



SERVICES CATALOGUE **ICN AGENCY**





*“We are not **thinking machines** that feel,
we are **feeling machines that think**”*

António Damásio

O NOSSO ADN DE VALOR



INTELLIGENCE

We analyze knowledge, logic, trends, thoughts, comprehension, attention and retention, communication, language, emotion, planification e problem solving domains, etc...

We believe in a domaing integrated vision to create valid knowledge.



CONSUMER

Sensorial reaction, answer analysis, neuropsychological and psychological tests, biology and biochemistry, emotional focus group, ethnographic and socio-anthropological records, behaviour observation, among others, are part of our methodology.



NEUROSCIENCE

EEG, ECG, EMR, fMRI, EMG, Eye Tracking, SCL, PET, P300, ttemperature, among other neurophysiological data are necessary and possible for the designed investigation, and with that, identify consumer's emotional states.



ICN
AGENCY
BRANDS WITH LOVE

**FIRST INTELLIGENCE AGENCY
IN PORTUGAL WITH BASE ON
NEUROSCIENCE APPLIED TO
CONSUMPTION**

VALUE PROPOSITION



EQUIPA **ICN AGENCY**



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**NEUROMARKETING
MUNDIAL ASSOCIATION**



**FACIAL RECOGNITION
TECHNOLOGY**

Darefor

**TECHNOLOGICAL AND
WEB DEVELOPMENT**



**CONSULTING AND
LUXURY STRATEGIES**



COMUNICATION



**INTERNACIONAL
TRAINING**

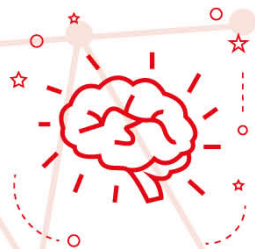


**QUANTITATIVE MARKET
RESEARCH**



**AGRO-FOOD
INVESTIGATION**

ICN AGENCY TOOLS

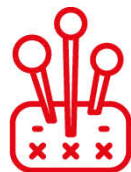


NEURO BRAND BUILDER®

Methodology of collection of biometric data and qualitative dimension (trends, economy, behaviour, focus group, analysis and extraction of neuroscience applied drivers).

The methodology is based in scientific and laboratory investigation, experimental psychology studies, sociology, anthropology, economy, management, marketing and communication, linking it on the analysis and development process through the participation of qualified technicians in these areas, getting a highly rigorous degree of data validity.

Tool created by the founders in 2014.



NEURO PLACE BRANDING®

Place branding strategy designed based on the COO'S

Julien Diogo masters thesis, articulating the best international practices, resulting in 3 acting vectors:

Territory Briefing (Ethnological observations, place branding interviews to the actors, focus group, and analysis of the state of local strategies...), Strategy (Brand DNA definition, positioning, definition of the territory's Mix, Pilot Plan, implementation Plan, Annual Communication Plan, Preparation of Creative Campaigns) and Evaluation (Follow up, Control and Evaluation), with introduction of Neuroscience on the three vectors.



EXPERIÊNCIA 360º

Individual processes for creation and follow up of communication actions/experiences for companies.

Processes that include all the necessary dimensions to planning, development and action evaluation.



JORNADAS EMOCIONAL DO CONSUMIDOR

Process designed on the client's journey logic, with dimensions of preoccupation as Emotions, NeuroTransmitters, Reactions or even Drivers of Neuroscience Applied to Consumption.

WHAT ICN AGENCY DOES



NEURODARE®

A online platform that allows to identify emotions and behaviors to respond needs and wishes - conscious or unconscious. We integrate behavioural metrics as Eletroencefalogram (EEG), Eye Tracking (ET), Eletroderma Activity (EDA), Eletromiografia (EMG), Pulsimetry (LED), Accelerometer (ACC), Temperature (TEMP), Facial Expressions (Face Detect).

Platform in testing.



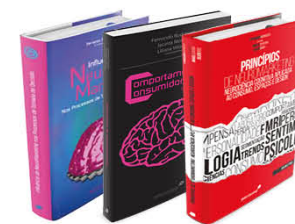
ROLE PLAYING ICN AGENCY

Multiple activities developed with base on the Comportamental Economy character, Learning Processes with base on Neuroscience Creativity.



