







2025

Bridging Brains and Brands:Where Science Meets Strategy!



A MESSAGE FROM THE HEAD OF THE INSTITUTE

Dear Colleagues and Partners,

It is with great enthusiasm that I present to you the Institute for Neuromarketing and Intellectual Property — the leading research and advisory institution in South-eastern Europe devoted to decoding how the human brain responds to marketing stimuli.

By integrating neuroscience, psychology, data science, and strategic marketing, we equip organizations with scientifically grounded insights that connect brands to consumers in both rational and deeply emotional ways. As pioneers in neuromarketing innovation, our Institute offers evidence-based solutions in neurobranding, neuroadvertising, neurowebsite optimization, and neuropricing — all designed to enhance strategic decision-making and maximize return on investment.

What distinguishes us is our unwavering commitment to scientific integrity, technological precision, and ethical responsibility. We employ the most advanced tools used by leading institutions such as Stanford and Harvard.

Our interdisciplinary team unites neuroscience, behavioral economics, cognitive psychology, and business intelligence.

We maintain global partnerships with top-tier universities and contribute to peer-

reviewed scientific literature.

Above all, we uphold the highest ethical standards — ensuring full transparency, consent, and privacy in all research applications.

I invite you to discover how our customized neuromarketing strategies can help your business build trust, inspire loyalty, and drive sustainable growth in today's complex marketplace.

We look forward to future collaboration and shared success.

Warm regards,

Doc. Dr. Hedda Martina Šola, Phd. Head of the Institute







The Journey Behind Our Success





ABOUT US

The Institute for Neuromarketing and Intellectual Property is the foremost authority in South-eastern Europe dedicated to the scientific study of consumer behaviour through the lens of neuroscience and cognitive psychology. With a firm foundation in interdisciplinary research, our mission is to decode the subconscious drivers of decision-making and translate them into actionable insights for business innovation.

Our proprietary research methodology combines cutting-edge neuroscience tools — including EEG, eye-tracking, implicit association testing, facial coding, and biometric analytics — to uncover how consumers truly respond to branding, products, messaging, and environments. These tools empower companies to design more persuasive, emotionally resonant customer experiences while upholding the highest standards of ethical conduct and participant care.

Backed by a portfolio of internationally acclaimed research and strategic collaborations with elite academic institutions, we empower businesses to move beyond assumptions and into the realm of data-driven certainty. Whether through neurobranding, neuroweb design, or pricing psychology, our solutions are engineered to build authentic emotional connections, strengthen customer loyalty, and secure a sustainable competitive advantage.

At the Institute, we don't just observe consumer behaviour — we understand it, predict it, and help you design for it.



OUR TEAM

At the heart of the Institute is a world-class team of academic and industry experts — visionaries who bring over three decades of experience in neuroscience, marketing, psychology, and business strategy. United by a passion for applying science to solve real-world challenges, our team transforms research into results.

Every project we undertake benefits from the insights of professionals holding Ph.D.s and advanced degrees across cognitive neuroscience, behavioral economics, computational modeling, neuromarketing, and intellectual property.

Our strength lies not only in academic credentials, but in our proven ability to apply scientific rigor to commercial strategy.

Whether we are decoding subconscious brand perception or advising global companies on pricing psychology, our team combines intellectual depth with practical foresight. When you work with us, you partner with thought leaders shaping the future of neuromarketing — individuals whose work sets benchmarks for the industry and inspires innovation worldwide.























OUR SERVICES







In an era where brands must break through the noise, neurobranding offers a scientifically validated pathway to building emotional resonance and long-term consumer loyalty. By measuring subconscious associations and emotional responses, we help brands design identity systems and campaigns that are not only memorable — but neurologically engaging.





Neurowebsite & Social Media

Don't just design sites for clients that look good – make sure their messaging is as persuasive as possible! With Neuromarketing and predicting behaviour strategies, you can unlock a treasure trove of consumer insights to see peoples' real reactions toward your brand. So why miss out on this invaluable opportunity? Unlock new levels of engagement today with neuromarketing data.





Neuropricing

Discover the "happy price" that gets your customers excited with neuromarketing research! Our advanced neuroscience tools help you tap into customer behaviour and identify their ideal prices for maximum satisfaction. Unlock a new level of successful sales strategies thanks to cutting-edge science today.





Neuroshelf Testing

Unveiling your customers' shelf intuition is key to understanding why products are arranged the way they are on store shelves. Standard benefits: Gain competitive edge understanding how people shop. Make your products easier to find and buy. Emotional benefits: your customers' unconscious desires to light. Help them find what they need quickly and easily.





