

Neuromarketing

Neurons do NOT lie!

CBC branded tools

Contact Us

cbc@cbcnw.com

Neuromarketing

What is it & why do we do it?

Neuromarketing, as the most advanced methodology in market research, quantifies consumer' decision-making process and buying tendency into biological data. The data can be combined or compared directly across cultures. The sales of your products will increase dramatically, because neurons do NOT lie!

With extensive experience in the field of market research, we realize that there are two barriers within nearly all methodologies: LANGUAGE & CULTURE DIFFERENCES, especially among international projects.

Thanks to the development of neuroscience, we now can manage to overcome these barriers. Furthermore, we are able to measure the subconscious emotions of consumers.

“Do you like it?”

“Would you buy it?”

This time, we talk directly to the brains, which enables you to do your marketing decisions based on facts.

For more information please visit our website:

<http://www.cbc-mr.com/methods/new-methods/Neuromarketing.html>

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Key technologies

Follow the eyes & read the minds

These technologies target at different biological indicators, which are essential for different cognitive processes.

Each of these technologies are compatible with one another, thus flexible research packages are available for your unique project.

EYE-TRACKING

Precisely reveals what's really catching people's eyes.

EEG/ERP

Translates brain waves into emotion values and buying tendencies.

3D VIRTUAL REALITY

Want to test a new vehicle model/shelf layout? A virtual environment is more precise and flexible.

fMRI

Most sophisticated technology to locate activated brain regions.

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Advantages

Why are we good at it?



Strong Academic Background

CBC works only with top universities & research centers in order to provide the most advanced neuromarketing methodologies for our clients.

Our panel of consultants continuously bring in the latest development in the fields of neuroscience, behavioral psychology and business study.



International Operation Team

CBC has formed a professional team specialized in neuromarketing.

Our team includes Ph.Ds in cognitive neuroscience; masters in psychology & business management; and MBAs. This highly-educated and dedicated international team offers you know-how combined with cutting-edge technologies for your research projects.



Full-range service

CBC provides full-range neuromarketing services all over China, Japan, India and Switzerland.

Our wide network gives us access to a spectrum of equipment, starting from basic research equipment all the way to the most scientific ones. We offer flexible research packages according to our client needs.

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GET IN TOUCH

Contact us!

Each project will be precisely client-tailored according to the nature of the product and client requirements. Our specialists at CBC will design an individualized proposal for each research project, taking into consideration of the client objective, timing and budget.

We welcome all your inquiries!

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THANK YOU

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