

THE IMPACT OF NEUROMARKETING ADVERTISING ON CHILDREN: INTENDED AND UNINTENDED EFFECTS

Done by: Amani Al Abbas

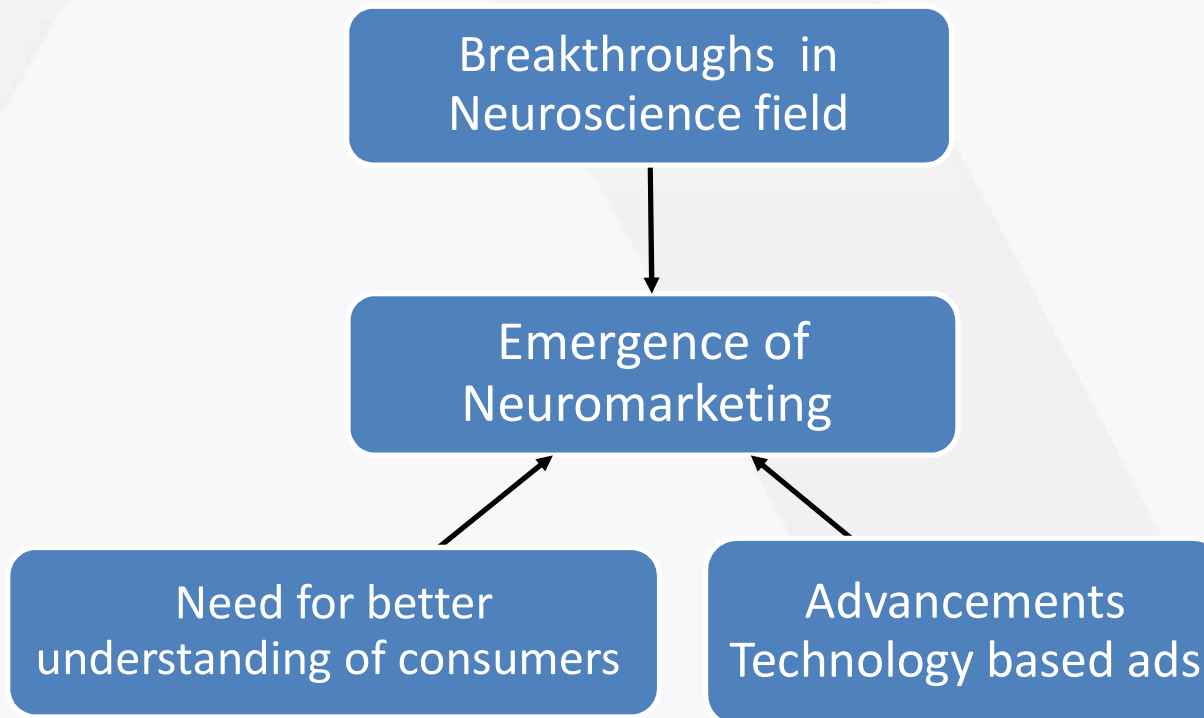
Brunel Supervisor: Dr. Weifeng Chen

Ahlia Supervisor: Dr. Maria Saberi

Neuromarketing: An Introduction

- Over the years, marketing have aimed at better anticipation of the effectiveness of advertising campaigns. Morin (2011) states that traditional techniques have failed to predict effectiveness of ads with accuracy since emotions have a strong effect on how consumers process images, and understand and model cognitive reactions to messages.
- Many big companies and research organizations are following the new hot trend of using technology to enhance ads. This is due to them being desperate for any innovative technique to help break through all the customer and market confusions.

