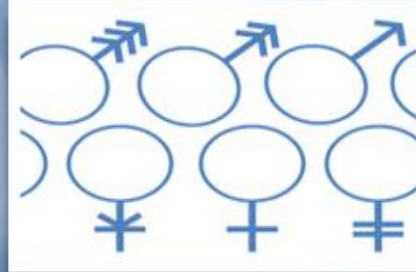
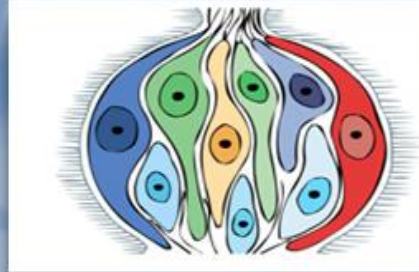
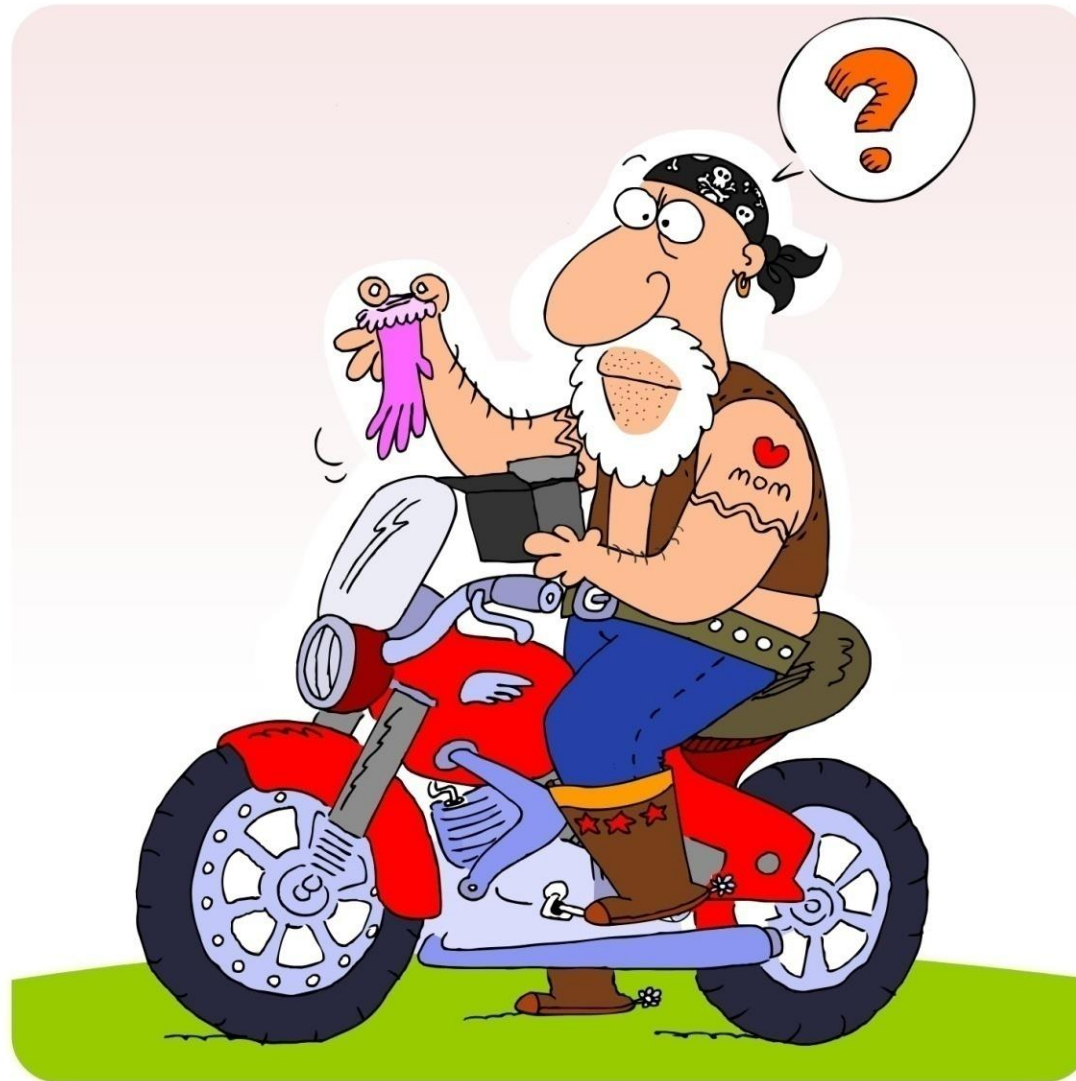


