



De Neuromarketing van Bier

Lunch-webinar



UNRAVEL

Unravel Research

Onderzoek

Meet wat je klant echt vindt met neuromarketing-methoden als Eye Tracking en EEG.



Unravel Academy

Training

Ontdek de laatste neuromarketing-inzichten over jouw vakgebied.



Unravel Behavior

Advies

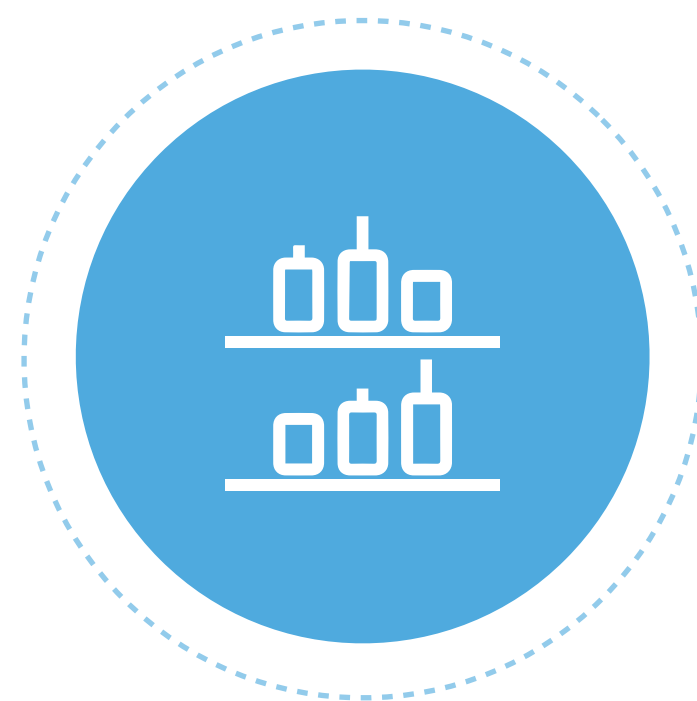
Advies over gedragsbeïnvloeding in marketing en maatschappij.





Neuromarketing & Bier

Topics van vandaag



Keuzeproces

Hoe komen mensen voor het bierschap tot hun keuze?



Category Drivers & Biermerken

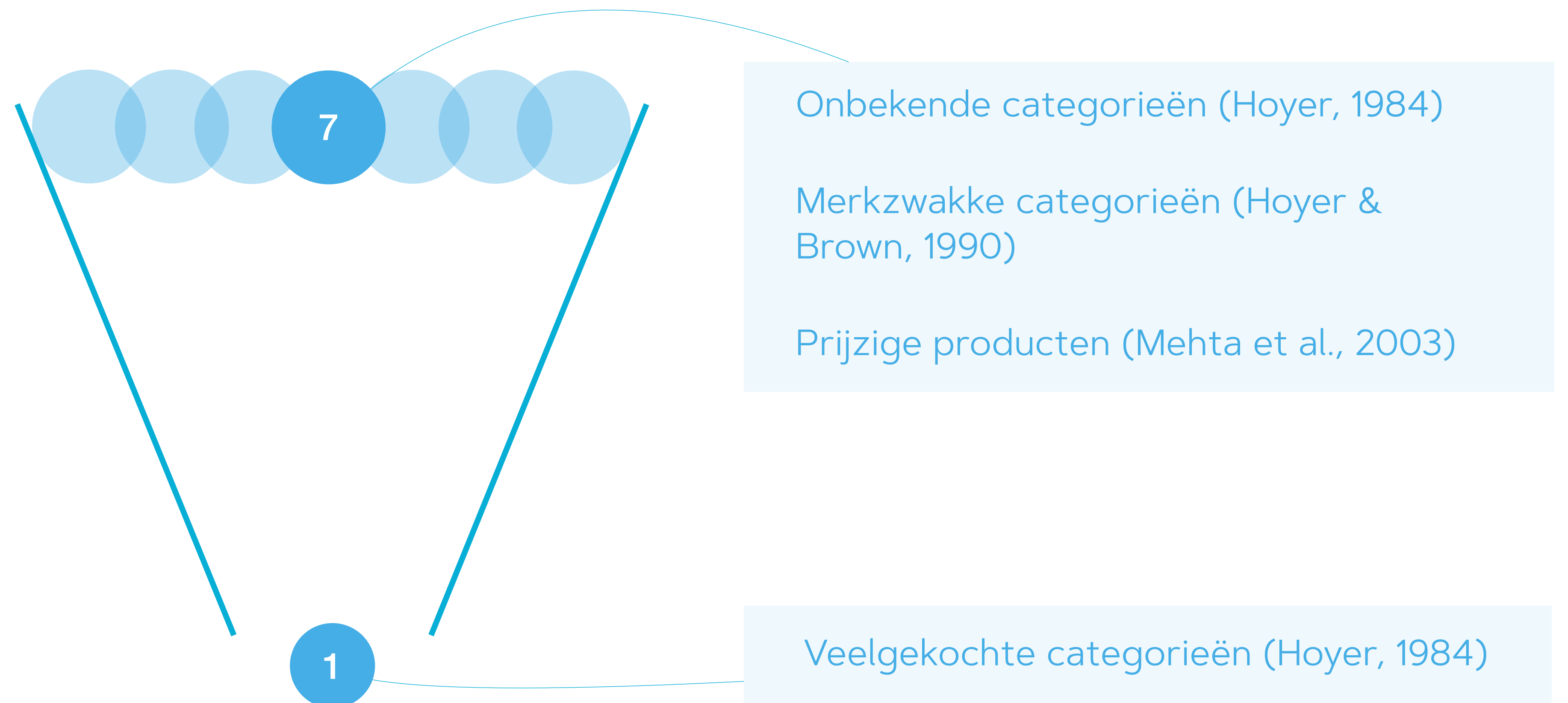
Wat zijn de onderliggende emotionele drijfveren achter voorkeur biermerken?



Packaging

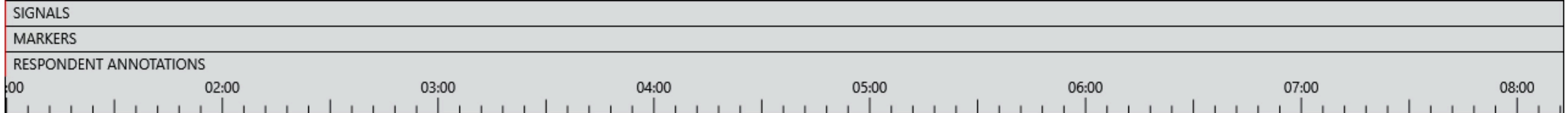
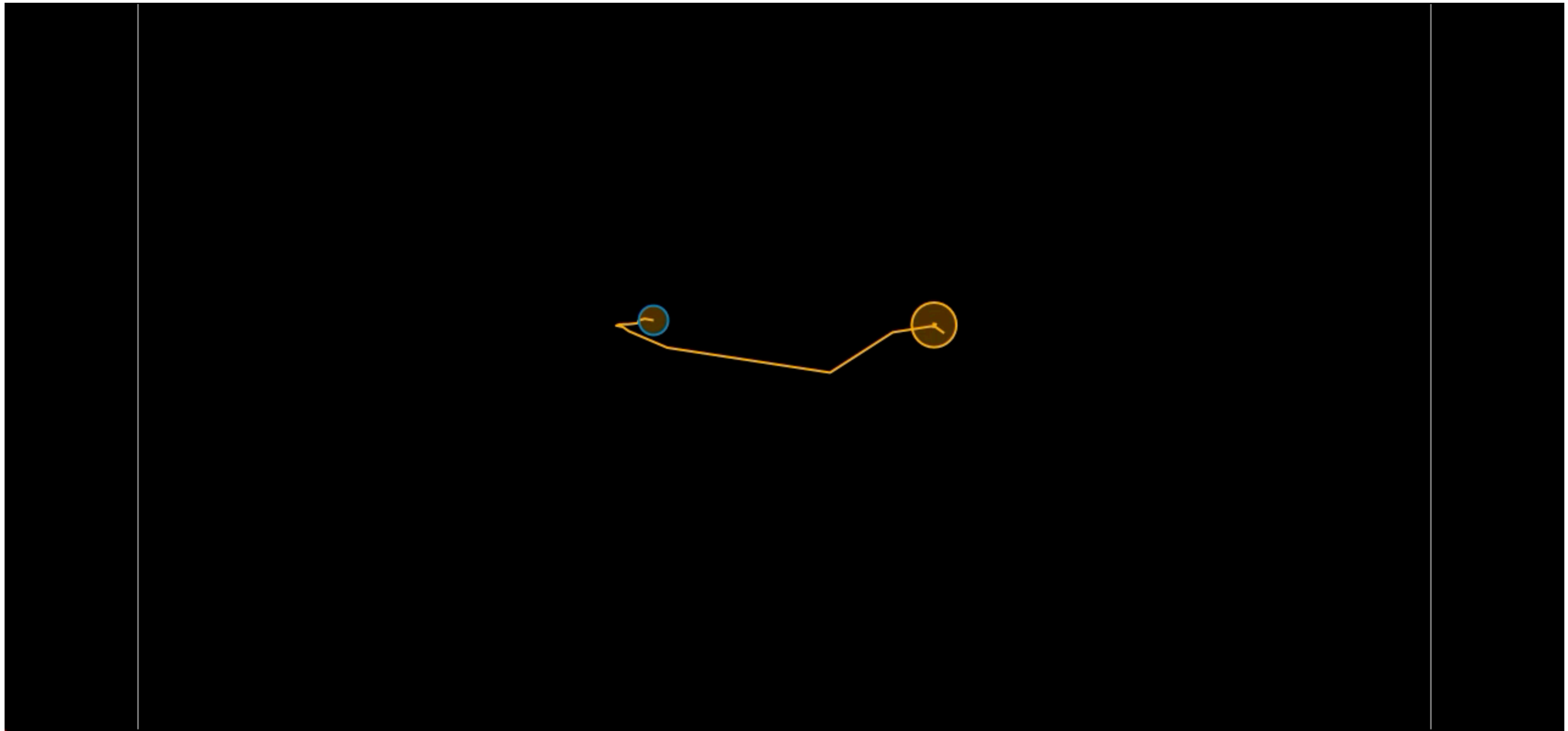
Hoe grijp je aandacht in het schap?