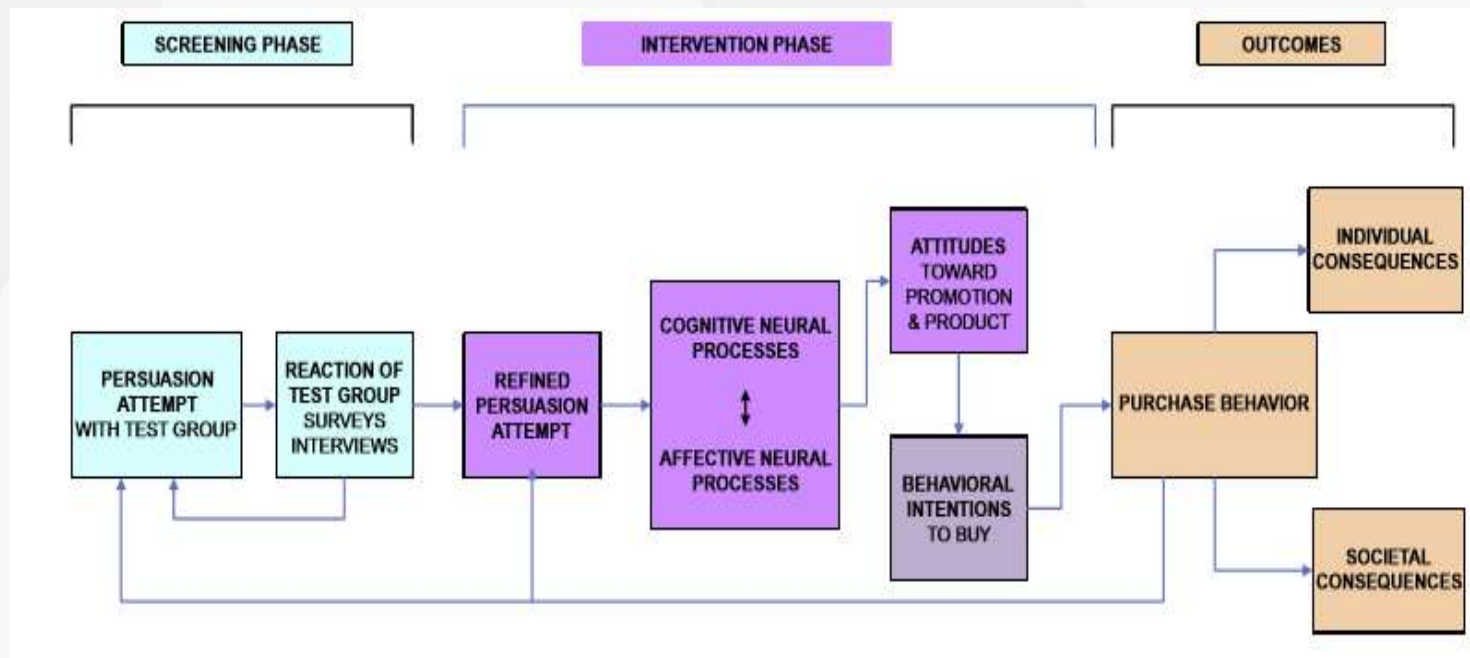
Emergence of Neuromarketing (NM)



