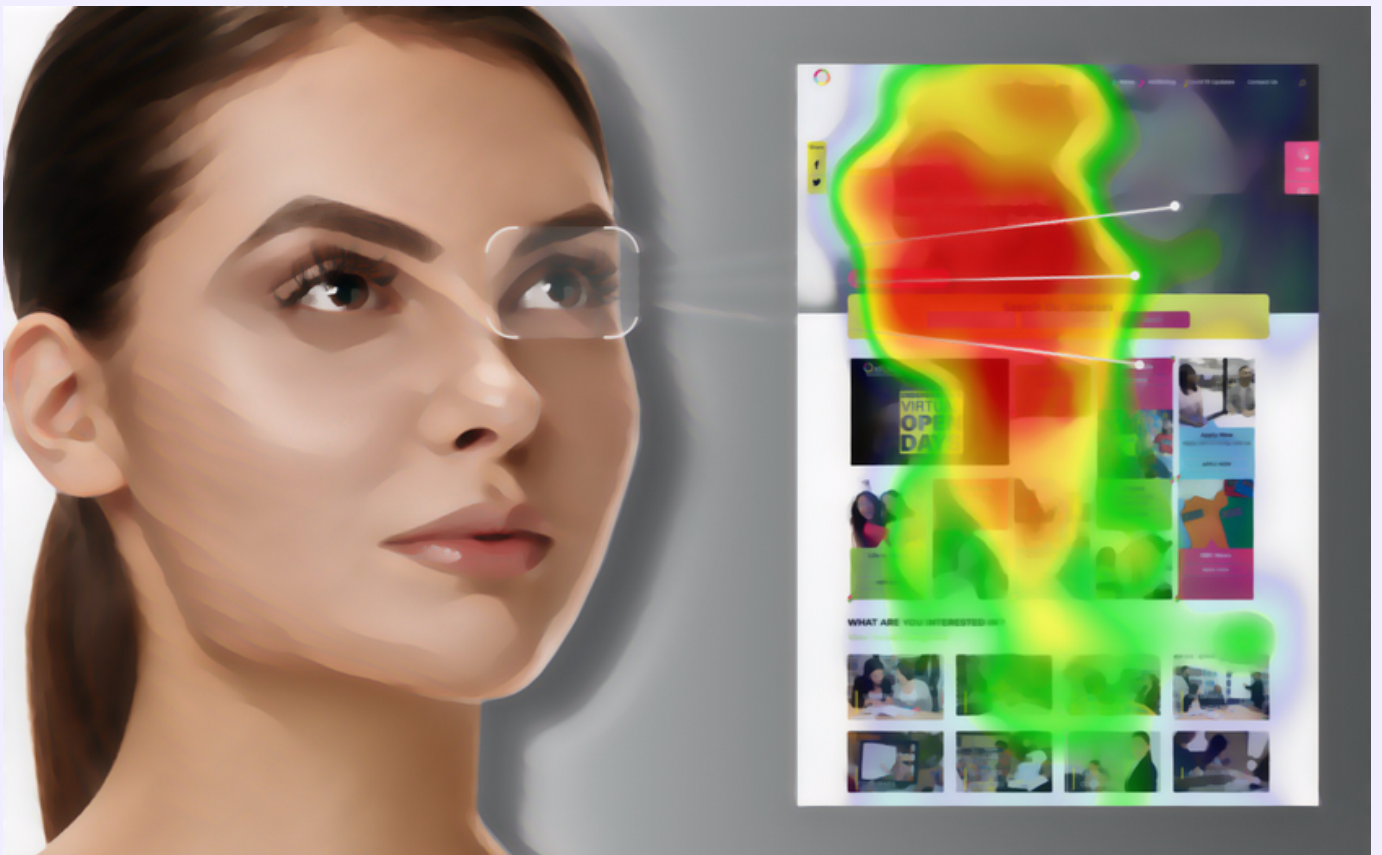
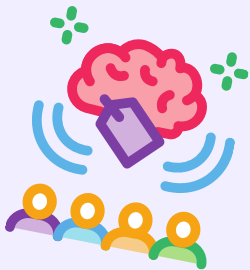


