



Vesta's

# Applied Consumer Neuroscience Suite of Tools

Harness the unparalleled agility, clarity, and surety of your online brand community with innovative neuroscientific techniques to uncover predictive insights that keep you ahead of your competition.



## Online Eye Tracking

Captures eye movements to understand how consumers are navigating packaging, products, and promotions

Uses: Package testing, creative concepts



## Facial Coding

Records and translates facial movements into 7 emotions to capture in-the-moment reactions

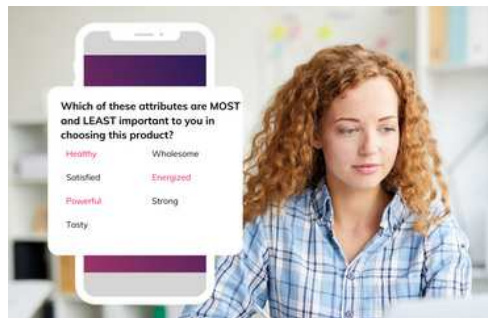
Uses: Commercial testing, message/creative concepts



## Implicit Association

Measures the strength of association of your brand, package, or concept with key brand attributes and emotions

Uses: Brand perception, brand tracking, pack/commercial/concept testing



## MaxImplicit

Combines traditional MaxDiff research with Implicit Association to gain a holistic picture of the current market and how products are fulfilling those needs (or not)

Uses: Brand perception, brand harmony, market gaps & opportunities



## Self-Assessment Manikin

Pictorial assessment to measure the intensity of emotional responses to stimuli

Uses: Product claim testing, brand affinity, language barriers/limitations



Vesta' engagement and loyalty software helps companies build and manage Online Brand Communities. A pioneer in Community Powered Marketing, our intuitive SaaS platform delivers predictive insights, transforms customers into lasting brand advocates, and drives long-term loyalty.

[Let Us Show You How We Can Overcome Your Biggest Marketing Challenges.](#)

