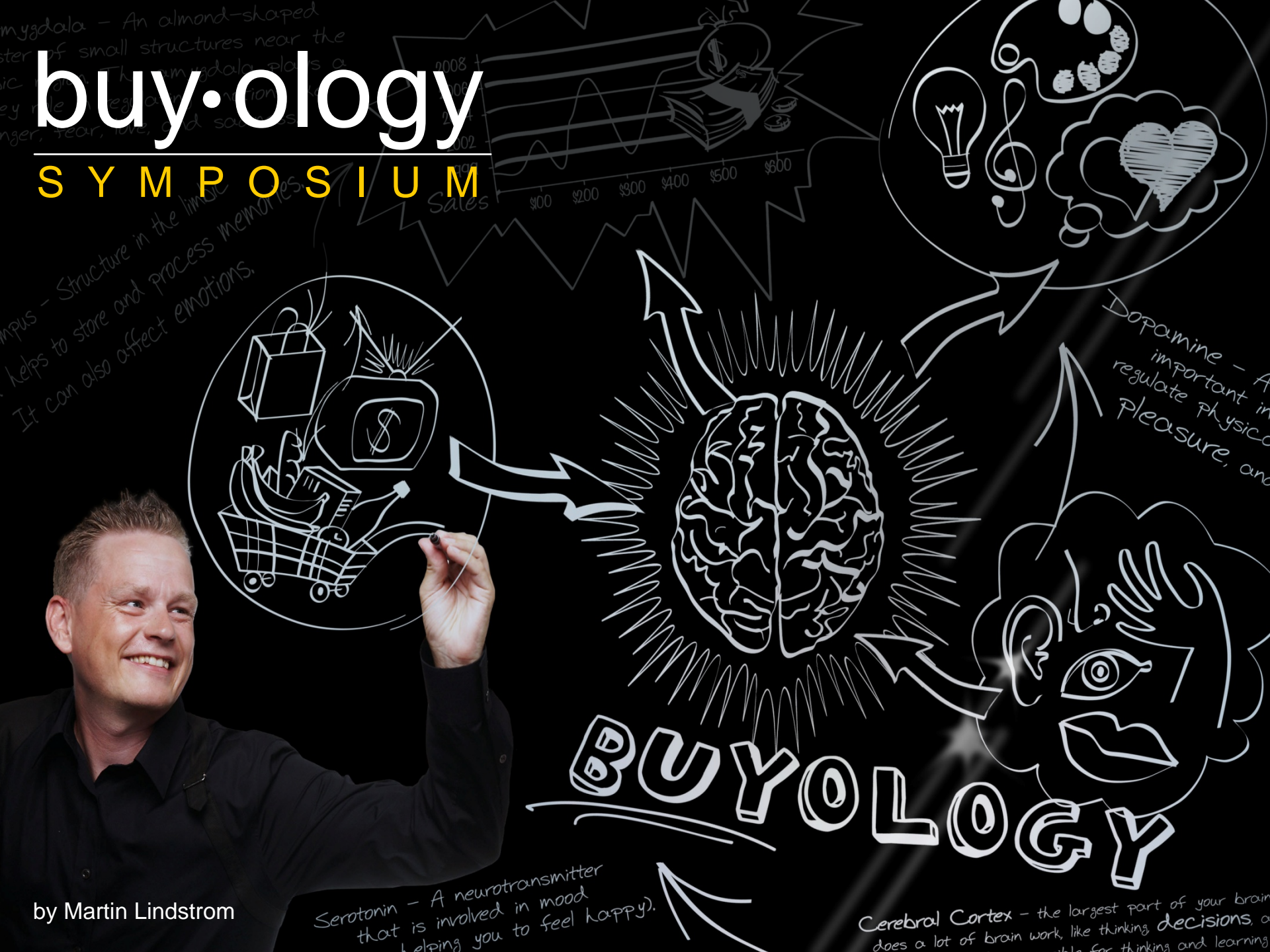


# buy•ology

## SYMPOSIUM



by Martin Lindstrom

# A revolution

In more than 70% of cases, the decision to buy one item in favor of a competitor product is made in the four seconds before the consumer takes their choice from the store shelf.

