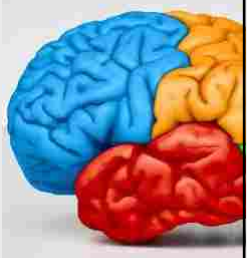
GRUPPE NYMPHENBURG
BRAND & RETAIL EXPERTS

Brain Brands
Wie starke (Händler-)Marken im Kopf entstehen

Dr. Hans-Georg Häusel
Gruppe Nymphenburg Consult AG
Arnulfstrasse 56
80335 München
hg.haeusel@nymphenburg.de
www.haeusel.com
www.nymphenburg.de



Der Ansatz der Gruppe Nymphenburg: Total Customer Understanding

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CONSUMER & SHOPPER-INTELLIGENCE:

Consumer- & Shopper-Marktforschung

Tools:
Limbic®
a•proPOS®

BERATUNG HERSTELLER

Marken-Entwicklung
Marketing & Innovationsprozesse
Channel- & Vertriebsstrategie
Category Management & POS Performance

BERATUNG HANDEL

Retail Branding
Vertriebstypen/ Multichannel-Strategie
Lean-Store-Prozess-Optimierung
POS-Optimierung

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Die Macht des Unbewussten

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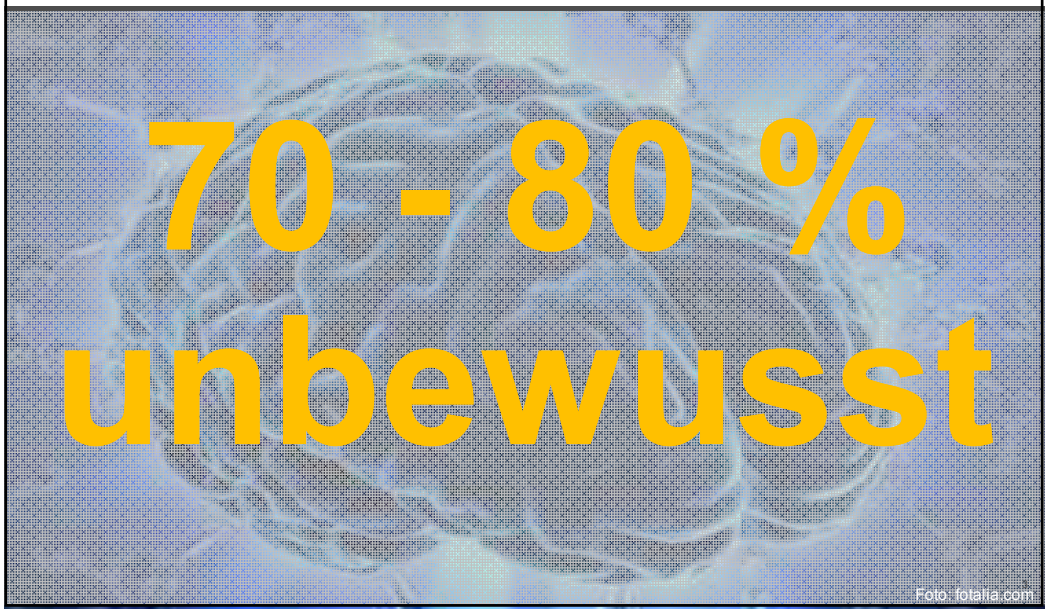

Was ist Limbic®?

Ein innovatives Tool für angewandtes Neuromarketing

GRUPPE NYMPHENBURG
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„Limbic® dürfte derzeit das weltweit beste und wissenschaftlich fundierteste Motiv- und Persönlichkeits-System für die Marketingpraxis sein."

