

NuroQ™

'The Complete Picture'

Why

Recent developments in the neuro and behavioural sciences all point to a simple human truth - that hidden, emotional processes massively influence behaviour. We feel first, think later.

So how can 'question and answer' based techniques, focusing on explicit, conscious and rational responses, predict behaviour?

They can't. Not entirely. Not by themselves.

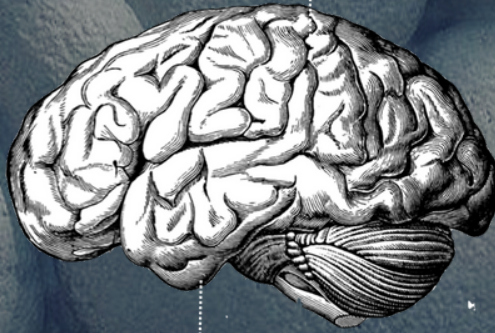
We need to understand both the 'System 1' (fast, emotional) and 'System 2' (slow, deliberative) processes influencing behaviour.

NuroQ™ does this.

What

NuroQ™ offers the seamless *integration* of the latest advances in neuroscience, bio-metrics and consumer psychology with best practice qualitative methods, giving you a more *complete picture*.

Understanding **System 1** thinking through: neuroscience (EEG), eye-tracking, implicit response



Understanding **System 2** thinking through: best practice qualitative techniques

Uses

NuroQ™ *Brand and Comms*



Portable 'lab' set up. Ideal for brand and advertising development, concept testing, design ... whenever you need reactions to stimulus.



NuroQ™ *Behaviour and Experience*

Mobile set up. Ideal for shopper insights, customer or user experience...whenever you need to be *in situ*.