

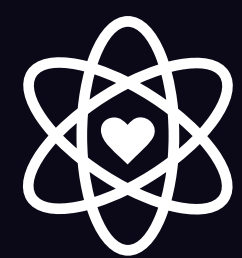


WHAT WE DO

We are a neuromarketing agency that blends neuroscience, psychology and marketing expertise to help brands truly understand how the human brain makes decisions.

By uncovering the unconscious drivers behind attention, emotion and memory, we guide businesses to create strategies that don't just attract customers, but resonate with them on a deeper, more meaningful level.





Our Core Values

- ✓ **Applied Neuroscience**
Research-based insights using neuroscience methods to better understand human decision-making.
- ✓ **Bridge Science & Practice**
Translating findings into real-world applications
- ✓ **Empowering Collaboration**
Creating opportunities for researchers and organizations to work together.
- ✓ **Ethics First**
Ensuring that all research respects human values and responsibility.



What Drives Us

- ✓ **Innovative Discoveries**
Shaping the future of neuroscience
- ✓ **Interdisciplinary Growth**
Connecting neuroscience with marketing.
- ✓ **Better Human Experience**
Unlock Insights that improve how people live, learn and connect

WHAT IS NEUROMARKETING

Neuromarketing combines neuroscience, psychology and marketing to uncover how people truly make decisions. By studying brain responses, emotions and unconscious behaviors, it helps brands go beyond traditional surveys and discover what really influences attention, trust and choice.

With neuromarketing, companies can:

- ✦ **Understand what captures attention and engages audiences**
- ✦ **Improve the effectiveness of ads, websites and packaging**
- ✦ **Gain deeper insight into the factors influencing brand preference**

WHY NEUROMARKETING

- ✦ **Deeper Consumer Insights**
Understand not just what people say, but how they truly feel and decide.
- ✦ **Emotion Tracking**
Reveal the emotional reactions that drive purchase behavior.
- ✦ **Smarter Campaigns**
Design ads and strategies that resonate on a unconscious level.
- ✦ **Improved Accuracy**
Reduce guesswork and base decisions on brain and behavior data.
- ✦ **Boosted ROI**
Maximize the effectiveness of every campaign by targeting what really works.

Our Methods

EEG (Electroencephalogram)