SCIENTIFIC PRODUCTION®

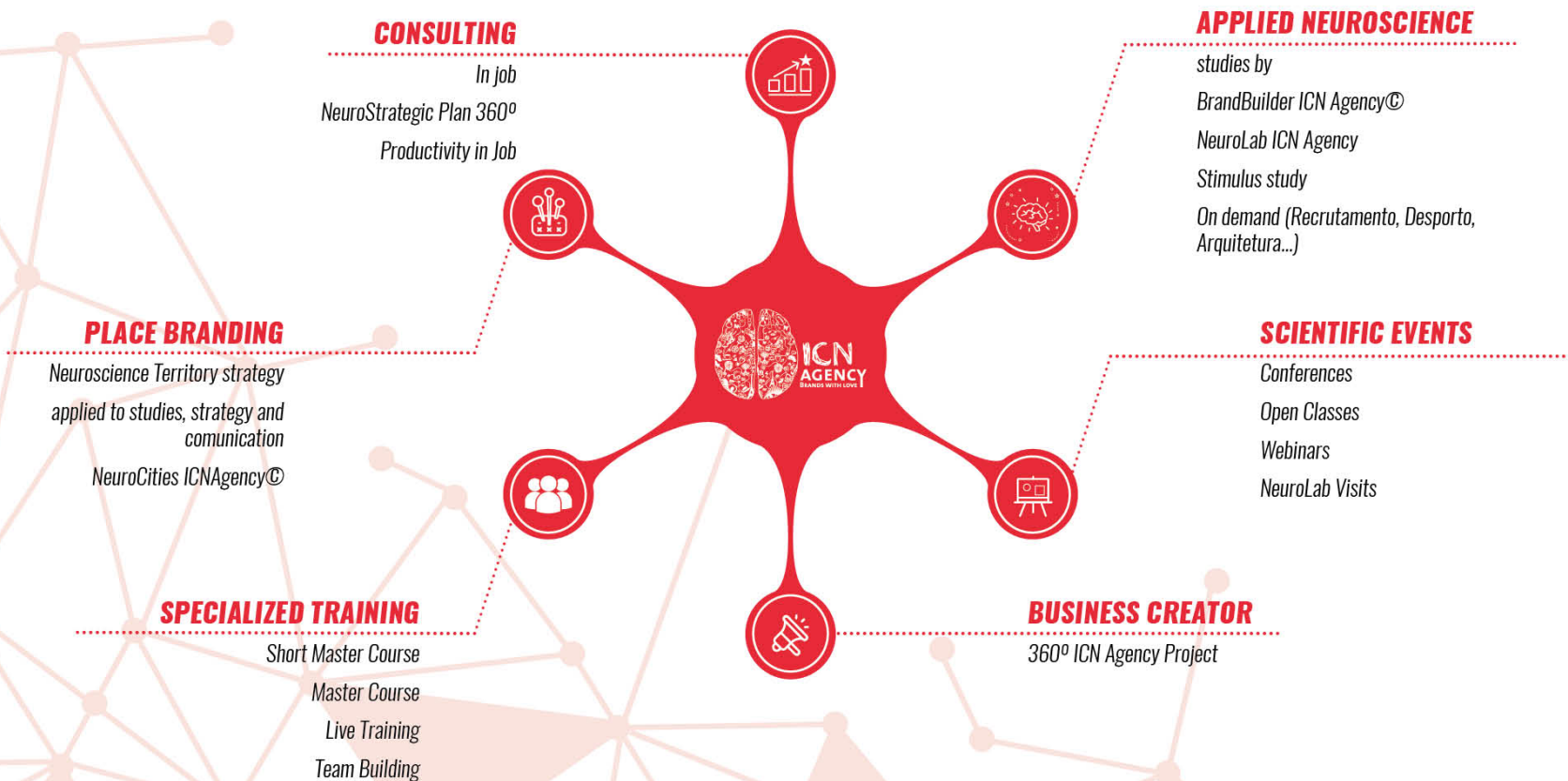
White Paper Bemol - a experience in store research - retail (2016)
 White Paper Fogás - a brand perception research (2016)
 White Paper CTT - a digital vs physical research (2016)
 White Paper Parintins - a comparison research on political candidates (2016)
 "Neuroeducation for Happiness Program" Article (2016)
 "Neurociência applied to retail... a emotional path" Article - Hypersuper (2017)
 "Applied Neuroscience Tips for Marketeers" - Article Hypersuper (2017)



