

# CÓMO CONOCER LAS CLAVES DE LA MENTE DEL CONSUMIDOR



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# 5 TIPS

1. Prosumer & nuevas generaciones

2. De las 4Ps a las 4Es

3. Elegir = Renunciar = Éxito

4. Personaliza, Customiza & adapta

5. Neuromarketing & start predicting

# ANTES DE EMPEZAR



**Mk interruptivo**

**Llegar a menos, conectar a más**

**Consumidor más inteligente**

**No importa quien seas ,  
si lo que compartes**

**Saturación publicitaria,  
nativos digitales...**

**Producto. Marca. Experiencia**

**2.0 no es una moda**

**No conozcáis a vuestro cliente por  
un pwp**

# NUEVO PARADIGMA



...A! IS  
TELY  
S!

MUSIC!

MAMMA MIA!

40  
FILM

ELVIS

Virgin

LOEWS

LG

BERNARDINI

EMERSON  
EXOS

CHIP  
YESHUA

20  
SANTITAS

TOURNEAU  
SINCE 1890

Kodak

Share Moments. Share Life.™

Kodak

MOROUS  
MILLE

TiVo



- 91 Edward III default to the Records of France during war with France
- 96 Revocation of the Grand Vexille of Normy by Philip IV of France
- 97 Liquidation of the Knights Templar by Philip IV
- 11 Edward III default to the Records of France
- 26 Bankruptcy of the South of Florence and Aze of Torino
- 42 Edward III default to the Florentine banks during the Hundred Years' War
- 43 Bankruptcy of the Bank and Peruzzi, depression, "Great crash of the 1340s"
- 80 Genghis invades in Florence "Crash of the early 1300s"
- 81 Italian bankers expelled from Angers in 1401, England in 1403, France in 1403
- 11 Fiscal crisis in Florence after wars with Milan and Genoa
- 84 Death of Cosimo de Medici: loans called in, many of bankruptcies in Florence
- 70 Edward IV default to the Medici during the Wars of the Roses
- 78 Italian branch of the Medici bank liquidated on bad debts
- 84 Overthrow of the Medici after the capture of Florence by Charles VIII of France
- 25 Siege of Genoa by Imperial troops, coup in 1527
- 17 Philip II of Spain contracting of debts inherited from Charles V
- 46 Start of the Dutch Revolt against Spain: disruption of Spanish trade
- 75 Philip II default: "Financial crisis of 1575-76" affected Genoese conditions
- 86 Philip II default: "Financial crisis of 1586 severely affected Genoese businessmen"
- 87 Spanish state bankruptcy: failure of Genoese banks
- 19 Aggravated situation: "Monetary crisis at the outbreak of the Thirty Years' War"
- 27 Spanish bankruptcy: collapse of Genoese banks and the Fugggers
- 17 End of the Dutch Tulipomania, also "Dutch East India Company shares, crash"
- 48 French state bankruptcy, "defuncted the Italian bankers"
- 52 Outbreak of the First Anglo-Dutch War: attacks by Britain on Dutch shipping
- 66 Second Anglo-Dutch War: disruption to the Dutch spice fleet
- 72 Kangaroo (Bladder Year) in Holland: French/English invasion
- 86 English government debt crisis during the "Nine Years' War" against France
- 95 English crisis during the War of the Spanish Succession against France
- 20 Collapse of the South Sea Bubble in England and Mississippi Bubble in France
- 61 English government debt crisis over the Seven Years' War against France
- 72 Collapse of the Bengal Bubble in East India Company stock
- 72 Credit Crisis in London and the American colonies
- 83 Economic depression in Britain and America after the Revolutionary War
- 90 Inflation and bust in the First Bank of the United States after Hamilton's overvaluing
- 97 Land speculation bubble burst: Bank run in England on line of French invasion
- 82 Inflation and bust after the Peace of Amiens between Britain and France
- 97 Jefferson's Embargo Act: restriction of trade with Britain
- 12 Outbreak of the War of 1812 against Britain
- 19 Land bubble burst, bank failures, Tightening by the Second Bank of the U.S.
- 25 Emerging market (Latin America) bubble burst in London
- 17 Collapse of bubbles in cereals, cotton and bank, run on banks
- 47 Collapse of railway boom in London (following Bank Charter Act)
- 87 Global market panic, rail war bubble, failure of Ohio Life Co
- 86 Failure of Overend Gurney and Co. in London, banking crisis
- 89 Black Friday in NY: collapse of Gould and Fisk, gold speculation
- 73 Railroad bubble, Jay Cooke failure, end of silver currency
- 77 Great Railroad Strike: deflation and wage cuts following the Panic of 1873
- 84 Tightening by NYCC: national banks, bank failures in NY
- 93 Railroad bubble burst, bank failures, run on gold reserves, Sherman Silver Act
- 86 Run on silver reserves, commodity price declines, National Bank of Illinois failure
- 81 Closing of Northern Pacific Railway stock
- 87 Bankers' Panic: closing of United Copper Co, failure of Knickerbocker Trust Co
- 10 Enforcement of Sherman Anti-trust Act: breaking of Standard Oil Co
- 13 Dawn of gold reserves in Europe: leading to WWI
- 21 Depression of 1920-21: demobilization, monetary tightening, severe deflation
- 29 Wall Street Crash/Black Tuesday: collapse of 1929's boom
- 32 Great Depression trough: widespread bank failures
- 38 Monetary and fiscal tightening following New Deal/Roosevelt Recovery
- 42 Response to Japanese invasion: success in WW2
- 48 Monetary tightening by the Federal Reserve: recession of 1949
- 51 Monetary tightening to combat post-Korean War inflation in 1952
- 57 Eisenhower Recovery: monetary tightening to combat inflation
- 81 monetary bust/bubble: 1980s, 1980s, 1980s, 1980s
- 89 Nixon Recovery: monetary and fiscal tightening to combat inflation and deficit
- 78 Oil crisis (OPEC) embargo: rising inflation and unemployment: stagflation
- 79 Energy crisis (Iranian Revolution): monetary tightening under Paul Volcker
- 82 Continued Fed tightening: an energy crisis. Defaults by Mexico, Brazil, Argentina
- 81 Commercial Illinois bank failure and success by the Fed
- 87 Black Monday: global market crash, collapse of speculative boom
- 90 Gulf War: spike in oil prices, recession of 1990-92
- 94 Tequila Crisis: Mexican peso devaluation, Federal Reserve rate hikes
- 98 Asia crisis (Japan 1997), Russia default, LTCM failure
- 81 Collapse of dot-com bubble, WII attacks, corporate accounting scandals
- 88 Collapse of housing bubble, Global financial Crisis, Lehman, AIG etc. failure
- 11 US debt ceiling crisis and credit rating downgrade, European sovereign debt crisis
- 15 End of the Federal Reserve's zero interest rate policy (ZIRP) under Bernanke

# 500 años de bolsa



Chart: yearly high/low/stock bars (yearly closing data prior to 1700), log-linear scale  
Composite index: Geneva 1700-1801, Holland 1802-1852, Great Britain 1853-1700, the United States 1700-2010 (extended S&P 500 index)