## Neuromarketing and Food



Prof. Diana Derval  
@profdianaderval

## The Right Sensory Mix?



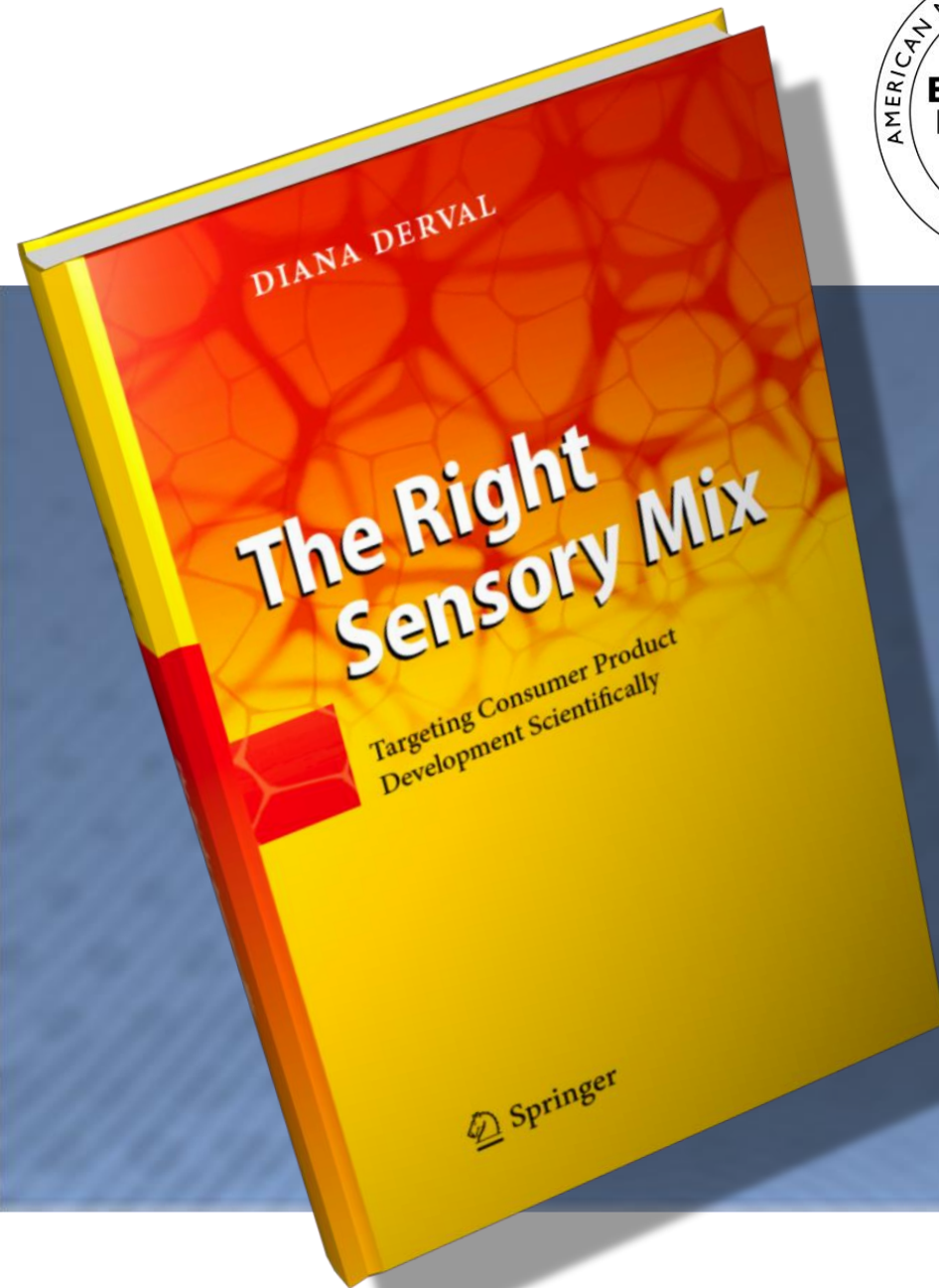
# Some References





Springer

science+business media



“Diana Derval has written the best book that I have seen on the critical role of the five senses in determining our brand preferences.

