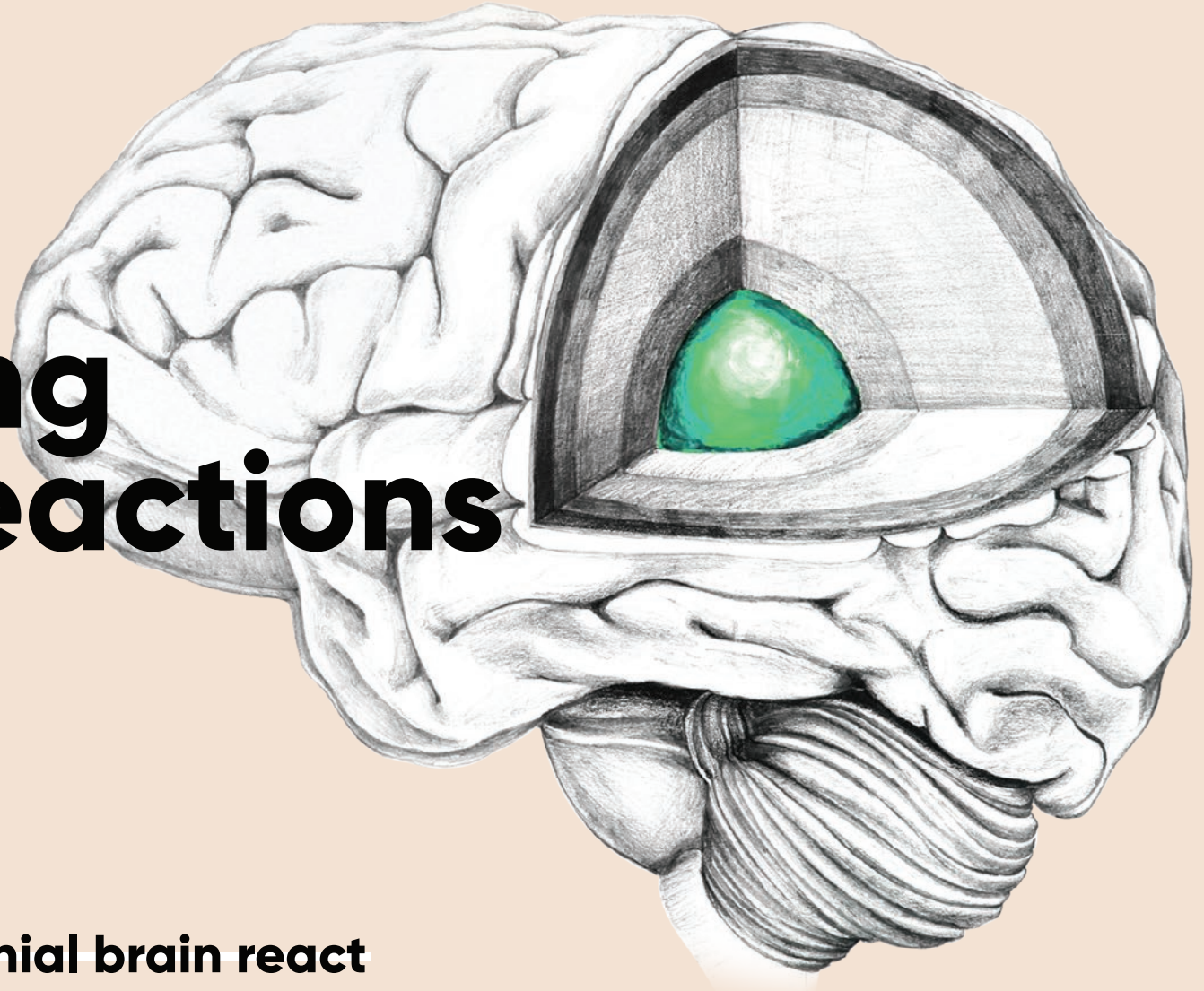


neuro^{CSR}

Decoding Brain Reactions to CSR



How does the millennial brain react
to branded CSR videos

Study Overview

Corporate Social Responsibility (CSR) has become an integral part of companies' DNA around the world.

Fortune Global 500 firms spend approximately **20 billion USD** on CSR activities annually with many predicting an upward trend in the next years (Berkeley Economic Review, 2020)*. Consequently, evaluating the effectiveness of CSR activities is a key issue in CSR investment as corporations, and other stakeholders, try to understand if their activities work or not.

This study presents the findings of a cutting-edge neuromarketing study of millennials concerning CSR videos. Seven videos from global commercial brands promoting environmental causes were selected and shown to millennials in Greece. While millennials watched the videos their brain and body reactions were measured with electroencephalogram and eye-tracking technologies. At the end of the neuromarketing test, participants were also asked about their conscious opinions on the videos.