FAZ-Institut Business Bestseller Summaries

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Die Emotionssysteme im Gehirn

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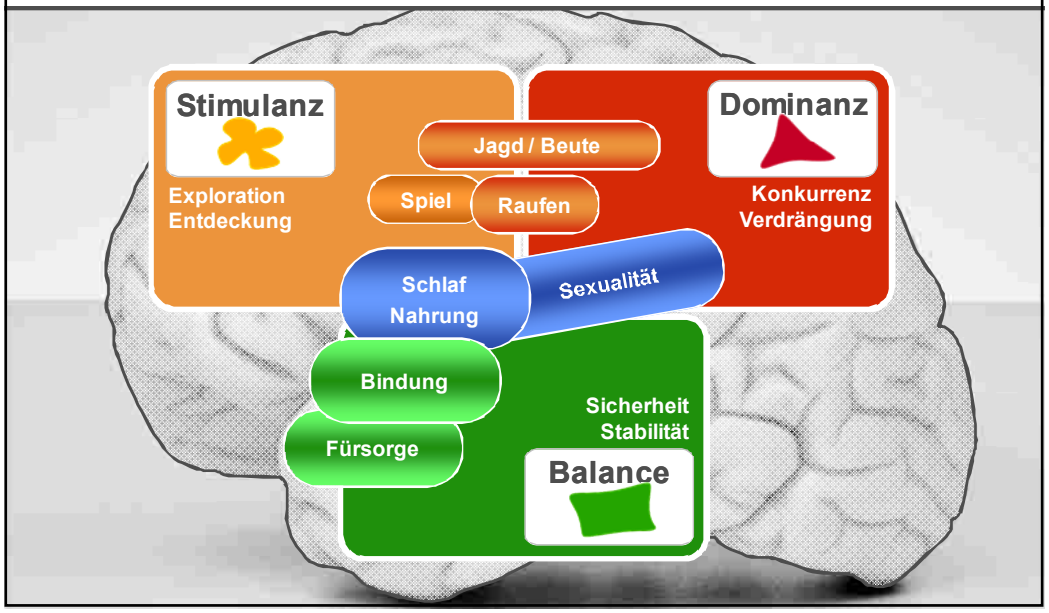

Die fünf emotionalen Shopper-Welten

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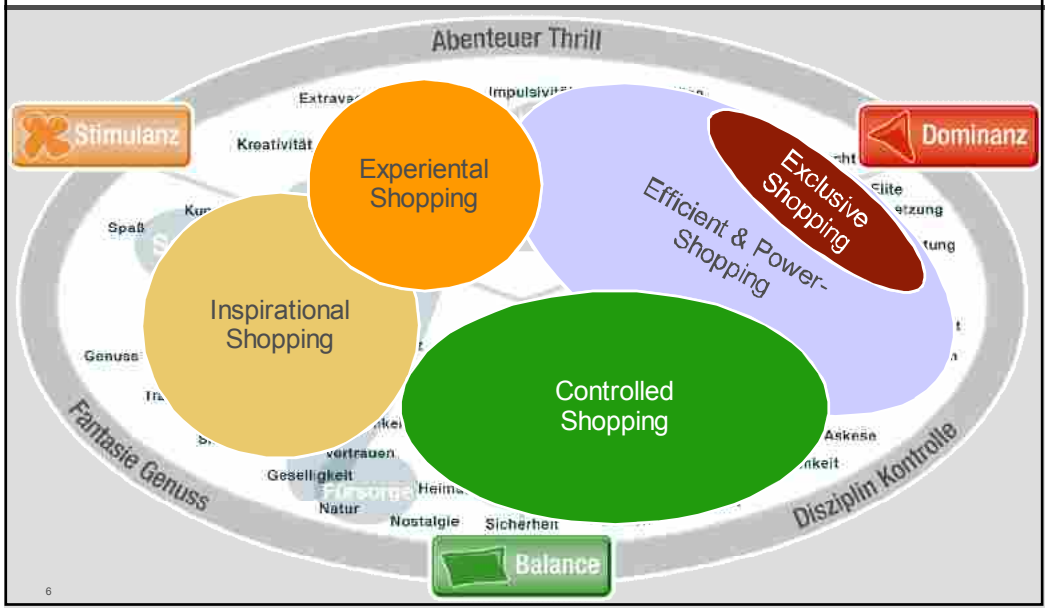

Wo Händlermarken emotional sitzen

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Das neue Denken: Think Limbic!