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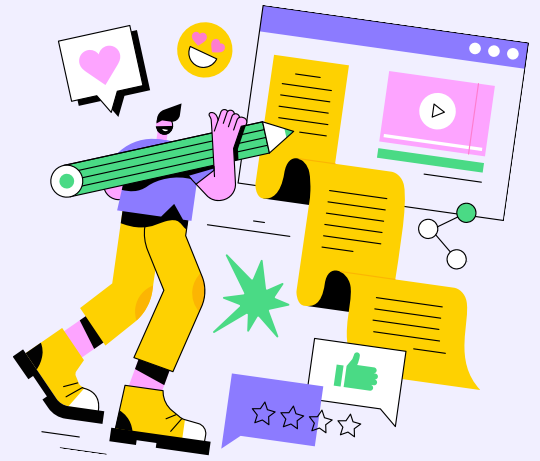
INSTITUTE FOR NEUROMARKETING

REACH OUT AND TOUCH
NEUROBRANDING!



Hello From

Director General



After more than 25 years in marketing practice, I kept asking why marketers often fail with advertising. Why do more than 85% of the new product fail each year? Why do people decide to lose weight, stop smoking, spend more time with their families, and work harder – in other words, make significant changes to the way they live – yet they seem unable to deliver? Many people end up not sticking with their stated goals because we all have two minds: a conscious, rational mind we think with and a nonconscious, intuitive mind that drives our actions. It took me years of research in marketing, neuromarketing, consumer behaviour and related fields to understand the patterns which will help marketers to understand their consumers entirely on how they feel about products and brands and what drives their influencing purchase decision! With all this thought, the Institute for Neuromarketing was born. As a result, we partnered with the best colleges, universities and institutes worldwide, enhancing us to get an easy and accurate solution for marketers at their very end. Moreover, we did it! Today we can proudly say how we have helped 100+ brands, stores, companies and colleges worldwide to understand, feel and connect to their customers on personal and emotional levels, more importantly, to understand their actual needs and not just push forward with promotional campaigns as a never-ending story without knowing what biases this will cause and how all this will reflect on sales as a common mistake of marketers. As all good story has their anchor, ours are very different, as behind our work is colossal science in all we do, with more than 30 years of professional experience and a massive passion for research, innovation and neurobranding!

If you haven't asked yourself before how to get from regular Branding to Neurobranding, I invite you all to test your brand with us today and book a free consultation!

Dr Hedda Martina Šola

Founder & Director General



About us



What is it that makes us unique? Our work, our passion and our people! We are not just a bunch of scientists and professionals who understand (each of us in his field) what goes behind the scene when branding comes in; more of it, we are creators, believers and innovators in purpose branding, where your business practice comes to the highest level of strategically targeting, positioning, aligning and executing your product or service in a way that benefits society and your consumer. We know how to define “Why Does Your Brand Exist?” and shape product and brand choices in consumer brands! Our team is the best you can find on the market. It combines academic, scientific and professional people dedicated to one true passion: aligning science and business to shape new tools for marketers in their daily industry. Using top-notch measurements, which have been accepted by leading universities worldwide like Harvard, Stanford, and Yale, we focus on selecting adequate neuromarketing equipment capable of generating valid data and accurate results. More importantly, we are registered permanent court experts for Marketing & IP, so we are very familiar with legislation practice, which is often understood, especially in marketing campaigns!