Research Aims

- **How do different CSR messages work inside our brains?**
- **How can creative and design elements improve or harm our CSR messages?**
- **How can we communicate CSR in **brain-friendly** way?**

This study attempts to answer these questions using neuroscientific research methods.

More precisely, by studying the effect of CSR messages on the neurological mechanisms that create our perception, language, reasoning, beliefs, decision-making and visual attention.

WHY

Our goal is to help brands and organizations achieve their CSR objectives.

Because, ultimately, what is good for their CSR is good for us, the People of this Planet.

HOW

Neuro tech used in this study

Eye tracking bar

The device is placed in front of the screen to record where respondents are looking at.

The device: Tobii Pro X2 30

Measurement: 30 times per second

EEG – Electroencephalogram

The device is placed on the respondent's head to measure the real implicit brain response to different communicated messages in the videos.

The device: Enobio 20, Neuro Electrics

Measurement: 500 times per seconds



Sample

27 millennials in Thessaloniki (15 female and 12 male)

We tested 7 online branded videos with environmental messages.

H&M, Ikea, Coca-Cola, Lush, Ralph Lauren, Oslo and Apple



Q #1

Do brains really engage with CSR communications?



The millennial brain did not engage enough with CSR videos of environmental messages!

This is a very surprising result since surveys show that people consider CSR in general, and specifically environmentally friendly policies, as very important for their buying decisions.*

This means that brands fail to create and communicate successfully content that captures the brain's attention! Actually, CSR videos in this study scored worse in brain engagement than in previous neuro tests of TV commercials.

Brands take notice: engaging the brain in CSR is very tough, so a fresh approach is needed!

Q #2

Do brains really like CSR communications?

CSR messages are failing to evoke likeability, or positive motivation, in the brains of millennials!

Out of seven branded CSR videos with environmental messages we tested with neuro methods, only two passed the threshold of positive brain motivation while five scored negatively.

This is profound! When the brain activates its negative motivation system it tends to avoid messages and situations that caused this, developing negative emotions and distancing behaviours.

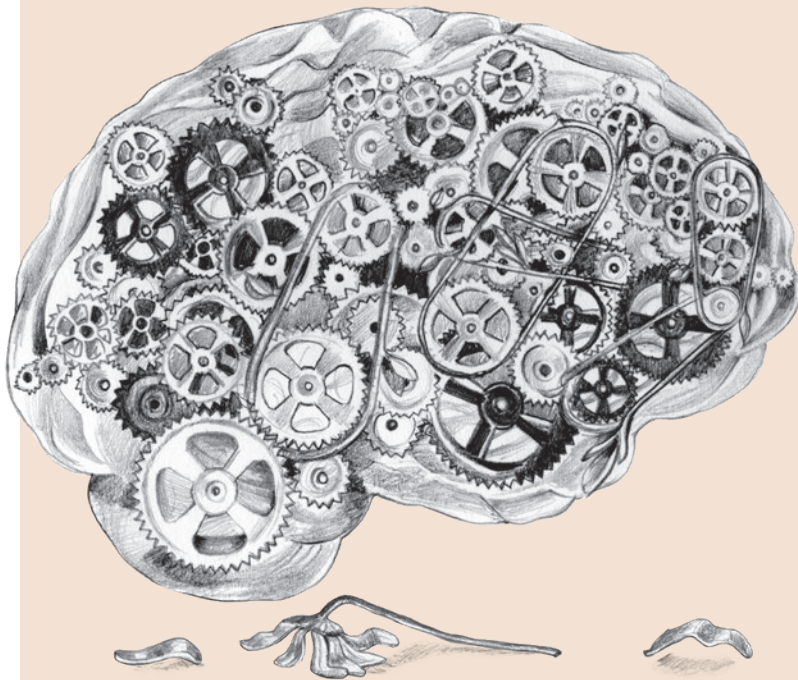
Why do brands push millennials away from their CSR communications? Shouldn't they be doing exactly the opposite?

Based on our findings, a more brain-friendly approach in CSR communications is necessary! Otherwise, brands might be doing more harm than good in trying to attract people to their CSR efforts.



Q #3

Do brains really understand CSR communications?



The millennial brain finds the processing of CSR messages as very demanding!

Our neuro-study of branded CSR videos with environmental messages revealed that they demanded considerable processing effort from the participants' brains.

Higher processing effort means more valuable energy spent by the brain which can lead to negative associations or even rejection of the message. This is very worrying since both likeability and engagement, the other two major neuro variables, scored low.

Low likability, low engagement and high processing load is a disastrous combination for CSR communications!

We need to re-imagine CSR communications in ways that make it easier for the brain to process and absorb. We should stop overwhelming audiences with information and focus more on brain-friendly persuasion.

Simple but powerful messages are key for successful CSR communications!

