

Neuromarketing Examples



1

The iconic red and white script logo for Coca-Cola.

Utilized neuromarketing to understand emotional responses to their advertisements, ensuring their campaigns evoke happiness and nostalgia.

2

The FritoLay logo, featuring a yellow chip on a red banner with the brand name in white.

Conducted neuromarketing studies to discover that matte packaging and images of healthy ingredients appeal more to female consumers.

3

The Nestlé logo, showing a bird's nest with three chicks, above the brand name in a serif font.

Used neuromarketing to analyze consumer brain activity, optimizing their packaging and product placement for increased purchase intent.

4

The classic black silhouette of an Apple with a bite taken out of it.

Employed neuromarketing to enhance the sensory appeal of their products, creating a seamless and attractive unboxing experience.

Neuromarketing Examples

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Plassmann, Carolyn Yoon, Joseph T.
Devlin**

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