De consideration set omvang



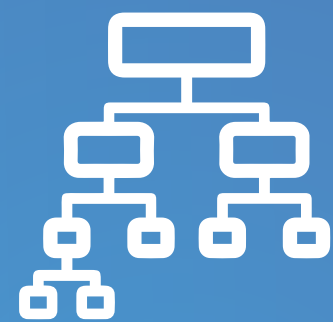
Eye Tracking laat je schrikken





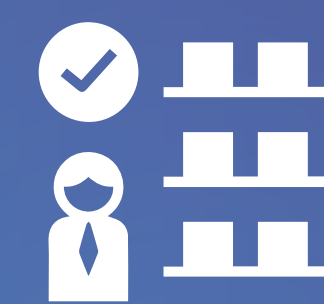
REPLAY Respondent: r2 Stimulus: Tobii Glasses 3_Recording 00:00:59:468

Two phases in schaponderzoek



1. Neuro Decision Tree

- ▶ Verkennend
- ▶ In de winkel
- ▶ Eye Tracking only



2. Schap lay-out test

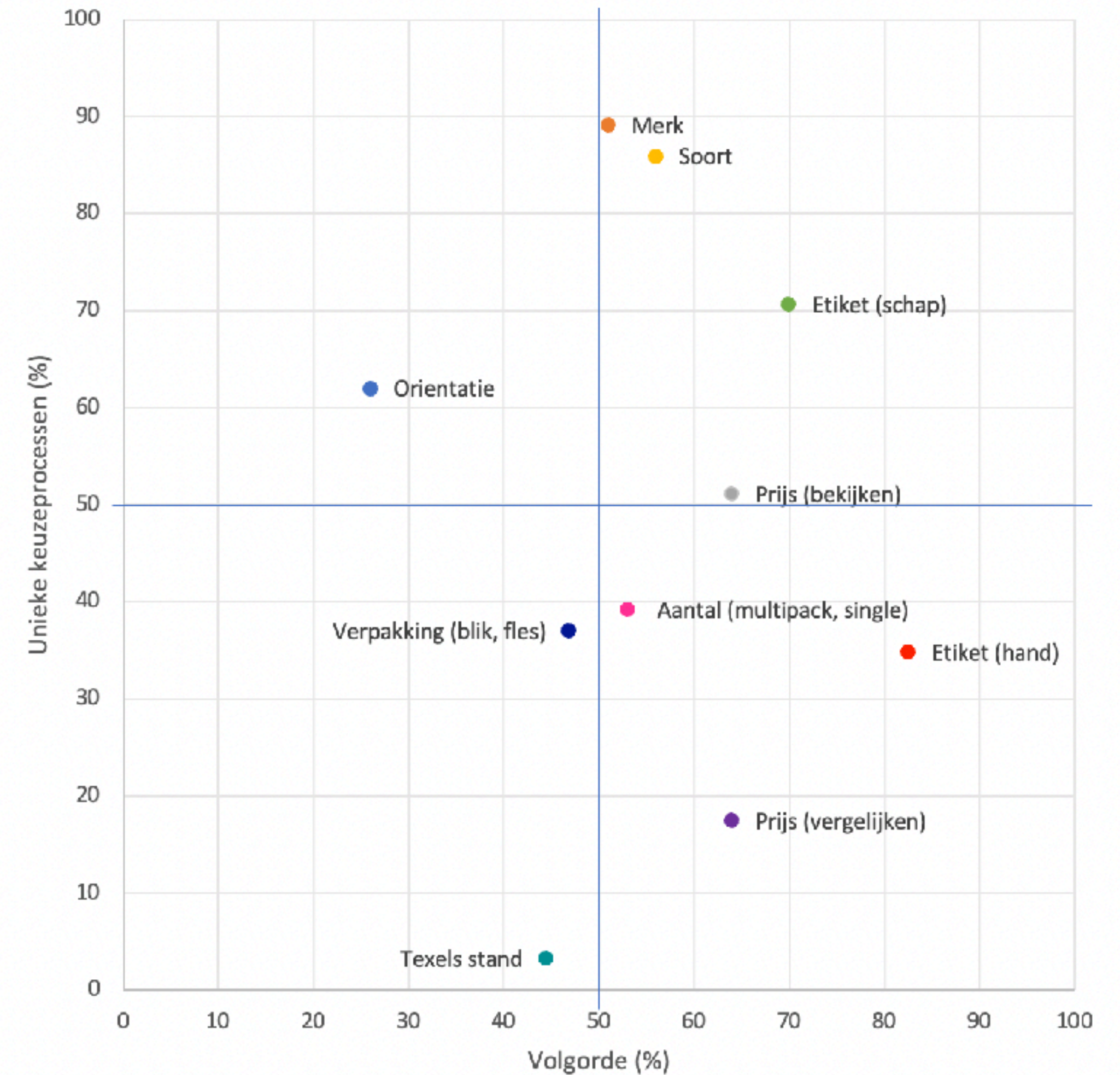
- ▶ Toetsend (hypothese-gedreven)
- ▶ Digitale presentatie
- ▶ Eye Tracking + EEG

Voorbeeld. Neuro Decision Tree



Voorbeeld. Keuzeproces van speciaalbier

1. Oriëntatie pils VS speciaalbaar
2. Merk
3. Biersoort (IPA, Blond, Trippel, etc)
4. Prijs
5. Verpakkingstype

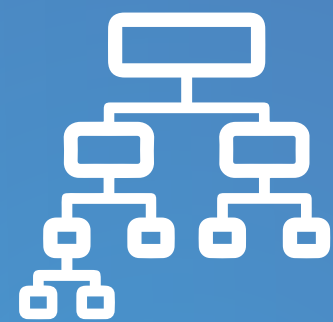


Ontvang het rapport!

Hele rapport ontvangen?