About Our Team



Dr Hedda Martina Šola

Founder and Director
General



Dr Peter Steidl

Neuromarketing &
Consumer Behaviour
Specialist



Dr Aljoša Šestanović

Member of the Governing
Council



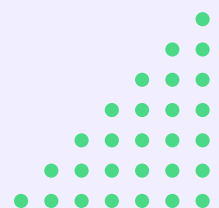
Prof Dr Antonija Krtalić

Research Associate

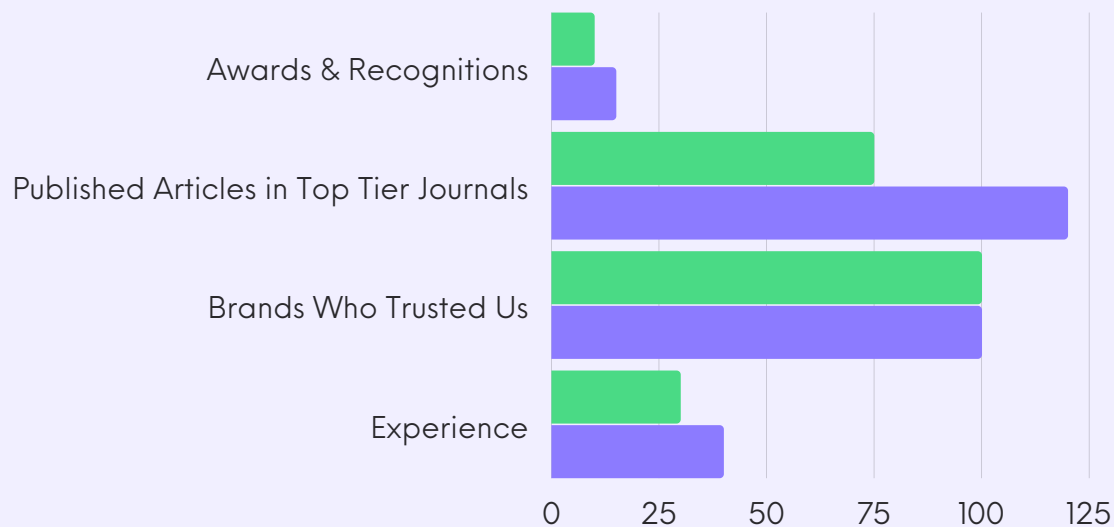
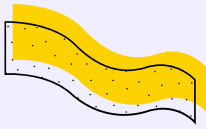


Prof Dr Ivan Matković

Member of the Governing
Council

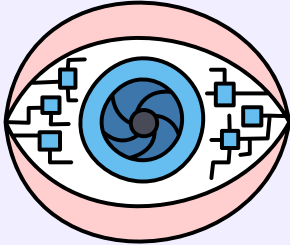


The Numbers Speak For Themselves



By this date, we have been awarded more than **10+ recognitions and awards in innovation, marketing, and neuromarketing**. We are a proud holder of the prestigious „UK Innovation and Excellence Award as a winner of „The most Innovative Organisation in Europe“ (2021). We have published more than **100+ articles and professional papers in top-tier journals** and reviewed more than **300+ peer-reviewed articles related to neuromarketing and marketing discipline**. **100+ brands have put their complete trust in us**, and **10+ professional and scientist worldwide has collaborated with us** on various neuromarketing & marketing projects. We are invited to many conferences worldwide, an often-quoted interlocutor in the media.

What We Do?

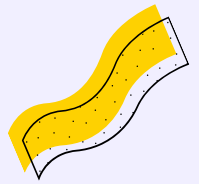


Our services include all four elements of the marketing mix, which in our language or neuromarketing is: **NEUROBRANDING, NEUROADVERTISING, NEUOPRICING & NEUROPLACING** the product or service in consumers' hearts and minds. The application of our service is in **ADVERTISING** (video, print, digital, various concepts), **SHOPPING** (packaging, shelf layout, promotions, POS & Display), **MEDIA** (advertisements, digital marketing, social media, web pages, web shop), **PRODUCT** (product experience, product development, product design). We perform many analyses, too, such as a company or **Brand Value Estimation** (determining your business's market value from the eye of the court expert witness), **Patents, Trademarks, Industrial Design and Copyright Protection and/or Determining the Violation of Intellectual Property Rights**.



Contact us

For All Neuromarketing,
Marketing & IP Inquiries



FORTUNE 500

Facebook, Google, Apple, Coca-Cola, BMW, Starbucks and Walt Disney have not become the top brands by accident! All of them are using neuromarketing in business!

FACT

It has been scientifically proven that the average consumer is exposed to 11 million bits of information per second. But, human brain is capable of processing only 50 bits of information. Do you know how to attract the remaining 10,999,950.00 bits of information?

WE DO!

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