

PDTMneuro

Hunting for subconscious thoughts and feelings

The ad tested well. The subconscious disagreed.

People's true reactions to your advertising happen automatically, involuntarily, and beneath the surface. What they tell you in a survey and what their brain actually registers are often two very different things.

PDneuro is our in-house neuromarketing suite that captures what people actually think and feel about your creative. Eye tracking and facial coding reveal the subconscious responses that are the strongest predictor of decision-making and behaviour change.

WORKS ACROSS

TVCs & video
Storyboards
Print & digital ads
Outdoor & OOH
Product packaging
Point of sale
Billing & invoices

PDNEURO ALLOWS YOU TO

- Tap into subconscious thoughts and feelings, the strongest predictor of behaviour change
- Intercept a person's reactions before they're filtered or rationalised
- Pinpoint which images and messages truly connect with your audience
- Overlay neuro insights with traditional research for a complete picture

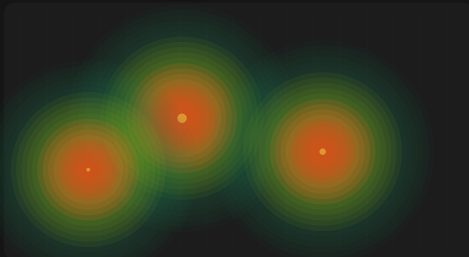
THE OUTPUTS

See what you're missing.

Heatmap Video

EYE TRACKING

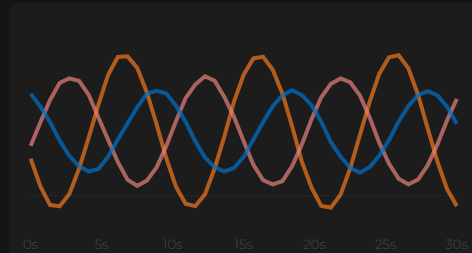
See exactly where attention lands. Focus areas revealed frame by frame.



Emotion Tracking

FACIAL CODING

Track the emotional arc of your ad second by second. Know what people truly feel.



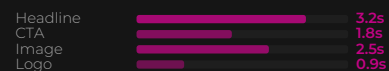
Appeal Stats

Overall appeal benchmarked against norms.



Fixation

Dwell time per element, in seconds.



WHAT YOU GET

- A full strategic report customised to your needs
- One-hour face-to-face presentation of findings (complimentary)

INVESTMENT

\$12,000

ex. GST per 15–30 second ad

Charged upon delivery of final report.

Minimum number of ads required to proceed.

Ready to see what your audience really thinks?

Contact your Painted Dog consultant or get in touch:

info@painteddogresearch.com | (08) 9227 6464