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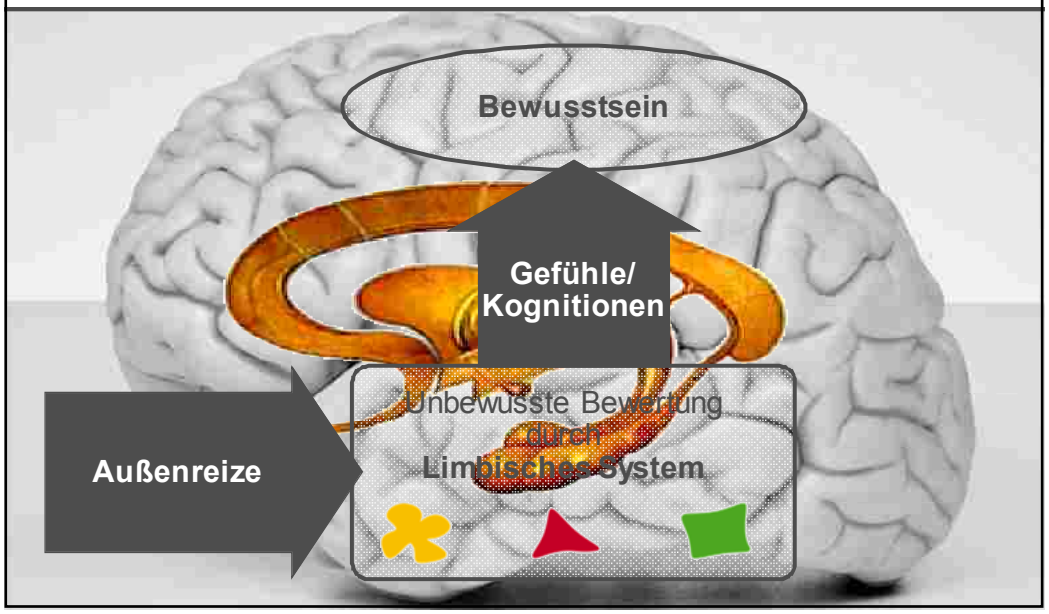

Wie Wert entsteht

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Rohstoff	Markenartikel	Emotional Boosting
1 Cent pro Tasse	**7 Cent** pro Tasse	**3,50 Euro** pro Tasse

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Die Multisensorik des Shops

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Zielgruppen: Sind alle Kunden gleich?

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Die Limbic® Types
Verteilung Gesamtbevölkerung Deutschland

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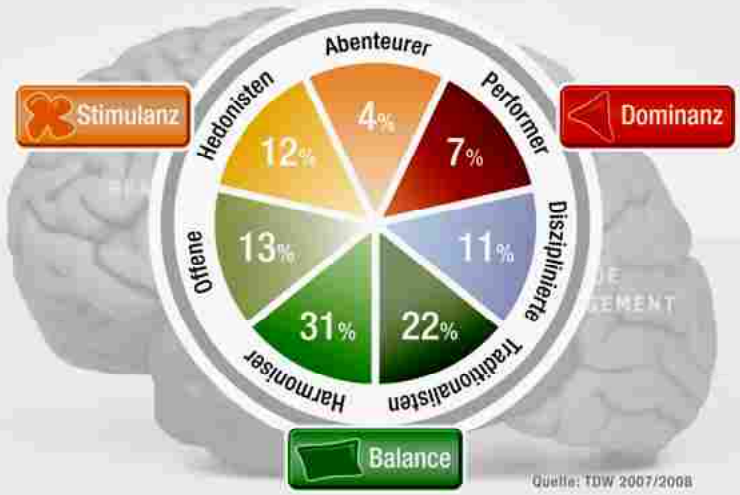

