

# Chapter 10

## **Embracing neuroscience and the power of the subconscious**

Watch the following video and answer the questions below

<https://www.youtube.com/watch?v=mAAnTTLuEKY>

## Questions

1. The video described a neuroscience methodology referred to as implicit testing. What is this method and why is it used?
2. In the video, major brands such as Honda and Asics utilized neuroscience techniques. How did neuroscience results impact their marketing creatives?