

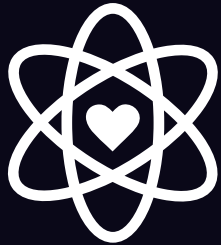


WHAT WE DO

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.

THE NEURO ADVANTAGE



Make decisions based on how people really think and feel.



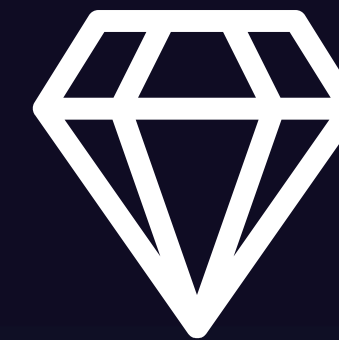
Understand the unconscious

95% of decisions are made unconsciously. We help you read what people can't always explain.



Connect emotionally

Emotions drive decisions. We help your brand create real emotional connections.



Stand out in a noisy world

We identify what makes your brand memorable and different in the minds that matter.



Drive real results

Stronger engagement, higher recall and better performance across all channels.

HOW NEUROMARKETING APPLIES TO ADVERTISING

We combine neuroscience and data to transform how ads are created, tested and optimized.



Attention Optimization

We identify visual and emotional triggers that capture attention.



Creative Validation

We measure emotional impact before your campaign goes live.



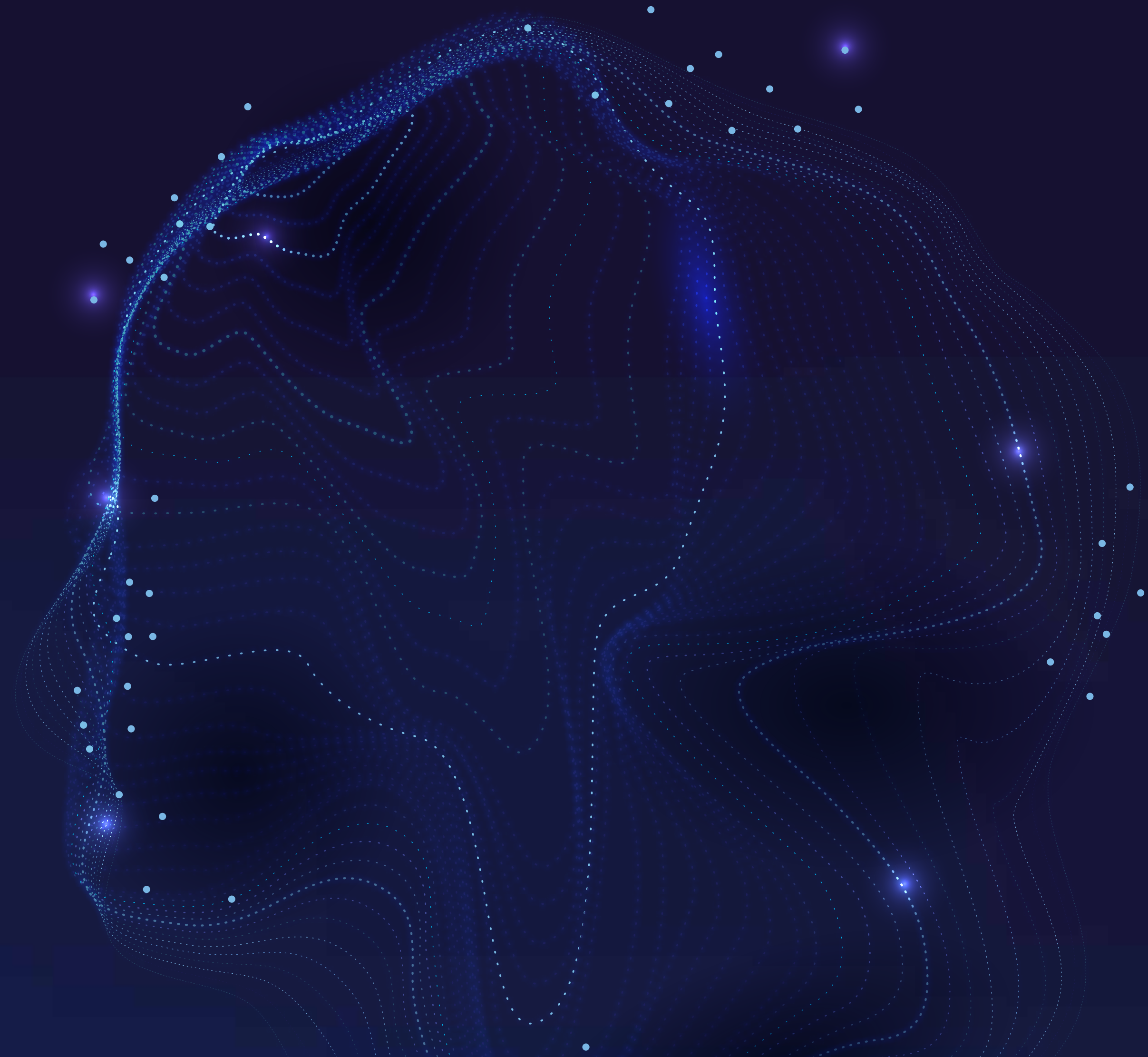
Message Effectiveness

We test which messages resonate most deeply with your audience.



Performance Improvement

We refine ads to increase engagement, recall and conversion.



WHERE WE CREATE IMPACT

Neuromarketing can be applied across all touchpoints that influence decisions.



Digital Ads



Social Media Content



TV & Video Campaigns



Packaging & Product Design



OOH & Print Advertising



Brand Identity & Logos



Retail & In-Store Experience



Sports Marketing

and many more...