Der Konzentrationsverlauf der wichtigsten Nervenbotenstoffe im Gehirn

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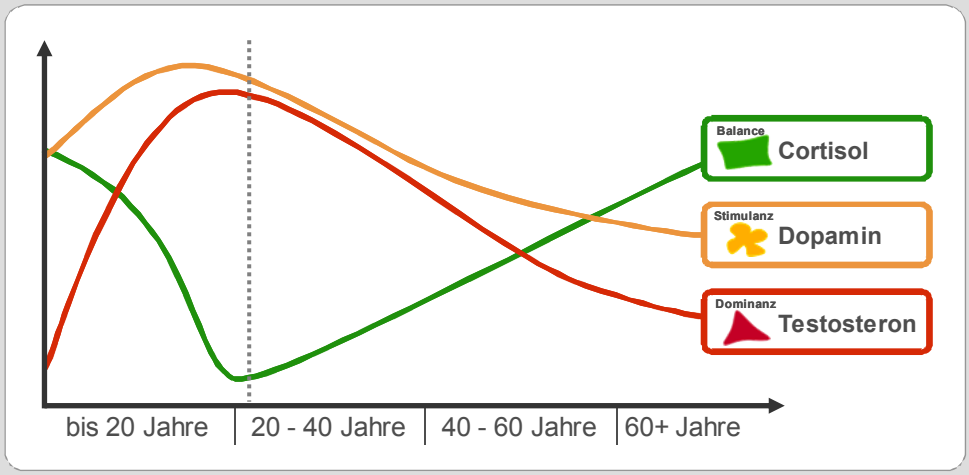

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Age on the brain

Altersspezifische Veränderungen im Gehirn

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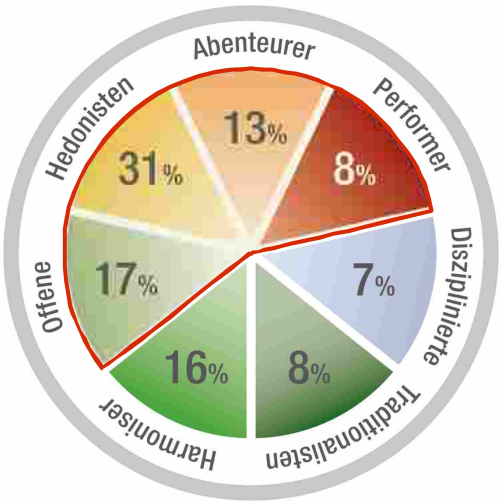
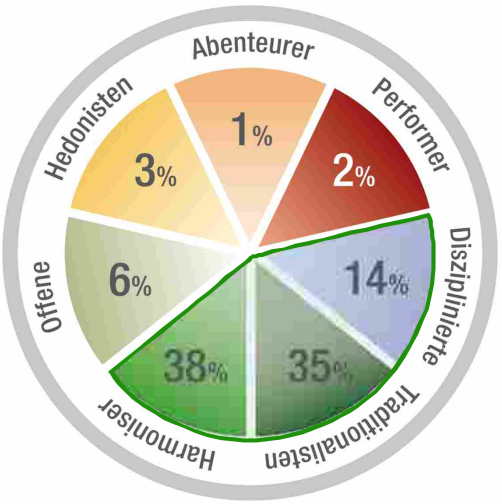
14 - 24 Jahre



60+



Quelle: TDW 2007/ 2008

Hormone & Ansprache

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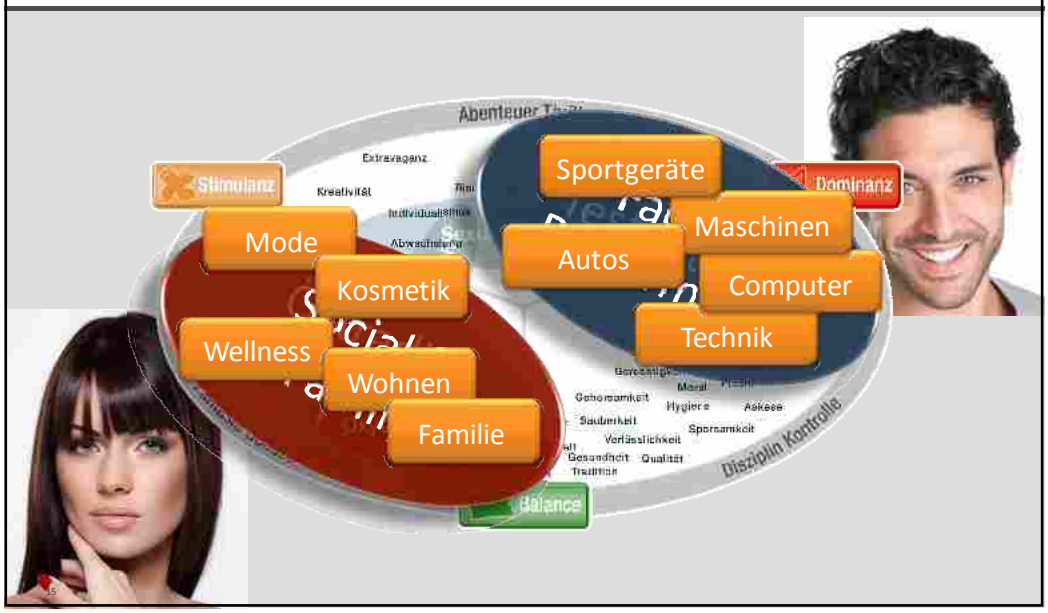

