

BUYOCHEMISTRY

You have 9 seconds to answer the following questions:

Buyochemistry's results have proven what has been theorized by some, practiced by few, and documented by none. As wide-ranging as it is deep, Buyochemistry's findings will build unprecedentedly powerful brands.

What does this presentation provide?

- Understand what people really want.
- Discover how to optimize your brand, based on the latest neuroscience.
- Learn how to run marketing campaigns, paid for by your customers.
- Discover the next Big Thing: micro branding.

Prepare your brand for Generation Tomorrow

In more than 70% of cases, the decision to buy one item in favor of a competitor product is made in the four seconds before the consumer takes their choice from the store shelf.

- Why do people buy?
- What is the secret formula to generating revenue?
- Why your brand was rejected or accepted?
- What triggered the decision in favor of your competitor?
- What are you already doing right?
- What do you need to improve urgently?
- Where are the pitfalls and the opportunities in smashing your brand?
- Would you like to know what goes on during those 9 seconds?

Buyochemistry is a book, talk and workshop by Wade Younger which analyzes what makes people buy. Younger identifies the factors that influence buyers' decisions in a world cluttered with messages such as advertisements, slogans, jingles and celebrity endorsements. Younger, through a study of the human psyche, explains the subconscious mind and its role in deciding what the buyer will buy. Younger's study evaluates the effectiveness of logos, product placement and subliminal advertising, the influence of our senses and the correlation between religion and branding.



What is the formula to get people to buy?