Neuroadvertising

Leave no stone unturned understanding visual attention, arousal, motivation, and cognitive load - all factors contributing to a higher ROI for you! With our rigorous research methods analysina memory and perception change from exposed stimuli, it's time to capitalise on this valuable opportunity that will drive growth for your business.





Expert Assessments in Marketing & IP

As certified court experts, we provide high-level evaluations legal, marketing, intellectual property domains. Whether assessing brand value, infringement risk, or strategic IP positioning, our scientifically supported findings are trusted by courts and corporations across the EU. Rely on our expertise for critical insights in contentious and non-contentious matters alike.



NEUROMARKETING **METHODS**

We apply the most advanced, scientifically validated tools to uncover the unconscious drivers of consumer behaviour. Our research captures real-time cognitive, emotional, and physiological responses - providing brands with unparalleled insight into how people truly experience marketing stimuli.



Eye Tracking

their visual attention — revealing what captures interest, what's ignored, and how visual paths unfold across packaging, websites, advertisements, or store environments.

Emotional Facial Analysis

Detects subtle, real-time emotional reactions to branding, advertising, or products helping you adjust tone, imagery, and messaging for maximum emotional impact.

VR (Virtual Reality)

Immersive simulations allow us to evaluate consumer reactions in realistic environments. Test store layouts, product displays, and experiential marketing in controlled, measurable VR conditions.

EEG (Electroencephalography)

Pinpoints where consumers direct



Measures brainwave activity to assess cognitive engagement, mental workload, emotional resonance, and memory encoding. EEG allows us to determine how deeply your content is processed by the brain.

GSR (Galvanic Skin Response)

Monitors arousal by tracking changes in skin conductivity, giving insight into stress points, excitement, or disengagement during brand interactions, customer journeys, and user experiences.

Pulse Rate Monitoring

Captures physiological signals of emotional arousal and engagement, helping validate emotional connection with your brand or product at key touchpoints.



Cognitive Testing



Evaluates attention span, problemsolving processes, and decisionmaking dynamics in response to marketing stimuli — **helping you** craft messages that drive clarity and confidence.

Implicit Testing

Reveals subconscious associations, preferences, and biases toward products, packaging, pricing, or brands — **offering insights beyond** what people can articulate in traditional surveys.

Predicting Consumer Behaviour

Our proprietary AI eye tracking and EEG neuroscience algorithms, based on over 300,000 data points, predict consumer behaviour with up to 99% accuracy. These insights enable you to anticipate user reactions, refine targeting, and design campaigns with scientific precision.

OFFERED ON-SITE



OFFERED ONLINE





NEUROMARKETING APPLICATIONS

Neurodesign

Neuromarketing enhances product development by uncovering how design elements influence user preference. Global brands have used EEG to understand visual impact, resulting in design changes that increased consumer appeal. By analysing cognitive load, visual hierarchy, and tactile perception, we help you develop products that resonate on a subconscious level.

Neuropricing

Consumers perceive price through emotion, not logic. By testing subconscious responses to pricing strategies, we uncover the "sweet spot" where willingness to pay meets perceived value. This empowers you to optimise pricing models that feel right — and increase both acceptance and profit margins.

Neurowebsite Testing

Websites and digital interfaces can either guide users intuitively — or confuse them subconsciously. Eyetracking and EEG reveal friction points, distraction zones, and emotional drop-offs, enabling data-driven optimisation of layout, content, and engagement flows for increased conversions.

Neurocustomer Testina

Companies use neuromarketing to identify the subconscious brand associations that drive customer retention and acquisition. Through methods like EEG, they uncover which attributes resonate most with consumers. These insights enable businesses to refine messaging and branding strategies, ensuring long-term market growth and stronger customer relationships.

Neuroshop Testing

In-store experience matters more than ever. Eyetracking, behavioural heatmaps, and sensory testing (lighting, music, scent) uncover how shoppers navigate retail environments. These insights allow you to refine store design, shelf placement, and ambiance to align with unconscious purchasing triggers.

Neurobranding

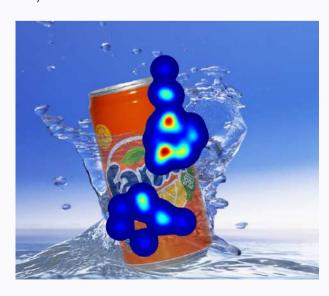
Companies use neuromarketing to identify the unconscious brand associations that influence consumer decisions. EEG and online association tests measure how potential customers subconsciously perceive a brand and which associations drive conversion. This allows you to refine your messaging, ensuring key attributes are consistently activated in marketing campaigns.