Her writing is lively, full of relevant case studies, and rich in insights.

No marketing department or new product department must proceed without first reading this book.”

- Philip Kotler



## We Support

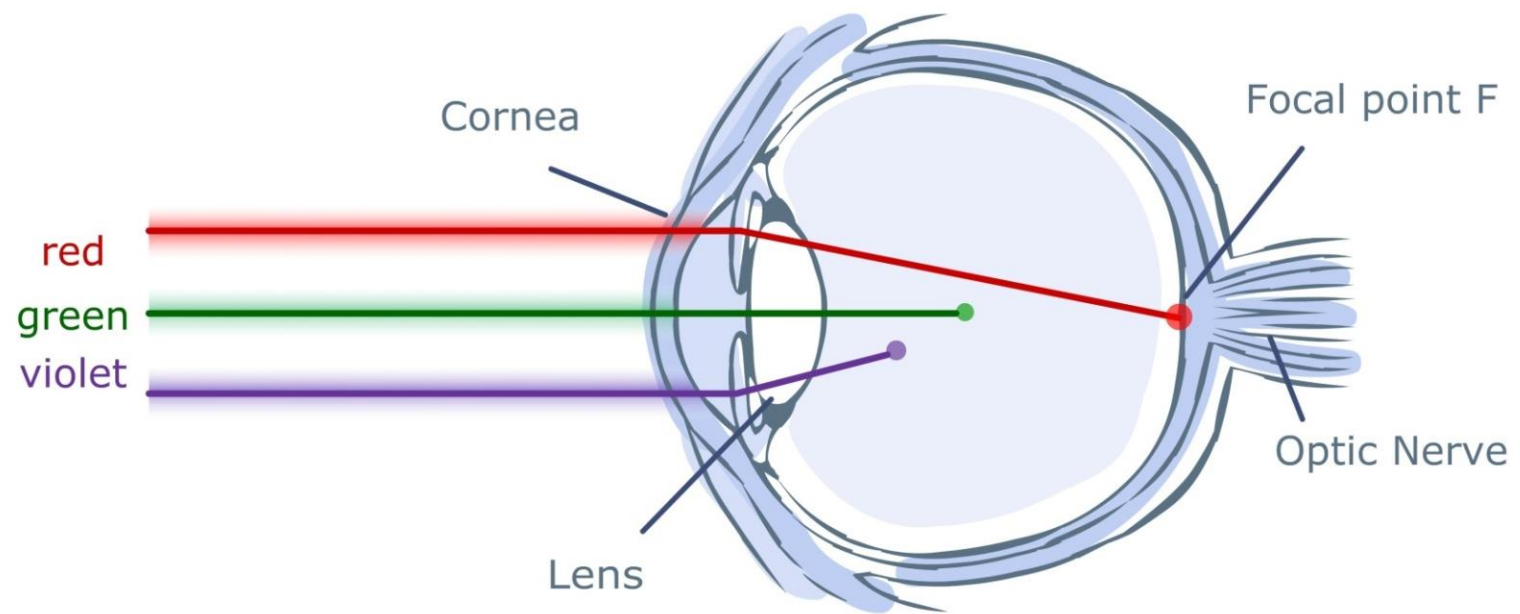