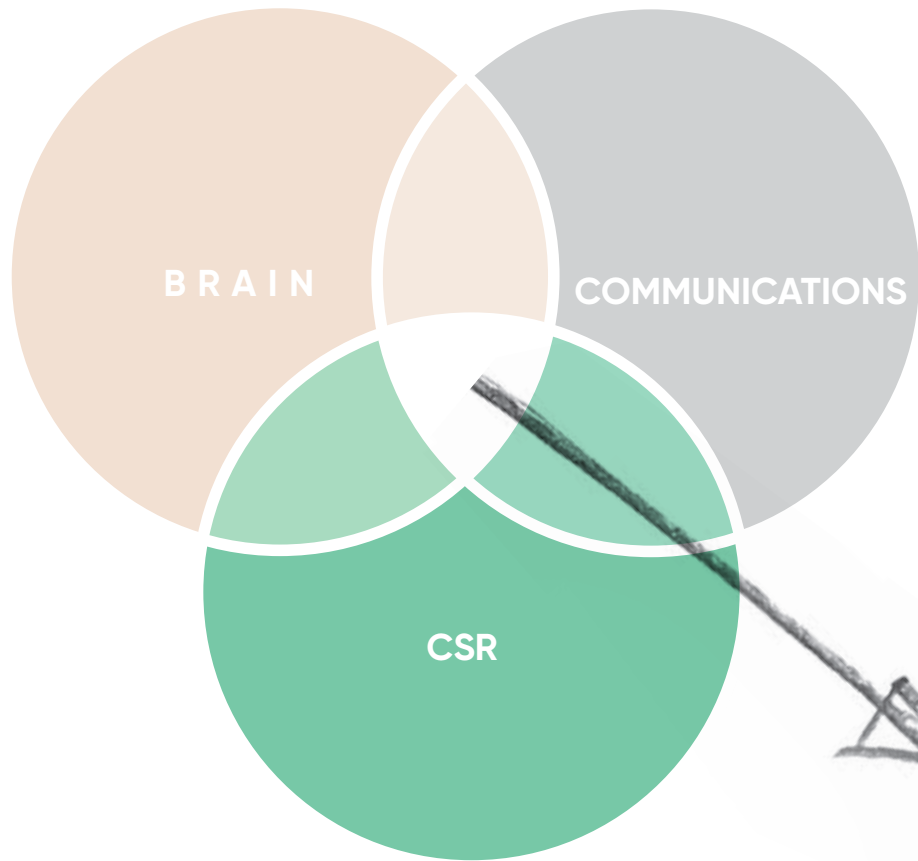
Top Insights

- CSR videos are, overall, **not impacting positively emotions in the brain...**
- ... and they are **too demanding for processing.**
- Also, they are **not as engaging as expected!**

Further Insights

- Brains of female participants reacted more positive emotionally...
- ... and processed more the videos.
- Brains of male participants were less positive emotionally...
- ... but more engaged.
- Results differed significantly between brain scores and conscious answers obtained through interviews.

New Approach



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Brain-friendly communications for a better world



Milan Janić
Project founder

Milan Janić is a multinational creative with more than 15 years of design and advertising experience. He started the NEUROcsr project after a traumatic experience: Because of a stroke, he temporarily lost cognitive skills. This made him keenly aware of how the brain can or cannot work – and led him back to a lifelong interest of his, namely how visual communications can create a positive change in human behaviour. Milan has been a lecturer and speaker at universities and marketing+creative conferences across Europe for several years. He regularly does pro bono work for NGOs, festivals, and schools and universities in Serbia and France.



**Dr. Neda Jovanović
Dimitriadis**

Dr. Neda Jovanovic Dimitriadis is an academic researcher with considerable experience in marketing-related project management. She specializes in behavioural research in marketing, branding and media planning. Dr. Jovanovic Dimitriadis is the co-author of the book "**Advanced Marketing Management: Principles, Skills and Tools**".



Dr. Nikolaos Dimitriadis

Dr. Nikolaos Dimitriadis is an award-winning communications professional, educator and consultant. He is the principal author of the books "**Neuroscience for Leaders: Practical Insights to Successfully Lead People and Organizations**" and "**Advanced Marketing Management: Principles, Skills and Tools**". Dr. Dimitriadis has studied more than 5,000 brains from 25 countries for neuromarketing, neuroHR and academic purposes. He is the Head of Neuro Consulting Services at OptimalHRGroup and Professor of Practice at the University of York Europe Campus.

Keynote

We will be happy to contribute to your event by presenting the findings and implications of our study.

Research

Order your own tailor-made Neuro CSR research.

Training

Train your team on how the brain works and how to engage it with CSR.

Consulting

Ask for our expert advice to develop brain-friendly CSR initiatives and communications.

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