

WELCOME TO THIS PLEASANT EXPERIENCE



SUMMER SCHOOL



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO

Organizzazione e Gestione dei Servizi Sportivi nei Sistemi Turistici (OGeSSST)

Azioni per la realizzazione di Summer School promosso da Università Pugliesi
CUP H36F19000010002

PROMOTER Università degli Studi di Bari Aldo Moro
PARTNER Gruppo Caroli Hotels Srl e Comune di Gallipoli (Le)



Costruire un microsystema in un mondo di sistemi

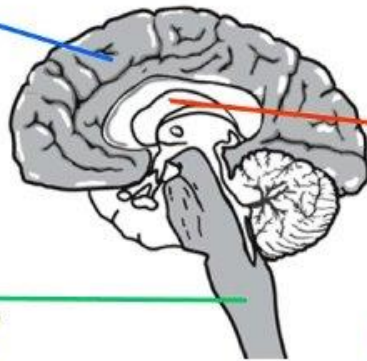
- Le motivazioni del mio microsystema a confronto con le motivazioni dei sistemi che mi circondano: perché lo faccio (Istruttore, manager ecc.)
- Motivazioni orientamento tra pensiero e scelta (azione)
- Da dove provengono le motiva-azioni
- Spinte interne - Attrattori = il segreto di messaggio promozionale
- Laboratorio: formulare un messaggio per attrarre

Formula un messaggio attrattivo

- Immagine
- Linguaggio
- Come lo usi

- A chi è rivolto
- Perché lo fai
- Valore

**CERVELLO NEOCORTICALE:
LINGUAGGIO E PENSIERO**
(società, cultura)



**CERVELLO LIMBICO:
EMOZIONI**
(attaccamento, accudimento,
agonismo, cooperazione)



**CERVELLO RETILIANO:
SOPRAVVIVENZA**
(alimentazione e sessualità)

CERVELLO TRINO - PAUL MACLEAN



PHIL MAXWELL

**USA IL
NEUROMARKETING
PER IL TUO
BUSINESS**

area51

NEUROMARKETING STRATEGIES



COLOR USAGE

Emotionally evocative specific colors like red, yellow, and blue, which prompt our response, influence what we buy, remember, and even how we feel about ourselves.



THE SCARCITY EFFECT

When we perceive something as scarce, we value it more highly. This is why limited-time offers, limited quantities, and limited-time offers are so effective. It's also why we buy more when we see a "limited time offer" or "limited quantity" sign.



PAIN OVER PLEASURE

When we experience pain, we are more likely to remember it than when we experience pleasure. This is why we buy more when we see a "limited time offer" or "limited quantity" sign.



THE HUMAN FACTOR

Our brains are wired to be social animals. We are wired to be social animals. We are wired to be social animals. We are wired to be social animals. We are wired to be social animals.

#neuromarketing

VENDERE AL CERVELLO PRIMITIVO

la scienza del NEUROMARKETING







RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER	MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL	MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy	MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safety stable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals aware FUTURE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social NEW IDEAS FREEDOM impulse motivation
BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull Pinterest	BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET	BRANDS: Cadbury YAHOO! Hallmark Mike Zoopla.co.uk Your advantage is property	BRANDS: Facebook Google+ Reebok British Gas Twitter GAP	BRANDS: bp Holiday Inn tic tac LACOSTE Intel Blu-ray Disc skype Twitter WordPress	BRANDS: Fanta orange Penguin MasterCard bitly B	

boutique









Neuromarketing:
come aumentare i
risultati aziendali in
modo scientifico


Confartigianato
imprese


Confartigianato
GIOVANI IMPRENDITORI
Friuli Venezia Giulia



Amsterdam 2012
São Paulo 2013
New York 2014
Barcelona 2015
Dubai 2016
London 2017
Singapore 2018
Rome 2019

NEUROMARKETING
WORLD FORUM
2020

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Essenza di un'isola, profumo del mare