

RESEARCH
3.0

EVENTO - 6 DE NOVEMBRO - HOTEL FÉNIX LISBOA

IMPLÍCITO E EXPLÍCITO

Para além do que os consumidores dizem



Modelização Econométrica

Da teoria aos insights



Equação Lógica

State of The Art Techniques +
Analytical skills



Neuromarketing

Uma perspetiva científica do
comportamento do consumidor.



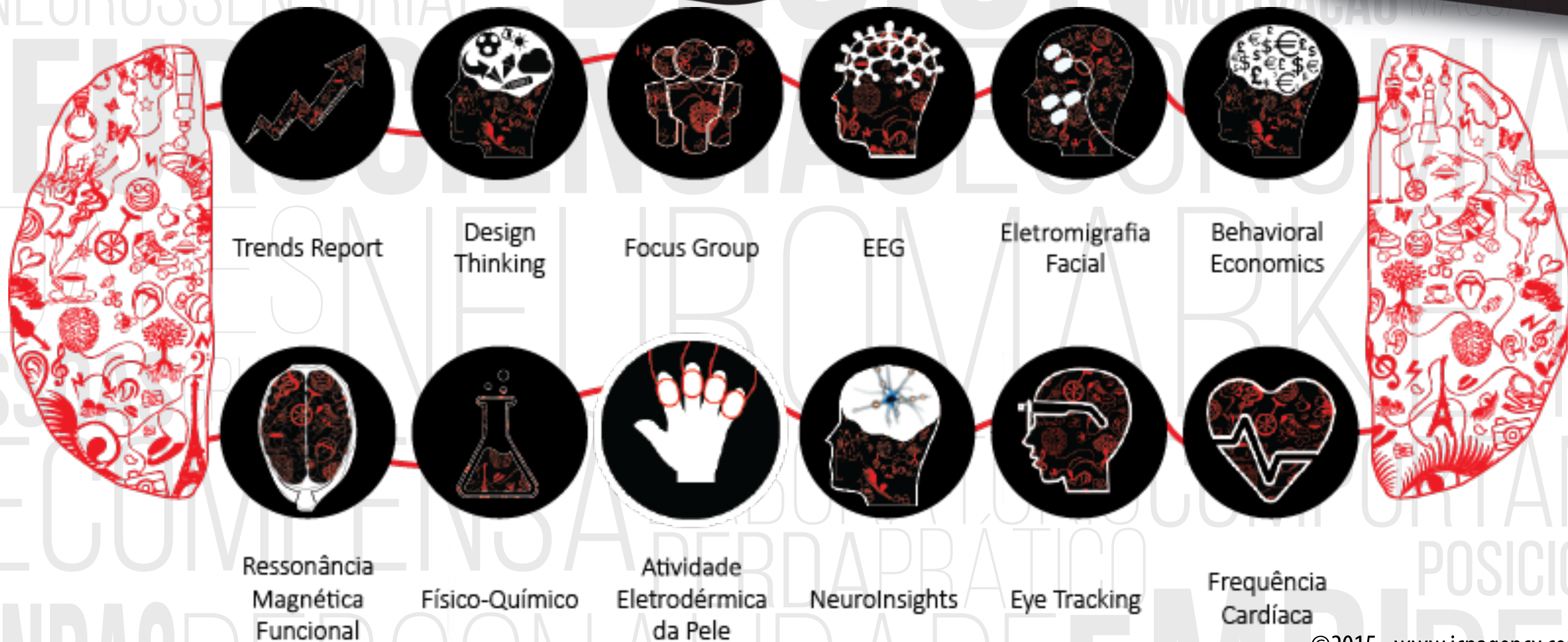
COM QUE MEDIR EM NEUROCIÊNCIA
APLICADA AO CONSUMO

IMPLÍCITO?
EXPLÍCITO?