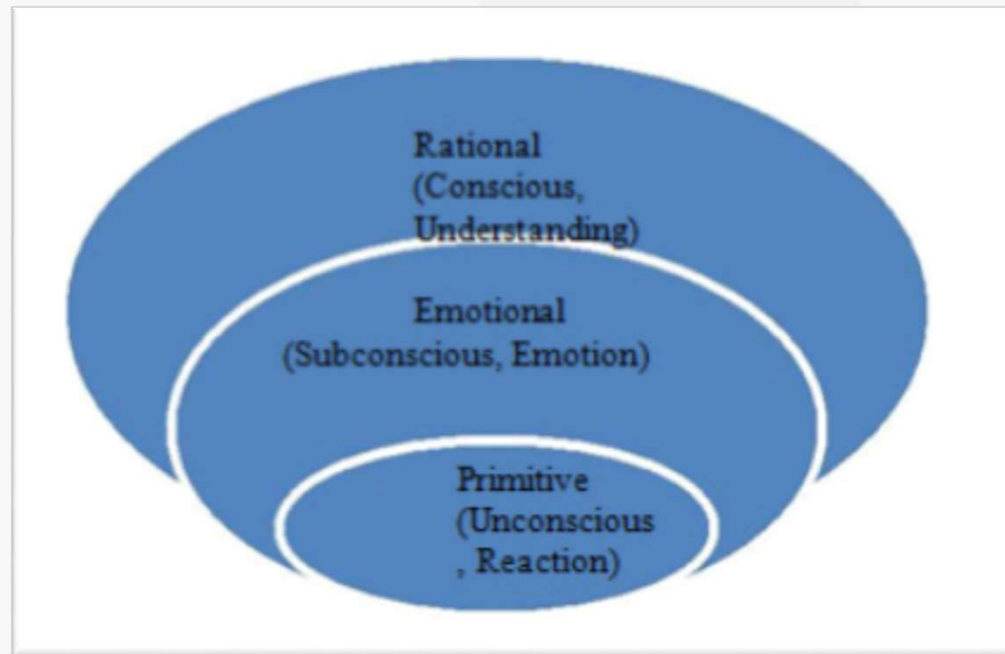
Neuromarketing, The New Hot Trend

- NM includes the direct application of brain images, scans, or other measurements that detect any brain activity in order to gauge the reaction of consumers to particular products, services, brands, promotions, or other marketing essentials (Plassmann et al., 2012, p19).
- Major corporations like Companies like CBS, Disney, Google , Frito-Lay and A & E Television, as well as some political candidates , have used Neuromarketing to advertise and assess their marketing attempts.

Neuromarketing Enhanced Ads Explained



Model of the human brain (source: Kumar, 2015)



Effects of NM Enhanced Advertising on Children

- To be effective, advertisers initially need to target the emotional brain and then the primitive brain, which leads them to open the channel of attention – which then transmits information to the rational brain (Schor, 2004, p. 111).
- Children (age between 7 to 12) do not possess the analytical and cognitive skills to properly process ads as marketers attempt to. This may lead to NM enhanced advertising effects, whether intended or unintended, to be amplified.