Neuropackaging

DDesigning packaging that captivates attention and evokes trust requires more than aesthetics. EEG and emotional response testing reveal how packaging colours, textures, wording, and finish (e.g. matte vs. glossy) influence decision-making. We help you design packaging that drives shelf appeal and purchase behaviour.

Neuroadvertising Testing

Traditional feedback methods often miss what consumers won't or can't express. Neuromarketing reveals the true emotional and cognitive impact of your ads. As seen in Cheetos' campaign research, EEG uncovered deep enjoyment despite negative focus group reactions. We help you identify messaging that sticks — not just what people say they like.





EXPERT ASSESSMENT SERVICES

As a designated court expert institution in marketing and intellectual property, we provide high-level, evidence-based assessments for legal, regulatory, and strategic decision-making across the European Union. Our expert reports are accepted in judicial and extrajudicial proceedings, and we are frequently engaged by courts, attorneys, and corporations for impartial scientific insight. As official experts appointed by the Ministry of Justice, Public Administration and Digital Transformation, our credentials ensure objectivity, reliability, and academic rigour.



Specialisations

- **Trademark & Brand Evaluation** Assessing consumer perception and evaluating product features through choice modelling to gauge willingness to pay.
- **Brand Valuation & Market Positioning** Providing insights into brand strength and competitive positioning.
- **Legal Risk Mitigation** Offering expert guidance to prevent IP violations and optimise legal strategies.
- **Strategic IP Consulting** Helping businesses protect their patents, copyrights, and industrial designs globally.



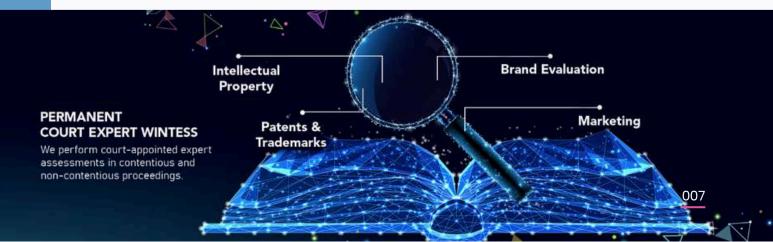
Expert Assessments in Marketing



Expert Assessments in Copyright and IP

- 7Ps MARKETING MIX (product, distribution, price, promotion, people, processes, proofs)
- MARKET POSITION TO THE COMPETITION (monopoly, duopoly, oligopoly)
- MARKETING STRATEGIES (corporate, business, functional)
- MARKETING PLANS
- STRATEGIC MARKETING
- MARKET COMMUNICATIONS
- PUBLIC RELATIONS
- BRAND EVALUATION

- COPYRIGHT AND RELATED RIGHTS
- PATENTS
- TRADEMARKS
- INDUSTRIAL DESIGN
- PROTECTION AND VIOLATION OF INTELLECTUAL PROPERTY RIGHTS
- AUDIOVISUAL WORKS





WHAT MAKES US DIFFERENT?

1

Backed by World-Class Scientific Principles

We are proud signatories of the Berlin Declaration initiated by the Max Planck Society — **an organisation linked to 31 Nobel Laureates**. This affiliation reflects our dedication to open science, academic excellence, and global research transparency. It also ensures that all methodologies we apply adhere to the highest international standards.

2

Unmatched Technological Precision

We use only the most advanced, scientifically validated tools—developed and approved by institutions like Stanford, Harvard, and Princeton. Our neuromarketing technology delivers an extraordinary 97–99% accuracy rate in measuring and predicting consumer responses. This precision transforms data into strategic foresight.

3

Official Reviewers for Top Tier Journals

Our researchers are trusted by leading peer-reviewed journals in neuromarketing and consumer behaviour to review scholarly submissions. This role affirms our expertise in evaluating methodological quality and scientific validity — and ensures our clients benefit from the most current, evidence-based approaches in the field.



Registered Expert Witness for Marketing & IP

The Institute is officially **appointed by the Ministry of Justice and Digital Transformation as a permanent court expert in marketing and intellectual property.** We provide expert opinions in legal disputes, policy development, and strategic IP planning across the European Union — a designation that reflects our institutional credibility and authority.



AWARD-WINNING INSTITUTION

5

Award-Winning Excellence

Our Institute has earned international acclaim for its pioneering contributions to neuromarketing, cognitive research, and consumer behaviour science. These honours reflect more than recognition — they represent our impact, innovation, and unwavering commitment to scientific excellence. **We do not follow trends — we help define them.**

Our achievements include:

Best Neurobranding & Neuromarketing Research Institution 2023 – Awarded by Acquisition International, Research & Development Awards, London, UK. Recognised for scientific leadership, innovation in applied neuroscience, and measurable impact on brand strategy development.

