



The Brain Awareness:

Target Customers with Neuromarketing

What color are you today? Find out with Happy Plugs 1

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Humans often ignore context and circumstances, attributing everything to a person or organization's personality. The consumer believes a company's personality will dictate how they will behave towards them in the future.

Source: HubSpot.com



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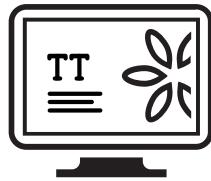
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A company that is caught up in a series of unfortunate events will likely be considered more trustworthy if it takes responsibility for those events, rather than passing the blame on outside forces.

Source: HubSpot.com



MARBLE IS HERE



Happy Plugs Earbuds are perfect as an everyday accessory to be mixed and matched with any outfit. Add some color to a stylish night out, a day strolling in the park, or to a favorite outfit. Style is just as important as functionality. Happy Plugs Earbuds work with all smartphones and tablets on the market and they're equipped with built-in microphone and remote.

DSC# 96091 | Vendor# 7781 | SRP \$32.04



Happy Plugs In-Ear does what no one else does. It combines high performance audio, fashionable colors, and stylish design—all at the same time. Ears come in all different shapes and sizes, our silicon eartips therefore comes in different sizes too. With eye-catching color and ear comfort, Happy Plugs In-Ears are made to fit users perfectly. They work with all smartphones on the market and have a built-in microphone and remote.

DSC# 96092 | Vendor# 7782 | SRP \$44.86

12 SECRETS OF THE HUMAN BRAIN TO USE IN YOUR MARKETING

Neuromarketing is a developing form of marketing research that studies consumers' cognitive, sensorimotor, and responses to marketing stimuli. Neuromarketing helps us identify the communication channels focused on buying decision processes, in other words it dissects the brain function when consumers are confronted with advertising, product, and brand stimuli. The brain is divided into 3 main parts: the rational, the intermediate, and the primitive part. Understanding the dynamic between the parts of the brain and how to implement those concepts into your marketing initiatives will dramatically increase the effectiveness of your marketing.

Relying heavily on imagery and less on text will target the rational and primitive portions of the brain. Language is open for interpretation and recall can be vague, but images evoke emotion and emotions kickstart action. With millennials, shrinking attention spans, creating powerful images are more important than ever.

Source: Grow3.com and Myemma.com

WE ALL HAVE A PRIMITIVE BRAIN

It's called the amygdala, and it controls our gut reactions and emotions—and it works much faster than our conscious mind.



We have gut reactions in 3 seconds or less.



Emotions process input 5 times faster than our conscious brain.



Emotions make a more lasting imprint than rational thought.

Aim for the gut reaction

Your subject line and preheader text work together to get people to open your marketing email. Use these spaces to get your point across at an emotional level. Use words that create excitement, urgency, or even low-grade anxiety.

OUR BRAINS LOVE IMAGES

The primitive brain is particularly drawn to images of danger, sex, and food. But don't over do it in your marketing—the jury's still out on whether a sexy bungee jumping hotdog gets more views.



Our brains process images 60,000 times faster than text.



90% of all data that the brain processes is visual.



We comprehend and remember pictures with text more than text alone.

Design for scanning

i

We're not reading marketing messaging anymore. So imagine your marketing without any text at all—if you've created a story or stirred an emotion with just your images, you're on the right track.

ESPECIALLY IMAGES OF FACES

Natural selection favored humans who were able to quickly identify threats and build relationships. We're all able to do that today by simply reading facial expressions.



Human beings are hard-wired from birth to identify the human face.



The part of the brain that processes images is right next to the area that processes emotions.



All images of faces grab our attention, but babies light up emotions receptors.

Make it easy to act

i

Consider including a face that looks toward your call to action. Close-ups work best, and eye-tracking studios show we'll look where they're looking. Yes, we are predictable like that.

WHY COLOR MATTERS

There is more to color choice than what looks good. Different colors actually send different signals to our brains.



62-90% of our feeling about a product is determined by the color alone.



Yellow activates the anxiety center of the brain.



Blue builds trust.

Test, and test again

i

Every audience is different, so it's important to run a few tests to discover how color affects response. Color studies just help you figure out what to test with your own readers. Who knows, maybe periwinkle is your key to conversions.



95% of human decisions are made at a sub-conscious level.

Source: Forbes.com



RUGGED WIRELESS HEADPHONES

Los Cabos is known for being a getaway location where the desert meets the sea. Los Cabos headphones are known for where tech meets the outdoors. Los Cabos headphones give users wireless freedom with a promise of durability and luxury.

FEATURES

- 30mm drivers deliver the full range of clear sound, wirelessly
- Built-in microphone
- IPX4 sweatproof and splash resistant
- External controls allow users to adjust volume, change tracks, play/pause, and answer calls
- Rugged design that makes them "hard to break"
- Rechargeable lithium-ion battery
- Playtime: 10 hours
- Standard micro-USB charge port
- Battery level "fuel gauge" displayed on source device
- Bluetooth® 3.0

Color	DSC#	Vendor#	SRP
Black	73794	OT1900-B	\$76.86
Gray	73795	OT1900-G	\$76.86
Red	73796	OT1900-R	\$76.86



OUTDOOR TECH®



Most consumers make impulsive decisions and purchases; capitalize on the impulse buy by asking customers to: buy now, try it now, shop now, get it now, subscribe now.

Source: Entrepreneur.com

STAY POWERED—WHEREVER YOU ARE



WakaWaka Power+

The WakaWaka Power+ is a durable, lightweight, and compact solar charger that is capable of charging virtually any type of smartphone or small electronic device within just a few hours and providing up to 150 hours of safe, sustainable light.

Color	DSC#	Vendor#	SRP
Yellow	74340	WWP22/4CYS/ESF	\$101.28
Black	74341	WWP22/4CBS/ESF	\$101.28
White	74342	WWP22/4CWS/ESF	\$101.28

 **WAKA WAKA**
share the sun



Stay Connected, Stay Powerful.



mophie Juice Pack Air for iPhone® 6

Powerful 2750mAh protective battery case is a protective, yet lightweight design delivering more than 100% extra battery with the flip of a switch. This is the ideal everyday case to stay charged through the day and well into the night.

Color	DSC#	Vendor#	Min	SRP
Gold	66357	3045_JPA-IP6-GLD	1	\$128.14
Black	66355	3043_JPA-IP6-BLK	1	\$128.14
Red	74762	3046_JPA-IP6-RED	1	\$128.14
Blue	74763	3047_JPA-IP6-BLU	1	\$128.14

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