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From: Dr. Giulia Cartocci
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To: Editorial Office
JoVE

Re: submission of the manuscript

Dear Editor in Chief,
please find enclosed the manuscript:

“NEUROMETRIC APPROACH TO ADVERTISING PERCEPTION: AN APPLICATION ON ANTISMOKING PSAs”

by Giulia Cartocci, Myriam Caratù, Enrica Modica, Anton Giulio Maglione, Dario Rossi, Patrizia Cherubino, and Fabio Babiloni

In the present study, we started from electroencephalographic (EEG) and autonomic physiological indices, investigating the implications on a particular field of Neuromarketing: the public service announcements (PSAs). In particular we adopted two EEG indices: the first reflecting the approach or withdrawal motivation in humans, based on the asymmetric frontal alpha cerebral activity, and the second assumed to provide a measure of the cerebral effort, based on the frontal theta activity. Furthermore, a third index, deriving from the matching of the skin conductance and heart rate, suggested to represent a measure of the emotional involvement of the participant to the study. As you know, Neuromarketing is an emerging field of research based on the measure of the reaction to commercial stimuli by brain imaging techniques, so offering new tools of testing other than verbal advertising interviews. More in general, this research field is deepening the phenomena of our unconscious response to proposed items, in terms of attraction or refusal towards them. It is worthy to underline that in the present case the advertised items are not constituted by commercial products, but by messages promoting healthy and safe habits.

Interestingly, results of our study, strongly suggest the importance of the creativity developed in the spot, “the story”, for the emotional involvement of the observer, but also at the same time how the cerebral approach is more directed toward “aesthetically” rewarding campaigns.

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All the authors have approved the contents of the manuscript as submitted by the corresponding Author.

Yours sincerely
Dr. Giulia Cartocci

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