mailtom@unravelresearch.com

Twee fases in schaponderzoek



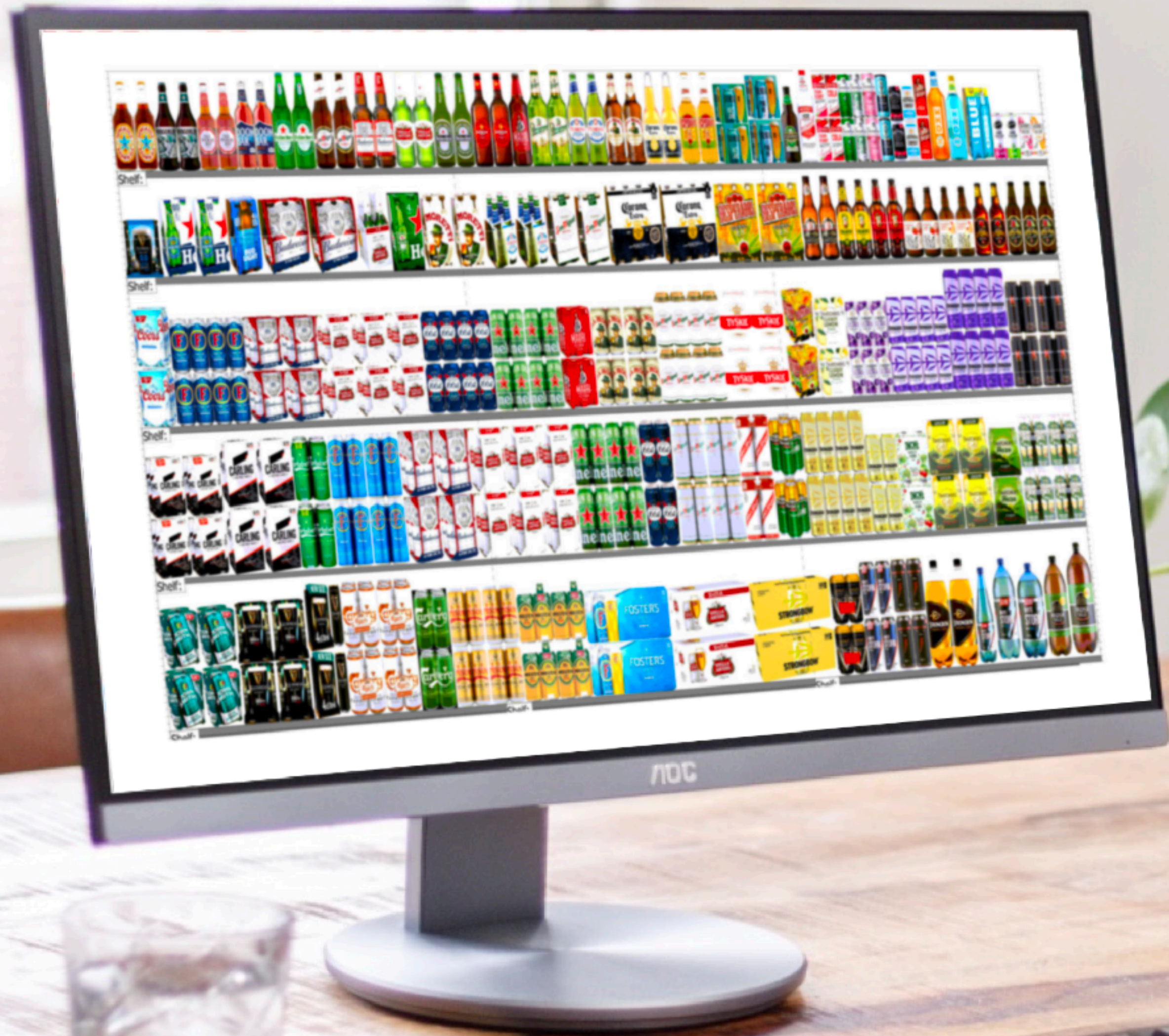
1. Neuro Decision Tree

- ▶ Verkennend
- ▶ In de winkel
- ▶ Eye Tracking only



2. Schap lay-out test

- ▶ Toetsend (hypothese-gedreven)
- ▶ Digitale presentatie
- ▶ Eye Tracking + EEG



Fase 2. Hypotheses testen voor herindeling

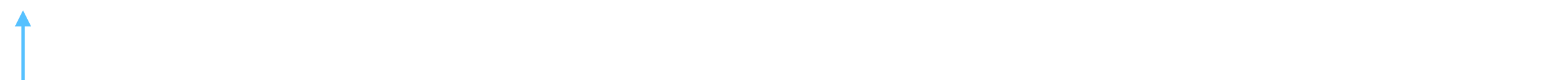


Opdracht



Schap

Volgende vrije/
doelgerichte
opdracht

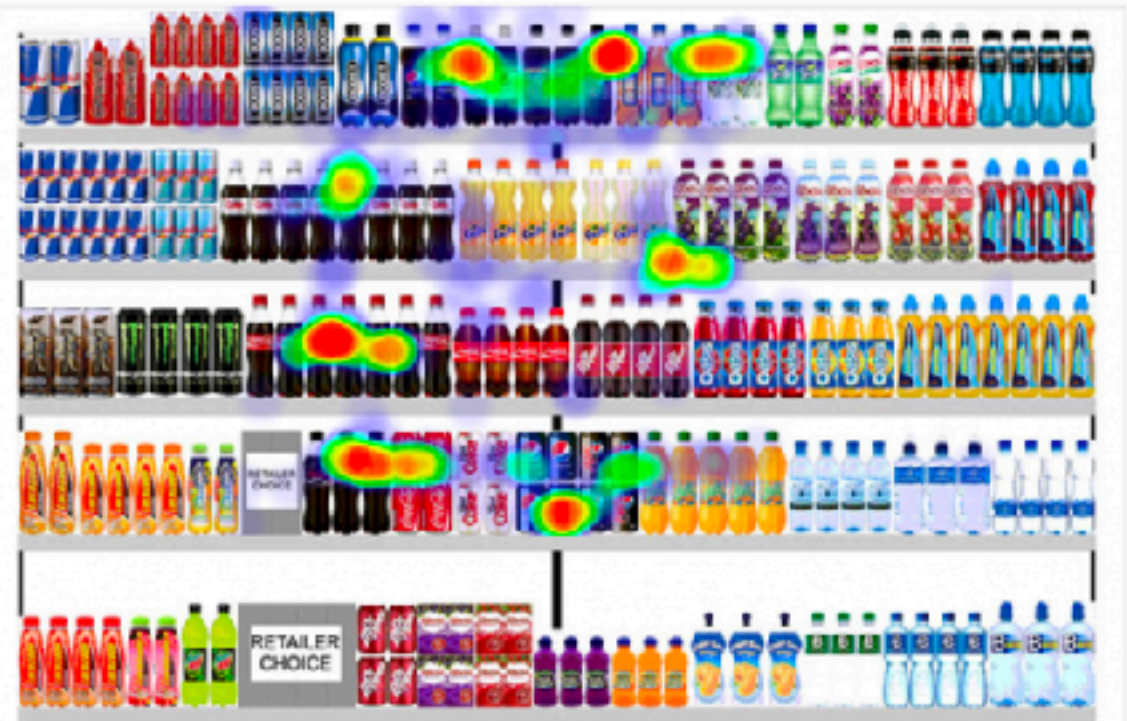




Deliverables

Neuro Schap en Keuzeonderzoek


Heatmap. Geheel schap



Implicaties

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Final Report

H1. Brand blocks or Size Blocks: Ease of search


Results

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

🕒 Fixation Ratio ⌚ Time to first fixation

Free Attention	Brand Block	87%	Best performance	0.67 sec	Best performance
	Size Block	64%		0.90 sec	
Target Search	Brand Block	98%		0.53 sec	Best performance
	Size Block	96%	No difference	0.79 sec	

Hypothesis: The amount of attention for the bonus meter products depends on the location of the bonus meter within the shelf
Key metrics: Fixation Ratio and Time to First Fixation (Eye Tracking)
Stimuli comparison: Stimulus 1A versus 1B

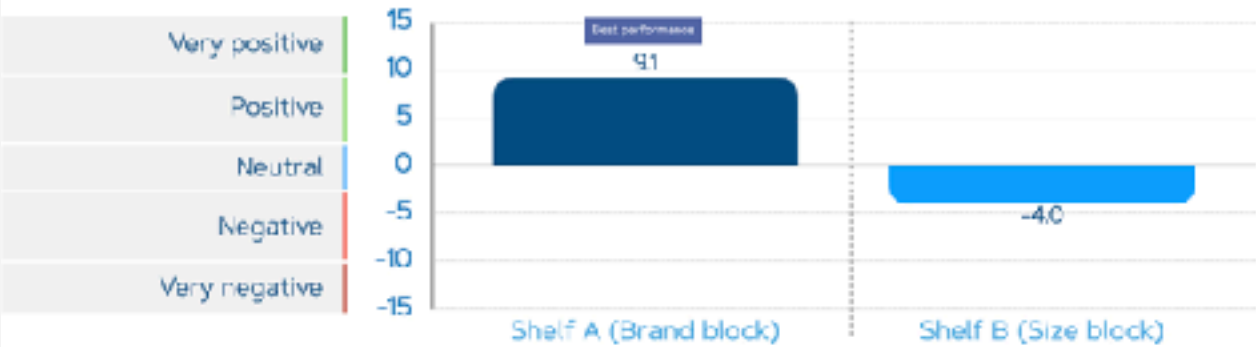


Final Report

H1. Brand blocks or Size Blocks: Purchase Activation

Results


- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Desire (EEG)

This neural metric indicates the desire to approach and explore the stimulus. Desire correlates strongly with purchase behavior. Negative values indicate avoidance motivation, whereas positive values indicate approach motivation.

Hypothesis: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Key metrics: Desire (EEG)
Stimuli comparison: Stimulus 1A versus 1B

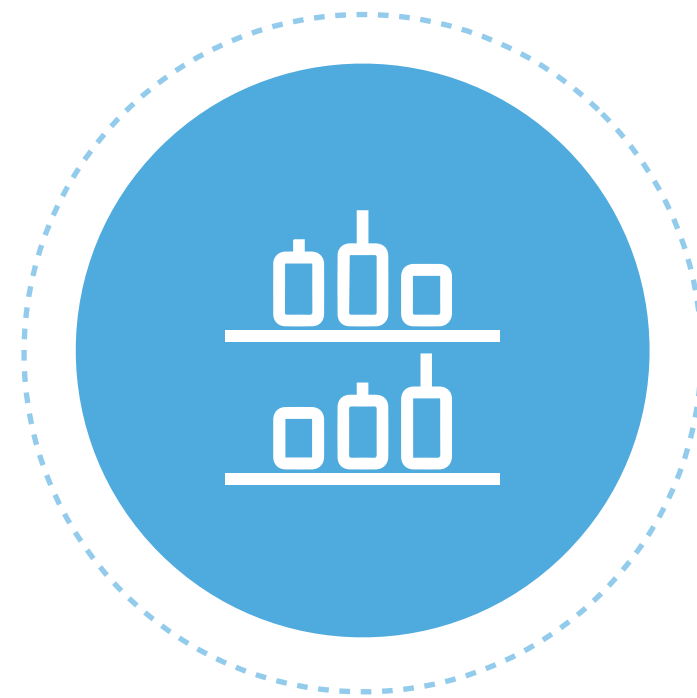


Voorbeeld. Voorbeeldoutput hypothese-test op aandacht (boven), neurale koopactivatie (onder) en aandacht per product in heatmap (links)



Neuromarketing & Bier

Topics van vandaag



Keuzeproces

Hoe komen mensen voor het bierschap tot hun keuze?



