

# Phillips MediaSource WhitePaper

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## Secrets of the Human Brain

Neuromarketing is the study of how our brains respond to marketing and promotion. One of many conclusions is cognitive biases are built in to everyone. It's critical to understand these 6 predispositions.

### **We all have a primitive brain.**

As a result we must aim for the gut reaction, and pay special attention to how they look. In fact, we experience gut reactions in 3 seconds or less.

### **Our brains love images.**

Our brains process images much faster than text. Approximately 90 percent of all data that the brain processes is visual. We remember pictures with text more than just text.

### **Our brains love images of faces.**

Eye-tracking studies show that our brains will default to first look at human faces on a web page or infographic. What's more we'll look where the faces are looking.

### **Colors inspire specific feelings.**

There is a science and art behind color choice - especially as it relates to marketing and promotion fundamentals like call-to-action buttons.

### **Names change behavior.**

Consider carefully how your wording might influence attitude as you name products, describe events or presentations.

### **We crave belonging.**

We have an innate desire to conform. When people are free to do as they please, they usually imitate each other. Remove anxiety, signal belonging and build credibility.

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