F-o-u-r s-e-c-o-n-d-s!

Would you like to know what goes on during those four seconds? Why your brand was rejected or accepted? What triggered the decision in favor of your competitor?

No-one has been able to unlock what happens in these four seconds – until now.

With the support of 20 leading scientists, Martin Lindstrom and his global team has spent four years researching what Lindstrom calls our 'buyology'.

This groundbreaking research project, the biggest in history, has revealed how everything we believe about why we buy is wrong. By examining consumers' brains, using the most sophisticated brain scanning technology available, Lindstrom and his team have analysed consumers in the U.S., the United Kingdom, Germany, Japan and China. And they've discovered that we're hardwired to buy brands.

The research results are mindblowing. For the first time ever, Lindstrom has proven how it is possible to predict the success of a brand – without asking the consumer's opinion. But this is far from the full story...



“ Martin Lindstrom is one of branding's most original thinkers – his insights surprise even the most savvy marketer. ”

Robert A. Eckert, CEO & Chairman Mattel Inc.



# Truth and Lies About Why We Buy

How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement? A catchy slogan? An infectious jingle? Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them?

In *Buyology*, Lindstrom presents the astonishing findings from his groundbreaking, four-year, \$7million neuromarketing study, a cutting-edge experiment that peered inside the brains of 2,000 volunteers from around the world as they encountered various logos, commercials, brands

and products. His startling results shatter much of what we have long believed about what seduces our interest and drives us to buy. Among the questions he explores:

*Does sex actually sell? To what extent do people in skimpy clothing and suggestive poses persuade us to buy products?*

*Despite government bans, does subliminal advertising still surround us – in bars, on highway billboards, and on supermarket shelves?*

*Can 'cool' brands, like iPod, trigger our mating instincts?*

“ Why do rational people act irrationally? Written like a fast-paced detective novel, *Buyology* unveils what neuromarketers know about our decision-making so we can buy and sell more insightfully. ”

Dr. Mehmet C. Oz, The Oprah Show

BRAND

# \$7 million groundbreaking research program

*Can other senses – smell, touch, and sound – be so powerful as to physically arouse us when we see a product?*

*Do companies copy from the world of religion and create rituals – like drinking a Corona with a lime wedge – to capture our hard-earned dollars?*

*Does product placement work at all? In partnership with the world's most watched TV show, 'American Idol', Lindstrom discovered the truth about product placement and its true effect on our brains.*

*What are the top ten mistakes that companies are making, resulting in billions of dollars wasted every year?*

*Is it possible to predict the success of a new brand before it is even released, just by looking into our brains*

Filled with entertaining inside stories about how we respond to such well-known brands as Marlboro, Nokia, Calvin Klein, Ford, and American Idol, *Buyology* is a fascinating, captivating and shocking journey into the mind of today's consumer.

“ A riveting read. Challenging, exciting, provocative, clever, and, even more importantly, useful!

Andrew Robertson, CEO BBDO Worldwide

”



# An amazing day of knowledge sharing...

## **Marketing, Meet Neuroscience** The Buyology Symposium sessions

### **Brands on the Brain**

*The world's largest neuromarketing research project challenges everything you've learned about advertising and branding*

This session reveals Project Buyology's extraordinary findings: What works? What doesn't? What are brand-builders doing right? And what can we change to optimize marketing plans? Buyology's revelations signal a break with the marketing rules we've followed over decades. This presentation change your approach to advertising, reorienting the way you build brands.

- Learn what's next for market research, now that *Buyology* has roundly challenged conventional methods.
- Discover *Buyology's* raft of new and extraordinary marketing techniques. They help boost your marketing results immensely.
- Examine the groundbreaking consumer contact techniques that spin out of Lindstrom's global neuromarketing project.
- Explore fascinating concepts, like Mirror Branding and Somatic Brand Markers.

### **Want to know a secret?**

*You're a victim of subliminal advertising*

It was banned in the 50s. Or so we thought. Lindstrom and his team explored the facts behind subliminal advertising and used the brain as the direct source of evidence for it. The revelations are astounding.