# 5 salidas profesionales



**Te reto a que prohibas...**





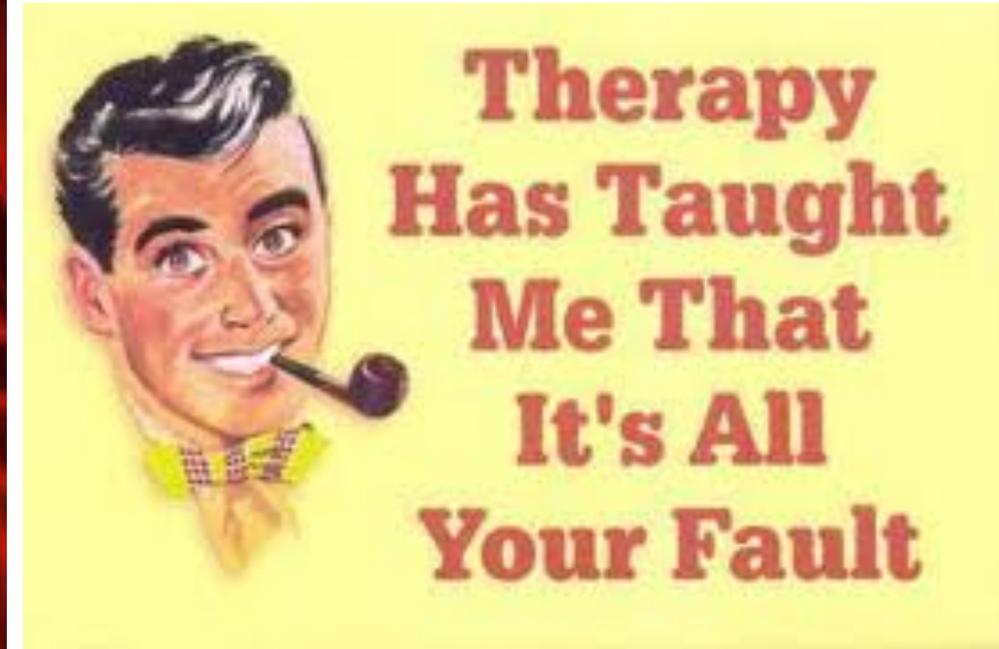
**1. PROSUMER  
&  
NUEVAS GENERACIONES**





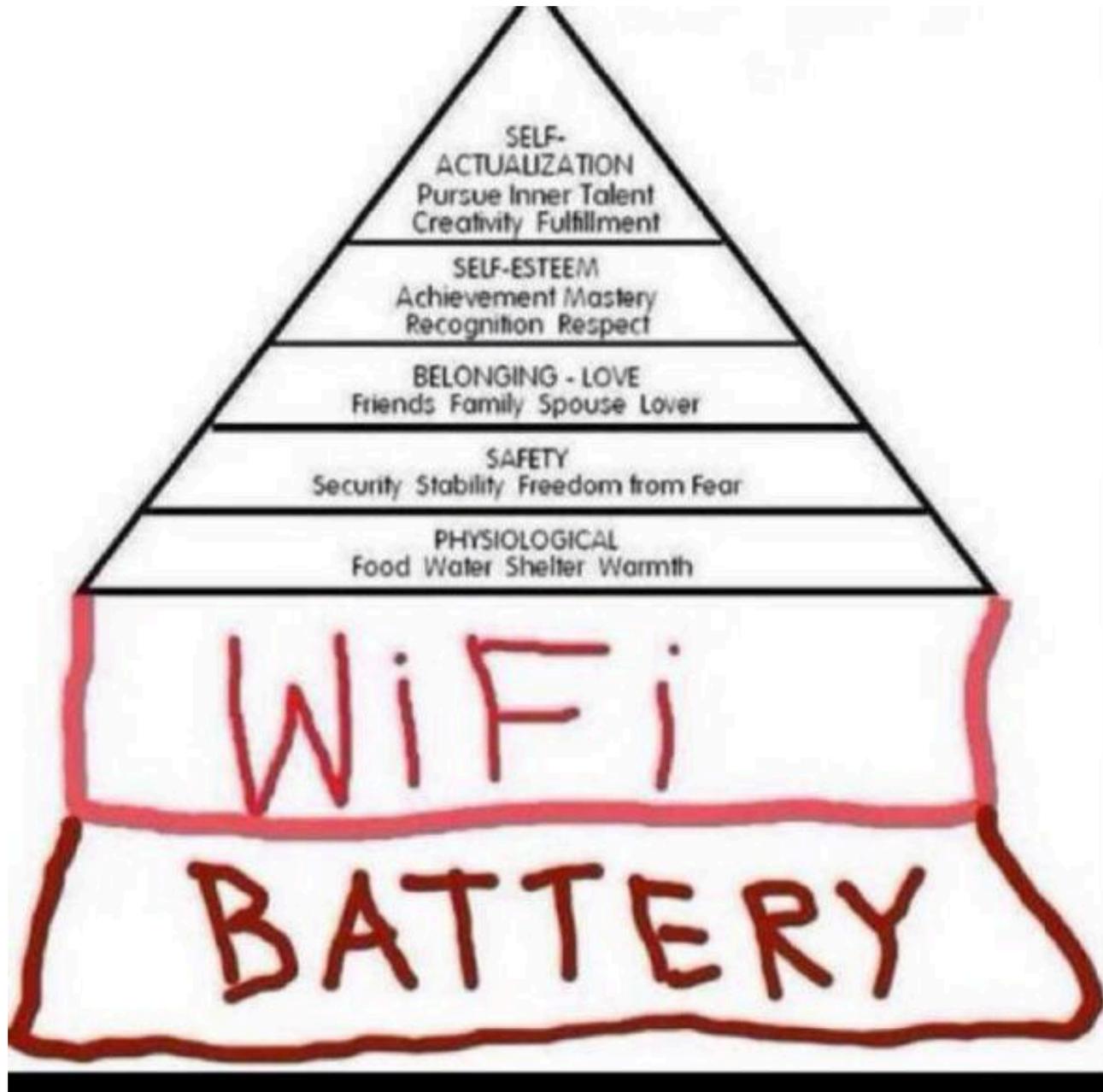
**Multitarea,  
Inteligente &  
exigente**