*“É uma emoção que nos faz sentir se
uma determinada decisão é boa ou não!”*

António Damásio

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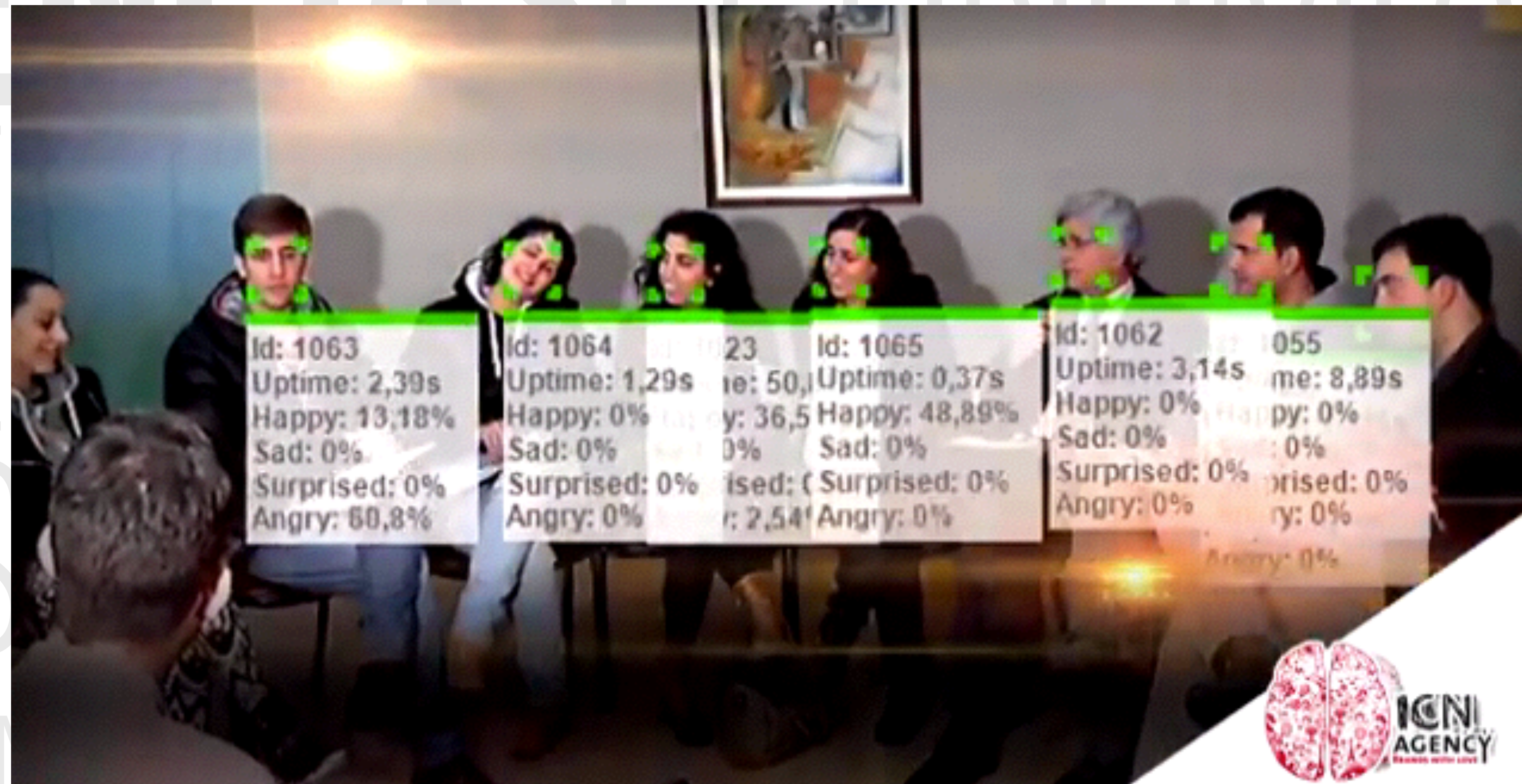
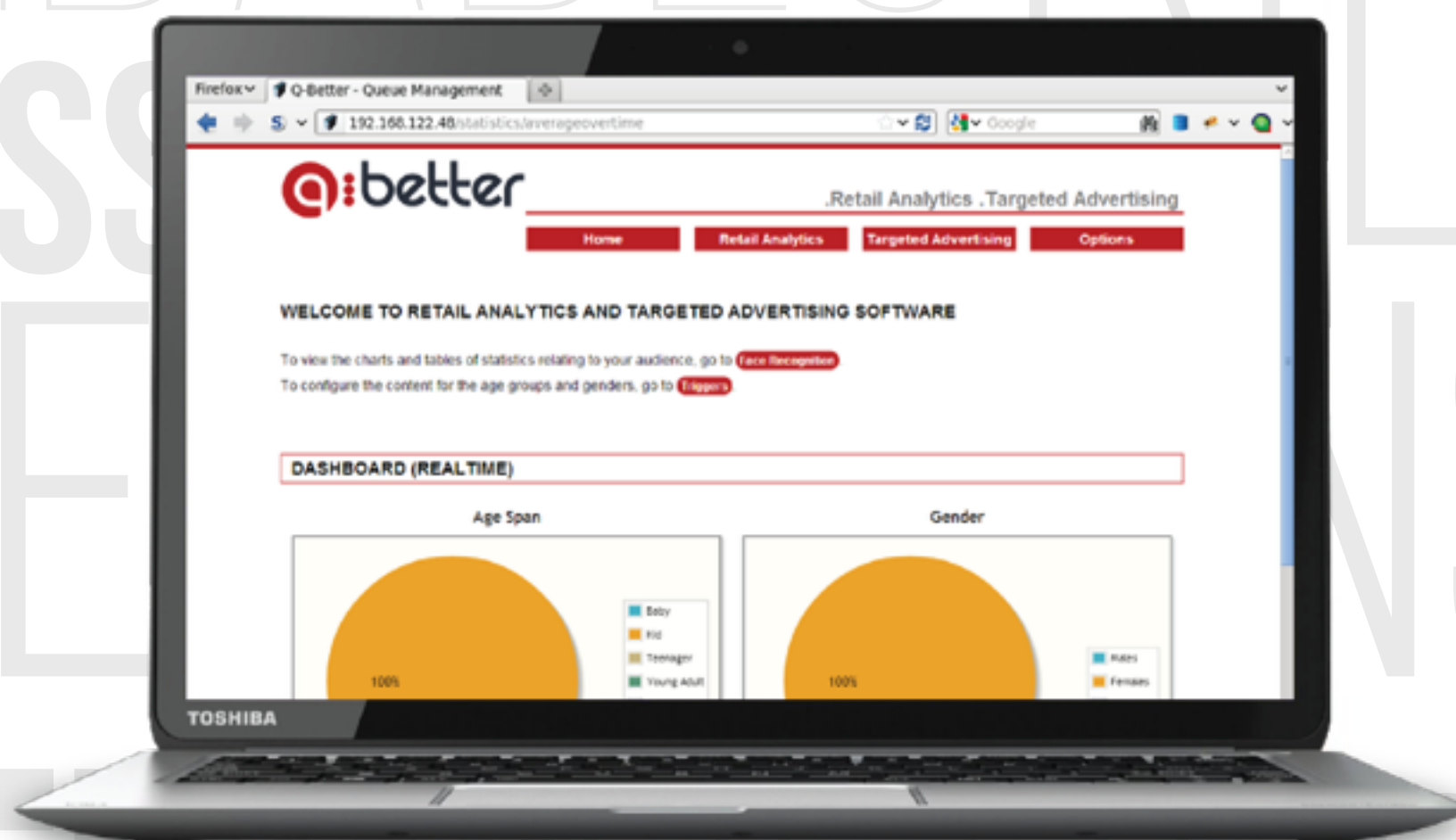


