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FUTURE FOCUS

NEUROMARKETING

STORYTELLING, EMOTIONAL DESIGN, AND EFFECTIVE COMMUNICATION

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NEUROMARKETING PSYCHOLOGY

Marketing psychology becomes effective only when theory is translated into concrete decisions. In practice, this means intentionally designing:

- Emotional triggers
- Narrative structures
- Choice environments
- Mental shortcuts



NEUROMARKETING PSYCHOLOGY

PSYCHOLOGICAL TARGETING

Psychological targeting means designing marketing messages based on how people feel, think, and perceive, rather than only on demographic data.
It focuses on:

- Emotional states
- Motivations
- Fears and desires

Identity and self-image



NEUROMARKETING PSYCHOLOGY
EMOTIONAL STRATEGY

An emotional strategy defines which emotion a brand wants to activate first.
Common primary emotions in marketing:

- Pleasure – Enjoyment, satisfaction
- Fear – Urgency, risk avoidance
- Trust – Security, reliability
- Belonging – Identity, community
- Status – Recognition, prestige



A clear emotional strategy makes communication consistent and memorable.

NEUROMARKETING PSYCHOLOGY

STORYTELLING IN MARKETING

Storytelling is a structured way of giving meaning to a brand or product. It helps consumers emotionally connect and remember.

Common types of storytelling:

- Emotional storytelling – focuses on feelings and relationships
- Inspirational storytelling – focuses on growth and aspiration
- Functional storytelling – focuses on problem–solution
- Identity-based storytelling – focuses on values and belonging

Stories simplify information and activate intuitive processing.



NEUROMARKETING PSYCHOLOGY

PSYCHOLOGICAL TECHNIQUES IN PRACTICE

Psychological techniques are tools used to reduce effort, increase perceived value, or trigger emotional responses.
Common techniques include:

- Social proof – “Most popular choice”
- Anchoring – reference prices or comparisons
- Urgency – limited time or availability
- Familiarity – repeated exposure
- Simplicity – reducing cognitive load

These techniques mainly activate System 1 decision-making.



NEUROMARKETING PSYCHOLOGY

THE ROLE OF SYSTEM 1 IN APPLICATION



In practice, most marketing strategies aim to:

- Reduce thinking effort
- Create emotional clarity
- Guide fast decisions

System 2 is still important, but mostly for reassurance after the choice has been made.

ACTIVATY

BRAND ANALYSIS CHALLENGE

ACTIVATY

BRAND ANALYSIS CHALLENGE

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Type of Storytelling

- Emotional
- Inspirational
- Functional
- Social / Identity-based

Emotional Drivers

- Pleasure
- Trust
- Fear
- Belonging
- Status

Psychological Techniques

- Social proof
- Urgency
- Anchoring
- Familiarity
- Simplicity

Application Task

- One campaign idea
- One key message
- One emotional hook

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KEY TAKEAWAYS

- Psychology can be applied deliberately
- Emotions can be designed
- Effective marketing shapes mental experiences, not just messages



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THANK YOU
FOR THE ATTENTION



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