Category Drivers & Biermerken

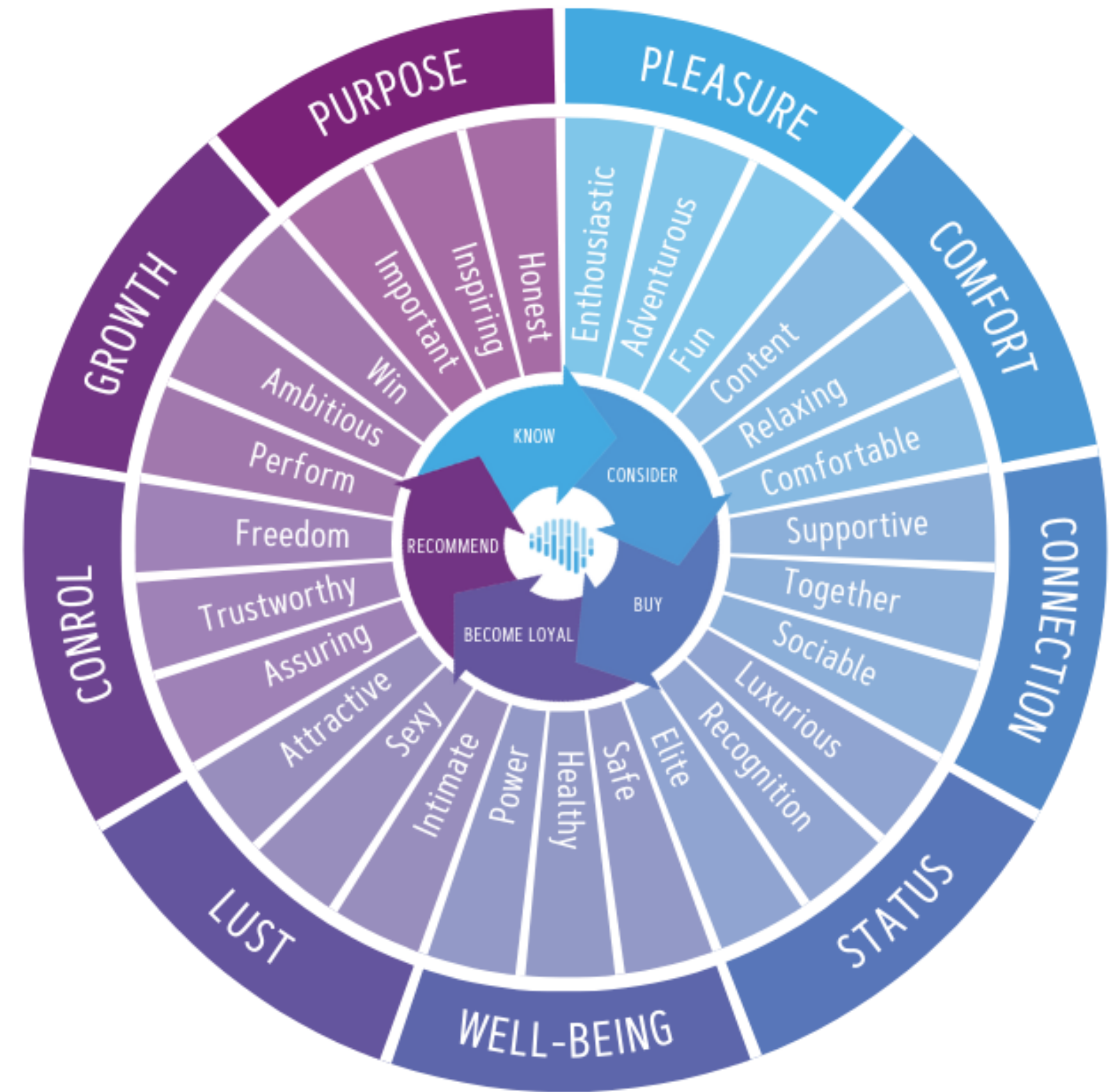
Wat zijn de onderliggende emotionele drijfveren achter voorkeur biermerken?



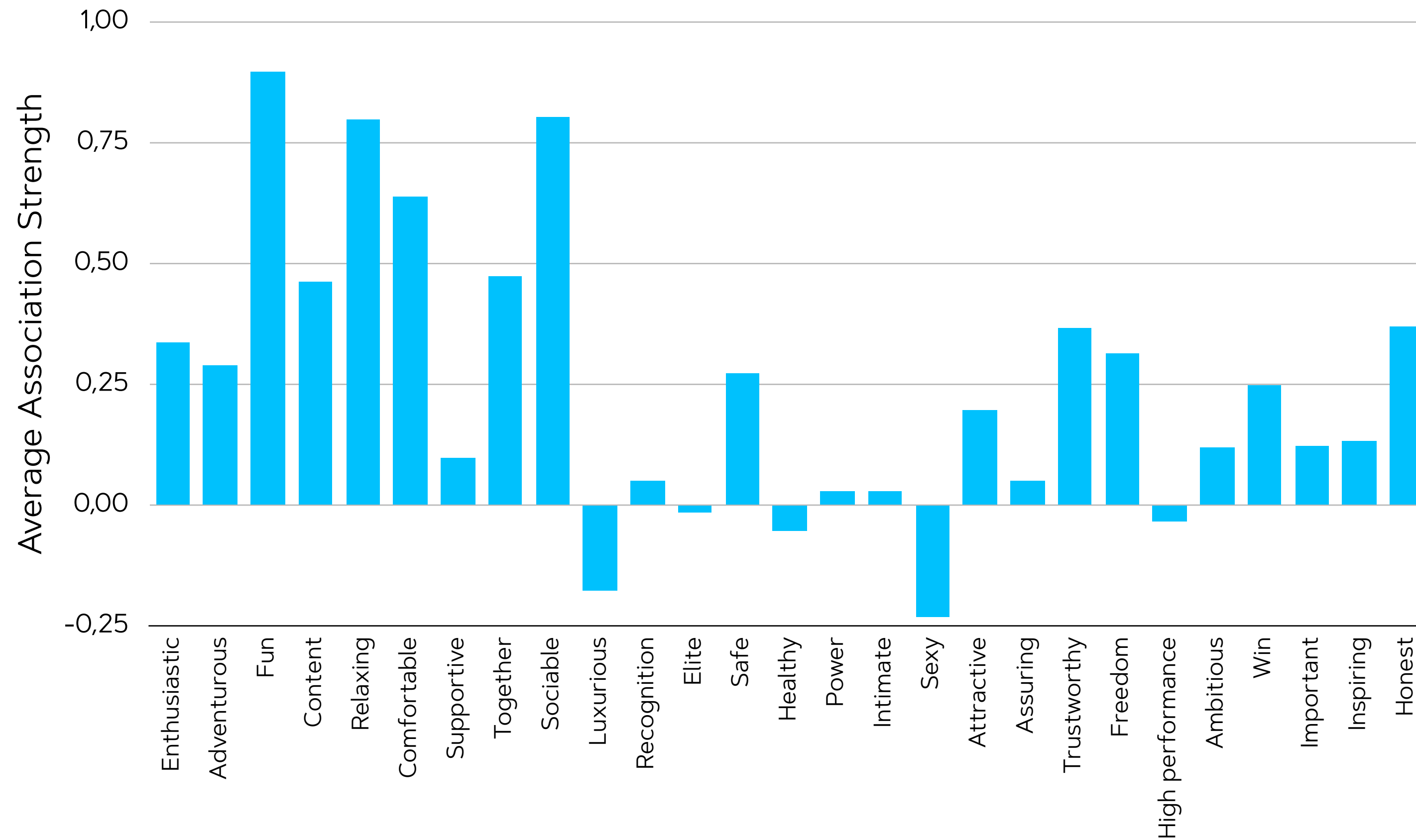
Packaging

Hoe grijp je aandacht in het schap?

Category Driver Model



Category Drivers. Beer



Conclusion. In total, we tested 27 attributes from the nine categories Pleasure, Comfort, Connection, Status, Well-being, Lust, Control, Growth and Purpose. From this, we extracted the Top 5 Category Drivers of the beer category, which are as follows:

Yes!