*¿La generación perdida?*





## **2. DE LAS 4 PS A LAS 4 ES**

*From Product to Experience*

*From Place to Everyplace*

*From Price to Exchange*

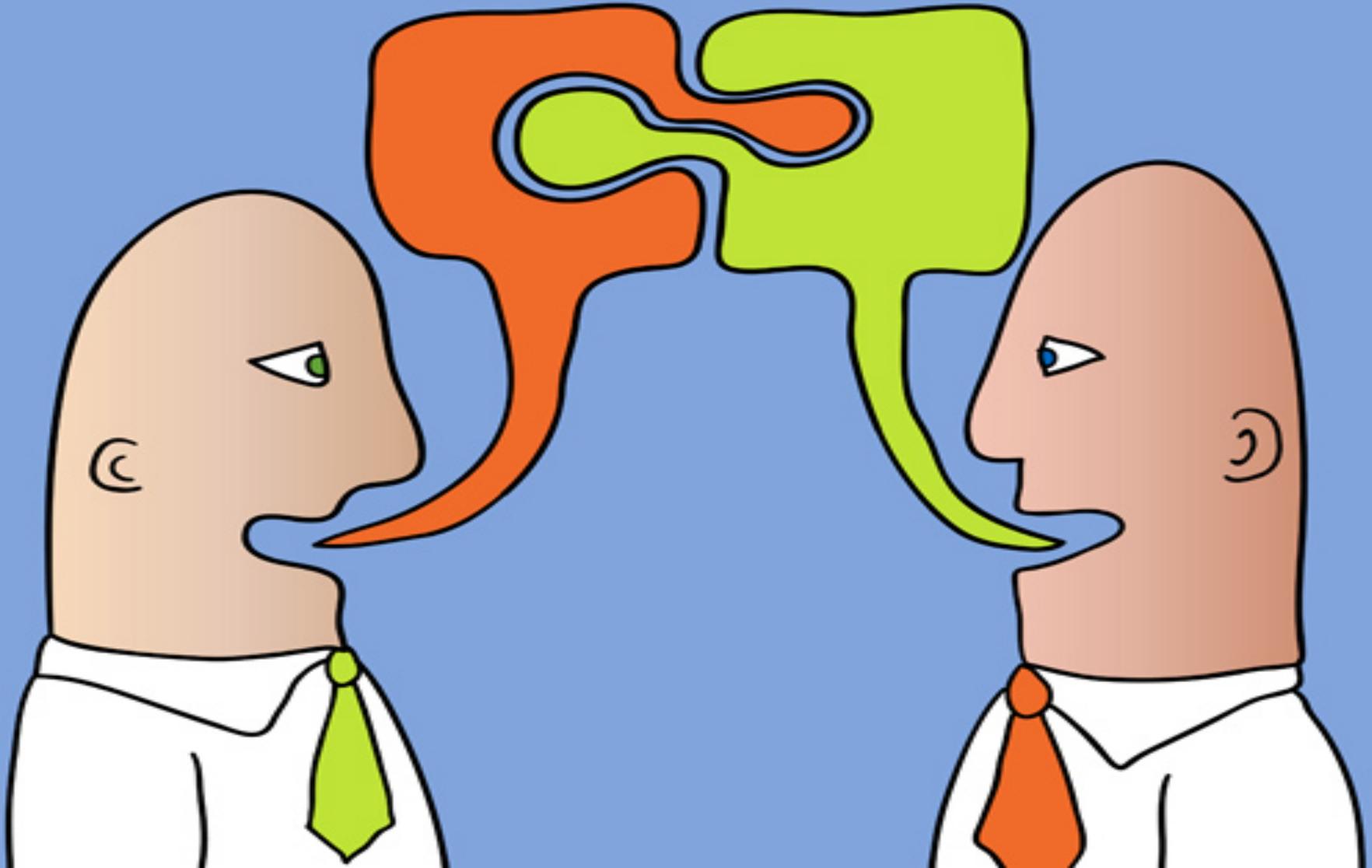
*From Promotion to Evangelism*

**PRODUCTO**

**MARCA**

**EXPERIENCIA**

*Sorry, hablar de tu producto  
ya no es Sexy...*



# ENFOQUE

Racional

Emocional

Mix

Llegando al  
corazón, llegarás  
a todo el mundo





**A VER SI LO ENTIENDO**

LLEGARON A VENDER EL MISMO CAFÉ  
QUE PRODUCEN EN ESTE PAÍS PERO  
**OCHO VECES MÁS CARO** Y LA GENTE  
HACE FILA PARA SENTIRSE "COOL"



Descafeinado

Shots

Sirabe / Xarope

Leche / Leite

Personalizado

Pablo ☺





Think different



STAPLES Center

STAPLES

MAKE more HAPPEN™

STAPLES



HAWKERS  
ESTD 1978



OFFICIAL SPONSOR OF THE LOS ANGELES LAKERS



HAWKERS  
ESTD 1978



Chevron with TECHRON.



Chevron with TECHRON.

TOYOTA

NBA

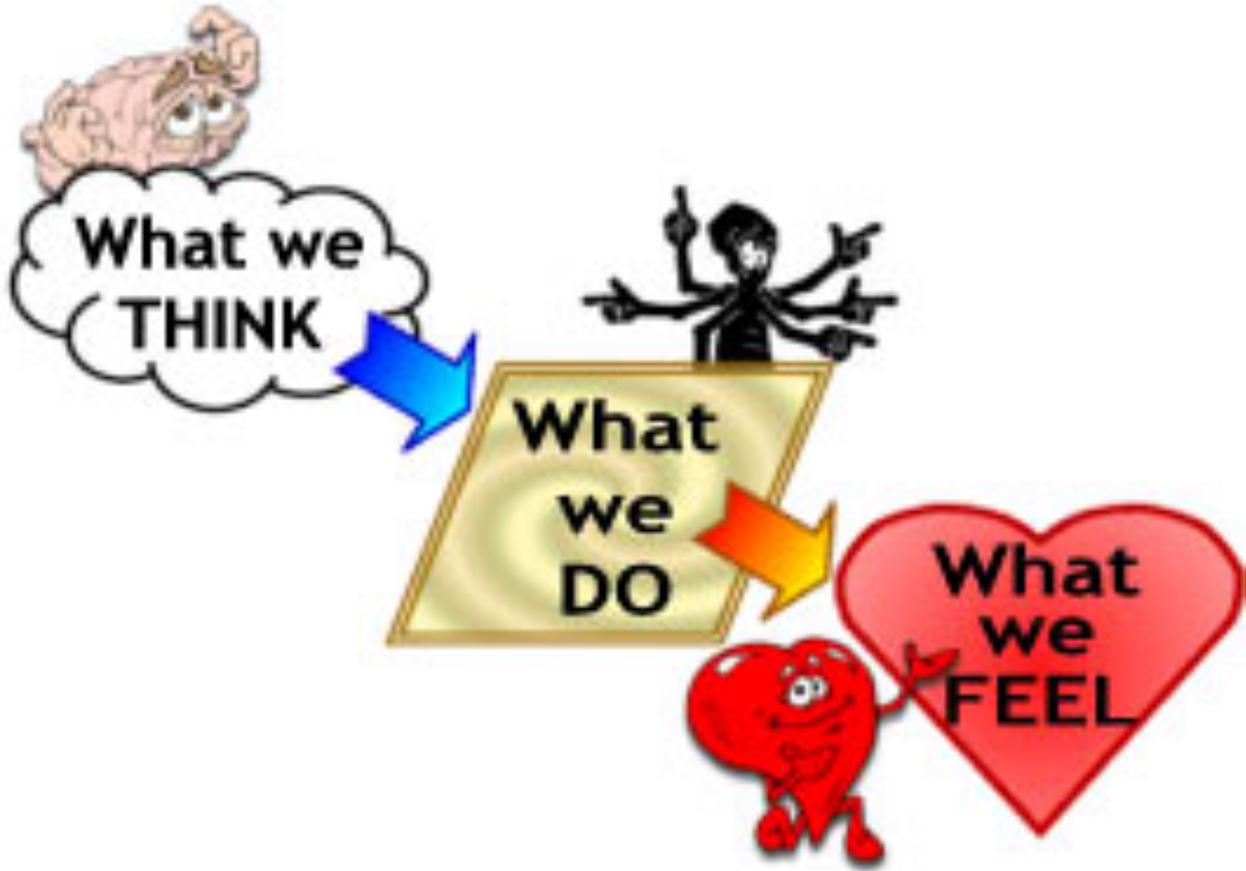
# STOP INTERRUPTING CONVERSATIONS START SHARING



**NETFLIX**



# Experiential Consumer





**NO**



**3. ELEGIR**

**=**

**RENUNCIAR**

**=**

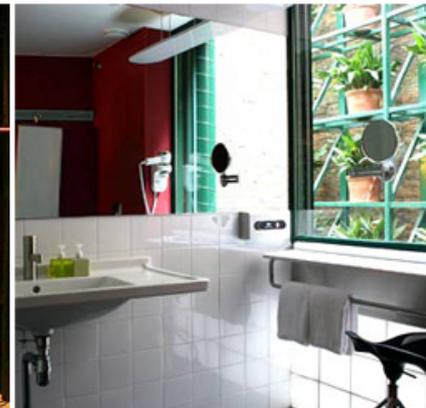
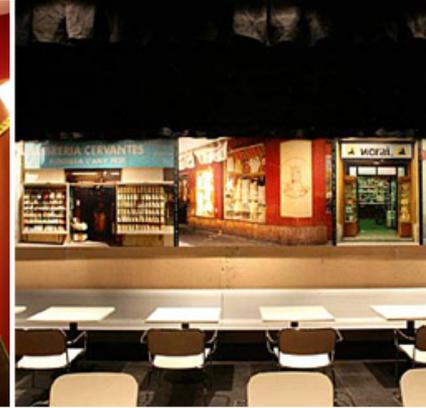
**ÉXITO**

**USP**

**TOP 3-5-7**

**A VUESTRO CEREBRO NO LE  
GUSTA LA CONFUSIÓN**

**RENUNCIAR NOS LLEVA AL ÉXITO**



- A una idea o experiencia

Principio de unicidad: **una marca es mucho más potente si se asocia a una única idea o experiencia**, la hace suya y explota todas sus posibilidades



