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Which Super Bowl Quarterback Should Win the Big Prize?

Published: January 31, 2009

(No, Not The Championship Ring--The \$\$\$\$ Advertising Endorsement Contracts)

NeuroFocus Reveals How Brainwaves Singled Out Which Spokesperson Offers The Most Effective Attributes For Advertisers

BERKELEY, Calif., Jan. 31 /PRNewswire/ -- Forget the focus on the commercials, the odds, even the final score. The big question for advertisers who want to sign Super Bowl players to multi-million-dollar endorsement contracts is: how can we find out, for certain, which ones consumers will like best?

NeuroFocus, the world's leading neurological testing company, offers the answer: between Ben Roethlisberger and Kurt Warner, the Cardinals quarterback takes two out of three categories.

Major advertisers seeking to maximize the value of their investment in signing such expensive talent now have the most reliable and accurate means to do so: ask the brain.

NeuroFocus (www.neurofocus.com) specializes in capturing and analyzing consumer's actual brainwave activity as they experience everything from TV commercials to product packages, websites, prices, sponsorships, and much more. The company can test the neurological effectiveness of virtually anything that a consumer can experience through any or all of their five senses.

For the Super Bowl, NeuroFocus employed its proprietary NeuroHarmony methodology to test football fans to determine which of the two quarterbacks resonated the most at the subconscious level of viewers' minds. This is the most critical measurement of all for advertisers, because this is the level of the mind where purchase decisions and brand loyalties are formed. No other form of market research can probe to this depth.

NeuroFocus tested three different core attributes to gauge how much or how little consumers associated these attributes with each player. The results showed:

Attribute:	Score:
Likeable:	Kurt ranked higher than Ben
Heroic:	Ben ranked higher than Kurt
Accessible:	Kurt ranked higher than Ben

"Brainwaves can only tell the truth," said Dr. A.K. Pradeep, Chief Executive Officer of

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NeuroFocus. "In this instance, they clearly show that consumers' subconscious minds found more affinity with Kurt than with Ben, in two out of the three attributes we tested. So, in this example, if your brand would benefit from a spokesperson who represents 'likeability' and 'accessibility', Kurt Warner would be a good choice. If you want your company or your brand represented by a spokesperson with an 'heroic' attribute, Ben would be the better choice."

"The point is, if you're about to write a seven or eight-figure check and make a major, often multi-year commitment on behalf of your company and your brand, this research is the one way you can be certain that you're making the right choice. In today's economy, where every marketing dollar has to perform at maximum efficiency, NeuroHarmony assures that you'll be able to choose the most effective endorser for your brand and get the highest return on your investment."

NeuroFocus works with many of the world's top Fortune 100 companies, across dozens of categories. In addition to its main neurological testing laboratory, the company is rolling out NeuroLabs, which are stand-alone testing facilities located within clients' own dedicated sites. NeuroFocus designs, builds, staffs, and operates these NeuroLabs for these clients.

NeuroFocus captures brainwave activity across as many as 128 separate sectors of the brain, at 2,000 times a second. Coupled with sophisticated eye-tracking equipment and GSR (galvanic skin response) sensors, this massive data stream enables the company to analyze what consumers pay the most attention to; what engages their emotions the best; and what they retain in their memories.

"We use these three primary metrics, and three more that we derive from them-- persuasion, awareness, and novelty--to arrive at a final measure of overall effectiveness," Dr. Pradeep said. "By combining the latest advances in neuroscience with top-tier marketing expertise, we're able to offer clients deep insights and specific knowledge about how consumers really think and feel about their products, their services, and their brands. It is 21st century marketing science, and there is no equal in terms of the accuracy of our results and the actionable recommendations we bring to clients. Picking the Super Bowl 'winner' is a fun but very meaningful way to demonstrate that capability."

About NeuroFocus

NeuroFocus Inc. is the market leader in bringing neuroscience knowledge and expertise to the world 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 the consumer package goods, food and beverage, financial services, automotive, and retail sectors, among many others. Entertainment industry clients include major companies in the broadcast and cable television and motion picture industries. The Nielsen Company is a strategic investor in NeuroFocus.

SOURCE NeuroFocus

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