

Hakuhodo Brain Bridge Buyology Established as Specialist Team for Leveraging the Subconscious and Deep Psychology in Marketing

Tokyo—18th Augst 2009—Hakuhodo has announced the formal establishment of Hakuhodo Brain Bridge Buyology, a specialist team established to use cognitive psychology and neuroscience to reach the subconscious and deep psychology of *sei-katsu-sha*¹.

Recent rapid advances in neuroscience have made neuromarketing—which uncovers cues in cerebral blood flow, brain waves and the like—a global trend in marketing. Hakuhodo has kept abreast of this development with its Brain Bridge Program, which aims to span the senses, human emotions and other such phenomena that are not readily expressed in words with business logic. Some of the ways Brain Bridge Program does this is through ZMET surveys, which are useful for accessing the often hard-to-express perceptions *sei-katsu-sha* have of products, services and brands, and workshops on tuning into all five senses.

Furthermore, convinced of the future indispensability of being able to unravel the deep consciousness of *sei-katsu-sha* in more specialized areas through the use of neuroscience, cognitive psychology and psychology, Hakuhodo has since April 2009 had a business alliance with the New York-based marketing neuroscience consultancy Buyology Inc. (Martin Lindstrom, Chairman; Gary Singer, CEO). This allows us access to Buyology's specialists, network and massive neuro databases.

Hakuhodo Brain Bridge Buyology grew out of this alliance, and is charged with making *sei-katsu-sha* subconscious awareness and deep psychology more truly relevant to marketing. The specialist team brings together a large number of Hakuhodo creators, researchers, consultants and producers, enabling it to offer a wide array of services. The team will also deepen interactions with Japanese and international specialists with strong knowledge and technical expertise in the fields of the subconscious and deep psychology.

With a clear understanding of the potential and limits of the still developing science of

¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

neuromarketing, Hakuhodo Brain Bridge Buyology will set up and manage project teams, selecting appropriate methods and recruiting collaborators, to handle a myriad of client challenges, from product and design development, to advertising and web site evaluation and development, to brand strategy planning. Ethical considerations are also taken into account.

Hakuhodo will continue to develop new solutions to client challenges leveraging insights from neuromarketing.

A selection of Hakuhodo Brain Bridge Buyology technologies

- ✓ EEG (electroencephalography)
Measurement of cerebral responses in the brain cortex by measuring brain activity through an electrode-embedded cap. The application of this technology to TV commercial evaluation, shopping behavior and product evaluation is underway.
- ✓ fMRI (functional magnetic resonance imaging)
Measurement of cerebral blood flow while the subject is inside a magnetic resonance scanner, so as to determine cerebral responses even deep within the brain. Useful for testing hypotheses about abstract and conceptualistic notions, such as brand image.
- ✓ Eye tracking studies
Tracks movements in subjects' line of vision to understand what they are really paying attention to. Useful in designing screen and store layouts, this technology assists commercial evaluation when used together with brain wave measurement/EEG.
- ✓ ZMET (Zaltman Elicitation Technique) studies
Uses metaphors, a cognitive mechanism in humans, to access deep psychology. Useful for probing product and brand needs and developing concepts.
- ✓ Response latency studies
Measures time-to-response to measure latent impressions and reactions. Helps to increase questionnaire accuracy.

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