Getting to the Heart and Mind of the Matter

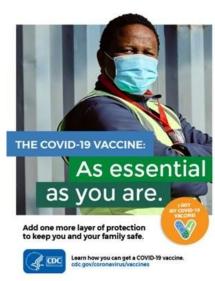
Neuromarketing

Neuromarketing – The Brain is a Limited Capacity Processor Contemplation Worksheet

Brain Unfriendly

Brain friendly





From the U.S. Department of Health and Human Services Website, COVID-19 Public Education Campaign

Note the reasons why one ad is brain unfriendly, and the other ad is brain friendly:				

EXCITE Tool Kit Edition 1 - 2023



