



## Hakuhodo and US-based Research Consultancy Buyology Inc. Form Alliance to Boost Neuromarketing

Tokyo—April 16, 2009—Hakuhodo has announced that it has entered into a business alliance with Buyology Inc., a neuromarketing research and consulting firm based in the United States.

With rapid advances taking place recently in neuroscience, brain scanning is beginning to move out of the realm of medicine and academia to find practical applications in the business world. The application of neuromarketing, which takes cues from unconscious physical reactions, cerebral blood flow and brain waves, to the business of marketing is a growing trend around the world.

Buyology Inc., a US-based research and consulting firm specializing in marketing neuroscience—and home of the author of the worldwide best seller *Buyology: Truth and Lies About Why We Buy* (2008, Broadway Business)—conducts brain scanning studies and other unconscious marketing research, while offering unconscious marketing consulting. Buyology's Chairman, Martin Lindstrom, has been a contracted advisor to Hakuhodo on sensory branding since 2005. In line with this new business partnership, Hakuhodo has entered into a capital alliance agreement with Buyology, and will have one director on the company's board.

Hakuhodo will now work with Buyology to develop marketing neuroscience knowledge and know-how. In boosting the field in this way, Hakuhodo aims to enhance its client solution services.

### Overview of Buyology Inc.

Established: April 2008

Location: New York, USA

Management: Martin Lindstrom, Chairman (Advisor to Hakuhodo)

Gary I. Singer, CEO (former McKinsey partner and director of Interbrand)

Gakuji Tanabe, Director (responsible for neuro business development at Hakuhodo)

Business            unconscious marketing research including brain scanning surveys (for  
content:            advertising and package evaluation, etc.)  
                         Unconscious marketing consulting

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