



Romanian-French MBA Program

le cnam
école management & société



Expand your Horizons

Neuromarketing in Romania

**Thursday, June 11, 2015, 18:00, Conference room: 4108, 2-2A Calea Griviței,
ASE Bucharest**

Guest speaker: Ana IORGA



When: Thursday, June 11, 2015, 18:00-20:00

- ✓ 18:00-19:00: Guest speaker – Ana IORGA
- ✓ 19.00-20:00, Business talks / Networking

Who: Ana Iorga, Managing Partner Lemon Studio

What: Neuromarketing in Romania

About Ana IORGA

Ana Iorga is a savvy neuromarketing expert that has a passion for bringing science to marketing. She has over 9 years of experience as an advertising professional and entrepreneur, leading a full-service advertising agency in Bucharest, Romania. She is a pioneer in neuromarketing, having founded Buyer Brain in 2012, the first neuromarketing research lab in Romania.

Ana is a Medical Doctor that holds a double MBA degree in Marketing and Finance from the University of Ottawa and is currently a PhD student in neuromarketing with the Bucharest University of Economic Studies. Her unique skill set, derived from her academic medical background and marketing expertise, enables her to have a thorough understanding of the subtle influence of brain functions on behavior.

Ana is a member of several advertising and marketing associations, including Neuromarketing Science and Business Association (NMSBA), the only neuromarketing association, which brings together academia and professionals from all over the world. She has published numerous articles on neuromarketing, both in academic journals and professional magazines, and is a regular contributor to several online marketing magazines. She is also serving as editor for the NMSBA's Neuromarketing Theory & Practice Magazine.



Romanian-French MBA Program

le cnam
école management & société



Expand your Horizons

Neuromarketing in Romania

**Thursday, June 11, 2015, 18:00, Conference room: 4108, 2-2A Calea Griviței, ASE
Bucharest**

About the topic

One of the most important added values that neuromarketing brings to market research is the ability to gain accurate insight about the non-conscious reactions that people develop when they interact with a product, a brand or with different communication messages.

Marketers need to know what part of their advertising or communication strategy generates the higher positive reactions and which ones are rejected by their customers. By knowing that, they can fine-tune their messages and thus increase the ROI on advertising and media spending. The problem with the status quo is that the results that marketers get from traditional research (questionnaires, focus groups) are oftentimes biased and do not accurately reflect the market or predict consumer behaviour.

What Buyer Brain brings new on the market, comparing to traditional research, is the ability to take into account non-conscious, subtle and more accurate insights that actually influence and predict (to a certain extent) consumer behaviour and decision making. Those insights are obtained through recording, analysing and interpreting people's brain reactions to different stimuli and then correlating those reactions to certain stimuli elements.

If you want to know more

<https://ro.linkedin.com/in/anaiorga>

<http://buyerbrain.com/blog/>

<http://www.lemonstudio.ro/>

<http://totb.ro/creierul-sufletul-comertului/>

<http://www.descopera.ro/cultura/10395611-neuromarketingul-modul-in-care-neurostiinta-te-poate-convinge-sa-cumperi>