# ¿QUÉ VENDES?



# Yves Saint Laurent

## 1499 €



# **4. PERSONALIZA, CUSTOMIZA & ADAPTA**

# BOSS

H U G O B O S S



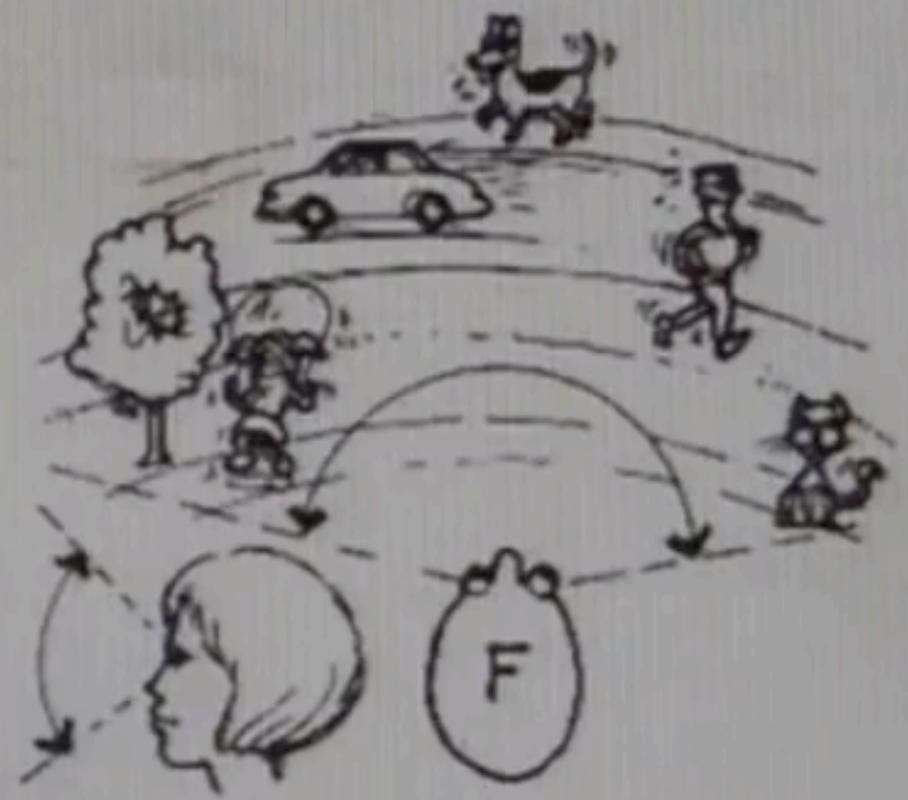
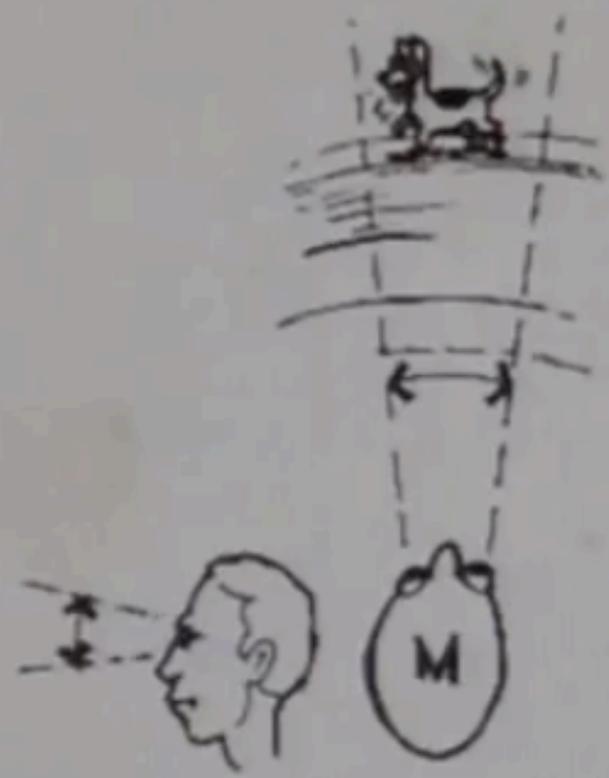
**& ZAPPOS**

