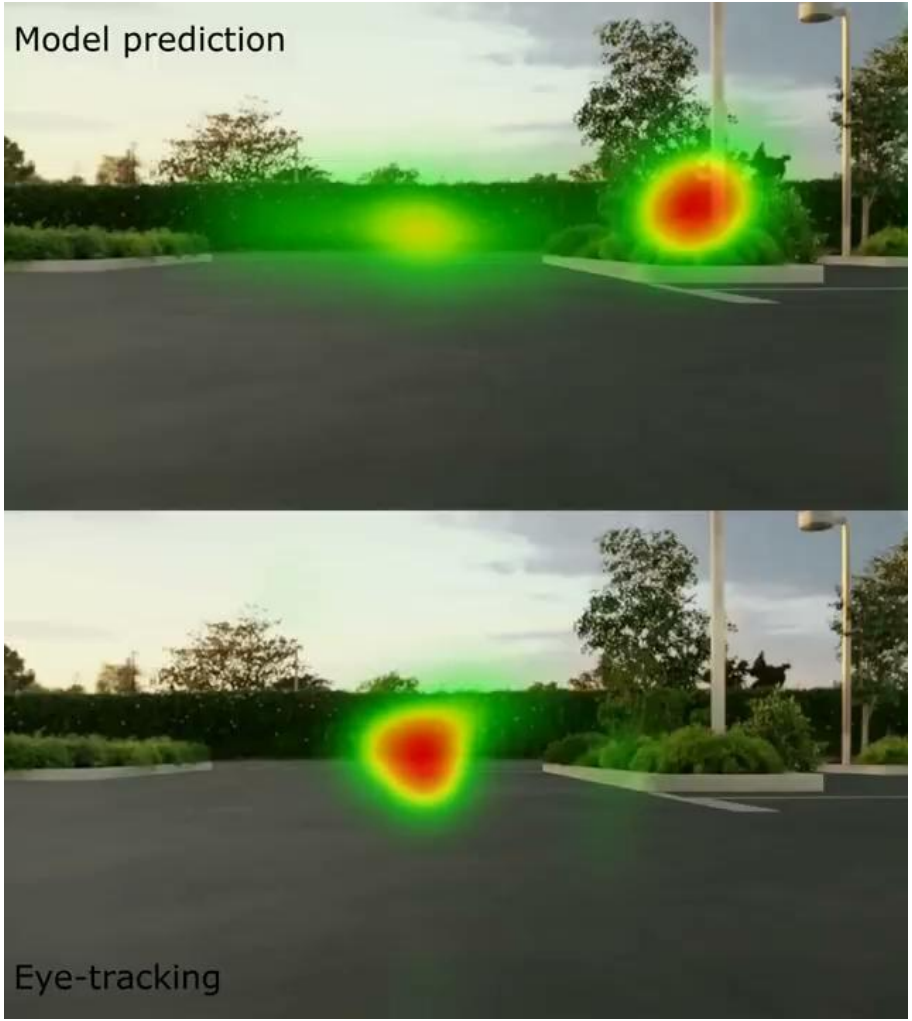
Eye-Tracking


NEURONS AI

Eye-Tracking


NEURONS AI

neurons



Brand building | Fashion & Accessories | Display ads (Out of context)

Neurons Impact Score

Beta

7.4

Optimize: The asset has strong headline and memory performance but needs improvement in product and initial focus areas.

Top Scores

Focus 71

0 25 50 75 100

Cognitive Demand 75

0 25 50 75 100

Engagement 77

0 25 50 75 100

Memory 75

0 25 50 75 100

AI Insights

Insights

The American Eagle ad successfully captures attention with Sydney Sweeney and clever wordplay, but misses opportunities to showcase the actual denim products. While viewers eventually notice the headline and brand elements in later viewing seconds, initial attention is scattered rather than strategically directed. The model's face dominates viewer focus at the expense of the jeans and jacket, which receive only peripheral attention despite being the featured products. The minimalist gray background creates insufficient contrast to highlight key selling points, limiting the emotional impact and product-brand association. To strengthen this brand-building asset, consider increasing visual emphasis on the denim products through improved lighting, positioning, or color contrast, while maintaining the successful headline wordplay and celebrity appeal.

This content was generated by artificial intelligence. It may contain errors or inaccuracies.

How would you rate this summary? Love It Regenerate

Brand Building Impact

The Memory score of 74.7 is within the industry benchmark. 10/10

The Attention score of 69.2% for Headline text is within the industry benchmark. 10/10

The End Focus score of 84.7 is within the industry 8/10

neurons

ORIGINAL

Brand attention: 5.4%
Product attention: 9.5%

AI recommended:

Make the brand bigger and more central

Move the product a bit up, increase color contrast, and increase size

IMPROVEMENT PROTOTYPE

Brand attention: 10.2%
Product attention: 25.2%

neurons

Tak :)