

# Neuromarketing Examples



1

The iconic red and white Coca-Cola script logo.

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

2

The FritoLay logo, featuring a yellow chip and the brand name in a red banner.

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 and the brand name below.

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

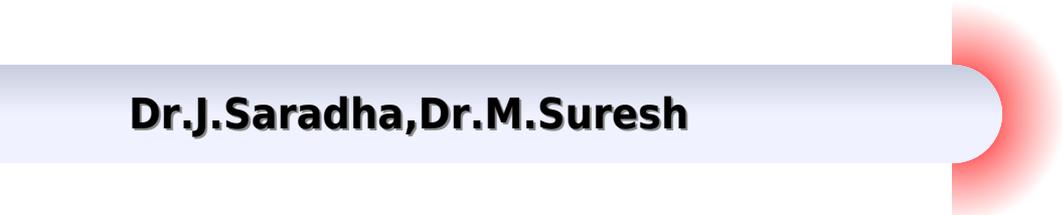
4

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

**Dr.J.Saradha,Dr.M.Suresh**



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