1. Fun
2. Sociable
3. Relaxing
4. Comfortable
5. Together

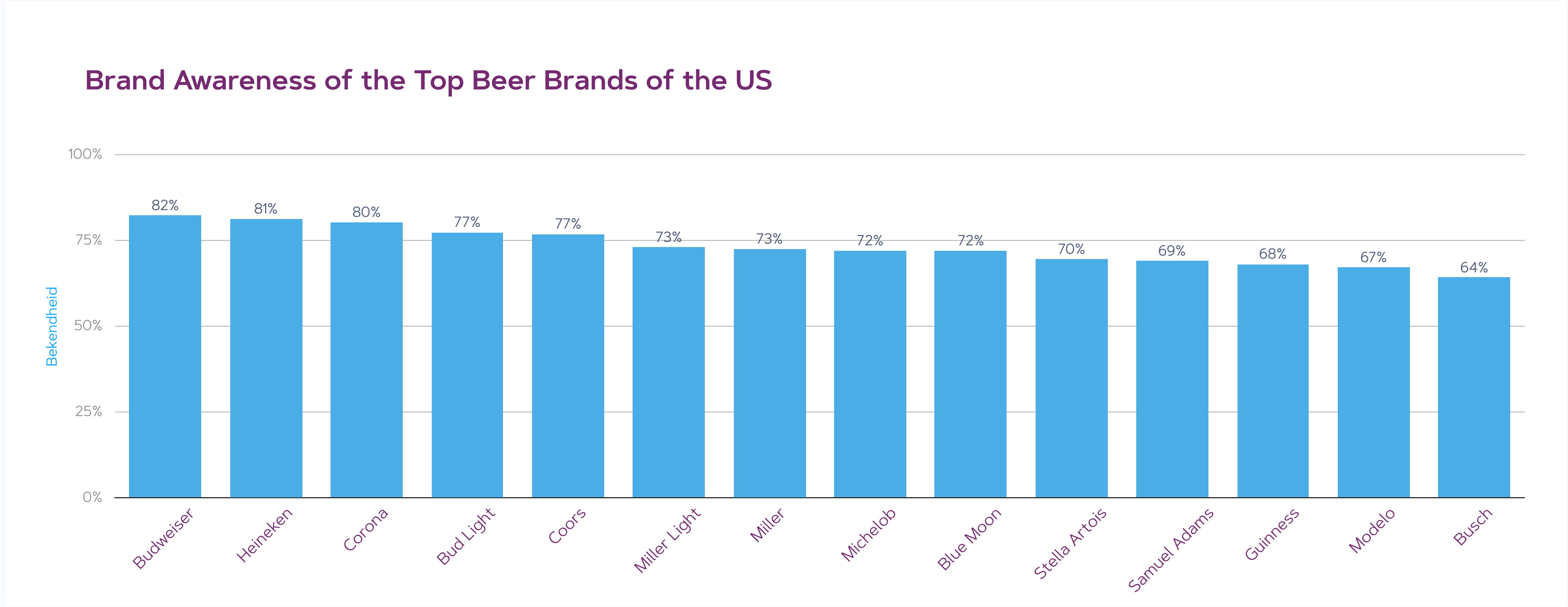
No!

1. Sexy
2. Luxury
3. Healthy
4. Performance
5. Status

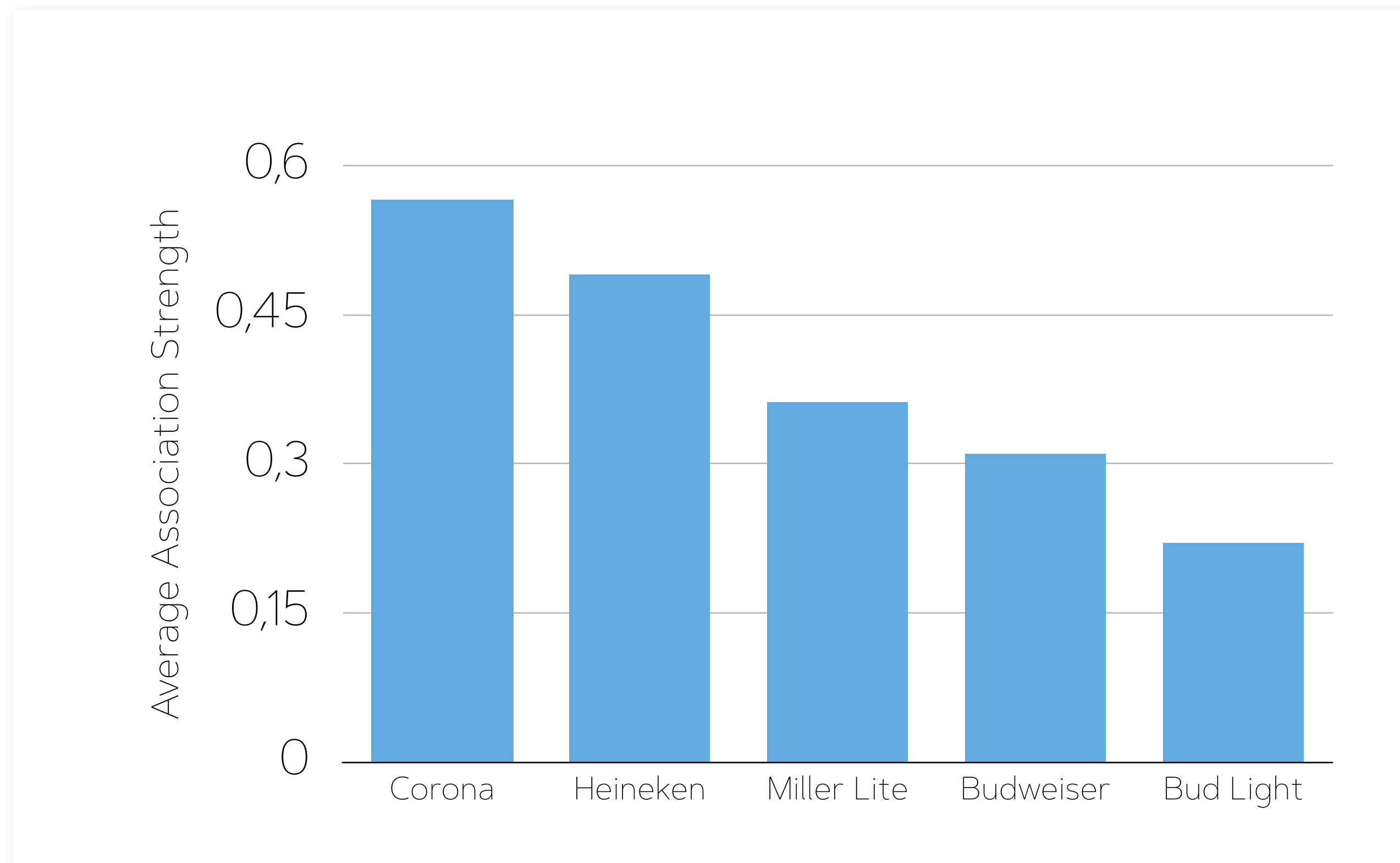
Question. Which of the following beer brands do you know?

Category Drivers - Beer

Brand Awareness (Prompted)



Category Drivers. Top 5 Category Drivers

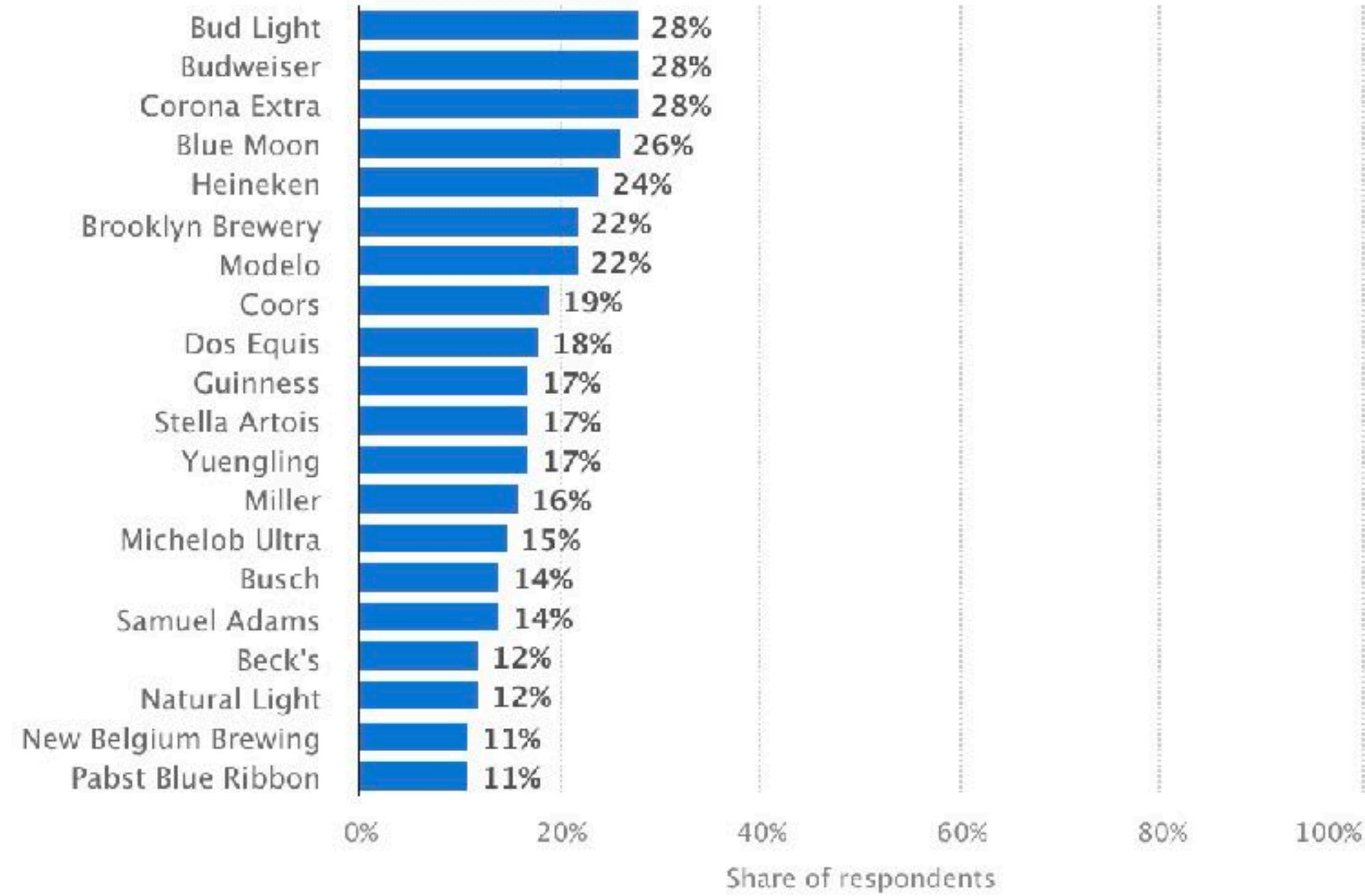


Conclusion. Looking at the top 5 drivers, we see that overall, Corona scores most positively, as followed by Heineken and Miller Lite. This indicates that on average, these brands are most strongly associated with the top 5 drivers of beer sales: Fun, Relaxing, Comfortable, Together and Sociable.

