

THE EYES ARE LOOKING BUT THE BRAIN IS SEEING

Jesper Clement, Associate Professor, Copenhagen Business School

What makes people pay attention to certain objects and why are so many objects ignored? What if your brand was visually opted out instead of competitors? What attracts customer's attention in-store, what can sustain the attention, and what can ultimately get them to reach out for your brand? Actually not a question as simple as it sounds. Knowledge on the structure of the brain, how visual attention works and especially how people make nonconscious decisions has to be part of getting the answer. Jesper Clement gives insights into the benefit of using eye-tracking and his contribution to the field of neuromarketing. He will also elaborate on the pros and cons in doing in-store or laboratory experiments.