



# Technology offer:

## COGNITIVE MARKETING SOLUTIONS FOR ADVERTISEMENT & EFFECTIVE MARKETING

Field of use: cognitive marketing; product placement; effective advertisement

Current state of technology: software and hardware solutions for human behaviour analysis (e.g. eye tracking, GSR, EMG, EEG & Facial expression analysis)

Provided by:

HICUP Lab - Humans Interacting with Computers at University of Primorska Laboratory

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Slovenian research laboratory based at the Faculty of Mathematics, Natural Sciences and Information Technologies, University of Primorska, is specialising in understanding human decision-making processes. The aim is to go beyond people's statements in order to accurately find out how they think, feel and act. The lab is offering its know-how, technological equipment and analytical tools to professionals and firms for designing cognitive marketing solutions and product development strategies that are based on quantitative data.

### Background

Cognitive marketing strategies play an essential role in the design of effective marketing campaigns, in the promotion of novel services as well as in product placement on the market. Advanced technology is used to improve visual, audio and (increasingly) tactile stimuli that can transform an advertisement or marketing campaign into efficient means that allow the customer to get a larger, highly targeted audience through advertisement.

### Technology & Equipment

HICUP Lab at the University of Primorska provides the following equipment for research and analytical purposes:

- EEG system with wet and dry electrodes;
- Eye tracking glasses like TOBII Glasses 2;
- Screen based eye tracking such as TOBII Pro spectrum, nano and 4C;
- HTC Vive with Tobii tracking integration for eye tracking in VR;
- EMG, ECG and Galvanic skin response sensors Shimmer;
- Facial expression analysis software Afectiva;
- iMotions and Tobii Pro Lab Licences for data capture and analysis of data.

The latest software are being used for analytical purposes. Additional devices are available in the lab upon request. They can be applied to specific cases in the domain of Augmented Reality or to complex marketing cases. The laboratory employs experts in media content analysis, who are able to provide consultancy based on results and relevant analytical activity.

### Advantages

- Support in crafting effective campaigns on TV, print, Internet etc.;
- Scientific support in designing customized and personalized marketing strategies;
- Experts trained in the fields of Human-Computer Interaction and in Media and communications, able to provide a tailor-made service to the customer upon request.



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V partnerstvu:

Univerza v Ljubljani

