The first decade of research in decision neuroscience has seen great progress in identifying neural processes underlying human judgment and decision making. The emphasis is now beginning to shift from basic science research to applied work in the fields of economics, finance, public policy and marketing, among others. Progress in the area of consumer neuroscience has been particularly noteworthy, spurred to a greater extent by practitioners’ interest. Many of the largest marketing research companies and advertising agencies currently have neuromarketing divisions (e.g., Nielsen, Ipsos, Millward Brown), with clients that span an impressive list of brands (e.g., Google, Campbell’s, Estée Lauder, Fox News). Yet, considerable skepticism exists about the value of neural methods like fMRI in marketplace settings. Here, I will discuss two recent studies where we used several neurophysiological methods to predict the effectiveness of marketing communications. Across these studies, I will demonstrate how we can benchmark the unique contribution of these methods in predicting real-world market outcomes, relative to traditional market research metrics. I will discuss the implication of these findings for marketing theories, research and practice.

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