- Explore the future of subliminal advertising.
- Learn what not to do – and what you'd better do.
- Understand the secrets of our consumer brains and how to translate them into brand action.
- Secure fascinating knowledge about the next generation of product placement: what will it look like, and how can you make the most of the technique for your brand?

### **The Mind Game, No More Secrets** *And lots of action points!*

Forget theory. The Buyology Symposium is practical and hands-on. It will inspire, provoke and, most importantly, change the way you advertise and build brands forever. By combining practical cases and fascinating scientific insights with his workshop-style presentation, Martin Lindstrom will leave you with:

- a practical to-do list of action points to implement immediately;
- knowledge about the things you should change, improve and retain to strengthen your advertising and brand campaigns;
- an intriguing sneak preview into tomorrow's world of advertising that will give you a decided advantage over your competitors.



# An amazing day of knowledge sharing...

## **Marketing, Meet Neuroscience** The Buyology Symposium sessions

### **Smash Your Brand 2.0** *Discoveries that shocked the scientists*

Lindstrom broke the branding rules in 2005 with his revolutionary Smash Your Brand methodology. Now he's rewriting the marketing handbook again.

*Buyology's* results have proven what has been theorized by some, practised by few, and documented by none. As wide-ranging as it is deep, *Buyology's* findings will build unprecedentedly powerful brands.

Smash Your Brand 2.0 brings Lindstrom's unique methodology into union with *Buyology's* fascinating findings as Lindstrom shares his arresting insights into what happens in consumer brains when we use sound and smell to build brands.

- So long logo! Learn what's next.
- Discover how to optimize your brand, based on the latest neuroscience.
- What are you already doing right? And what do you need to improve urgently?
- Where are the pitfalls and the opportunities in smashing your brand?

### **God Inc.** *How religion and brands affect our brains*

Religion has been part of human culture for as long as humans have formed communities. Brands have been with us for mere hundreds of years. There's plenty that the world of branding can learn from the world of religion. Lindstrom has uncovered parallels and lessons that have astounded the most hardcore scientific teams.

- What did the scientists discover when drawing parallels between religion and powerful brands?
- Secure a fascinating knowledge about the power of religion as a branding tool.
- Learn how to adopt elements from the world of religion into the way you build and market your brand.

### **RevoYOUtion** *You no longer own your brand – your customers do!*

Forget about owning your brand. The consumer has already stolen it from you. YouTube, MySpace and FaceBook attract more attention than any TV commercial is ever able to generate. Lindstrom explores desire in the brain of Generation Tomorrow. Lindstrom draws on his extraordinary findings to reveal how neuromarketing can help tomorrow's marketers.

- Learn how to run marketing campaigns, paid for by your customers.
- Discover the next Big Thing: micro branding.
- Understand what to do when the consumer runs your brand.
- Prepare your brand for Generation Tomorrow.



# A riveting show

**B**uyology is the biggest branding revolution in 50 years. It will solve the problem of decreasing returns on ever-increasing advertising expenditure. It will turn every concept you've learned about branding inside out and upside down.

CEOs of McDonald's, Mattel and Disney have applauded it. Philip Kotler has declared that the book contains "mandatory knowledge for every marketer". Seth Godin has stated that he's in awe about the size of the project and the consequences this will have on advertising.

A poll of 12,437 people in 56 countries, conducted by research institute, Millward Brown, showed that an

astounding 76% of Lindstrom's audience members rate his on-stage performance as excellent. 21% rate it as very good. And 3% hail it as good.

Lindstrom's style is punchy and irreverent. Short, sharp, memorable messages engage the imagination and reinforce an riveting learning experience.

*Buyology* is fiery, provocative and even shocking. Anyone who wants a competitive edge can't afford to miss the book or the symposium. Their messages will optimize the value of any marketer's budget in the most visionary way. No wonder Tom Peters concluded: "It is a wonderful book, an original to be sure. More important, it is a necessary book!"