**NO CONOZCAS A TU CLIENTE POR UN PPT**



**DE LOS MASS MEDIA A LOS NEW MEDIA**





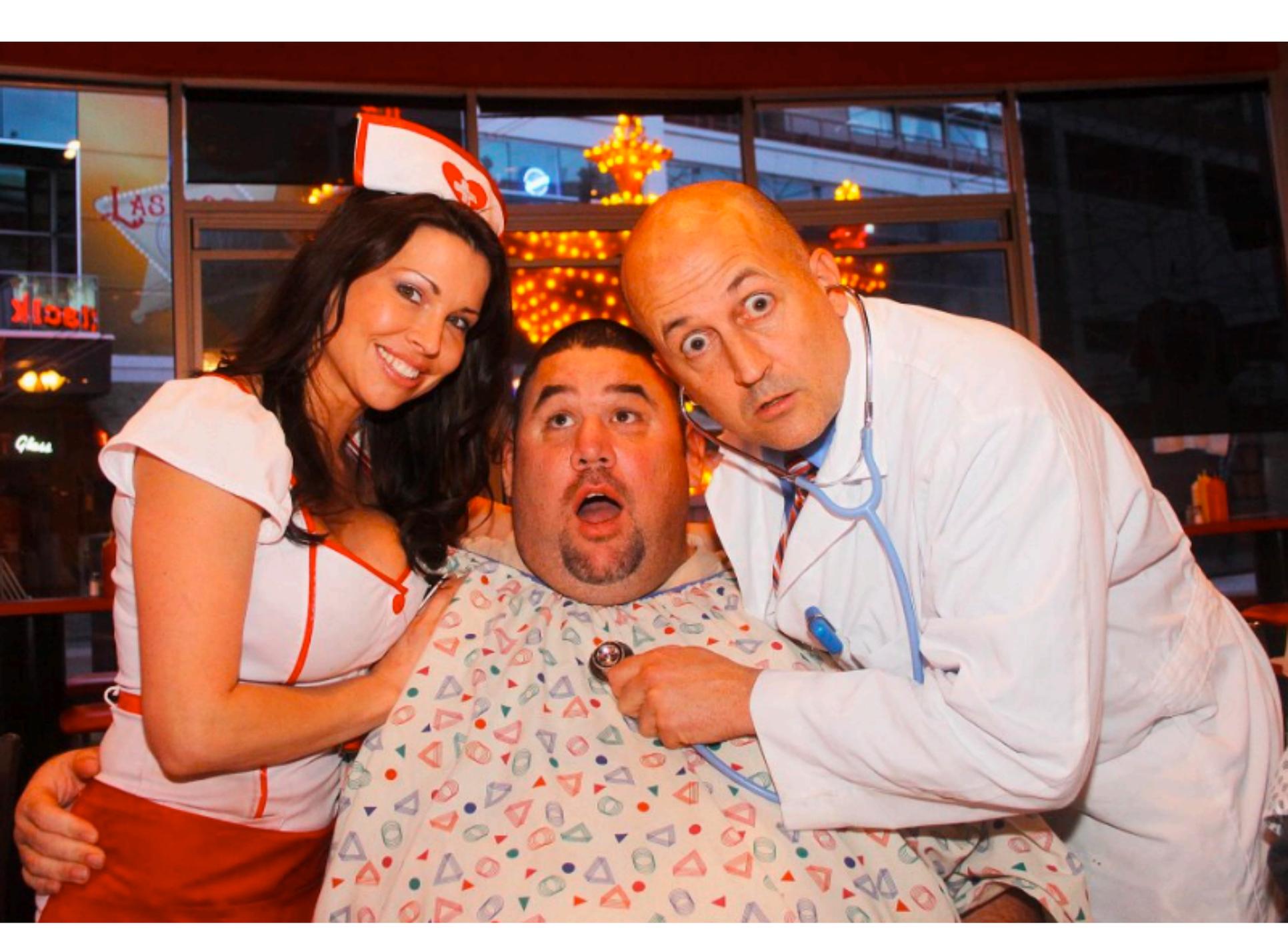




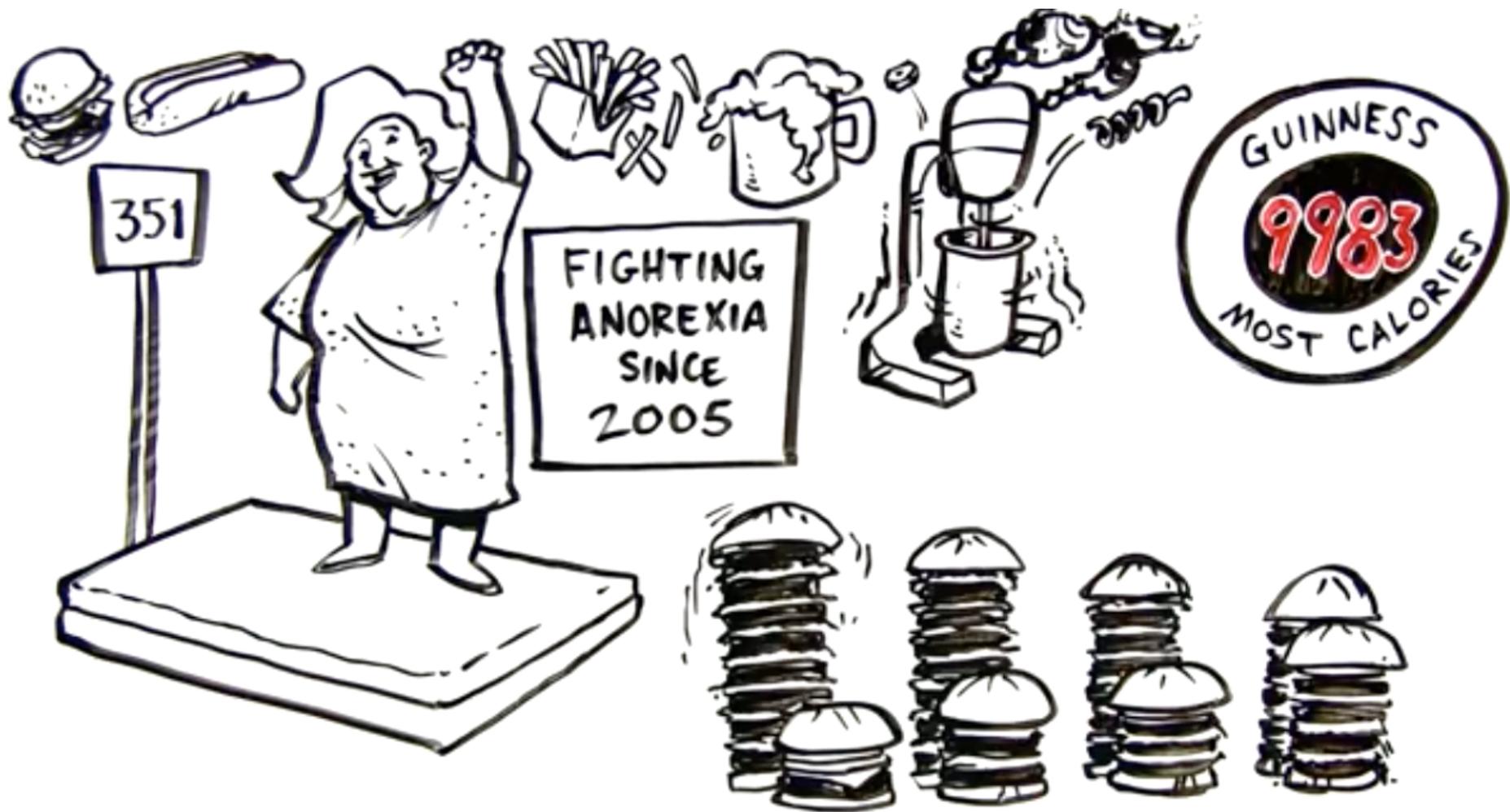
# HEART ATTACK GRILL®

*Taste Worth Dying For!®*





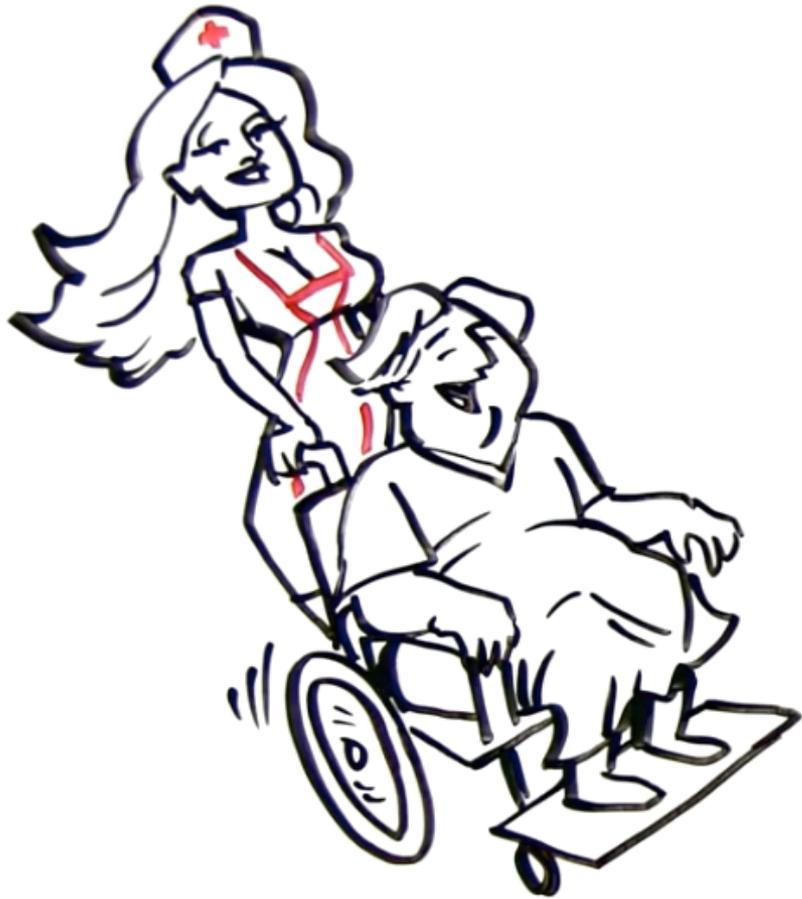




351

FIGHTING  
ANOREXIA  
SINCE  
2005

GUINNESS  
9983  
MOST CALORIES



**5. NEUROMARKETING  
&  
START PREDICTING**

**EN UN MUNDO DE BIG DATA  
VAMOS A CIEGAS**

**HUIR DEL HUMO  
& GURÚS**

**MARKETING ES UNA CIENCIA DE  
NÚMEROS**

**MI OBSESIÓN**



**BUY**



# WORKING KNOWLEDGE

Business Research for Business Leaders

BROWSE BY:

+ TOPICS

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13 JAN 2003 RESEARCH & IDEAS