Classification of the commercial ads effects based on the paradigm

The empowered child paradigm

Intended effects

Cognitive effects

Emotional effects

Behaviour effects

The vulnerable child paradigm

Unintended effects

Materialism

Parent-child conflict

Unhappiness

Unhealthy eating habits

Disappointment

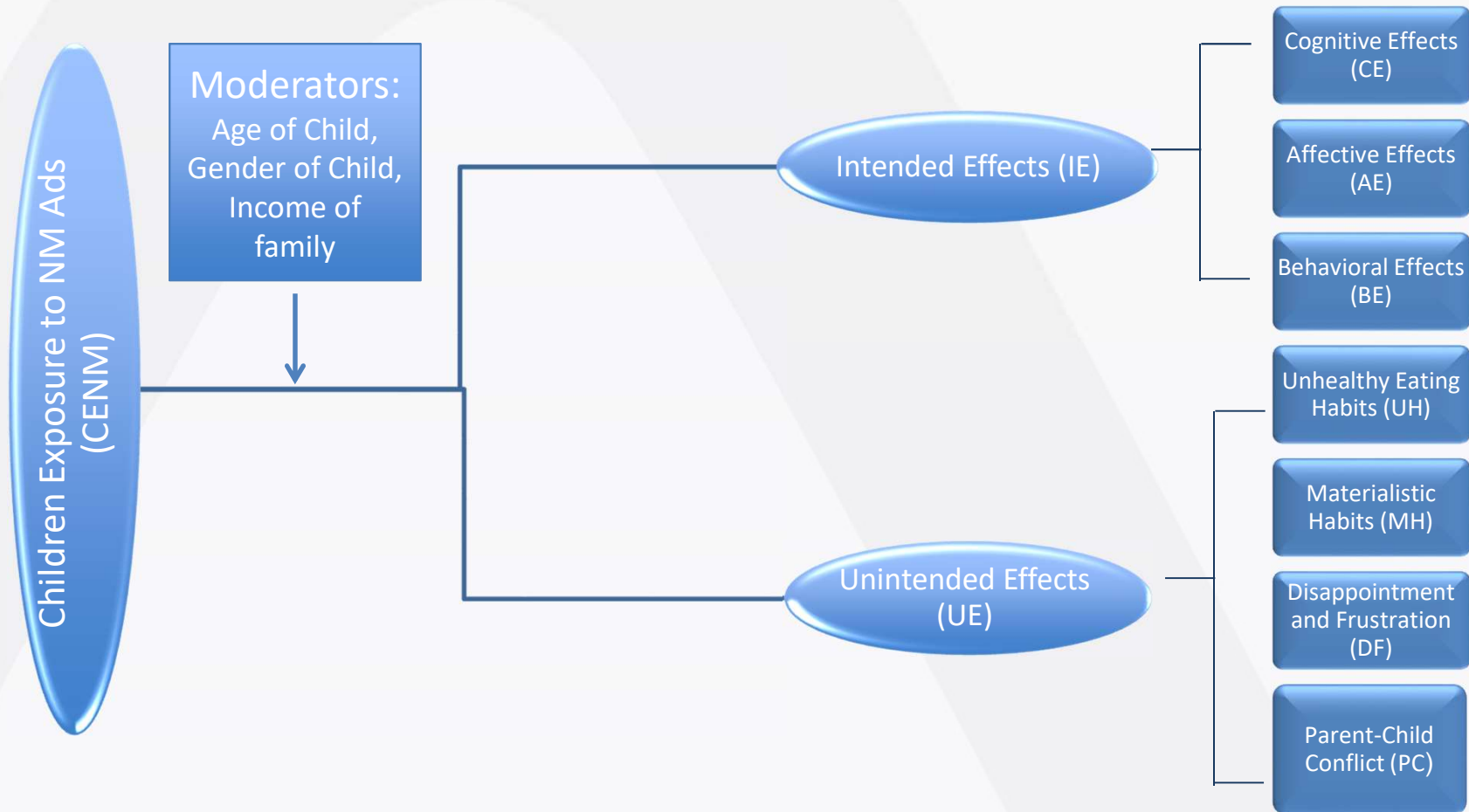
Frustration

Intended effects: Advertising Models Comparison

	AIDA	Hierarchy of Effects	DAGMAR
Cognitive Effect	Attention	Awareness Knowledge	Awareness Comprehension
Affective Effect	Interest Desire	Liking Preference Convection	Convection
Behavioral Effect	Action	Purchase	Action

Unintended Effects of Advertising on Children

- Looking into the unintended advertising impacts has dominantly centered around four factors:
 1. Parent- child conflict
 2. Unhealthy eating habits
 3. Materialistic habits
 4. Disappointment and frustration.



The Conceptual Framework of the Study

Methodology and Expected Findings

- The researcher is intending to use quantitative method utilizing questionnaires,
- Questionnaires are sent to parents of children between the ages of 7 to 12 (estimated sample size according to Bahrain census reports is 500) .
- Findings will shed the light on which factors (intended vs. unintended) have more power on children. Based on that, conclusions, recommendations will be established and raised to concerned parties.

Conclusion

- Children are the most impressionable sector of our society. By performing this research, Neuromarketing can now have the chance to prove that it can be used for the greater good if in fact proven to have more power as an intended effect advertising tool to aspire change.
- This research has the potential to spark changes in commercial, social as well as legal fields.



الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN



Brunel
University
London

Thank you

Questions?

Neuromarketing Ad Designed For Children By Disney

- <https://www.youtube.com/watch?v=xrjmIHG7H5A&list=PLF37D03788402586C&index=5>
- Ranked #3 during the Super Bowl XLIII advertisements is "Up" from Pixar owned by Disney. Here, there is a large distinct response to the Disney logo at the start of the ad. There is a strong initial frontal reaction, as well as a sustained response from the parietal and right temporal lobes. Ad was launched in 2009.