CONSUMER JOURNEY INSIGHTS

Track how audiences think and feel at every stage.

1



Awareness

Discover what captures attention and creates first impressions.

2



Interest

Uncover what sparks curiosity and holds engagement.

3



Consideration

Reveal how people evaluate options and weigh value.

4



Decision

Identify the triggers that drive action and build confidence.

5



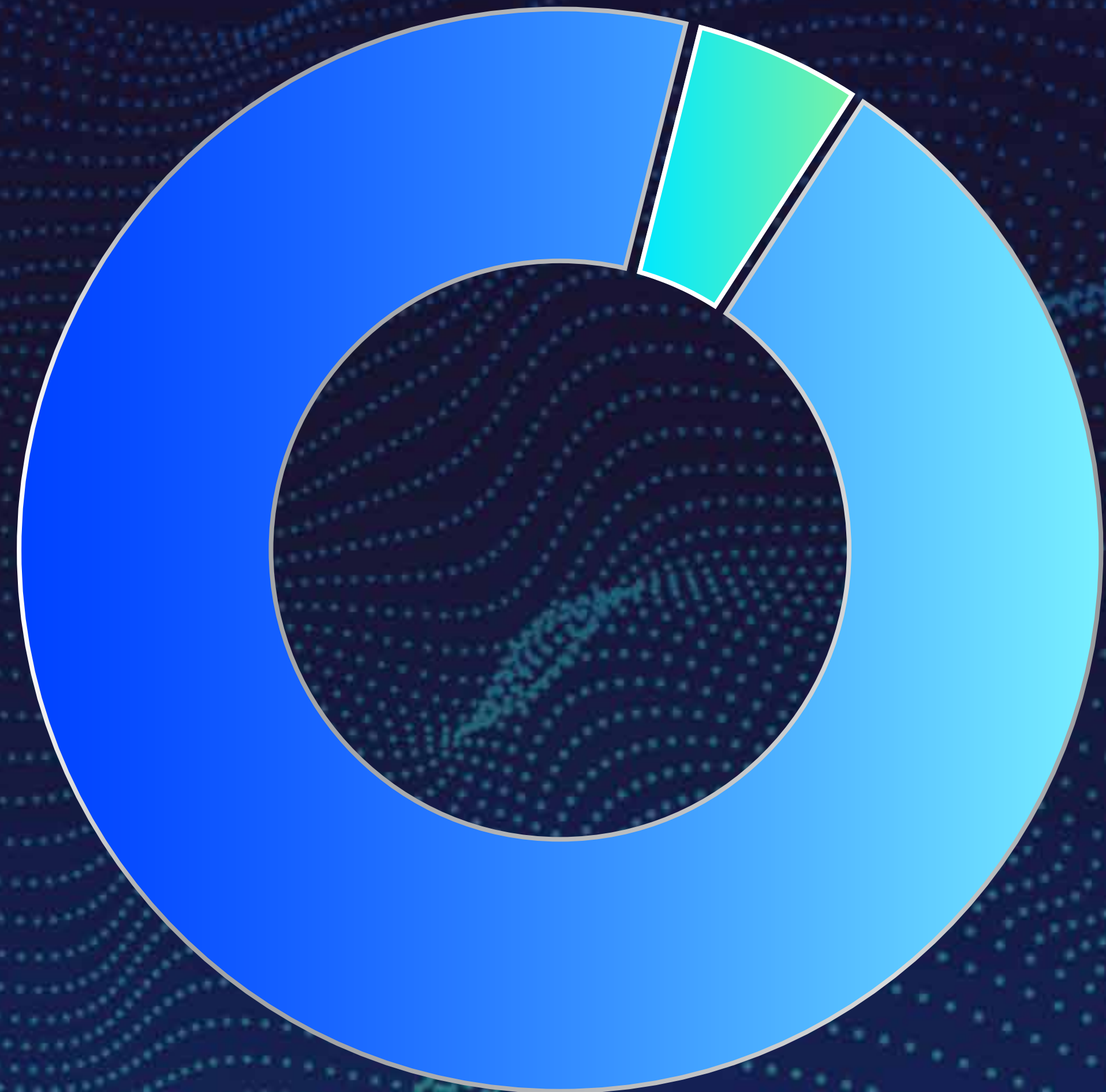
Recall

Measure what's remembered and drives future behavior.

Did you know?

95%

of purchasing decisions
are made unconsciously.



CREATIVE TESTING BEFORE LAUNCH

Reduce guesswork before your campaign goes live.



A/B TEST RESULTS



Variant A



68%
Engagement Score



Variant B



42%
Engagement Score

KEY INSIGHTS



2.4x
More visual
attention for
Variant A



1.8x
Stronger emotional
response for
Variant A

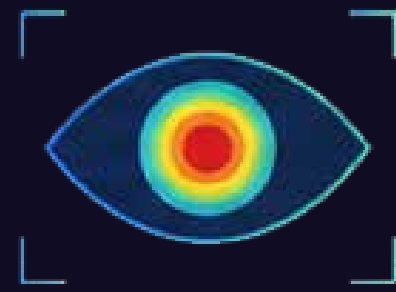


35%
Higher intent
to engage for
Variant A

example

WHAT YOU RECIEVE

Clear outputs that turn research into action.



Attention heatmaps

Visualize what captures attention and what gets ignored.



Emotion analysis

Understand how content makes your audience feel.



Insight summary

Key takeaways that reveal the 'why' behind the data.



Strategic recommendations

Actionable guidance to improve messaging and performance.



Creative optimization

Data-driven refinements to make your content stronger.



Final presentation

A clear, executive-ready report with visuals and next steps.

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.

✦ **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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