1. Focus Group Emocionais

Exemplos de ferramentas

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Market Research & Insights

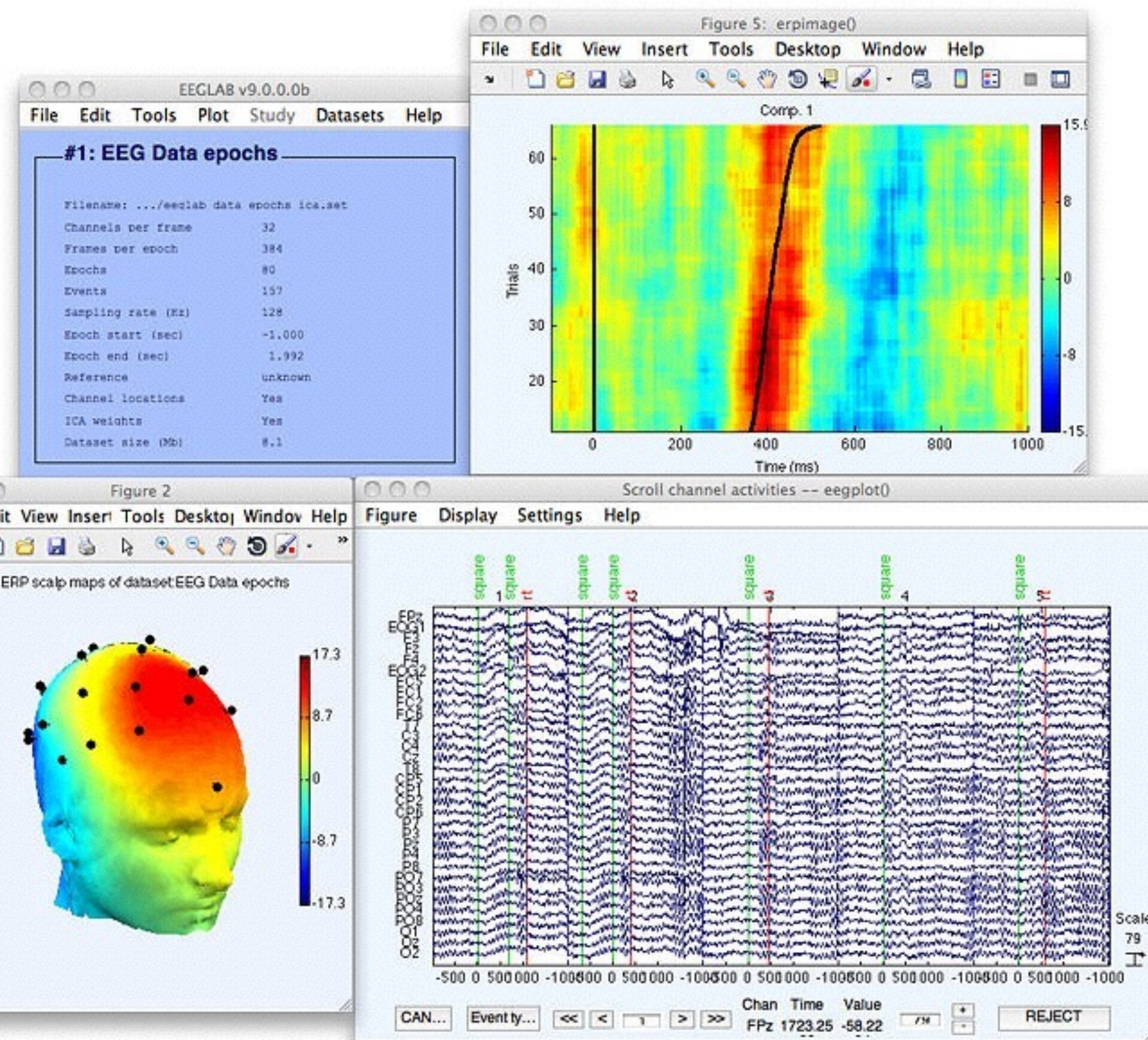


2. PSICOFISIOLOGICA CENTRAL

EXEMPLOS DE FERRAMENTAS

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2. PSICOFISIOLOGICA CENTRAL PREMIUM

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EM LABORATÓRIO...