Sex on the Brain

Geschlechtsspezifische Unterschiede im Gehirn

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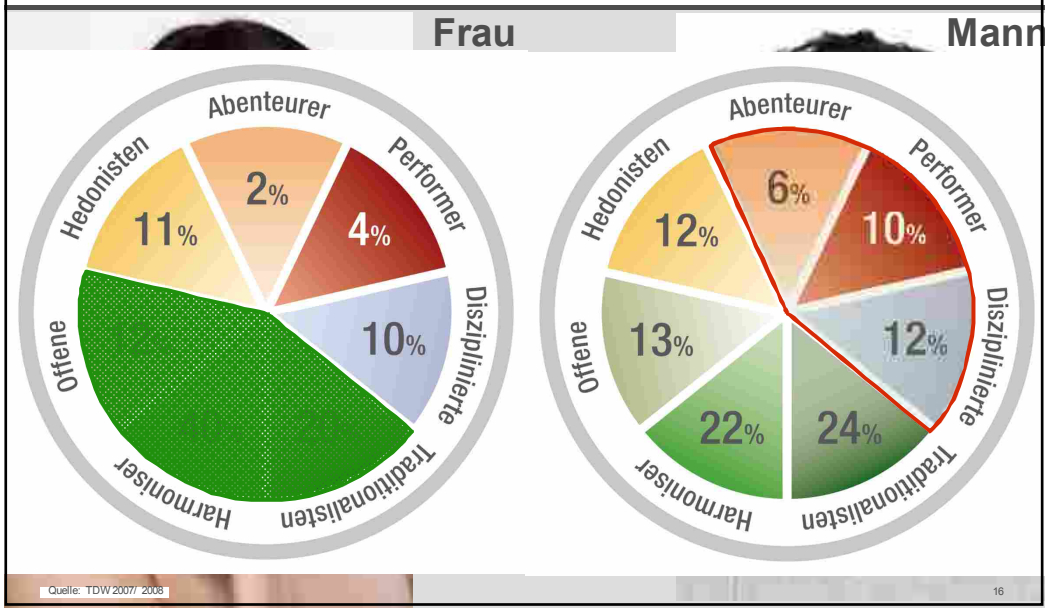

Quelle: TDW 2007/ 2008

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Eindeutige und konsistente Codes

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NIVEA Creme

Zwei Discounter – Unterschiedliche Positionierung

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Die emotionale Struktur von Drogeriemarkt-Sortimenten

