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Neuroscience Boosts Product Marketing

Wine Label Redesign Sees 25% Price Hike Thanks to Neuroscience

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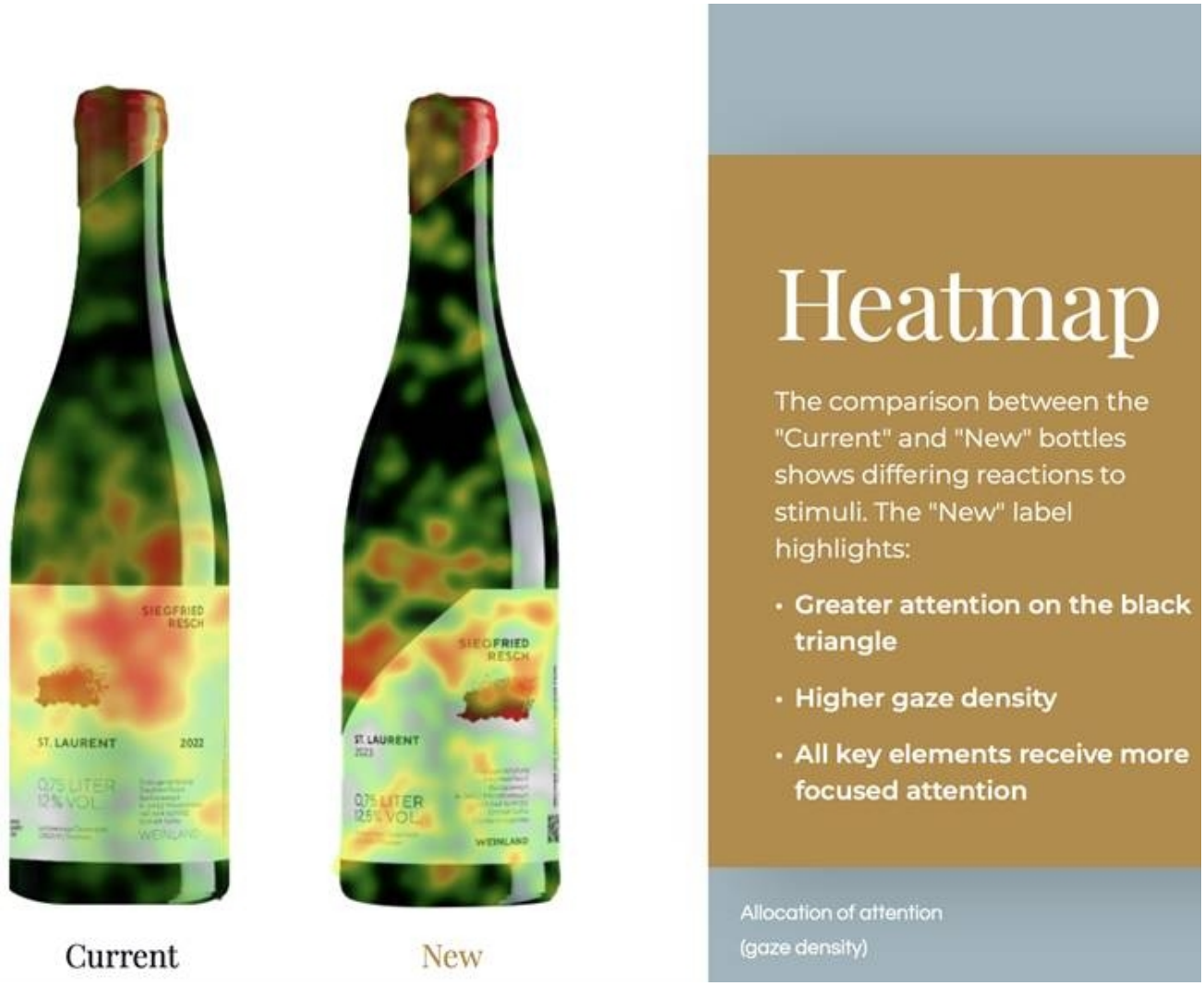
Neuroscience and market research are reshaping the way companies approach product marketing, offering innovative tools to better understand and influence consumer behavior. By combining sensory neuroscience with traditional methods, brands can move beyond intuition and reliance on surveys to develop strategies rooted in measurable scientific data. This evolution is exemplified by the collaboration between

Sr Labs, a neuroscience research company, and Gollmann Agency, a product marketing consultancy, which led to the development of RESEARCH DESIGN RESULTS.

Sensory neuroscience, the study of how sensory inputs affect the brain and behavior, has emerged as a key discipline in this transformation. Its application in marketing focuses on analyzing consumers' cognitive and emotional responses to stimuli such as product design, packaging, store layout, and even ambient scents. Using tools like eye-tracking, EEG, and biometric analysis, researchers can gather detailed insights into how consumers interact with and perceive products.