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Laboratório Neurosensorial



3. EYE TRACKING (ANÁLISE OCULOMÉTRICA)

EXEMPLOS DE FERRAMENTAS

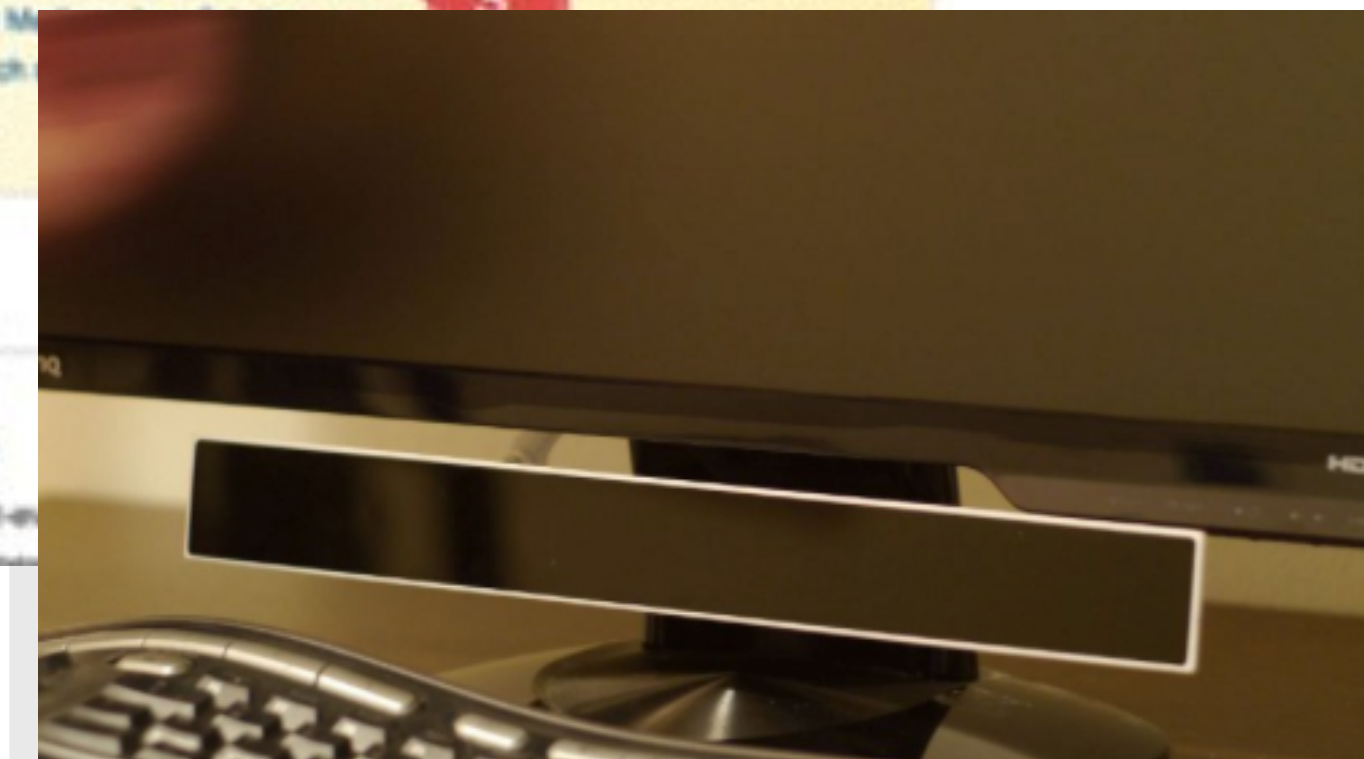
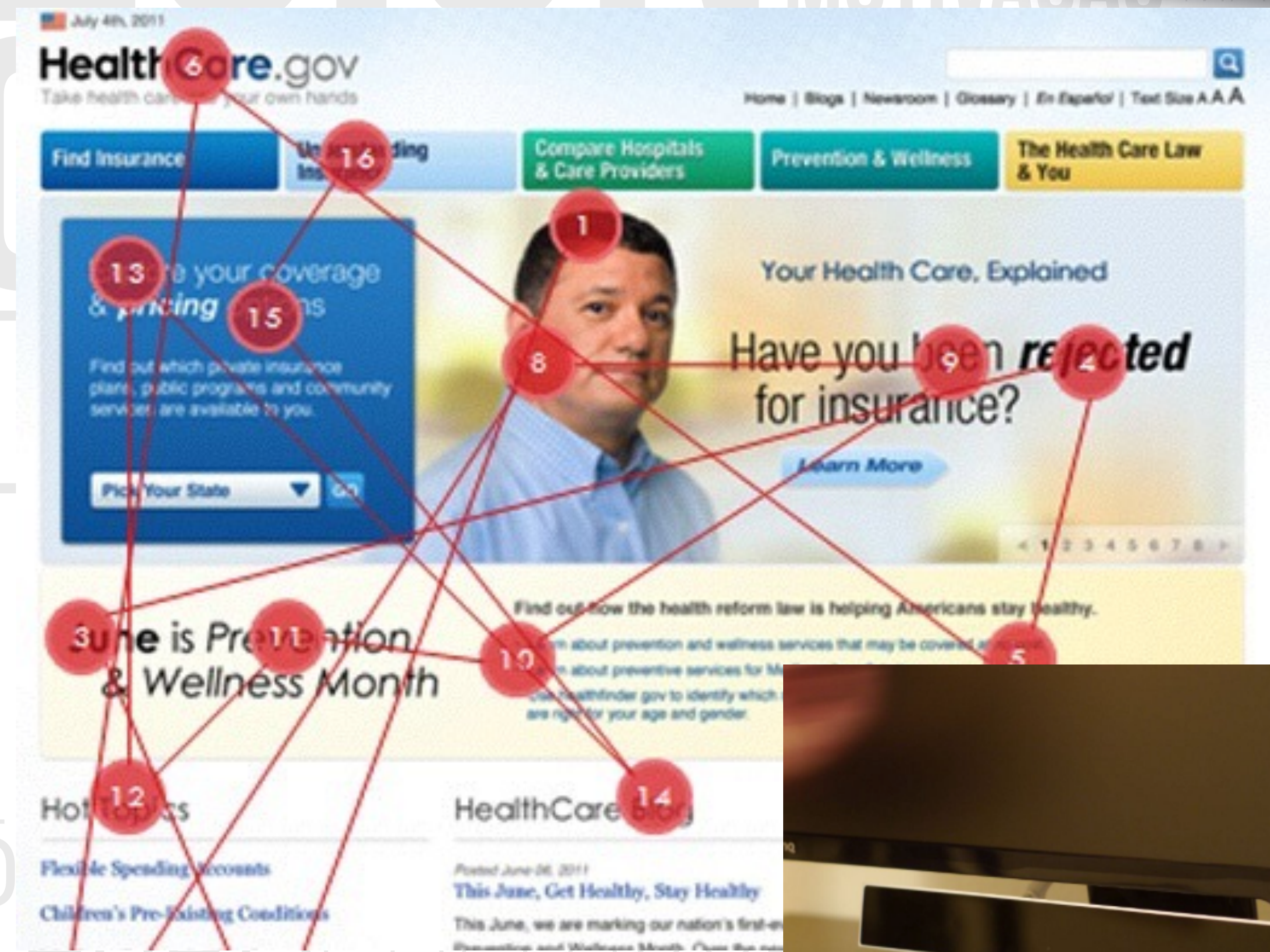
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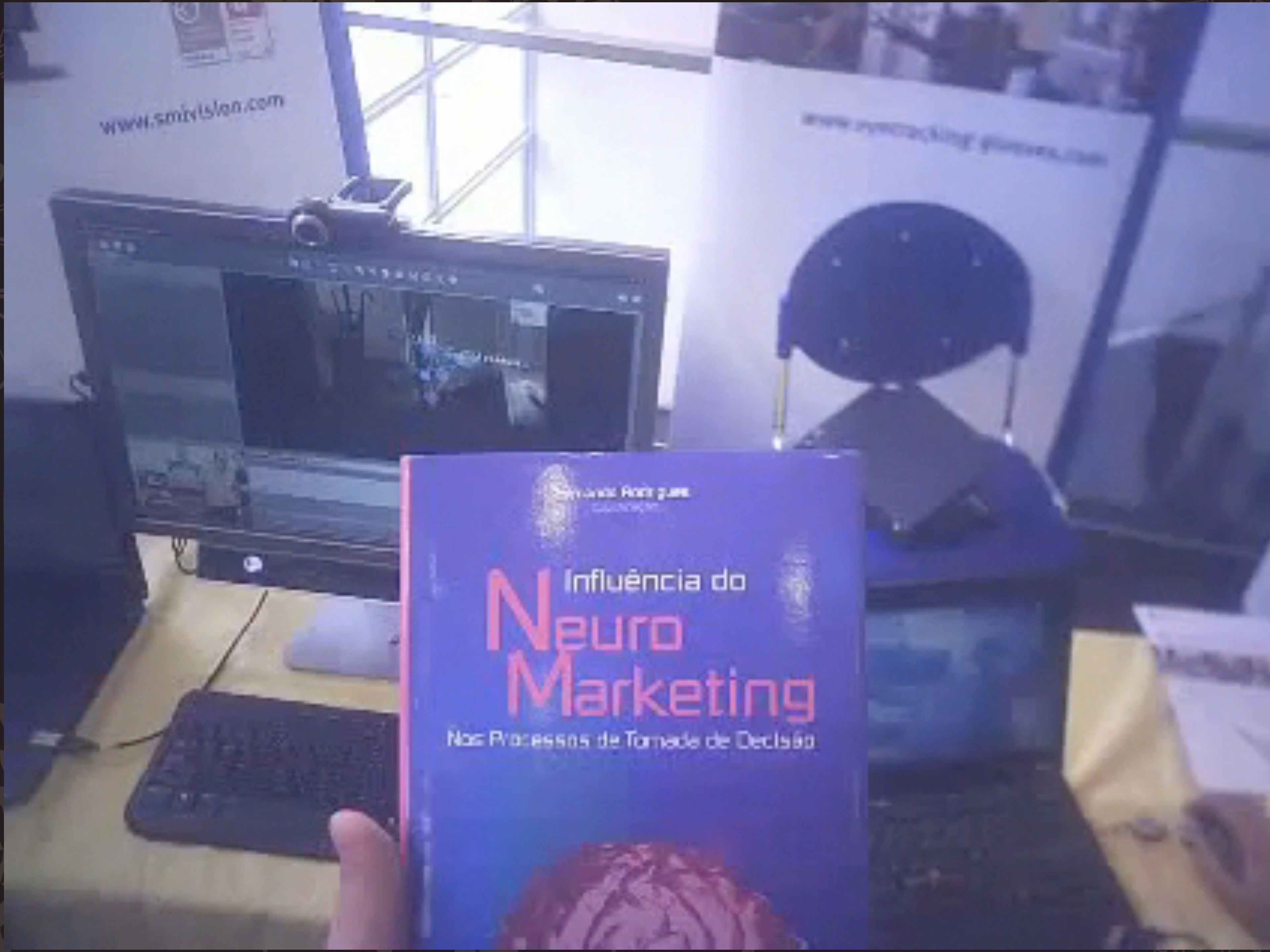
gaze