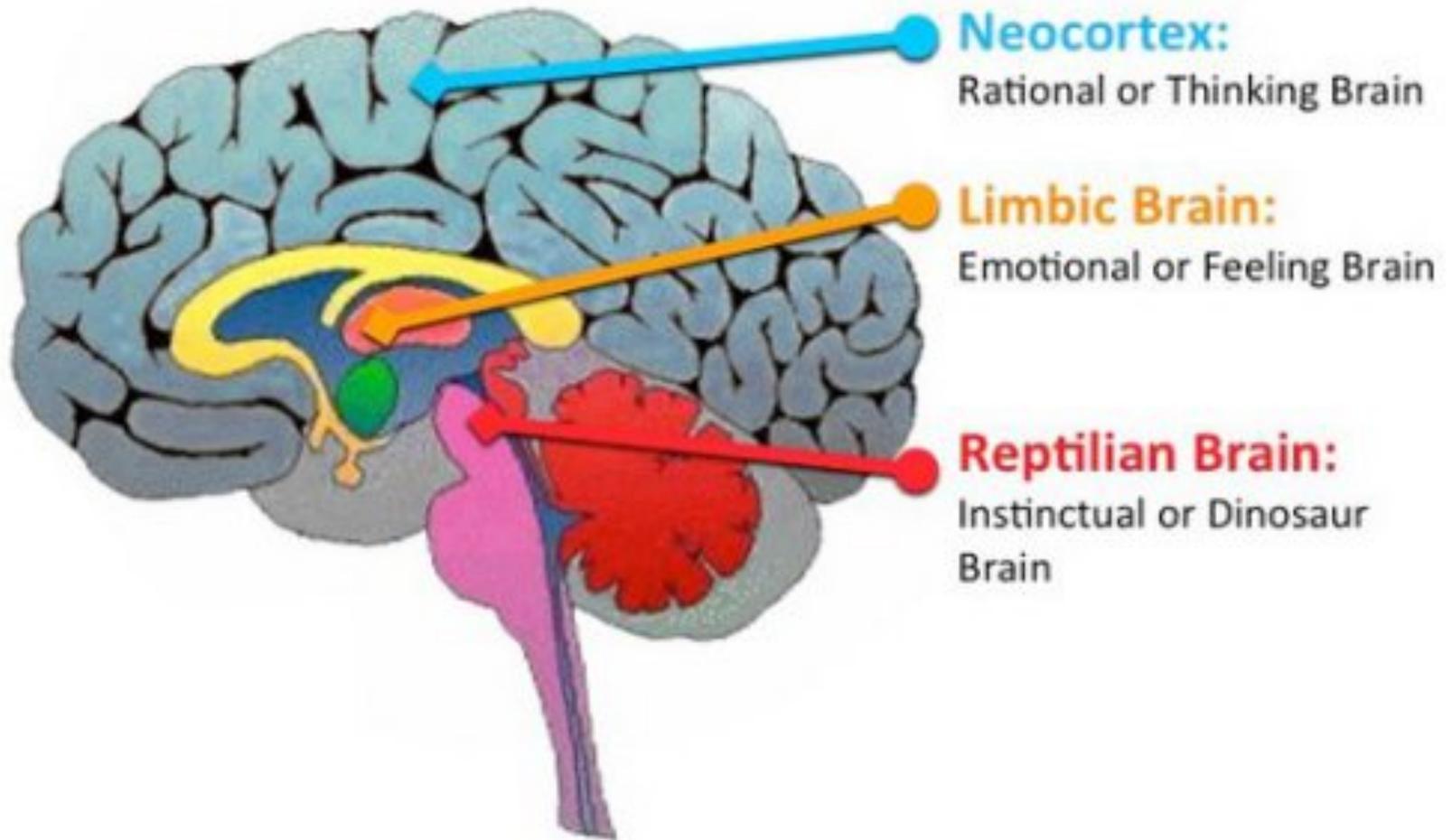
## The Subconscious Mind of the Consumer (And How To Reach It)

Comments 0 Email Print Share

Recommend Share 37

Harvard Business School professor Gerald Zaltman says that 95 percent of our purchase decision making takes place in the subconscious mind. But how does a marketer reach the subconscious? Zaltman explains in this Q&A.





