

## **A Brain-Friendly Way to Successfully Position Products in the Market ExCentric Consulting brings the latest international trend to Vienna: neuromarketing**

Press release, November 2014

No matter if clients wish to determine the ideal sales price, create the catchiest slogan or design packaging that makes their product irresistible: neuromarketing – the brain-friendly positioning of products with the client's target group – is the international trend that currently promises the highest hit rate. The newly established consulting company ExCentric Consulting is now introducing this method in Vienna.

### **State-of-the-art technology and marketing know-how**

"The combination of marketing expertise, neuroscience and communications sciences coupled with state-of-the-art medical imaging technologies offers new opportunities for market research and strategic/tactical marketing," Erwin Hemetsberger, the founder of ExCentric, is convinced. "Thus it is possible to test e.g. the efficiency of TV and radio commercials before they are broadcast – precisely and including all details, such as images, music or language – and optimise them in time. EEG and functional magnetic resonance imaging of test subjects are able to predict with up to 85 percent accuracy if the chosen promotional activity will be successful in the target group or not. Conventional tests, using e.g. questionnaires, are much less likely to succeed."

After almost 20 years of working in the field of strategic marketing for multinational groups, Erwin Hemetsberger founded ExCentric Consulting in January 2014. Now a self-employed entrepreneur, he helps companies to position themselves and their products successfully by means of tried-and-tested, but also the latest methods of management theory and management practice (neuromarketing).

### **Top partners from the fields of science and practice**

With Neurensics, based in Holland, and Neuromarketing Labs, based in Germany, ExCentric Consulting was able to win Europe's leading neuromarketing experts as partners. Both companies have emerged from a university background and are pioneers of scientifically sound neuromarketing in Europe. They research and develop marketable top solutions at the highest level, under the supervision of scientific advisory boards. In cooperation with a renowned diagnostics centre, ExCentric Consulting is also the first company to offer professional neuromarketing solutions in Austria.

I appreciate your interest and would be grateful if you were to mention ExCentric Consulting in your reporting. I would be glad to be of assistance at all times if you require further information.

Kind regards,  
Erwin Hemetsberger

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