SCIENTIFIC BOOKS®

Rodrigues, F; Oliveira, M; Diogo, J. (2015). Princípios de Neuromarketing - Neurociência cognitiva aplicada ao consumo, espaços e design. PsicoSoma, Viseu.
 Rodrigues, F; Vitorino, L; Moreira, J. (2013). Comportamento do Consumidor - Quando a Neurociência, a Psicologia, a Economia e o Marketing se encontram! PsicoSoma, Viseu.
 Rodrigues, F; Jorge, V; Diogo, J. (2012). Porque é que o Marketing é Sexy & Inteligente?! PsicoSoma, Viseu
 Rodrigues, Fernando (2011). Influência do Neuromarketing nos Processos de Tomada de Decisão. PsicoSoma, Viseu

ICN AGENCY SERVICES



ICN AGENCY CONSULTING SERVICE

Through this specialized consulting process we answer to studies, investigations and specific needs of our different clients. The ICN Agency has developed diverse projects, from direct communication studies, perception tests, external communication to packaging design campaigns.

We created the 360º NeuroStrategy Plan that allows a definition of key points where Neuroscience can be introduced on the company, from management strategy, communication processes and development of new products.

we developed as well the follow up in Job to CEO, Executive Directors and Managers, on their daily management and innovation practices, supporting them on a Neuroscience consolidated vision.

The **Productivity in Job** allows through diagnosis, strategy and training a growth on productivity level of the work teams, innovation, development or sales.

CONSULTING SERVICE SMARTCASA / CAIXA DE CRÉDITO AGRÍCOLA



FLYER CONSUMO

Flyers temáticos e visualmente apelativos que ilustram através da forma e design exterior a finalidade de crédito que publicitam no interior.

ICN AGENCY BUSINESS CREATOR SERVICE

Create and guide business concepts since the beginning, so there's nothing missing.

Diagnose trends and identify opportunity windows.

Design Business Strategy, Services and Products, Marketing and Communication!

Integrate Neuroscience and Behavioral Economy on the concept essence, consolidated through Business Behaviour Mundial Trends.

Create management and communication tools and exclusive processes for the company.

Follow the project since the idea to the opening.

Development of visual identity and main initial methods, brand manual, website and social network update.