point





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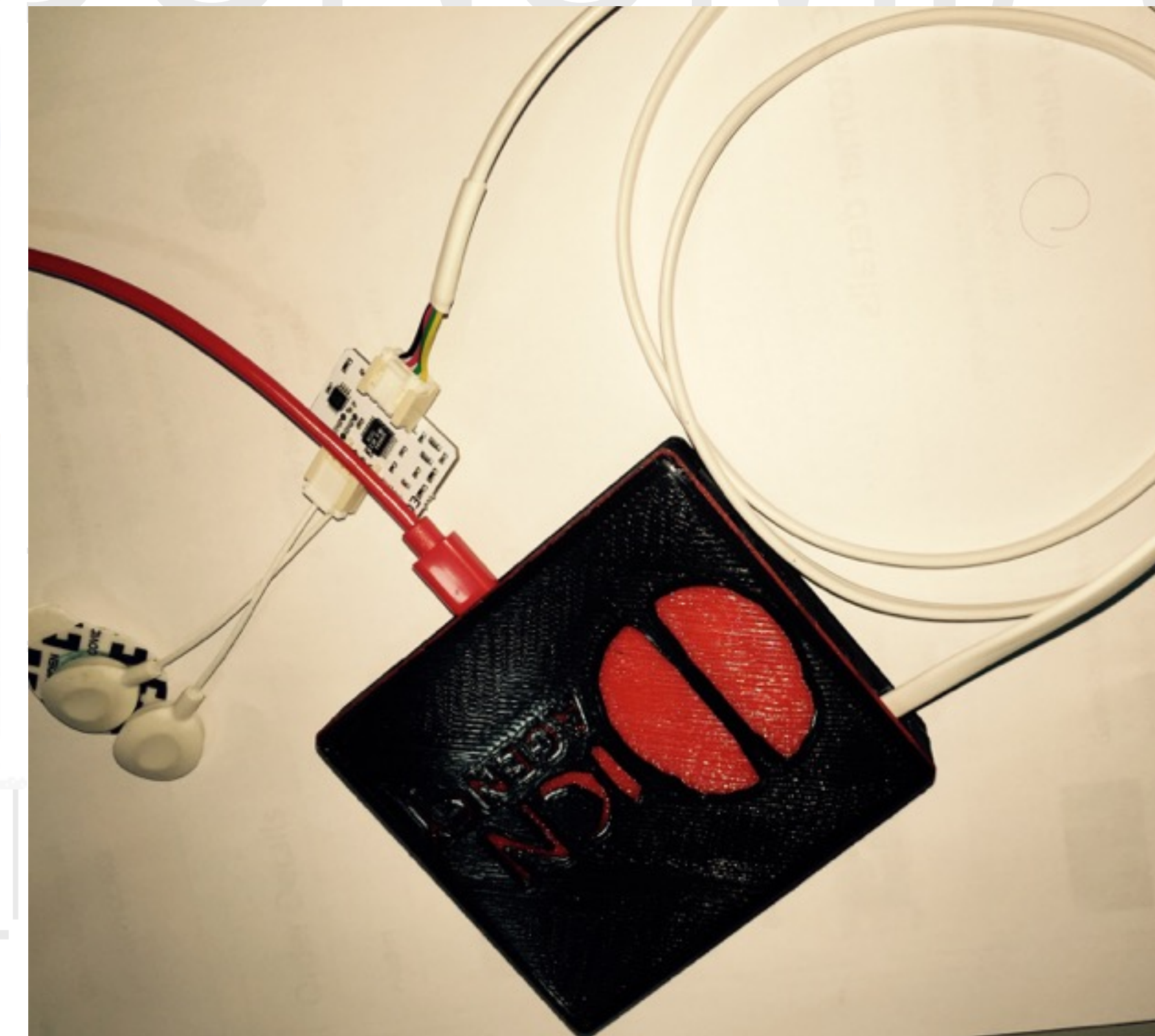


