Jacob Braude has held marketing strategy positions for over a decade with companies like Foote Cone & Belding, Euro RSCG and Saatchi & Saatchi, where he led brand strategy for three of the top 5 selling pharmaceutical brands in the world. He has spent his career specializing in the one area where irrational consumer behavior is most apparent: healthcare.

Jacob’s writing on cognitive science and neuromarketing has appeared in Fast Company, Ad Age, Forbes and Media Post. Most recently he has given talks on embodied branding at ad:tech NY and was profiled by Agency Post.

Jacob can be found @rowdybraude.

Topic / “Neuromarketing”

Descriptor / Today’s advertising students are in a remarkable position. Recent discoveries and advances in cognitive and behavioral science are poised to launch a new era of marketing communications: one that will spawn new iconic agencies and leading figures.

This talk will cover the major elements of neuromarketing, including how the unconscious brain makes choices and how it makes meaning. I will explain the macro rules that guide non-conscious thinking, and provide a master’s course worth of experimental examples that demonstrate how changes in a consumer’s experience will affect their thoughts and actions.