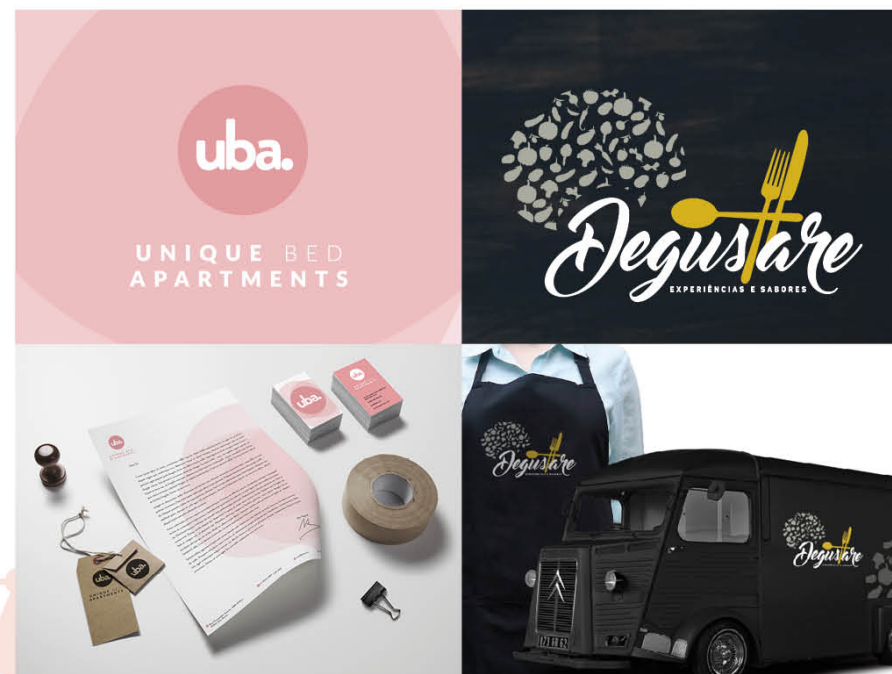
See our portfolio on

www.icnagency.com

+20 Business concepts created

Agro-Food, Catering, Banking Sector,
Automotive Sector, Medical Analyses, Health
and Therapy...

BUSINESS CREATOR SERVICE **UBA - UNIQUE BED APPARTEMENTS / DEGUSTARE**



ICN AGENCY PLACE BRANDING SERVICE

Neuro Place Branding ICN© transforms places in authentic passion and involvement spots, impersonated by brands that make residents, tourists, students and investors/ business entities fall in love.

We focus on the new trends, new sustainable management and development models, inovative and creative strategies with high focus on involvement and participation of the bonds that make the cities and regions, as well as the creation of individualized strategies that dynamize interventions on the local economy.

We create brands, strategies, communication plans and a lot more for the cities and world regions.

Autarchies, intermunicipal communities, public and private structures that manage territory, parish council, tourism region, among other identities responsible for managing and administer regions on a territory level.

Our methodology results from Julien Diogo's - ICN Agency COO - master thesis adapted to the neuroscience dimension.

This methodology is based on three big stages:

Briefing, Strategy and Follow up.

PLACE BRANDING SERVICE BEIRA BAIXA / VOUZELA



ICN AGENCY TRAINING SERVICE

Have you ever thought about how many times you were commercially approached and got irritated?

Have you stopped buying something due to the human element?

That is why we created the Business NeuroTraining ICN Agency®, that deals with the impact of HR communication of an organization to increase the relation between client and organization.

We develop multiple types of training:

- Short Master Course of 8h/12h
- Master Course in Neuromarketing (7 editions in Portugal and 9 in Brazil)
- Live Training
- Business Team Building

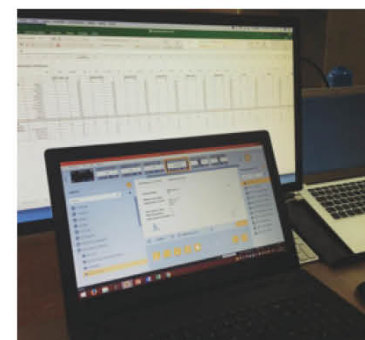
The themes of our training are focused on Applied Neuroscience, as:

- Applied to HR and Leadership;
- Applied to communication;
- Applied to Digital Marketing;
- Applied to Sales Force/Commercials;
- Behavioral Economy applied to Business.

See the rest of the courses at <https://icnagency.com/>

Diagnosis and training proposition for free.

TRAINING SERVICE ICN AGENCY



ICN AGENCY EVENTS SERVICE

We do all types of scientific events and participate in so many more in order to present, clarify and simulate the practices of Neuroscience applied to consumption.

We do conferences, Open Classes, Webinar and still NeuroLab Visits our Agency in Viseu.

We adjust personalized events to the companies and workers's needs

These are experiences marked by immersion at a objective level in Applied Neuroscience, using ICN Agency cases, Neuroscience and Role Playing tools designed by our team.

EVENTS SERVICE ICN AGENCY



ICN AGENCY APPLIED NEUROSCIENCE SERVICE

The whole concept of ICN Agency is designed so nothing is considered under subjectivity, it does an exhaustive scientific consumer analysis and after that gets to development conclusions.

We can see beyond because we observe giants of Neuroscience... and cross their visions on this issue!

Stimulus impact and probability of generating behaviour.

Process of decision making in real context on investigation!

This way we develop three great investigation typologies with Neuroscience:

Research via Neuro Brand Builder

Complete methodology, using the ICN Agency model, designed with integration of quantitative and qualitative data.