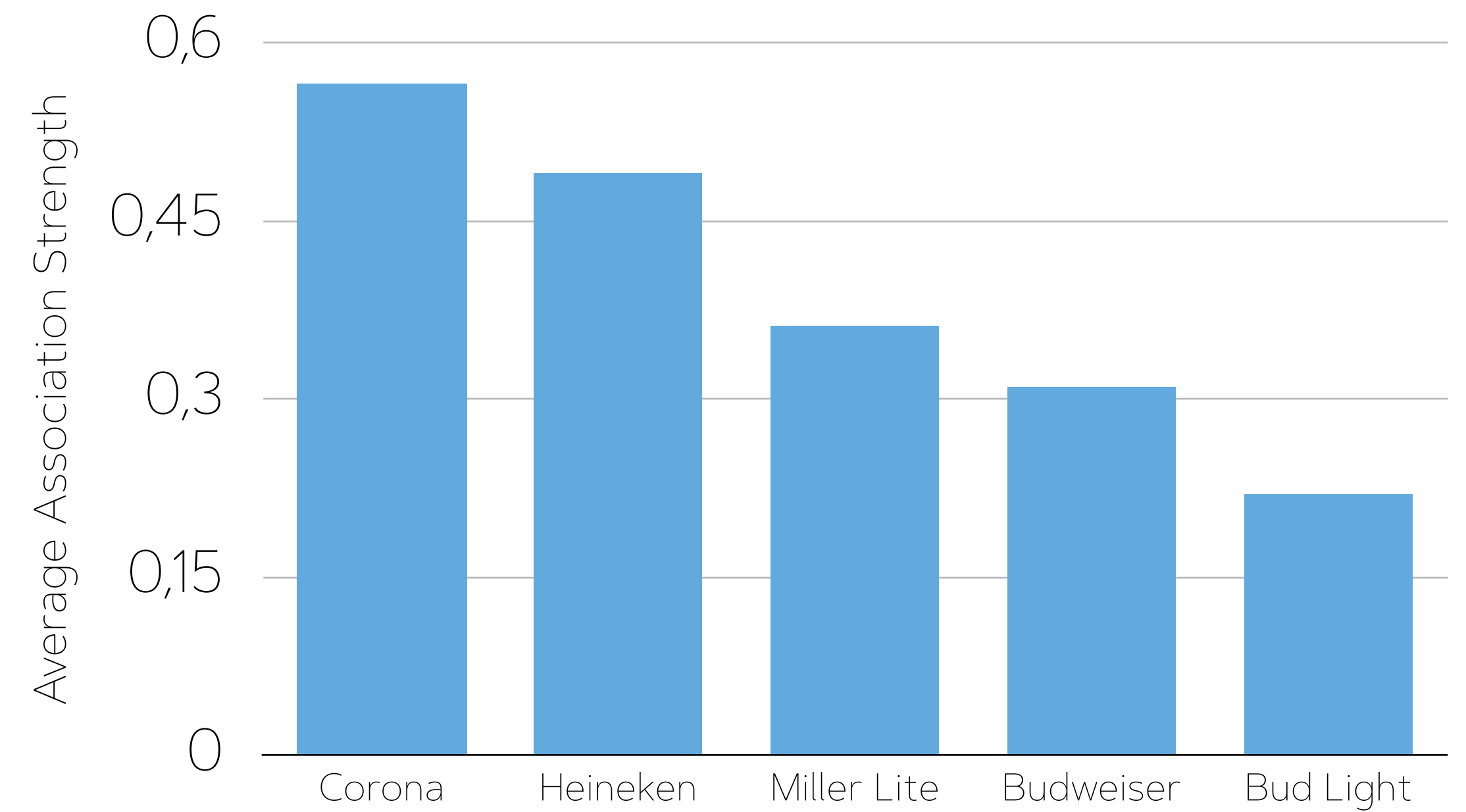
Bud Light and Budweiser have the least positive scores, showing less strong associations with these drivers.

Imago & Marktaandeel

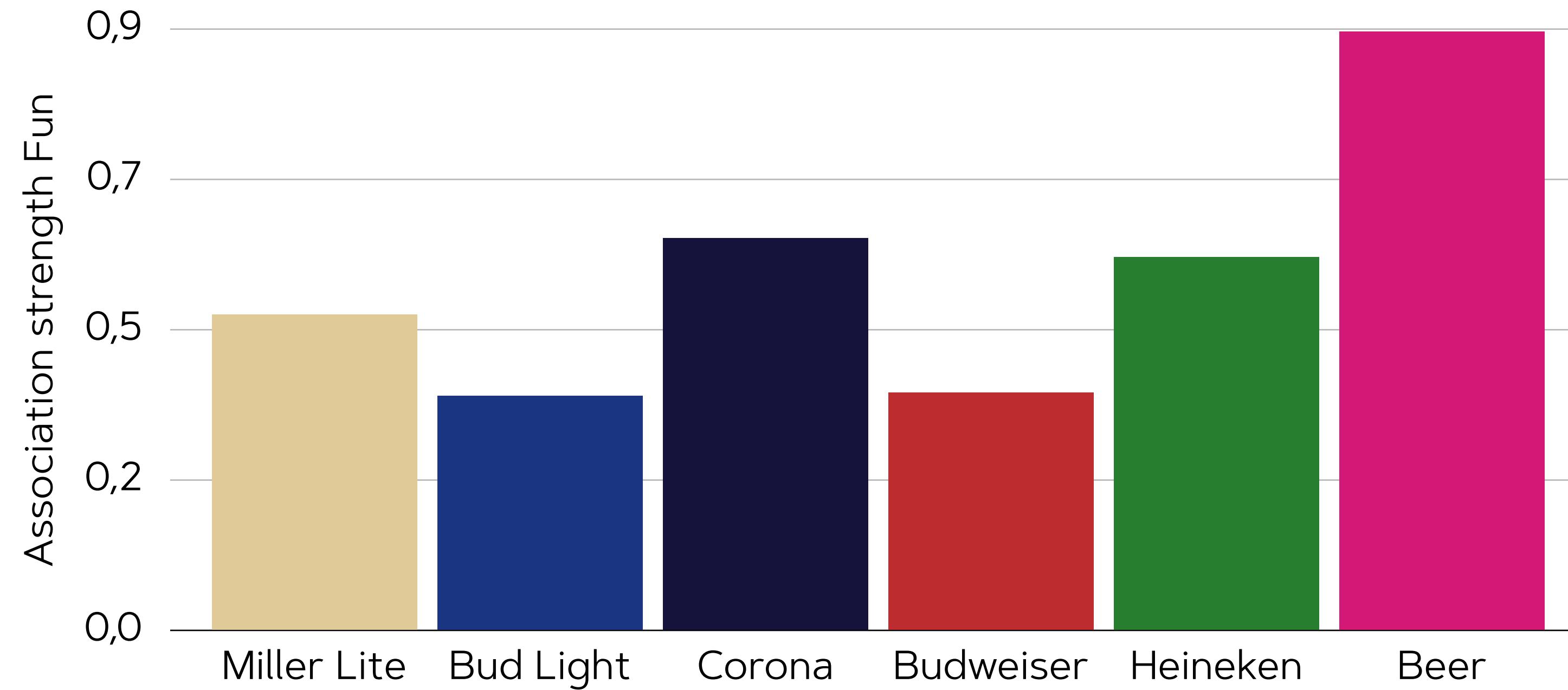
Beer brand consumption in the U.S.



