



BRAINCAST #1

HACK THE BRAIN

Neuromarketing Today:
What We Lost
What We Must Rediscover

EXECUTIVE SUMMARY

Neuromarketing is not a trend. It is a discipline grounded in decades of research, now more relevant than ever. This white paper revisits its origins, reflects on what we have overlooked in the digital race for attention, and offers practical guidance on how brands can reconnect with human behavior in a way that is effective, ethical, and emotionally intelligent.



CORE INSIGHTS

1. Human attention is selective.
People focus on faces, headlines, and elements placed in the center of visual fields.
2. Storytelling outperforms tactics.
Emotional resonance builds memory and connection in ways that discounts and clickbait never will.
3. Short-term triggers weaken long-term trust. Urgency and manipulation might generate conversions, but they erode brand equity over time.
4. Ethical clarity matters.
Greenwashing, artificial scarcity, and psychological pressure damage both reputation and customer relationships.
5. Technology cannot replace empathy. True understanding still begins with listening.



NEUROMARKETING ESSENTIALS: A CHECKLIST FOR MARKETERS

PERCEPTION AND VISUAL FOCUS

- ✓ Place your call-to-action in the visual center or natural gaze path
- ✓ Use human faces and directional cues to guide attention
- ✓ Ensure strong contrast and a clear hierarchy of information
- ✓ Structure layouts based on real eye movement patterns (F-pattern, hotspots)

NEUROMARKETING ESSENTIALS: A CHECKLIST FOR MARKETERS

EMOTIONAL STRATEGY AND MESSAGING

- ✓ Start with a story that reflects your audience's values and aspirations
- ✓ Balance emotional appeal with rational context to engage both intuitive and analytical thinking
- ✓ Maintain a consistent, relatable tone of voice across all channels
- ✓ Reduce cognitive load with clean, focused design and language



NEUROMARKETING ESSENTIALS: A CHECKLIST FOR MARKETERS

ETHICS AND LONG- TERM TRUST

- ✓ Avoid manipulation through fear, fake urgency, or dark UX tactics
- ✓ Be transparent about intentions, offers, and data use
- ✓ Provide genuine choice and respect the intelligence of your audience
- ✓ Aim to guide decisions, not control them

NEXT STEPS

**IF YOU ARE SERIOUS
ABOUT RETHINKING YOUR
MARKETING THROUGH THE
LENS OF HUMAN
BEHAVIOR, WE OFFER
HANDS-ON GUIDANCE IN:**

✓ **Neuromarketing
strategy and audits**

✓ **Visual
communication and
message alignment**

✓ **Ethical brand
positioning in a
digital world**



CONTACT

DENISA SCUNDEA

www.ertrion-marketing.com

hello@ertrion-marketing.com

WERNER L. KUHNERT

werner.kuhnert@wkh-consulting.de