4. PSICOFISSIOLOGIA PERIFÉRICA

EXEMPLOS DE FERRAMENTAS

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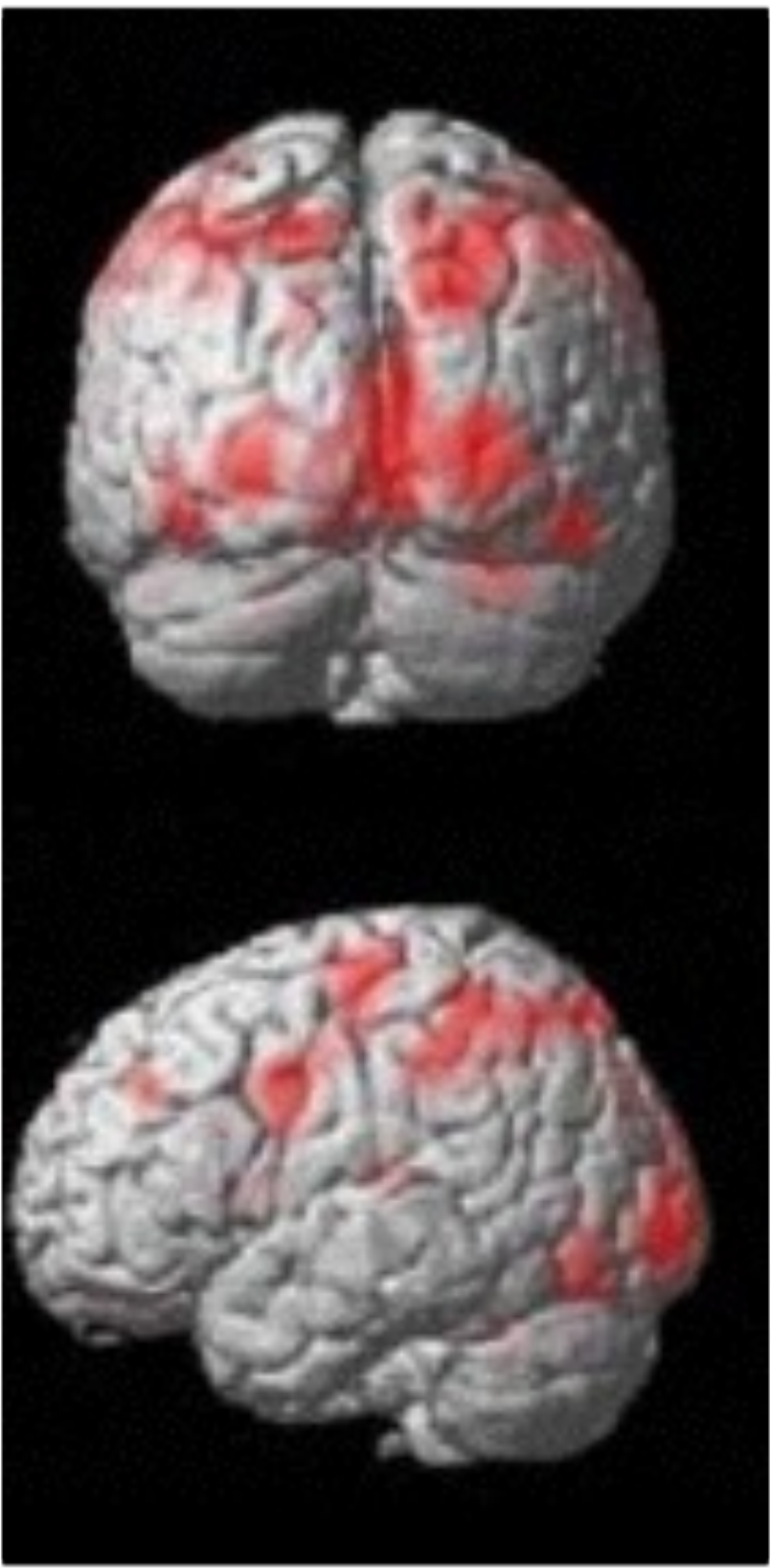
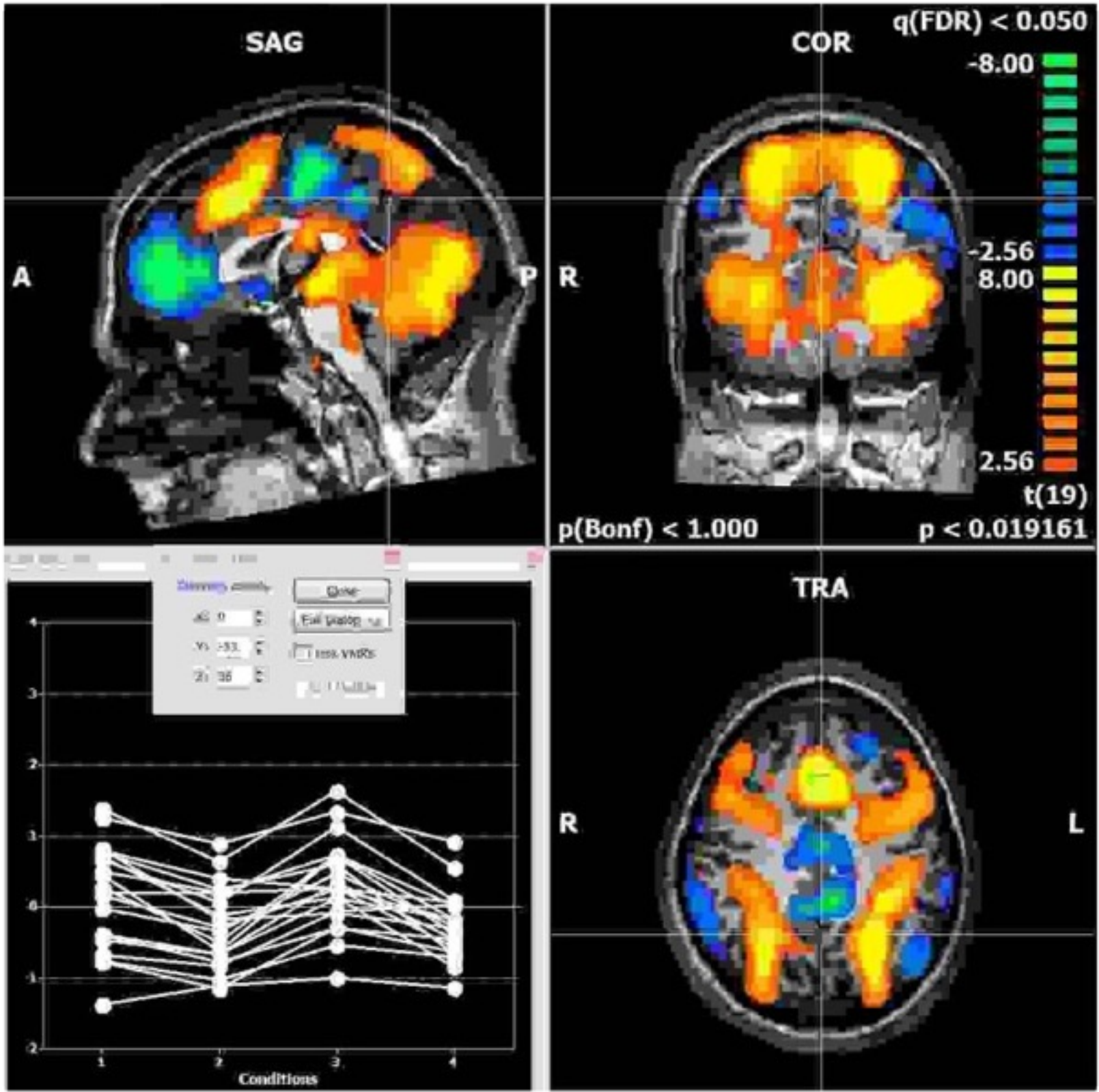
5. RESSONÂNCIA MAGNÉTICA FUNCIONAL (FMRI)