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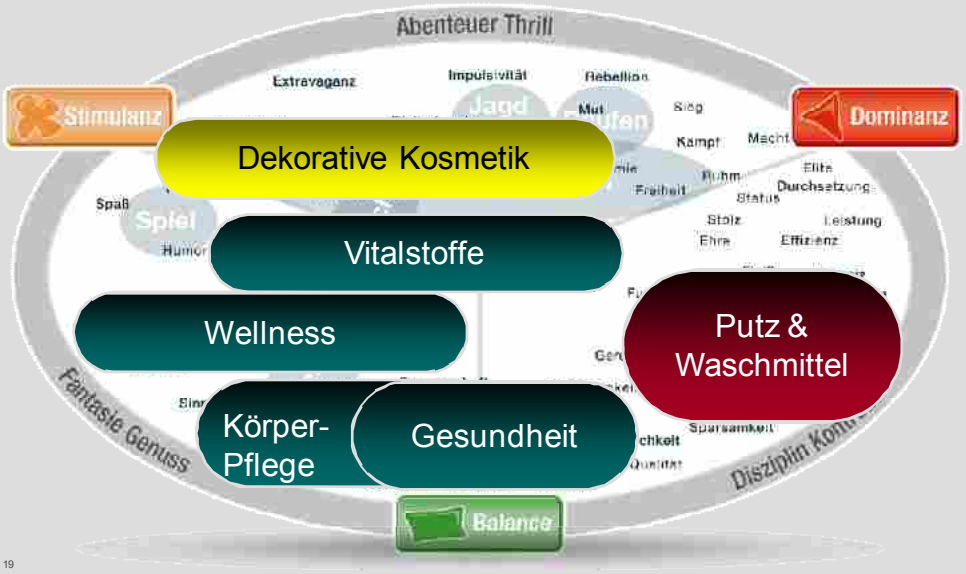

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BIPA und dm

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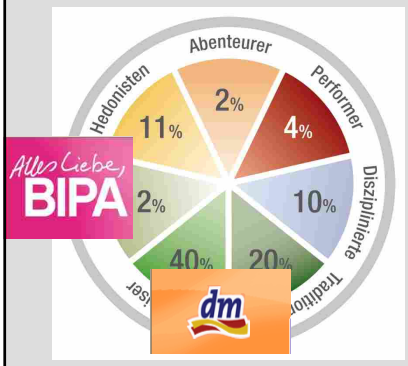

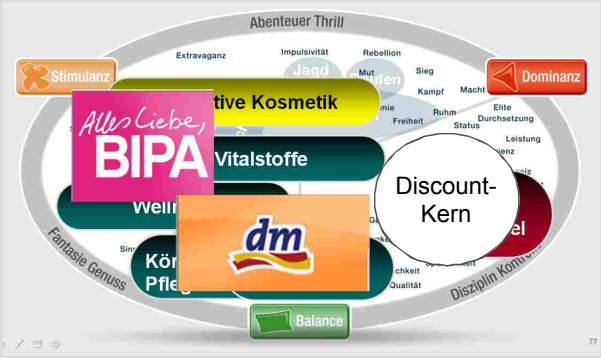

Limbic® Types, weiblich

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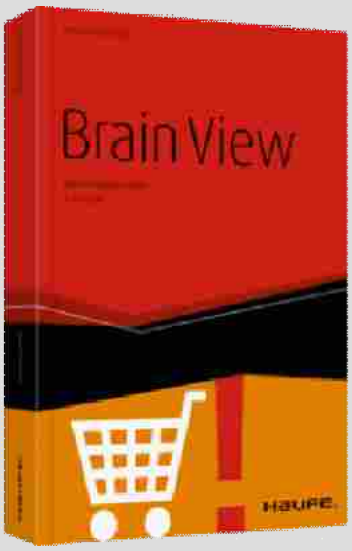

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Marketing-Bestseller 2004 -2013

„Zu den 100 besten Wirtschaftsbüchern aller Zeiten gewählt“ 2012

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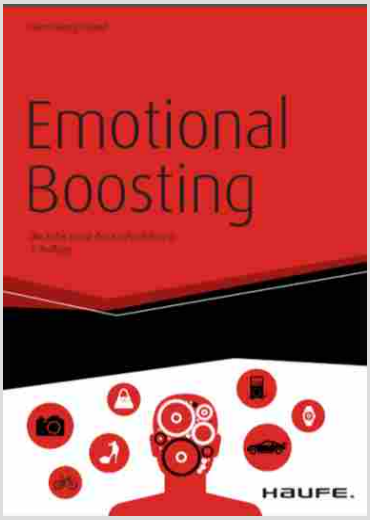

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