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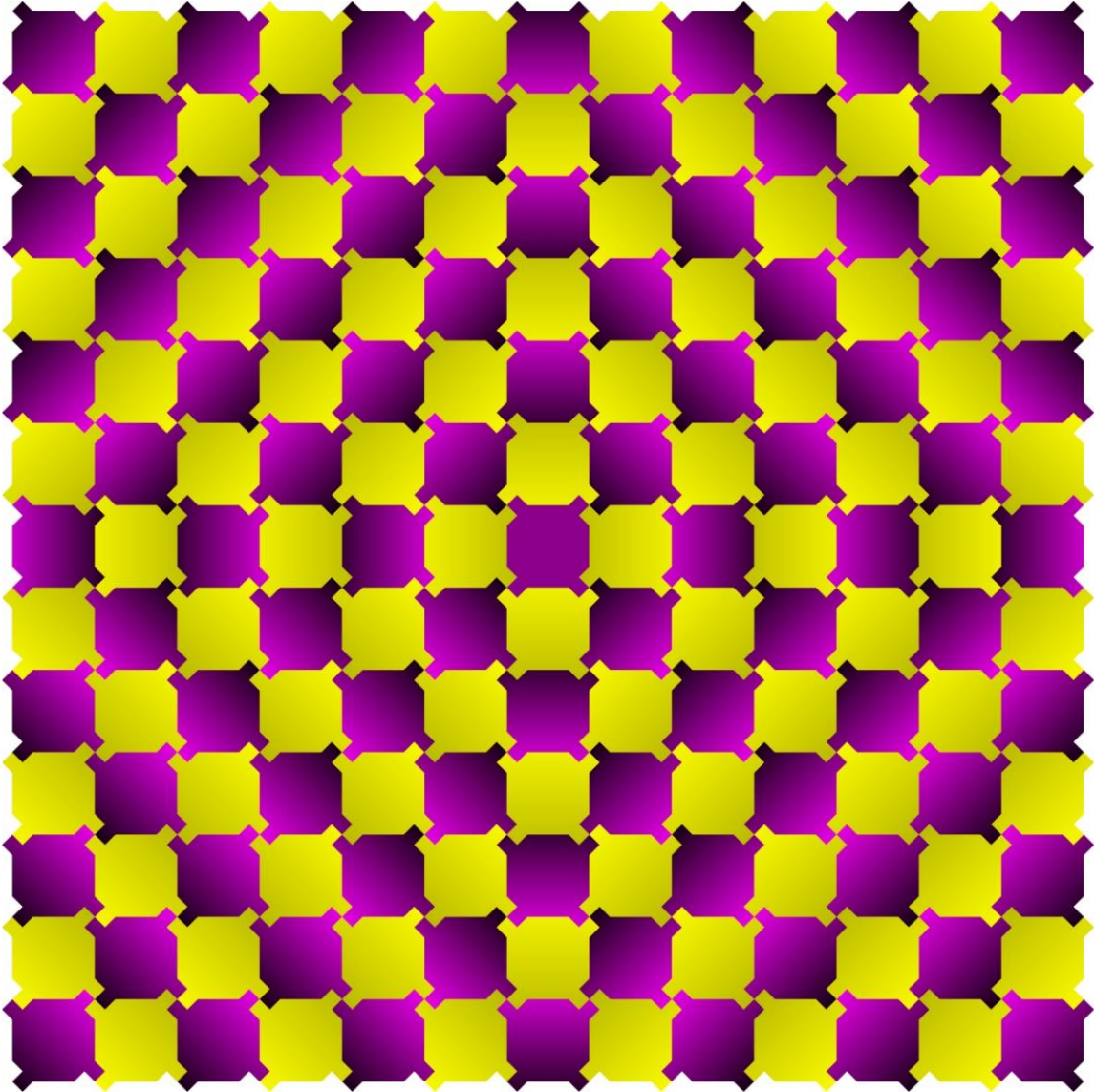


# Color Perception

## Color Perception



# Eye Exercise



Diana Derval, "The Right Sensory Mix", Springer, 2010.



