

## **NEUROFOCUS RECEIVES GRAND OGILVY AWARD FROM THE ADVERTISING RESEARCH FOUNDATION**

Marketing Research Industry's Top Prize Recognizes Neuromarketing Leader's  
Contributions To "Creation of Superior Advertising" For Frito-Lay's Cheetos

For Immediate Release

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BERKELEY, Calif. – April 2, 2009 – The Advertising Research Foundation (ARF) bestowed its top prize, the 2009 Grand Ogilvy Award, to NeuroFocus, the organization announced.

The Grand Ogilvy is awarded to honor those companies who contribute to the advertising campaign that an independent jury of industry leaders cites as "demonstrating the most successful use of research in the creation of superior advertising that achieves a critical business objective."

Frito-Lay's "The Orange Underground" campaign for its Cheetos brand was singled out by the ARF jury as the Grand Ogilvy Award winner for 2009. Frito-Lay and its partners who created the campaign share in the prize. NeuroFocus contributed its industry-leading neuromarketing research to help the Cheetos campaign achieve marketplace success. The Cheetos advertising also received a Gold Ogilvy Award in the Packaged Goods category.

NeuroFocus ([www.neurofocus.com](http://www.neurofocus.com)) specializes in EEG (electroencephalographic)-based neurological testing that reveals the degrees of attention, emotional engagement, and memory retention that consumers experience at the deep subconscious level of the brain. Combined with eye tracking and biometric measurements, this brainwave-based methodology provides client companies with the most advanced, accurate, and actionable form of market research available.

Headquartered in Berkeley, with offices in New York, Chicago, Dallas, Los Angeles, and near Cincinnati, NeuroFocus works with Fortune 100 companies across many categories. The company recently expanded its operations into Europe, and also has offices in Tokyo and Tel Aviv.

"Leaders like Frito-Lay gain and maintain that standing by constantly innovating and seeking out the 'best in class' with whom to work," said Dr. A. K. Pradeep, Chief Executive Officer of NeuroFocus. "Their success with Cheetos is a classic example of that trait. We're very proud to have contributed to the brand's marketplace success, and to share in this industry recognition with them."

### About NeuroFocus

[NeuroFocus Inc.](http://www.neurofocus.com) is the leader in bringing neuroscience knowledge and expertise to the worlds of advertising, marketing, product development and packaging, and

entertainment. The company leverages Doctorate-level academic credentials in neuroscience and marketing from Berkeley, MIT, Harvard, and the Hebrew University combined with C-suite level business management and consulting experience.

NeuroFocus clients include Fortune 100 companies across dozens of categories, including automotive, consumer packaged goods, food and beverage, financial services, Internet, retail, and many more sectors. Entertainment category clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.

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