**Neocortex:**

Rational or Thinking Brain

**Limbic Brain:**

Emotional or Feeling Brain

**Reptilian Brain:**

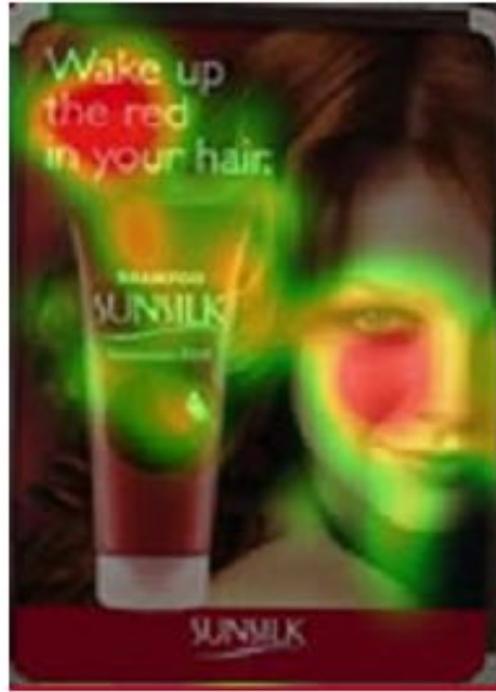
Instinctual or Dinosaur Brain

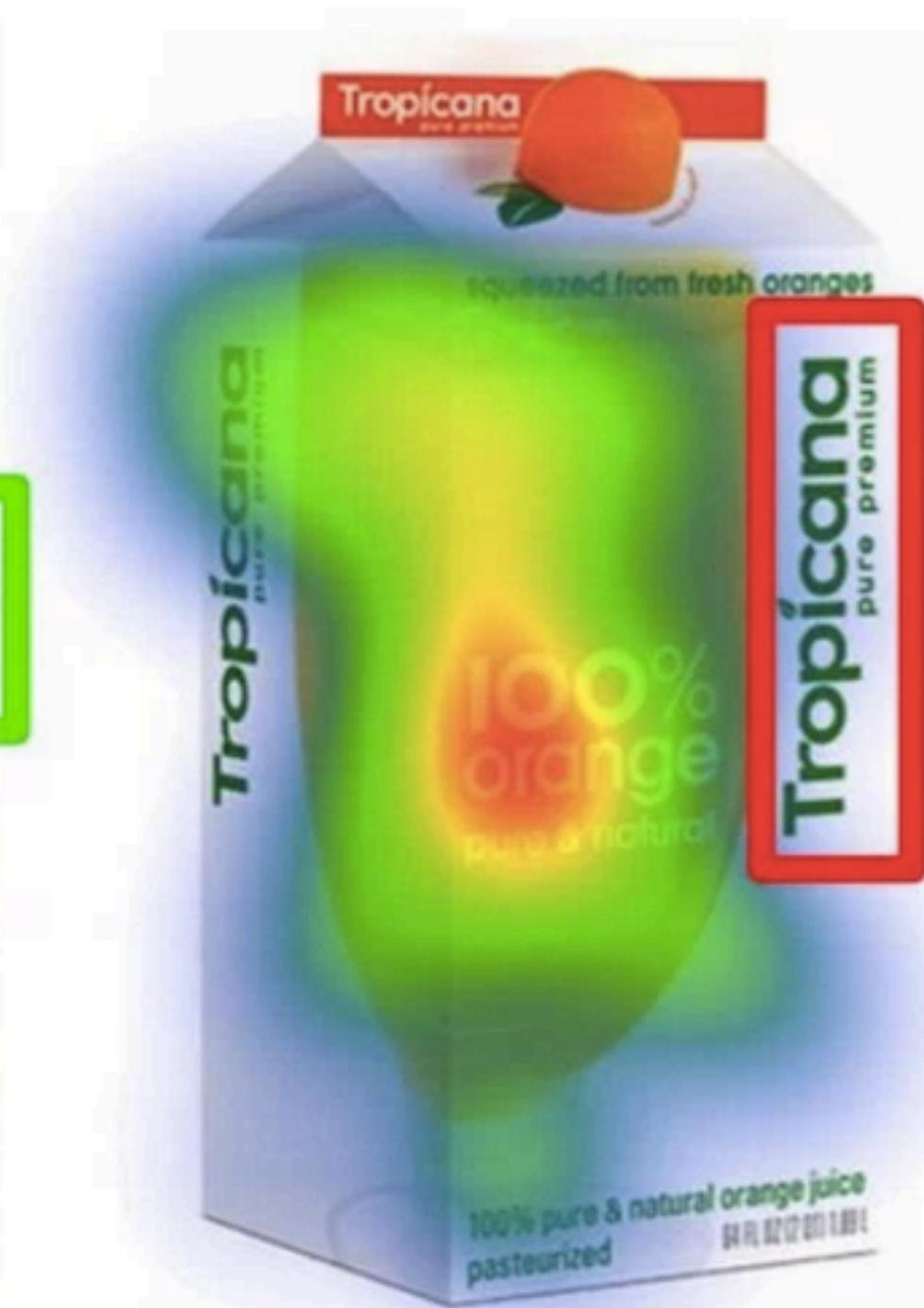
**VALOR  
PERCIBIDO**

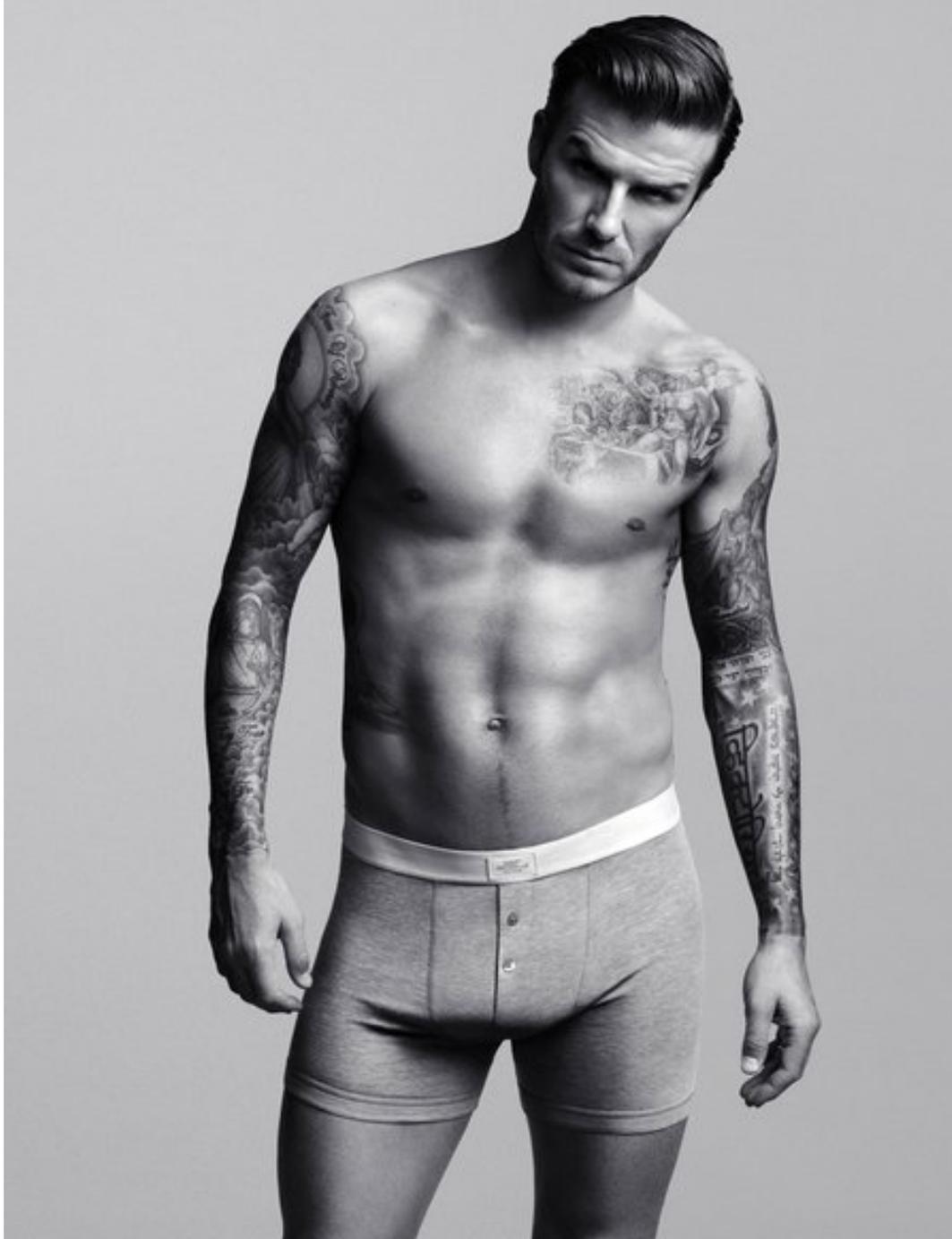


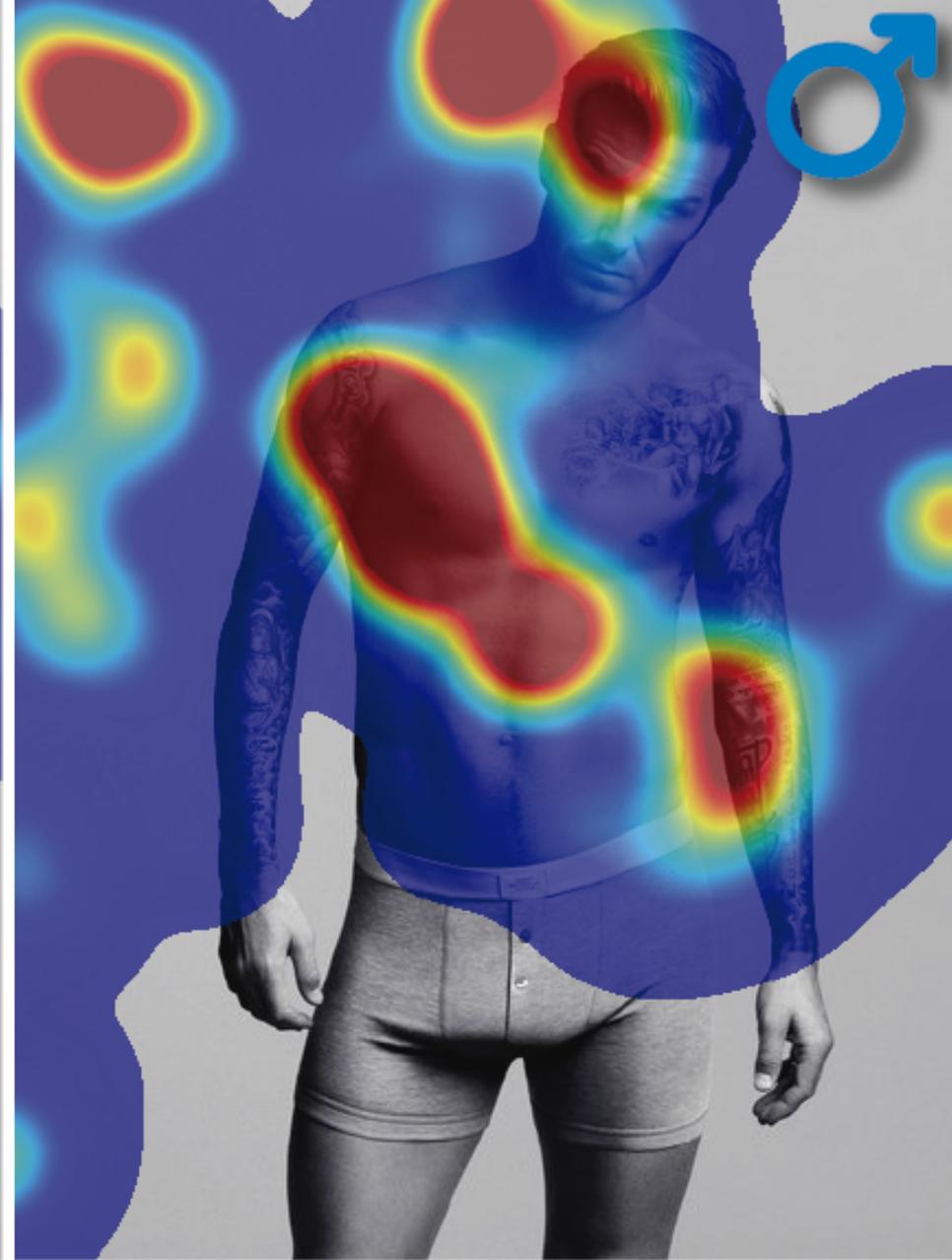
**MIEDO A LA  
PERDIDA**

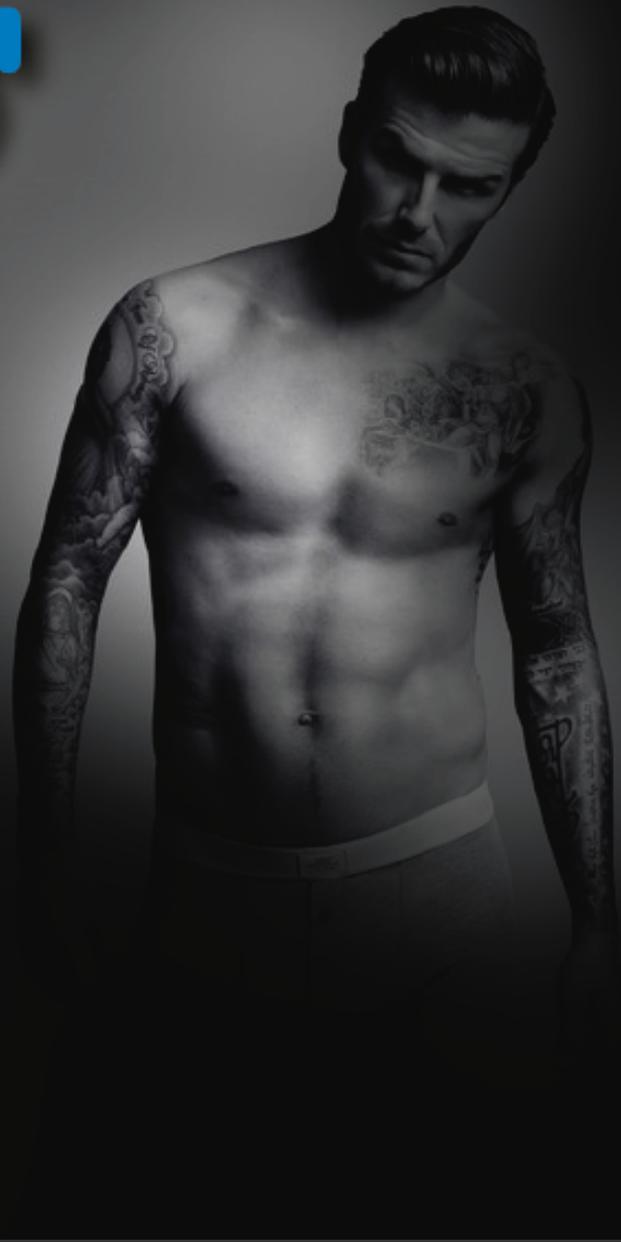
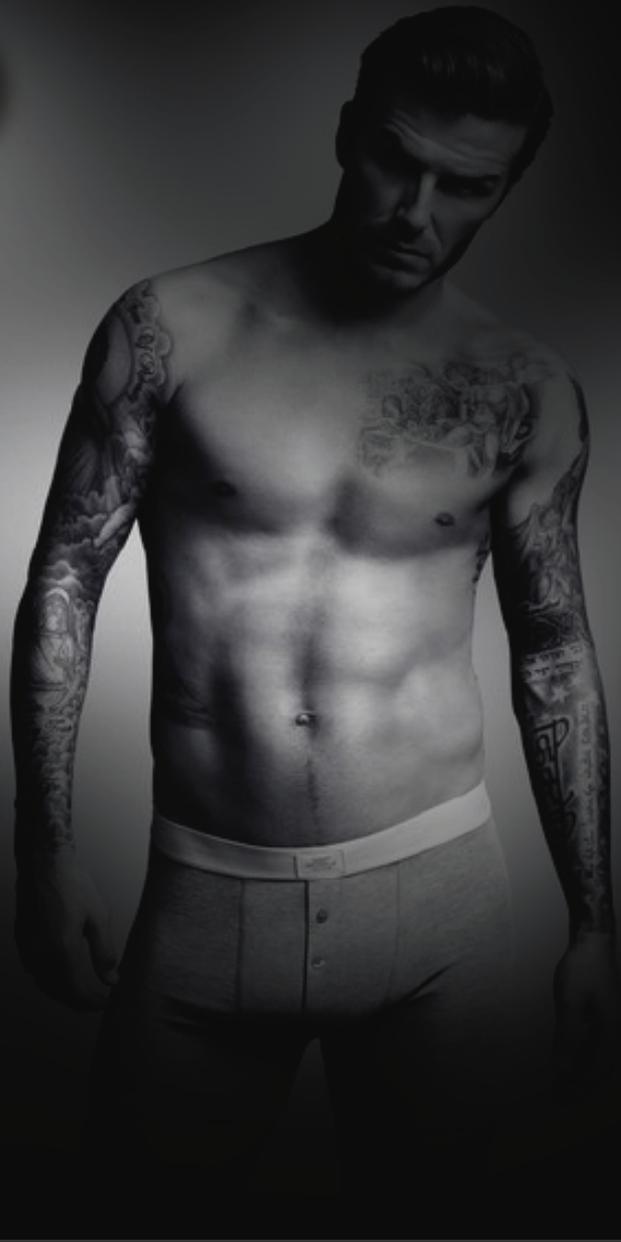




