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6. REALIDADE VIRTUAL

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7. ANÁLISES FÍSICO-QUÍMICAS

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8. DADOS BIO-QUÍMICOS

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9. TRENDS REPORT

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DEC 2014 / JAN 2015
GLOBAL TREND BRIEFING

10 TRENDS FOR 2015

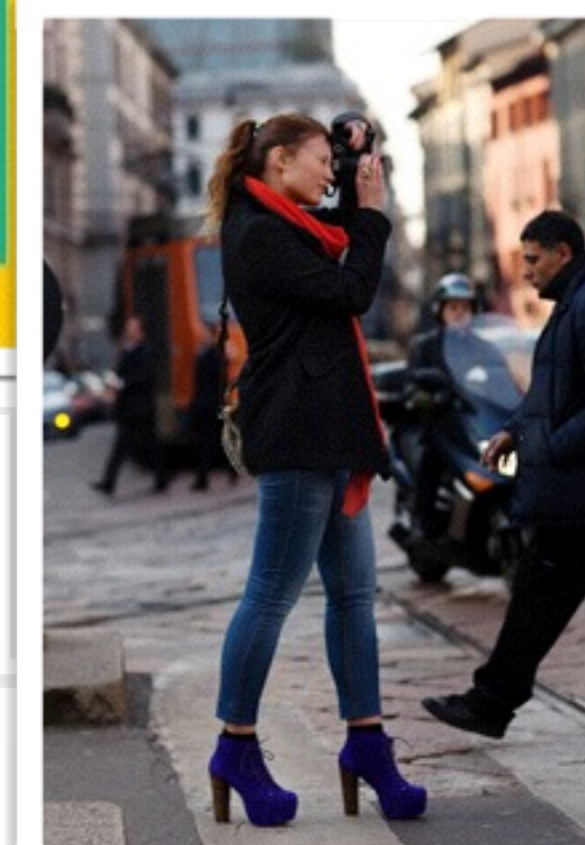
And 10 prime innovation opportunities
to run with – and profit from – in 2015!



NOVEMBER 2014
GLOBAL TREND BRIEFING

POST- DEMOGRAPHIC CONSUMERISM

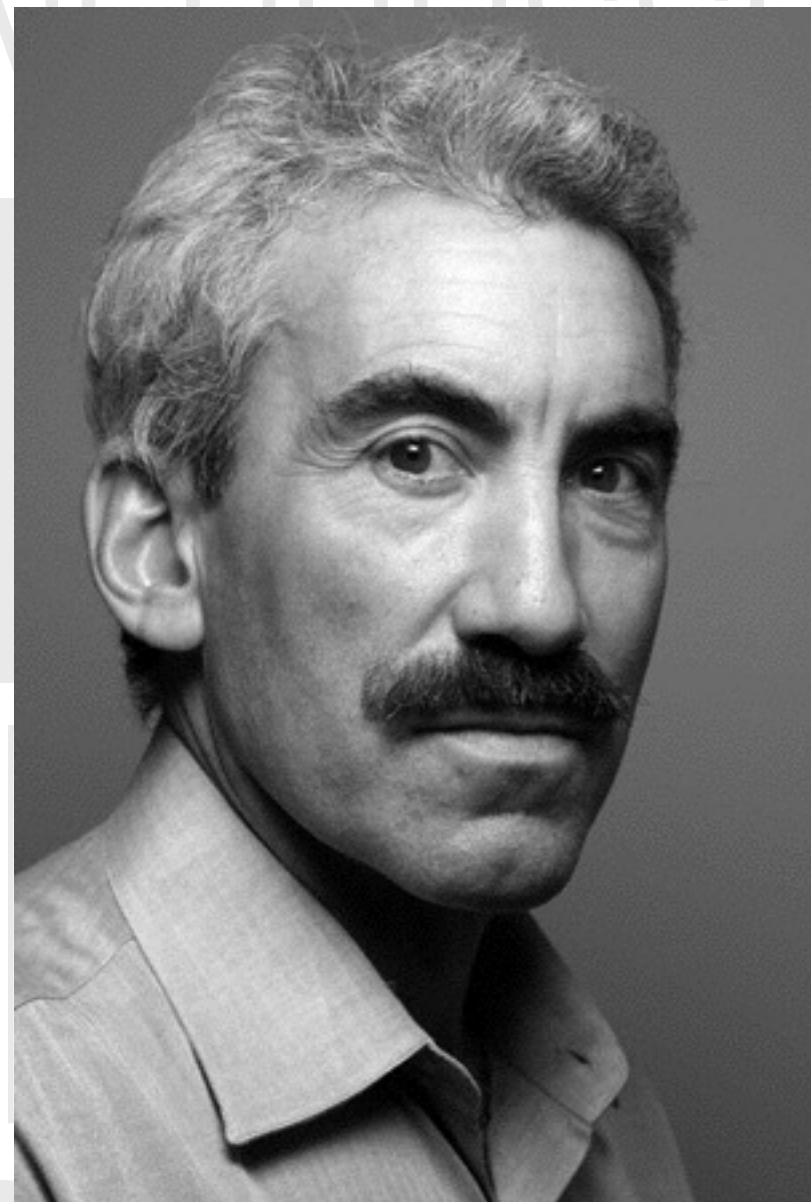
Time to throw out the traditional
(and tired) demographic models
of consumer behavior!