*“The audience loved Lindstrom – he is one of the best speakers we’ve ever had!”*

Scarlett Van Der Meulen, General Manager  
NCR Worldwide

# The world's biggest marketing symposium

## Americas

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Argentina  
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Peru  
Uruguay  
El Salvador  
Costa Rica

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England  
Finland  
France  
Germany  
Greece  
Iceland  
Ireland  
Italy  
Luxembourg  
Norway

## Europe *continued*

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Sweden  
Switzerland  
Turkey  
The Netherlands

## Asia Pacific

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Korea  
Hong Kong  
China  
Australia  
New Zealand  
Japan  
Philippines  
Indonesia  
Thailand  
Malaysia  
India

## Middle East

Israel  
Bahrain  
Kuwait  
Saudi Arabia  
United Arab Emirates

BRAND



“ Move over *Tipping Point* and *Made to Stick* because there's a new book in town: *Buyology*. This book lights the way for smart marketers and entrepreneurs.

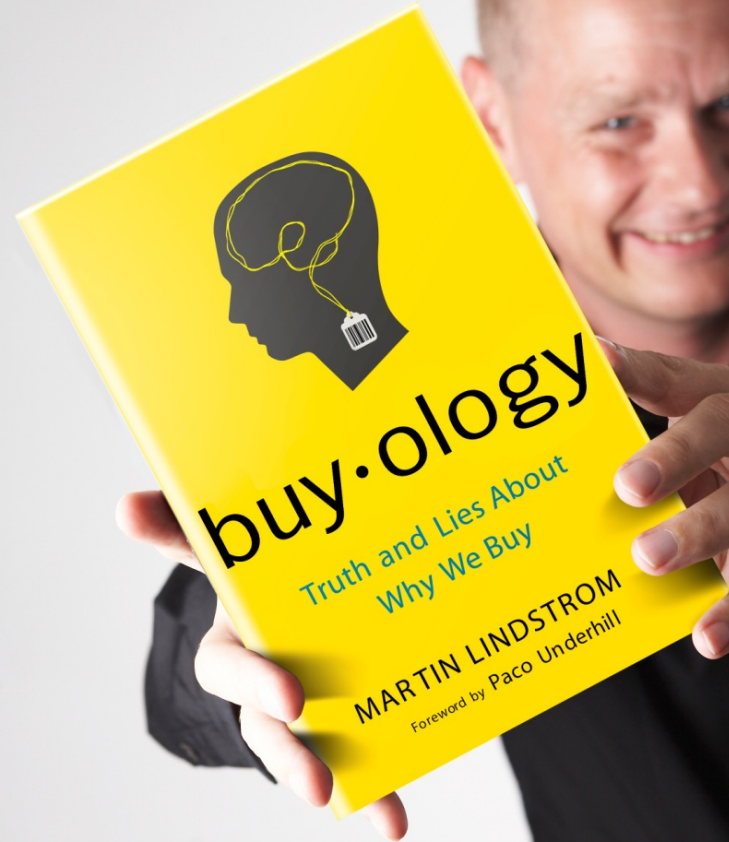
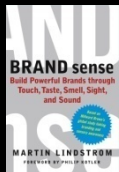
Guy Kawasaki, author of *The Art of the Start* ”

# The book



The world's biggest publisher, Random House Doubleday New York, the publisher behind *Buyology*, rates Lindstrom's forthcoming book as one of the top global titles for 2008.

*Buyology* is set to break every record. Released globally in 35 languages, and simultaneously published in the U.S., the UK, Australia, Scandinavia and South America.



# Martin Lindstrom

**M**artin Lindstrom, is the CEO and Chairman of the LINDSTROM company and the Chairman of BUYOLOGY INC. As one of the world's most respected marketing gurus, he advises top executives of leading global companies including the McDonald's Corporation, Nestlé, American Express, Microsoft, The Walt Disney Company and GlaxoSmithKline.

Lindstrom has been featured in the pages of the 'Wall Street Journal', the 'Financial Times', 'USA TODAY', 'Fortune', 'Fast Company', and the 'Washington Post',

and has appeared on CBS' '60 Minutes', ABC's 'Today Show' and BBC's 'Panorama'. A contributor to the 'Harvard Business Review' and 'Advertising Age', Lindstrom's columns are featured regularly in journals around the world.

His previous book, *BRAND sense*, was acclaimed by the 'Wall Street Journal' as one of the ten best marketing books ever published. His books on branding have been translated into twenty-five languages, and he speaks to a global audience of close to a million people every year.

“Lindstrom understood the wisdom of the net before most of us did. Don't miss out!”