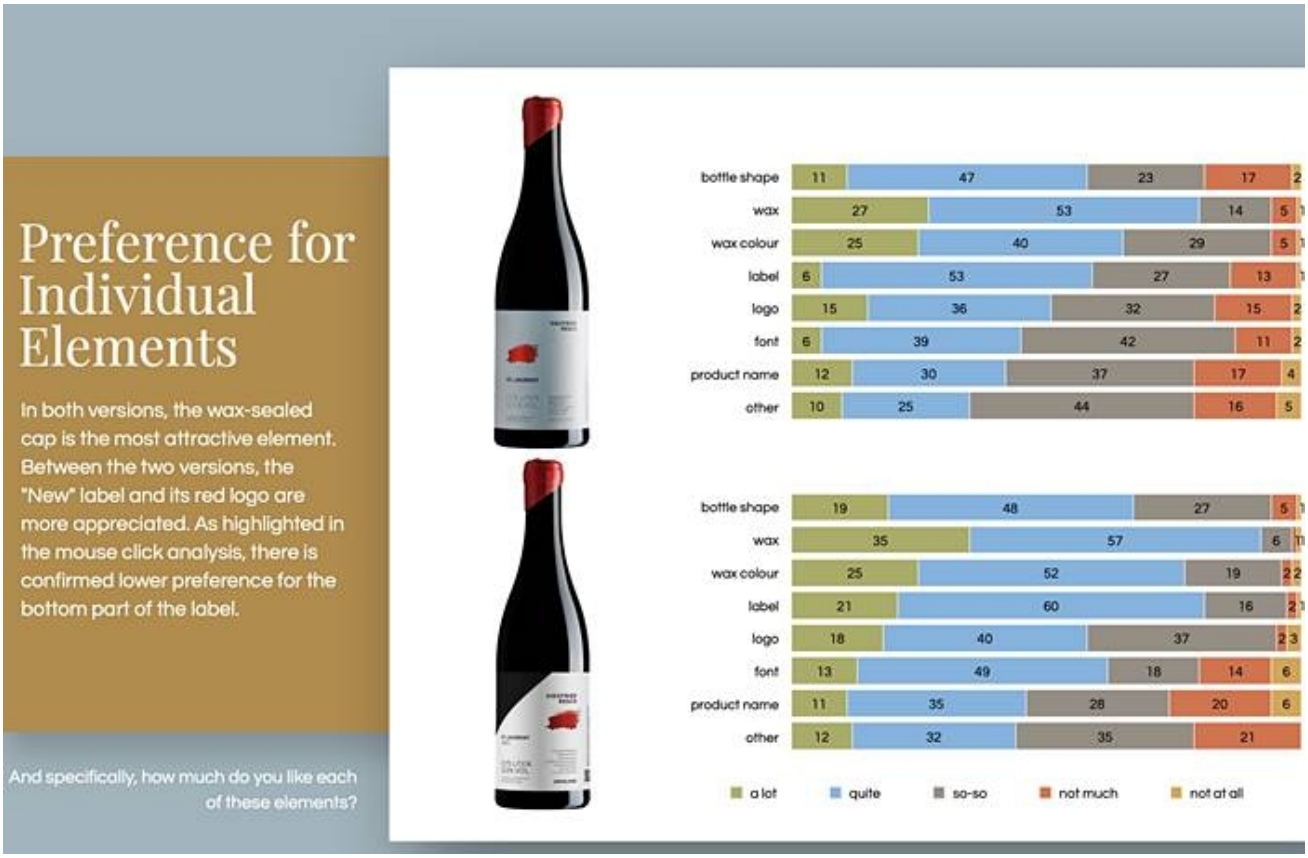
A practical example of this approach is the "Resch Case" project, which involved one of Austria's leading wineries. The winery sought to overhaul its product portfolio, focusing on improving label design, enhancing brand identity, and addressing technical issues with the labeling process, such as air bubbles and wrinkles. Additionally, the winery aimed to reduce printing costs while strengthening its market position.





The process employed eye-tracking technology to compare two label designs: the existing one and a newly proposed version tailored to the company's updated needs. The analysis assessed attention distribution, the percentage of viewers who noticed specific label elements, the time taken to notice these elements, and the time spent focusing on them. Additionally, consumer preferences for individual label components were gauged.

The results showed that the new label design outperformed the current one in every key area. Consumers spent more time observing the new design, rated it as more appealing, and appreciated individual elements more highly. The updated label was perceived as contemporary, recognizable, and reflective of improved quality, which positively influenced the winery's brand image and product positioning. As a result, the forecasted optimal price for the new bottle increased by 25%.



This case illustrates the strategic advantage of integrating neuroscience into marketing efforts. By understanding consumer preferences at a deeper level, businesses can create products and experiences that align closely with audience expectations. This approach not only optimizes design and communication investments but also provides a competitive edge in a saturated marketplace, demonstrating the transformative potential of neuroscience in product marketing.