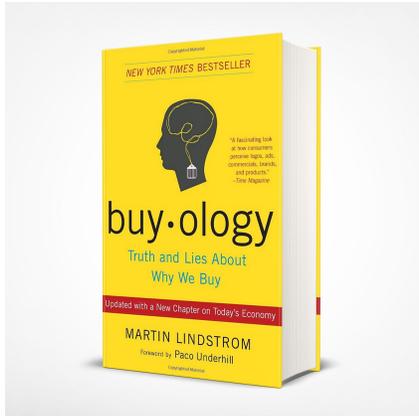


Book Breakdown: Buyology: the truth and lies about why we buy – Martin Lindstrom



This book shifts from seller to buyer mindset and contains findings from the world's largest neuromarketing study ever undertaken. It outlines the real reasons why people buy by interviewing consumer's brains to get past the logical mind into the subconscious mind which is responsible for over 80% of all our actions including purchasing behavior. Traditional marketing research methods won't tell you why people buy but MRI scans and this book will.

- Neuromarketing is the mash up of marketing and science to unlock the concept Lindstrom deftly defines as “Buyology” i.e the subconscious thoughts and feelings that drive the decisions we make each and every day
- Studies show our subconscious minds control over 85% of our behaviours including product purchases
- Over 50% of our purchases are done on auto pilot because our brains like to avoid cognitive load. We're born lazy. Literally.
- Pepsi beat Coke in blind tests based on the rationality of a sweeter taste yet Coke's emotional “Coke-ness” built over years of brand advertising beat their rational preference for Pepsi
- “A lot of what happens in the brain is emotional not cognitive” George Loewenstein, Behavioural Scientist, Carnegie Mellon University
- We are seeing a proliferation of product placement. Remember Raybans in Risky Business? Sales went up 50%. Same for Aviators in Top Gun (and navy recruitment by 500%). Watch the next Bond movie and see
- American Idol was sponsored by Coke, Ford and Cingular Wireless yet Coke was fully integrated into the show's narrative (almost subliminally with a red back stage room and coke shaped star chairs)
- The lesson here is to remember to cast the product, not just the actor
- The Magic of Mirror Neurons - Dr Rizzolatti experiment with monkeys discovered neurons fire when an action is being performed and when that same action is being observed. He studied targeted gestures - meaning those activities that

involve an object such as picking up a nut or bringing an Ice cream cone to your mouth As the frontal cortex are activated both when they see someone performing an action as well as when the person observes another person performing the action “

- Neurons that fire together wire together
- What DNA is for biology, the Mirror Neuron is for Psychology University of California
- Take a moment to yawn. I'm yawning. Are you yawning now? That's mirror neurons at work
- Mirror neuron activates not only when we observe other (eg. rugby player in a big tackle) but also we read about someone performing them too eg. crying when reading a sad novel
- Think about those Kinda Surprise YouTube videos like unboxit.com - kids are looking for some way to satisfy their appetite for something they don't yet have
- These are mirror neurons don't work alone. They work in combination with dopamine which is one of the most addictive substances known to man - purchasing habits are in part driven by its seductive effects
- Retail therapy can be attributed to dopamine, the brain's pleasure and reward system “Our emotional brains want to max out the credit card” This can be traced back to our age-old instinct for survival the rush of dopamine may help enhance the chances of reproduction and social status . Status helps increase our reproduction success. The future of advertising isn't smoke and mirrors, it's mirror neurons.
- Corona lime was created by a bartender who bet with a mate about putting a lime in the neck of the bottle. Guinness “Good things come to those that wait” - it takes 119.53 seconds to pour the perfect pint
- Rituals help form emotional connections with brands
- Superstition and rituals have been scientifically linked to human's need for control in a turbulent world
- Brands that have rituals associated with them are much “stickier” than those that don't
- In an unsettled, fast-moving world, we're all searching for stability and familiarity and product rituals give us an illusion of comfort and belonging.
- Brand and buying behavior can learn a lot from religion
- Almost every religion has ten common pillars underlying its foundations:
 - a sense of belonging (weight Watchers / Rolling stone audience)
 - a clear vision (Steve Jobs: “Man is the creator of change in this world
 - power over enemies (think Avis vs Hertz, Pepsi vs Coke, Visa vs Mastercard, Apple vs PC)
 - sensory appeal (Nokia ring tone, Toblerone oblong chancy shape appeals to our senses)
 - storytelling (Koran, bible or Torah - Disney)
 - grandeur (St Paul Cathedral or Ste Peters Cathedral in Rome or Giant Buddha in Thailand vs. Dubai's Hotel Burj Al Arab Hotel
 - evangelism (Gmail started by invitation only., like a visual religion)