■ Best Neuromarketing & Consumer Behavior Research Institute – Croatia 2022 – Awarded by the European Enterprise Award for advancing evidence-based marketing research methodologies and bridging the gap between science and business practice.

Most Innovative Organisation in Europe 2021 – Corporate LiveWire's Innovation & Excellence Award – Selected for groundbreaking applications of neuroscience and data analytics in market research, product development, and intellectual property strategy.

These accolades are not only a testament to our scientific achievements, but to the tangible results our clients experience. At the Institute, we don't just analyse consumer behaviour — we reshape the future of marketing through evidence-based solutions that drive attention, memory, emotion, and action.







AWARD-WINNING INSTITUTION

6

International Collaboration

At the Institute for Neuromarketing and Intellectual Property, we believe that scientific progress thrives through global collaboration. That's why we actively partner with leading universities, research institutes, and innovation hubs across continents — ensuring our methodologies reflect the latest advancements in neuroscience, psychology, and consumer analytics.

Our international network strengthens the academic foundation of our services and gives our clients access to unparalleled knowledge, tools, and talent.

Our Esteemed Academic Partners Include:

- ? Oxford Business College (United Kingdom)
- 1 University of Prešov Faculty of Management (Slovakia)
- Moscow Institute of Psychoanalysis (Russia)
- Swiss International School (Geneva, Switzerland)
- 📍 Università di Foggia (Italy)
- Prince Sultan University (Saudi Arabia)
- ... and many more across Europe, Asia, and the Middle East.

Through these strategic partnerships, we conduct joint research projects, publish in top-tier journals, and ensure that every neuromarketing insight we deliver is grounded in the most current and globally respected academic practices.

When you collaborate with us, you're not only accessing scientific expertise — you're tapping into a global ecosystem of innovation designed to deliver measurable business success.

Behind every number is a story of innovation, impact, and trust. Our work is grounded in data, backed by science, and driven by results — and our global reach reflects the confidence clients and institutions place in our expertise.



OUR IMPACT IN FIGURES

Trusted by

100+ Clients

2023

Named "Best Neurobranding & Neuromarketing Research Institution" by Acquisition International and "Best Neuromarketing & Consumer Behaviour Research Institute" by the European Enterprise Awards.

Number of Recognitions and Awards

10+

Published Articles and Professional Papers in Top-Tier Journals

100+

Number of marketing and neuromarketing articles reviewed

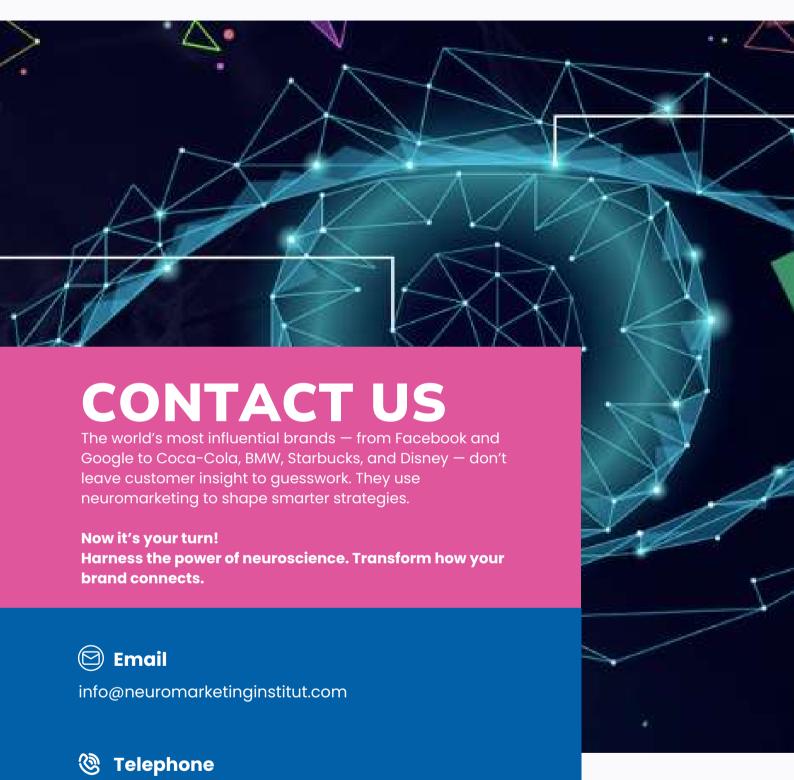
300+

Collaborations with Professionals and Scientists Worldwide

10+









+385 95 470 4700

www.neuromarketinginstitut.com