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LAB

**2**  
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AOI 0

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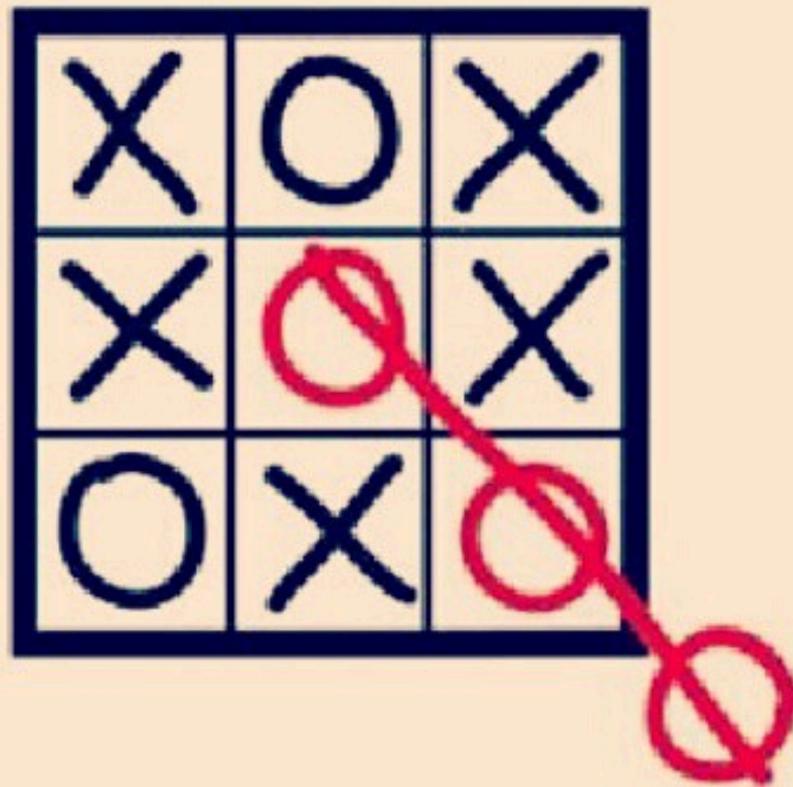
AOI 2

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AOI 3

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# THINK OUTSIDE THE BOX





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