Involving various metrics and professional tools.

This kind of holistic research involves metrics as EEG, Eye Tracking, GSR, FC, among others, in a comparative logic between stimulus.

In these researches we are able to analyse brand notoriety, levels of competence between stimulus (for example, logos) client's experience on the consumption space, etc...

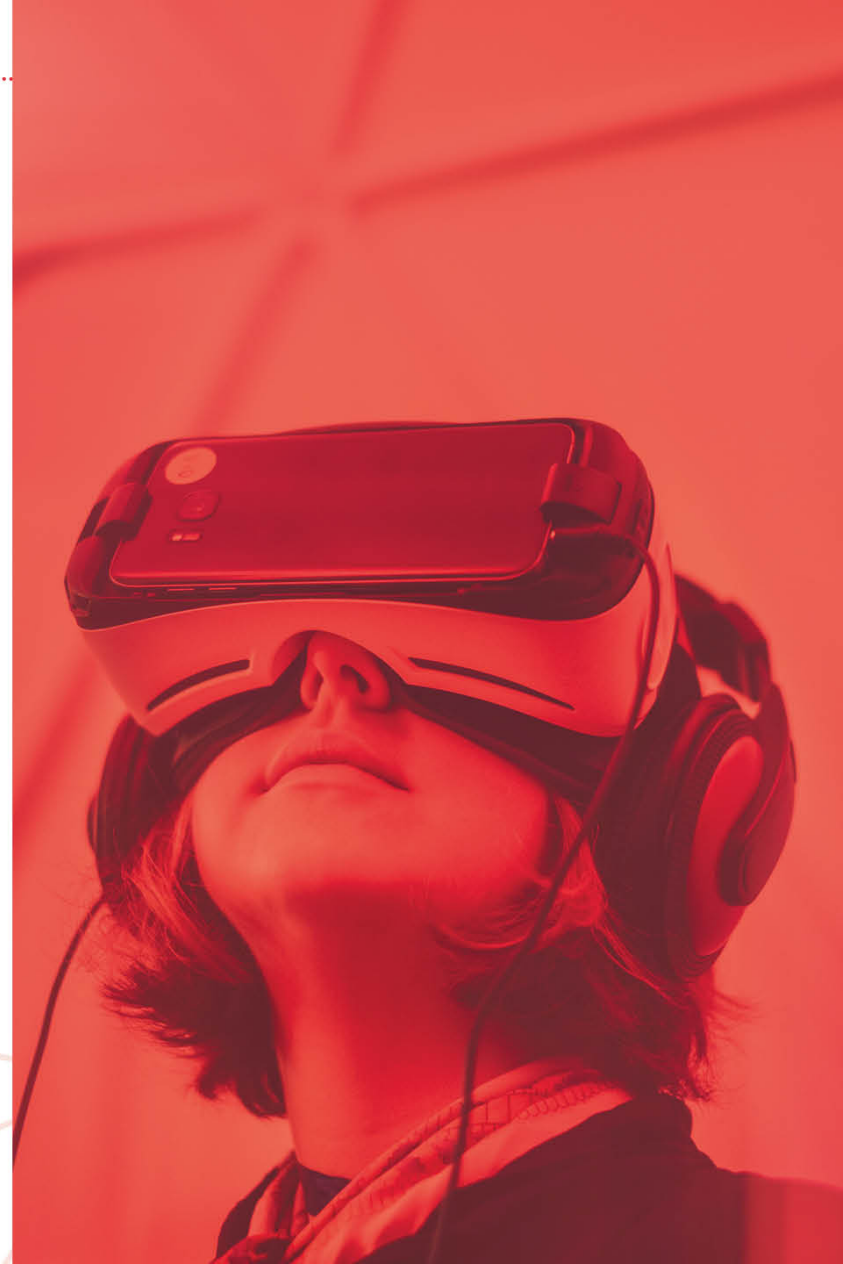
Stimuli research

To answer more specific and objective requests, this service allows analysing only one stimulus of the brand (video, Radio Spot, Outdoor, WebSite, APP...) without involving broad stimulus with varied nature of the brand.