# China



# Australia



France

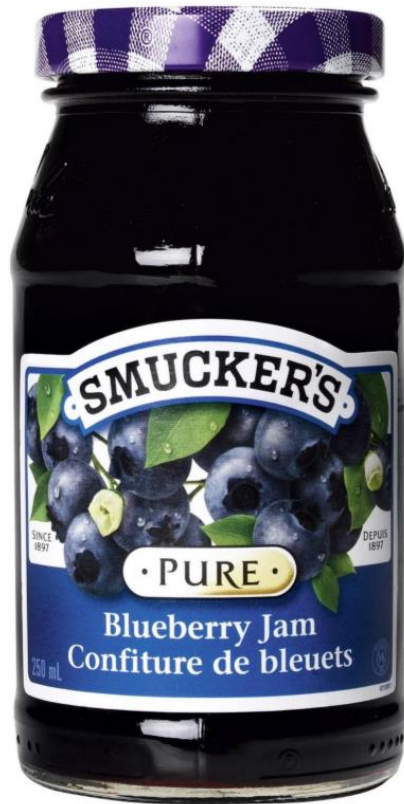


# The Red Bull Case

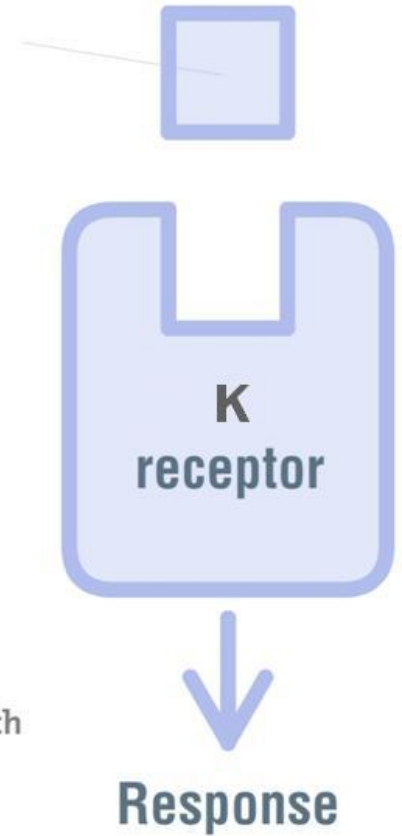
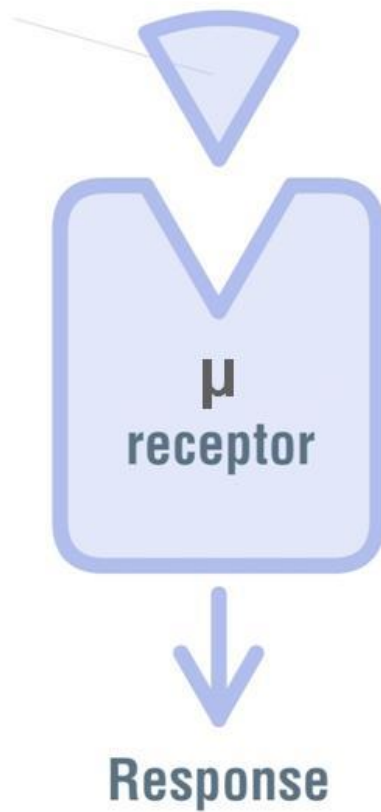