- symbols
- mystery (Coca Cola recipe, KFC's secret herb & spices ingredients)
- rituals

When hooked up to fMRI, when viewing brand images like a Ferrari, iPod or Harley Davidson, people's brains light up exactly in the same places as they did when they were viewing religious activity

- all our beloved, best brands have enemies. Make sure you have one too so people worship you more

- Somatic markers are special because (eg. "Choosy mothers choose Jif")
- Think about your last trip to the supermarket did you think about every single item you put in your trolley
- Your choices are based on a lifetime of associations. Our brains summon an enormous amount of memories, facts and emotions and squeezes them into rapid response.
- A study by German brand experts Gruppe Nymphemberg food that over 50% of all purchase decisions are made spontaneously and unconsciously without any thought The brain has another name for this shortcuts (or think of them as bookmarks in the brain): somatic markers.
- Socrates once said to his student Theaetetus to imagine the "mind like a block of wax on which we stamp what we perceive or conceive" The metaphor "made an impression" relates directly to this. A somatic marker is like a bookmark or shortcut within our brains. These same cognitive shortcuts are what underlie most of our buying decisions.
- Tom Dickinson - "Will it Blend" YouTube videos promoting Blendtec Blender website
- Our visual sense, despite what we think, is not the most powerful in seducing our interest and getting you to buy
- Visual images are far more effective when coupled with another sense like sound or smell. Lindstrom calls it Sensory Branding® (and you can read his book breakdown here [LINK](#))
- When we're exposed to combinations that seem to go together the right piriform cortex and the amygdala (which encodes emotional relevance) are both activated.
- When a nice fragrance matches up with an equally appealing and congruous image, we not only perceive it as more pleasant, we're also as likely to remember it more
- Think about Dunkin Donuts or Johnson's Baby Powder or Playdo.
- A study carried out by Seoul International Colour Expo, found that 84% of respondents claimed colour amounted to more than half the criteria when buying a brand.
- Other studies have shown that people make a subconscious judgement about a person, environment our product within 90 seconds. Between 62-90% of that assessment is based on colour alone. Think about sound - Kelloggs have engineered Cornflakes crunch.

- Sound can help sell too - German music played in a supermarket helped sell 4 x more Reisling white wine. Nokia's classic phone ring became so ubiquitous soundbites over London began chirping it
- Dr Calvert in his study on this found that consumers attention is increased when they heard a signature tune whilst seeing a highly recognisable logo. Nokia ring tone flunked the test for the obvious anxiety inducing reasons.
- Sex doesn't always sell - only 9.8% of the men who viewed the ads with sexual content were able to remember the brand or product advertised compared to 20% of the men who had seen the nonsexual ones.
- It isn't the sex, it's the controversy. Think WonderBra or Calvin Klein Jean ads. Sex is part of our primary DNA and survival as a species but yet its attention that can be more effective than the suggestive content itself
- The answer, as we know now, lies in mirror neurons
- We now know over 90% of our purchasing behaviour is unconscious Microsoft themselves finally admitted "human beings are often poor reports of their own actions" and now plan to use EEGs to record the electrical activity in people's brains to see what emotions people feel as they interact with computers and technology.
- 2 different priced wines were out under the fMRI scanner and it revealed what we suspected a higher price wine enhances our pleasure of it. "We enjoy our purchases because we paid more"
- The biggest lessons companies have learned from neuromarketing is that traditional research methods like asking why a customer buys only get at the minuscule part of the brain's process.
- I bought that LV handbag because it appealed to my sense of vanity and I want to let my friends know I can afford a \$500 purse too" The more dopamine that surges through our brains the more we want stuff
- As studies show our brains are hardwired to bestow upon brands an almost religious significance and as a result we forge immutable brand loyalties
- In the recession condom sales went up 22% as well as chocolate, burglar alarms and security systems.
- Like in ancient cave man times when resources get scarce we revert to our most basic needs (food, sleep, survival and sex) After recessions, the same spending habits return.
- Recessions create somatic markers which helps us buy things that will protect us from harm
- Discounting product studies show takes 7 years for that brand to recover that value in the consumer's minds
- 'Going out of business' signs lit up people's brains in the fMRI because of our ingrained habit of hoarding
- All discounting does is condition the customer to expect lower prices The more choice we have, the less we spend