

News monitored for: The Nielsen Company

THE HINDU
Business Line

Coming soon: Blockbusters scripted by brain responses

Neurofocus to double global analysis team in Chennai

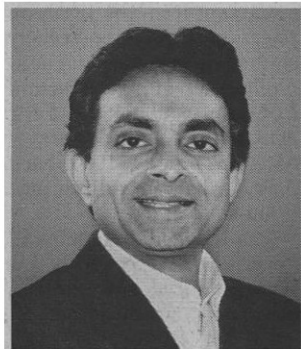
Gokul Krishnamurthy
Mumbai, Sept. 22

Neurofocus Inc, the neuro-marketing specialist that was acquired by research giant Nielsen in May, is looking to expand its global analysis facility in Chennai.

The team of 50 will become 100 in six months, as Neurofocus builds on the Indian opportunity and caters to global analysis requirements from Chennai.

Speaking to *Business Line*, Dr A.K. Pradeep, CEO, Neurofocus, said, "The Indian market is super competitive; so advanced tools that can unearth even one more insight are valued a lot. Categories that we have seen maximum traction in India are consumer goods, FMCG, health and beauty products, and we're starting off now on financial services."

This is in line with the off-take of categories for the company's neuromarketing services (based on consumers' EEG brain responses) in more evolved markets, except for the auto sector, which Dr Pradeep hopes will take off in India too.



Dr A.K. Pradeep

Neurofocus has been in existence for six years, and started offering services in India one year ago. On the synergies with Nielsen, an investor which picked up complete stake recently, he said, "Nielsen tracks 'what' people watch and buy, while Neurofocus tracks 'why'. The synergy is perfect."

A MOVIE SCRIPTED BY YOUR BRAIN

In India, companies have turned to Neurofocus' services for consumer insights on product innovation, brand studies and advertising im-

pact, informed the spokesperson.

Packaging services are gaining traction, with in-shop and touch point studies following suit, he added.

Internationally, Neurofocus is also engaged to create entertainment content in tune with customers' brain responses, and for marketing entertainment.

Within entertainment, neuromarketing is extensively used internationally in pre-production for casting and editing, and applications such as creating trailers and promos for marketing.

With Bluetooth Wi-fi gadgets, Neurofocus is working on getting brain responses to the movie in real time.

Without losing the storyline, there may be parts of the movie that can be stretched based on response, or shortened, as the audience is watching the movie.

"We are just starting out. This would be a confluence of gaming and entertainment," explained Dr Pradeep.

gokul.k@thehindu.co.in