Details: United States; May 2024; online survey; 1,129 respondents who know the respective brand; 21 to 64 years; "When it comes to beer, which of the following brands have you consumed in the past 12 months?"; Consumer Insights Brand KPIs



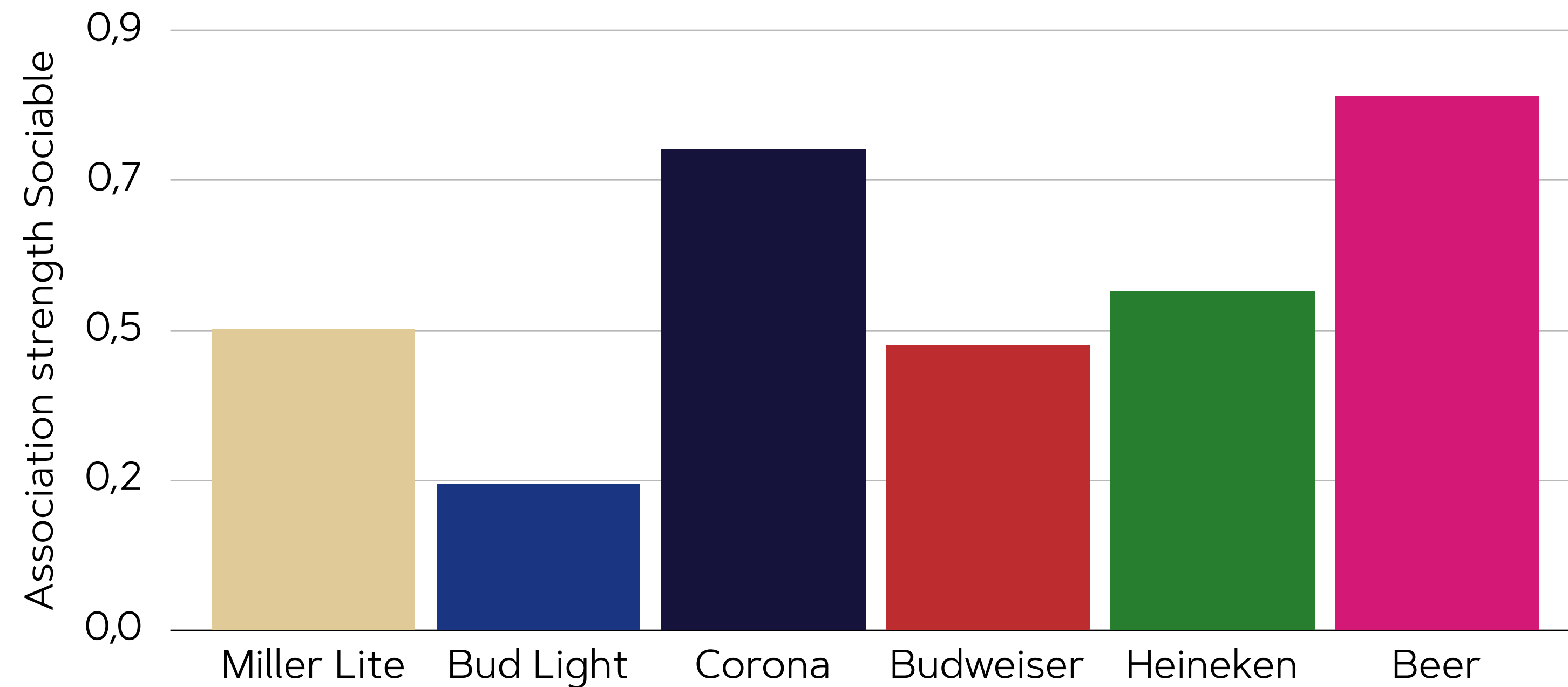
Deep Dive. **Pleasure**



Out of the three pleasure attributes, beer brands score high on **fun**.

Corona and Heineken are deemed the most fun brands.

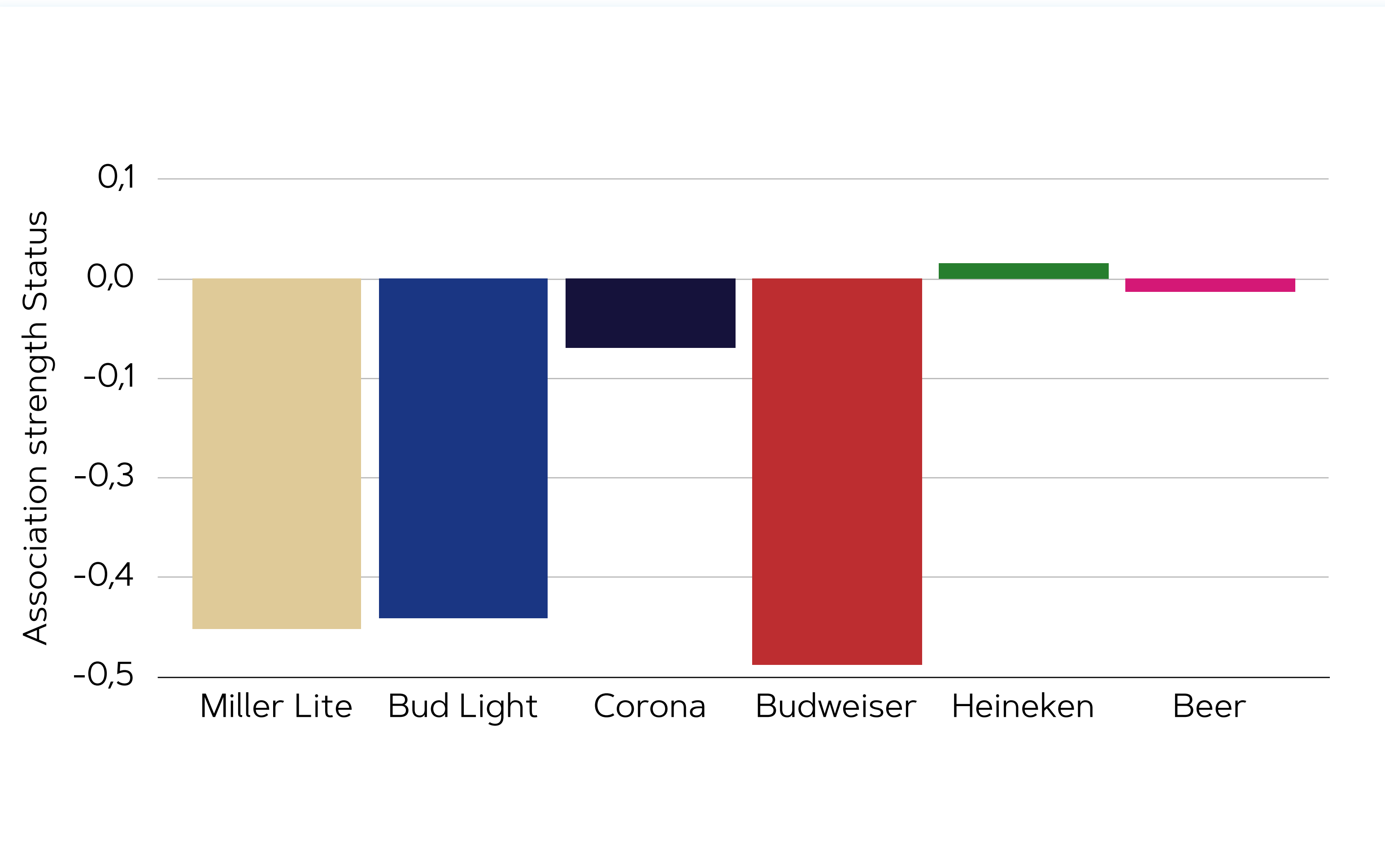
Deep Dive. Connection



Out of the three connection attributes, beer brands score high on **sociable**.

Corona is deemed the the most sociable.

Deep Dive. Status



Beer brands score very low on the status dimensions.

Out of the three status attributes, beer brands score low overall on status.

Heineken performs best on status dimensions.

Ontvang het rapport!

Hele rapport ontvangen?

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Webinar. Neuromarketing & Bier

Voorbeeldrapport



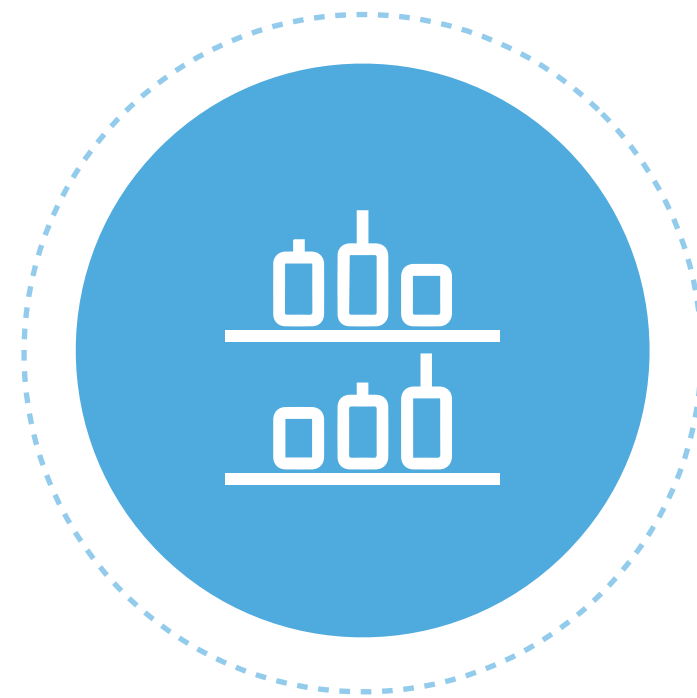
Voorbeeldrapport Neuro Keuzeonderzoek

Mail tom@unravelresearch.com



Neuromarketing & Bier

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Keuzeproces

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Category Drivers & Biermerken

Wat zijn de onderliggende emotionele drijfveren achter voorkeur biermerken?