Seth Godin  
Author of *Permission Marketing* and *Purple Cow*



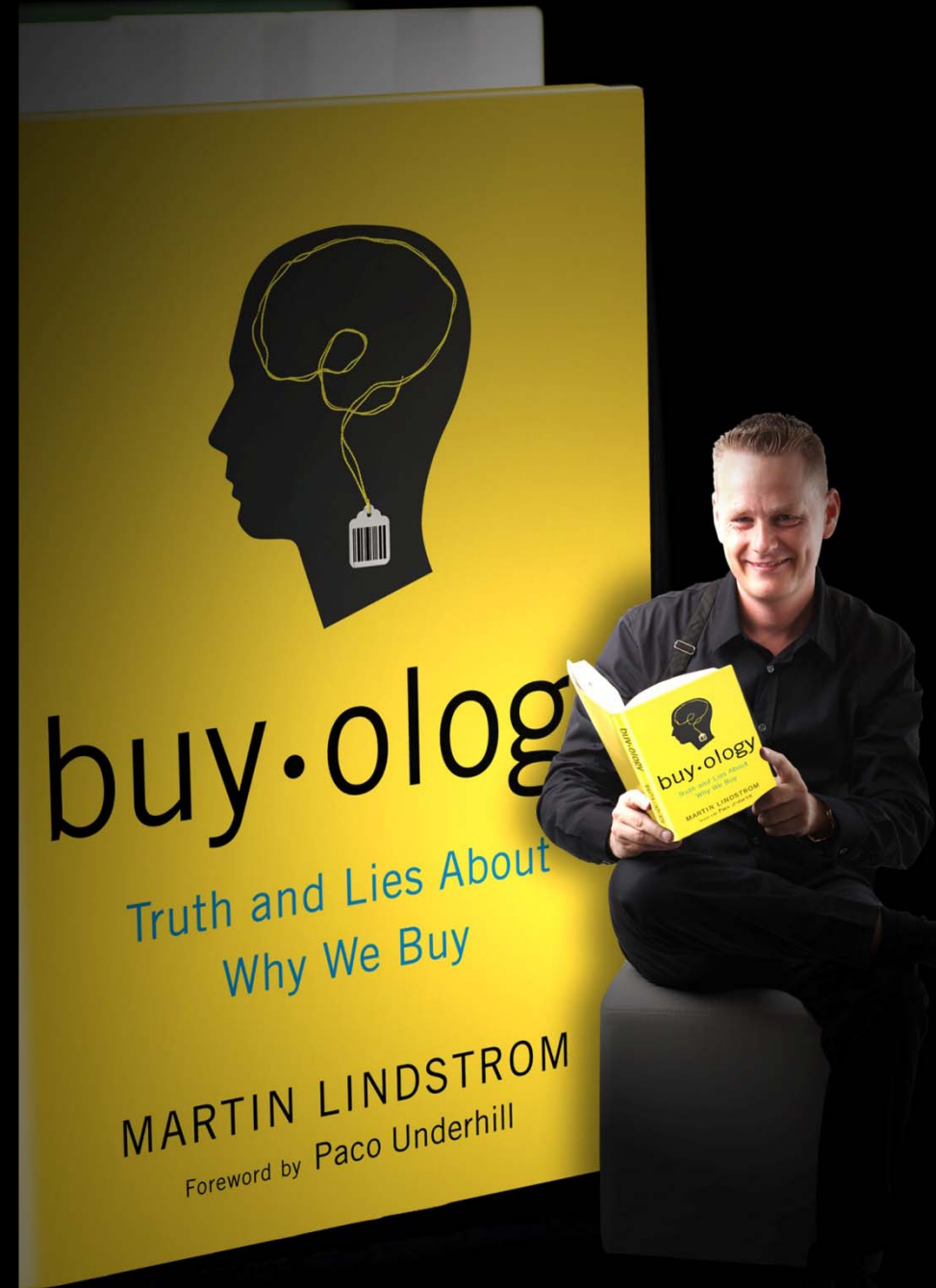
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buy.ology

Truth and Lies About  
Why We Buy

MARTIN LINDSTROM  
Foreword by Paco Underhill