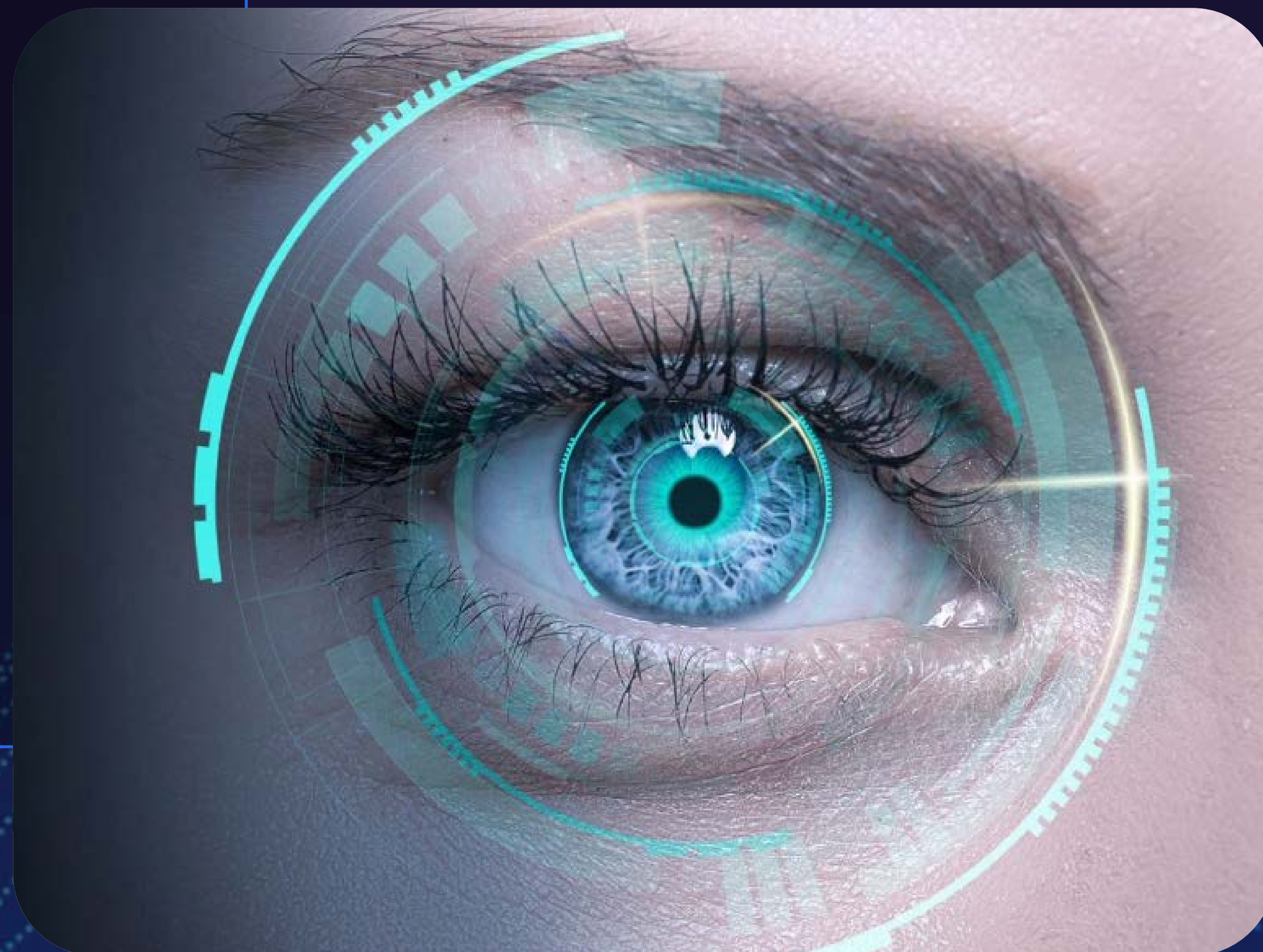
Records real-time brainwave activity to measure attention, engagement and interest towards ad campaigns, products and other marketing content.