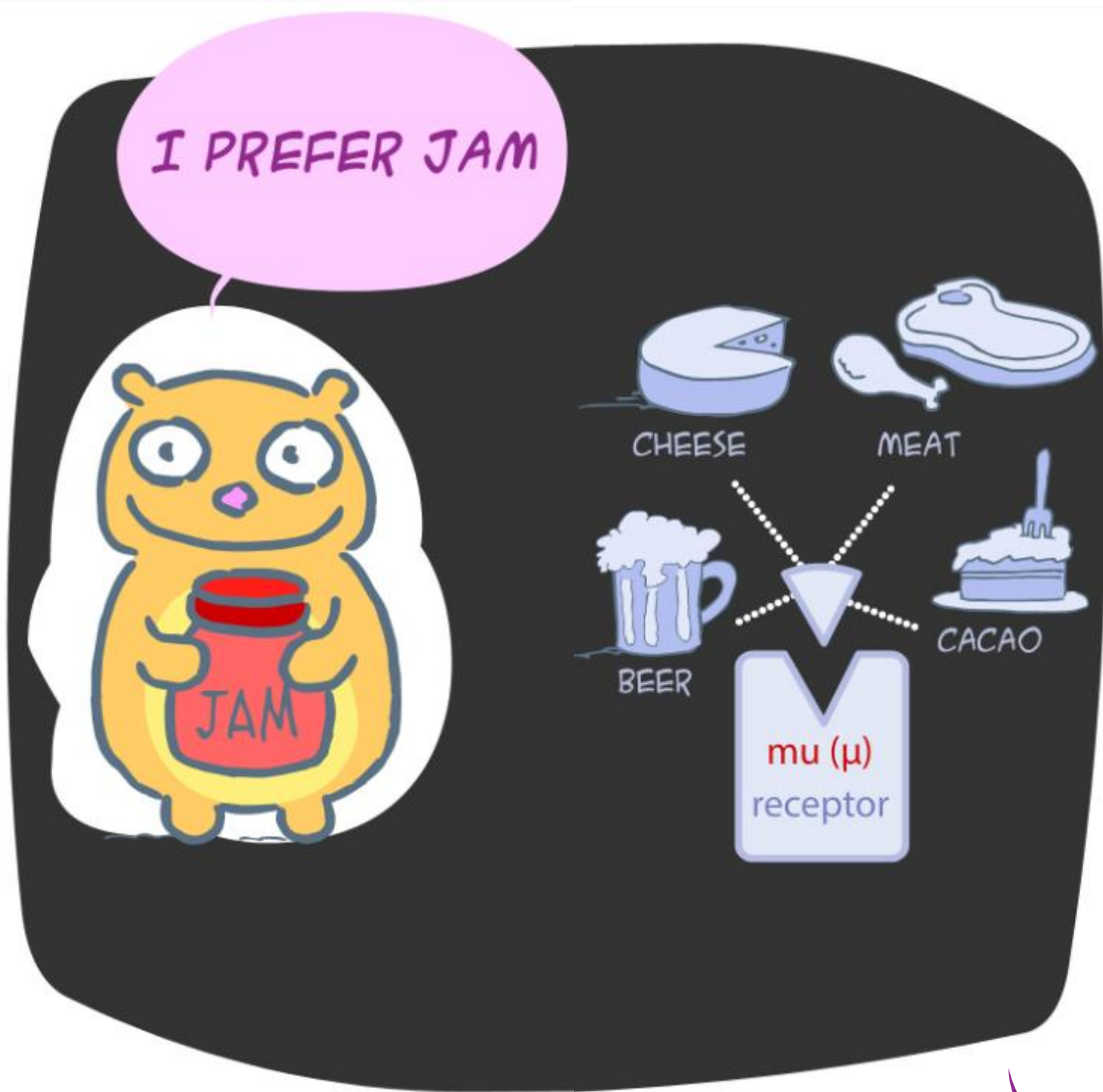


## Jam or Peanut Butter?

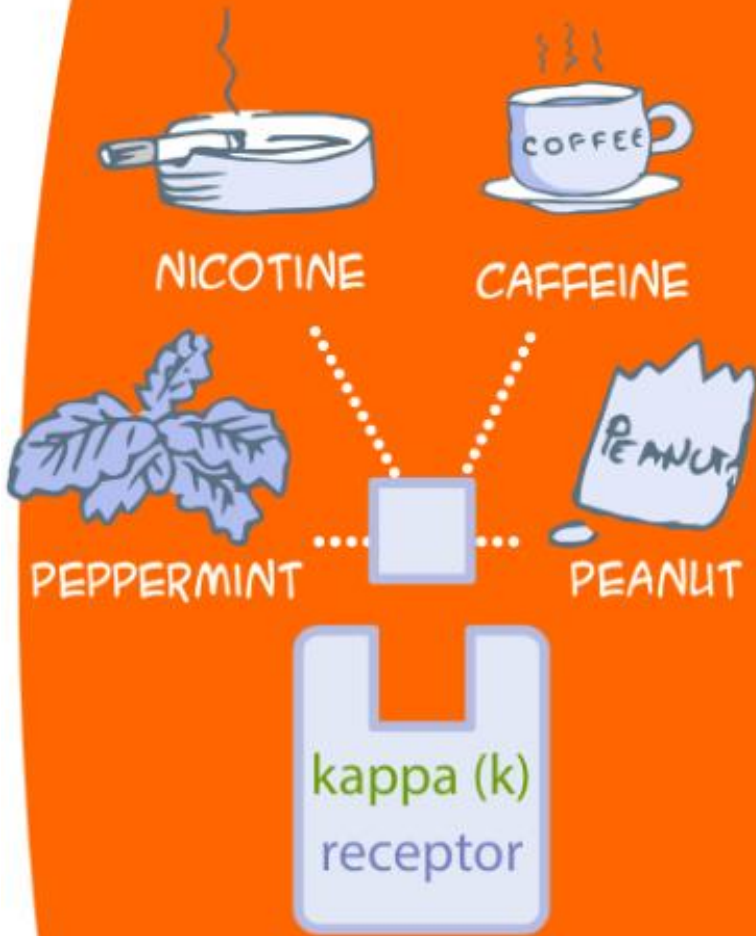


# Opioid Receptors





I PREFER  
PEANUT BUTTER





