

NEUROSCIENCE OF



CONSUMER DECISION-MAKING

WITH DR. BRYNN

RECAP



SUBCONSCIOUS SUPREME: Key Takeaways



1

Whatever it is, make it EASY

- Simplicity is Bliss
- Less is [still] More
- Curate Aggressively

2

Leave them in SYSTEM 1 'Auto' Processing

- Don't make them work, think
- Be the 'non-choice'

3

**They can't articulate what they really want.
Or won't.**

VISION DECISIONS: Key Takeaways



1

Whatever it is, make it **VISUALLY APPETITIVE**

- Less is [again still] more
- Don't be afraid of 'blank space'

2

Scrap Words – **System 2!**

- Use images, visuals, pictures, video
- Use story, simile, metaphor, idioms
- Show > Say

3

Whenever Possible, Involve all Senses – **Optics First**

SOCIAL SALIENCE: Key Takeaways



1

Whatever it is, make it **SOCIALLY RELEVANT**

- ❑ Humans have inborn survival imperative
- ❑ Social Outcomes = Survival Outcomes

2

Xno-Graphics are Outdated

- ❑ Social Factors Determine ABB → BBB
- ❑ Must understand social needs first

3

Brain is Bank of 'SC', SCSC

- ❑ Calm social threats, activate social rewards
- ❑ Outline social credits, mitigate perceived debits

EMOTIVE MOTIVE: Key Takeaways



1

Whatever it is, make it **EMOTIVE**

- People BBB according to how they feel (rationalize the rest)
- How they feel stems from social brain

2

Feelings > Cognition

- People can't deny how they feel
- Not always sure what they think, readily change their mind

3

Fear of Loss > Joy of Gain

- Endowment Effect/Loss Aversion Principle
- More motivated to avoid punishment, minimize losses than approach rewards, maximize gains

MIRROR NEURON MAGIC: Key Takeaways



1

Whatever it is, **HUMANIZE** it

- People decide about BBB from **others**
- MNS responds: faces, eye contact, proximity, relatability, human connection, mirroring, joint DM, joint PS, MNS interactivity

2

Hardwired to Reciprocate Prosocially

- Activate Prosocial Overtures
- Loves to Cocreate
- Avoid Antisocial Red Flags

3

Seat of Trust

- MNS uses oculesics, proxemics, kinesics, and olfaction to determine TRUST

All OK IN TPJ? Key Takeaways



1

Whatever it is, **PERSONALIZE** it

- WIFFM
- Customize, personalize, individualize
- Use their name
- TPJ Loves references to THE SELF!

2

Hardwired to **Reciprocate Prosocially**

- Activate Prosocial Overtures
- Loves to Cocreate
- Avoid Antisocial Red Flags

3

Seat of Trust

- MNS uses oculesics, proxemics, kinesics, and olfaction to determine TRUST



SUBCONCIOUS IS SUPREME

Seat of Decision-Making

Make it 'easy'



VISION DECISIONS

Seat of Attention

Make it 'pretty'



SOCIAL SALIENCE

Seat of Familiarity

Social Reality = Survival

Make it 'socially relevant'



EMOTION = MOTION

People DO as they FEEL

Seat of Liking

Make it 'emotive'



MIRROR NEURON MAGIC

Seat of Trust

Make it 'human'



ALL OK IN THE TPJ?

Culminating Junction

Seat of BBB

Make it 'personal'

THANK YOU



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