Our Methods

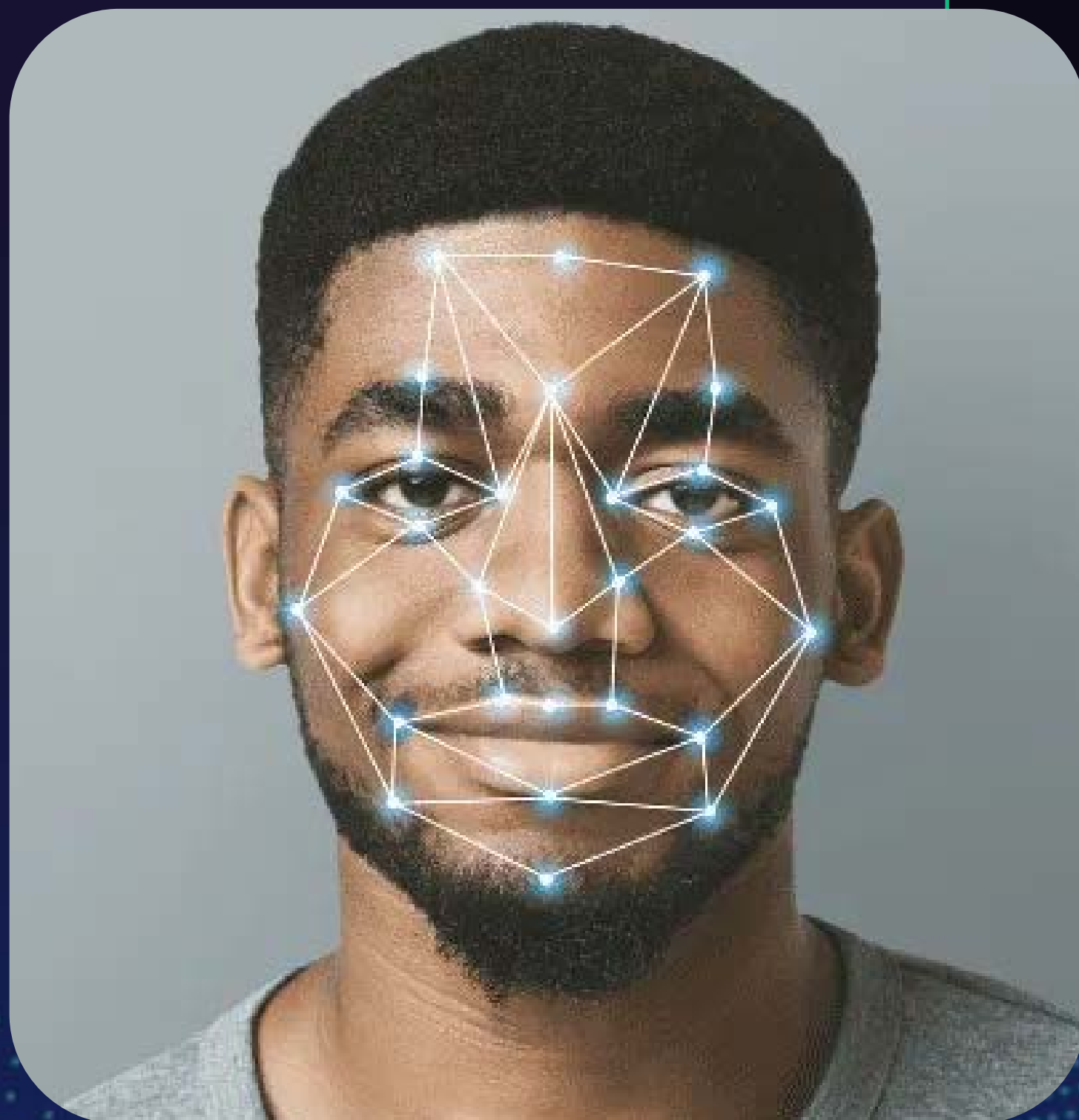
Eye Tracking

Uses AI to analyze subtle micro-expressions, revealing true emotional reactions that often stay hidden in traditional surveys.



Our Methods

Facial Coding



Detects subtle facial muscle movements (micro-expressions) linked to emotional reactions, offering objective data on how audiences respond to content in real time.

Did you know?

95%

**of purchasing decisions
are made unconsciously.**

FAQ

- ✦ **What is neuromarketing?**
Neuromarketing is the application of neuroscience, psychology and behavioral science to marketing, helping brands understand how the brain responds to ads, products and experiences.
- ✦ **How is neuromarketing different from traditional marketing research?**
Traditional research relies on surveys, interviews and focus groups, which capture what people say. Neuromarketing reveals what people actually feel by measuring unconscious brain and body responses.
- ✦ **What methods do you use in neuromarketing?**
Depending on the research objective, we use techniques like EEG (brain activity measurement), eye-tracking (visual attention) and facial coding (emotional reactions) to measure how audiences interact with content beyond verbal feedback.
- ✦ **Is neuromarketing reliable?**
Yes. It goes beyond opinions to track unconscious reactions, providing deeper and more accurate insights that improve campaign effectiveness and consumer trust network. It does not “read minds”, but it identifies measurable physiological indicators that are strongly associated with how people process information and form preferences.
- ✦ **Is neuromarketing ethical?**
Absolutely. Ethical neuromarketing follows strict research protocols, informed consent procedures, and data protection standards. The goal is to create more meaningful and user-friendly experiences.
- ✦ **How can neuromarketing improve my campaigns?**
It helps identify what captures attention, triggers emotion and drives decision-making, allowing you to design ads and strategies that truly connect with your audience.
- ✦ **Who can benefit from neuromarketing?**
Brands, agencies, startups and organizations that want to understand consumer behavior more deeply and optimize their marketing campaigns, products and customer experiences.

Contact us



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