Packaging

Hoe grijp je aandacht in het schap?

Invloed van verpakkingsmateriaal



➤ Plastic

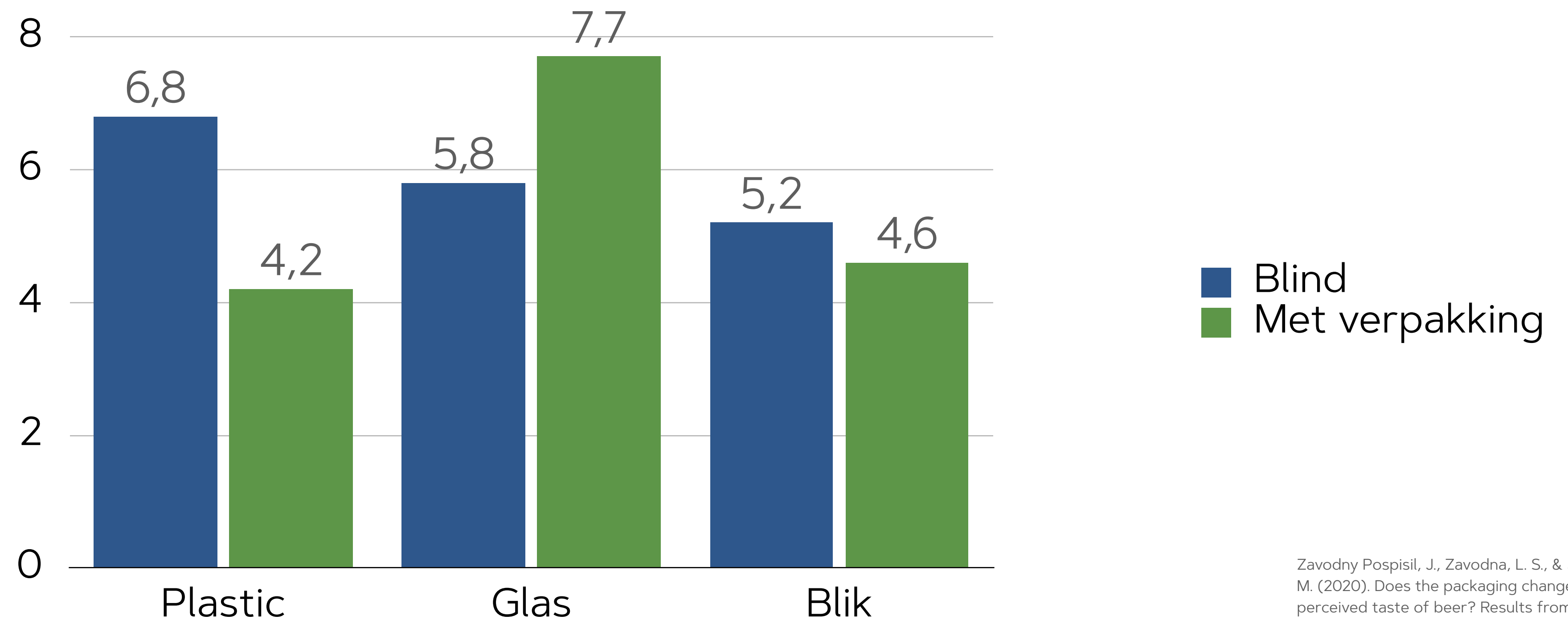


➤ Glass

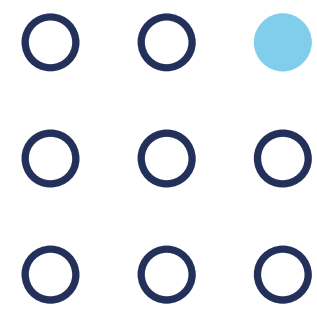


➤ Can

Invloed van verpakkingsmateriaal



Unravel's **Three Steps to Purchase™** research model



1. Shelf standout

Eye Tracking

Does the packaging pull attention?

+



2. Brand recognition

Eye Tracking & Implicit Association Test

Does the packaging signal the brand?

+



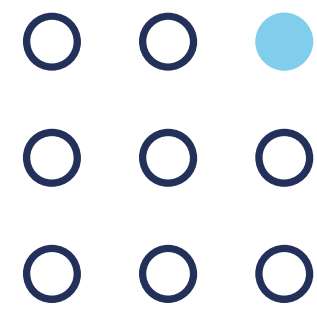
3. Purchase activation

EEG brain scan

Does the packaging activate desire to purchase?



Neuro Packaging Test



1. Shelf standout



2. Brand recognition



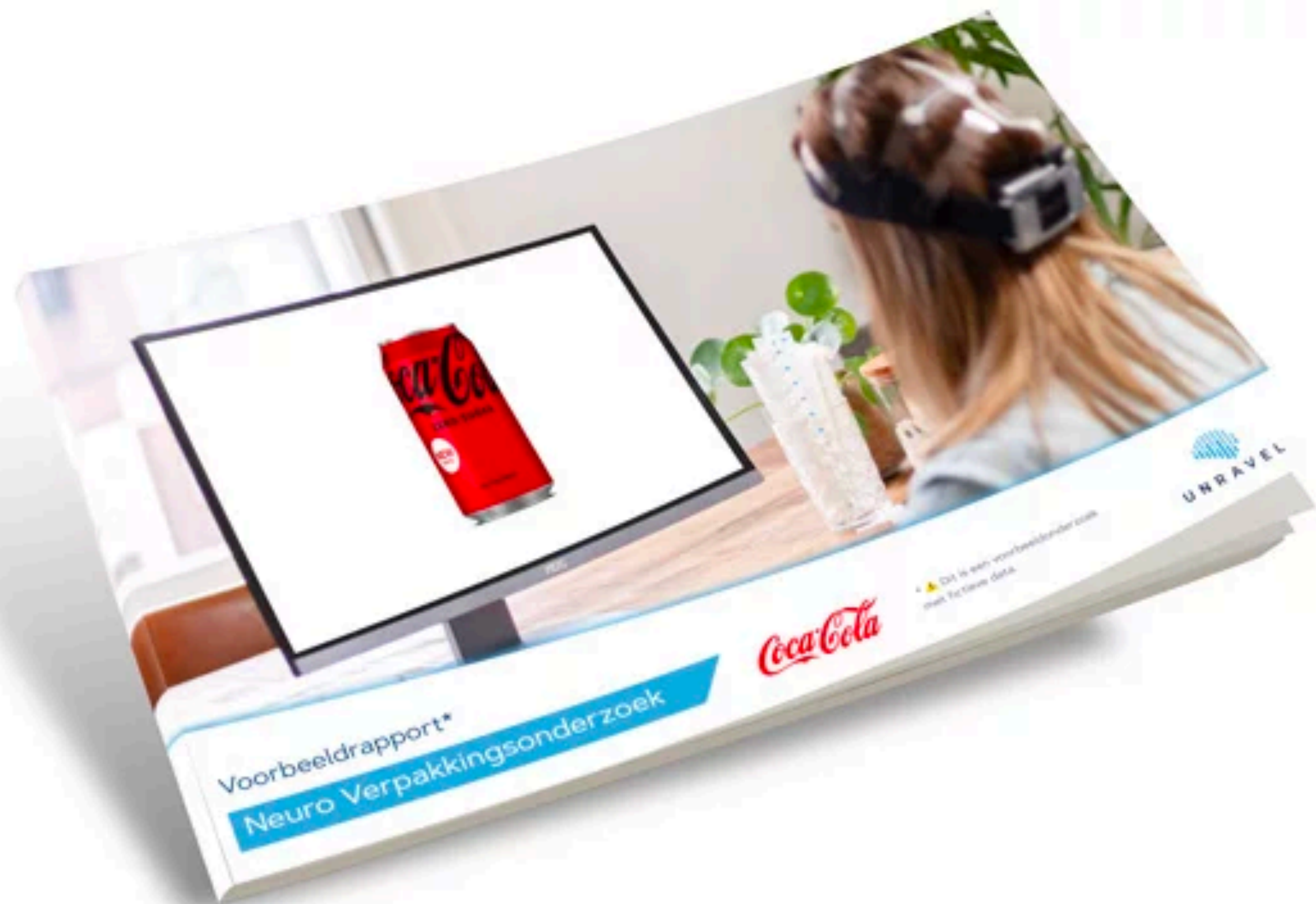
3. Purchase activation





Webinar. Neuromarketing & Bier

Voorbeeldrapport



Voorbeeldrapport Neuro Packaging Onderzoek

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Bias Bakkie

Winnaar

mail tom@unravelresearch.com

Take-Aways: Neuromarketing & Bier

- ✓ **Ken je het keuzeproces?** Eye tracking onderzoek in-store geeft inzicht in hoe biershoppers werkelijk kiezen.
- ✓ **Hoe denkt het brein over je merk?** Elk merk bestaat uit onbewuste associaties. Meet met de IRT hoe sterk jouw merk (en concurrenten) scoren op de category drivers.
- ✓ **Is je verpakking geoptimaliseerd voor het brein?** Optimaliseer en test je verpakking met de psychologische succesprincipes van packaging.