10. BEHAVIORAL ECONOMICS

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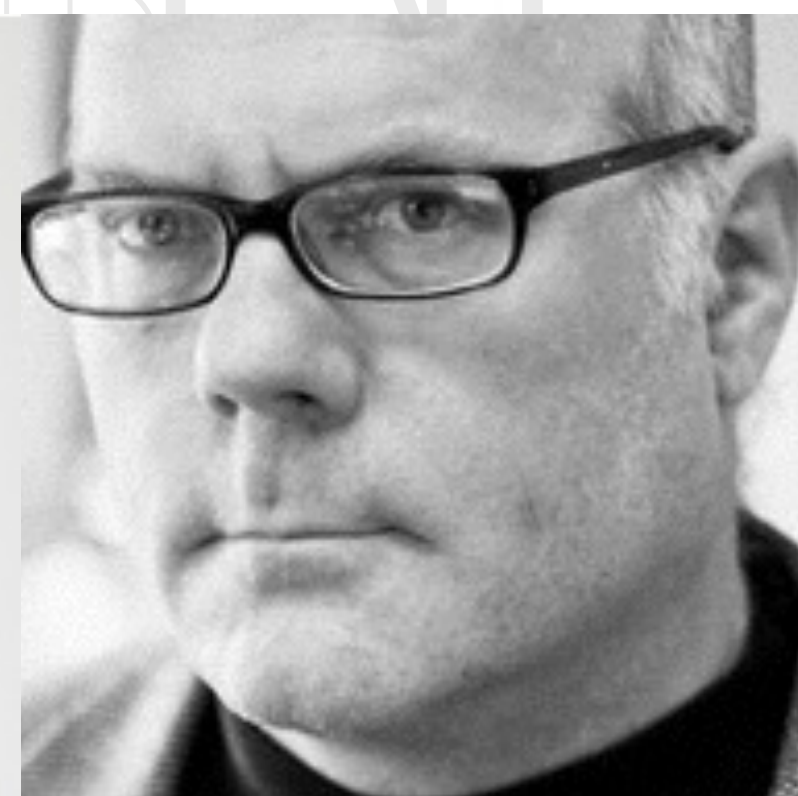
George Loewenstein



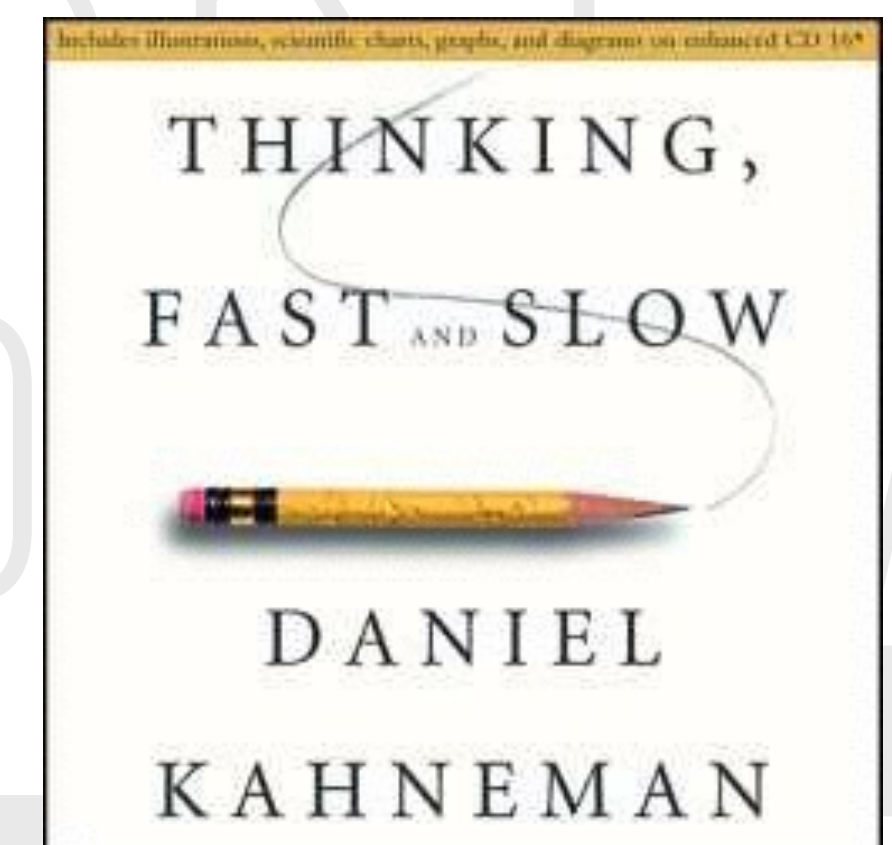
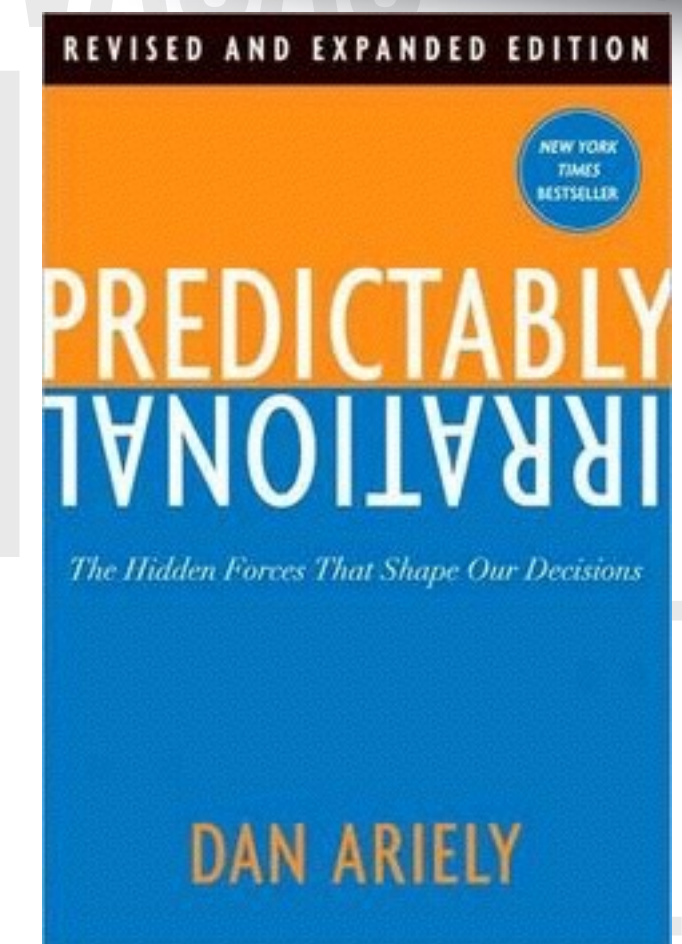
António Damásio



Dan Ariely



Colin Camerer



The logo consists of a red rounded square containing the word "RESEARCH" in small white capital letters above the large white text "3.0".

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3.0

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Para além do que os consumidores dizem

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