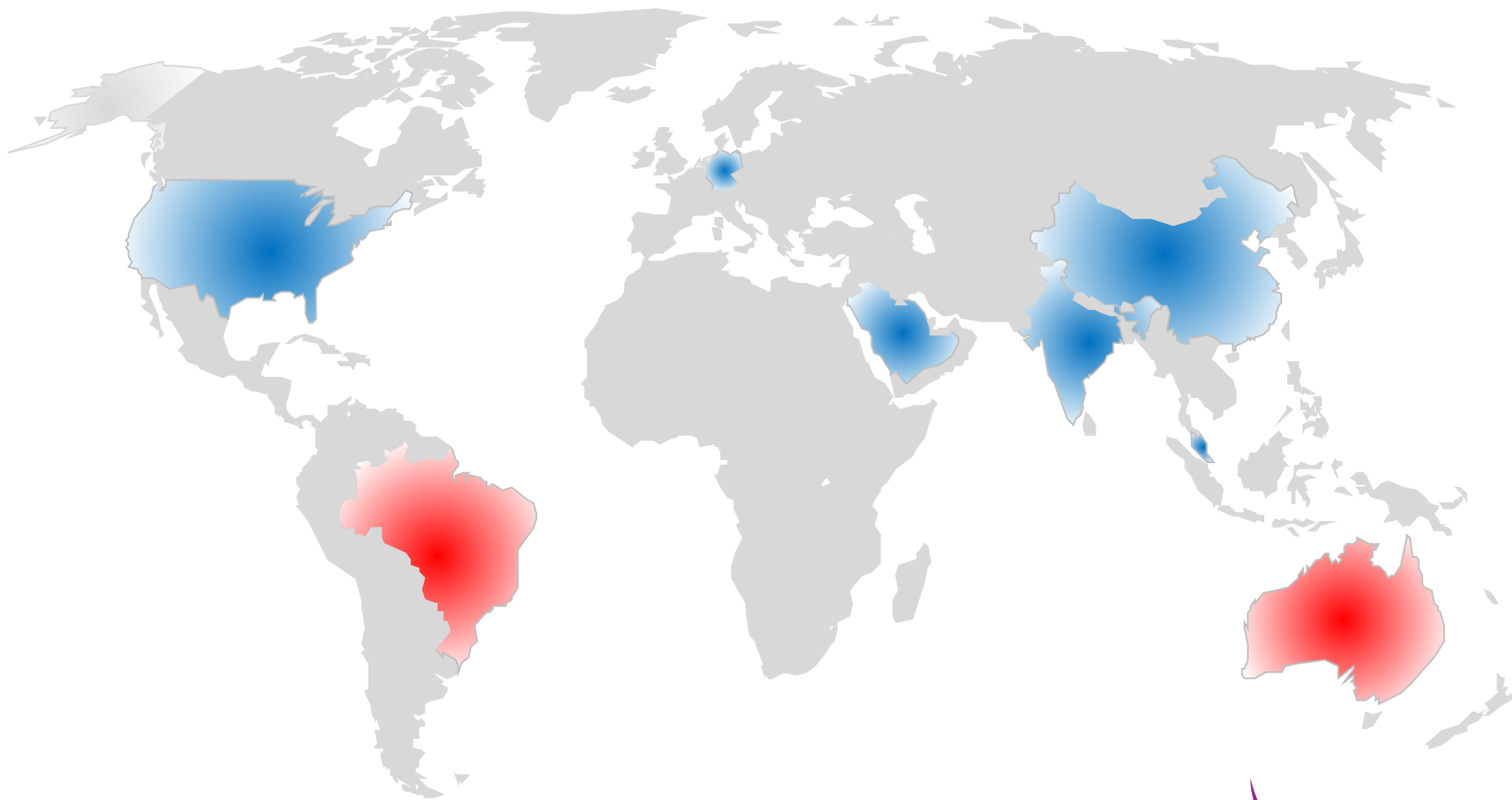
## #1 Take-Away

*Consumers are rational.*



## #2 Take-away

*Same Sensory Profile, Same Context,  
Same Behavior*



**Bedankt!**