Research on demand

Each company, service and product have their own dynamic, and on companies there are challenges and innovation vectors very differentiated.

So, ICN Agency proposed the personalized study to the needs in the view of new production systems, equipment and others.



ICN AGENCY METODOLOGY

The focus of the Intelligence in Consumer Neuroscience ICN Agency Methodology© is not on the consumer but on its brain considering that the consumer behaviour is based on synapses, simple electrochemical discharges (and other processes a little bit more complicated)!

The ICN Agency developed the Intelligence in Consumer Neuroscience ICN Agency Methodology©.

We make an exhaustive analysis of the consumer. This methodology that we name Dopaminecision Converter© is a program developed by us and EXCLUSIVE that grants an efficiency growth, up to 40% of billing in some cases!

DOPAMINECISION CONVERTER©

METODOLOGIA EXCLUSIVA ICN

Rise system tested with Dopaminecision Converter©



ICN AGENCY APPLIED NEUROSCIENCE SERVICE



EYETRACKING



This indicator will allow the measurement of facial muscles. Through a Face Detect Software it is possible to identify the unit of action.

Based on the collection of this data we can measure the emotional excitement and the stress measuring the changes on the skin's conductivity.

Eye Tracking is a technique that proceeds to the tracking of the eye, allowing the measurement of the position and behaviour of the eye movement.

Testing layout efficiency, analyse the placing of products, measuring the attention spots

To determine the hierarchy and duration of the visual perception (what elements draw our attention)



EEG



This is an electrophysiological monitoring method that is used to register the electric activity of the brain. It's usually a non-invasive method, with electrodes on the scalp.

Attention we give to some stimulus as well as Memory of the elements of the ambience, cognitive performance and emotional involvement.

DERMIC CONDUCTIVITY OF SKIN



ICN AGENCY APPLIED NEUROSCIENCE SERVICE

**ECG**

This indicator will allow to measure the activity on the facial muscles. Through a Face Detect software it is possible to identify the action unit.

it makes it possible to understand the involvement with the presented stimuli, either positive or negative.

**EMOTIONAL FOCUS GROUP**

Autonomic activation indicators associated to emotional/ attentive processing.

Registration made via Shimmer at 1000HZ.

Registers electrical impulses through the cardiac muscle and allows to evaluate emotional impact of the stimulus with crossing with previous ones.

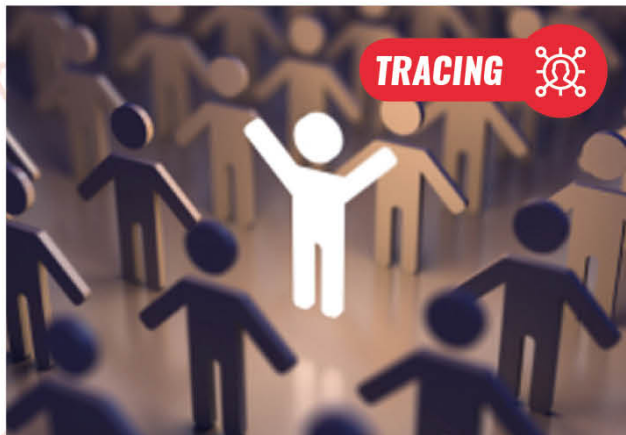
FACS

The Focus Group consists on a oriented talk around specific questions of consumer experience (to define vectores that need to be approached on the paradigm design)

Gather qualitative data about addressed subjects;
Identify emotional expressions to stimulus and/or specific themes.

ICN AGENCY APPLIED NEUROSCIENCE SERVICE

TRACING



The ICN Agency Team will make expected/ not expected visits, following the guide specially made for this study.

Evaluates service quality, considering that each report includes the visit description, quantitative data, qualitative data and the recommendations that are present on the Key Findings section...

Applying Tracing, the ICN Agency team gathers data and information about the store space and the client's journey.

The scale will be drawn by the ICN Agency team who will "follow" the client on their retail journey.

It is possible to extract circuit, passing, stopping, intention and conversion on buy maps.

MISTERY CLIENT



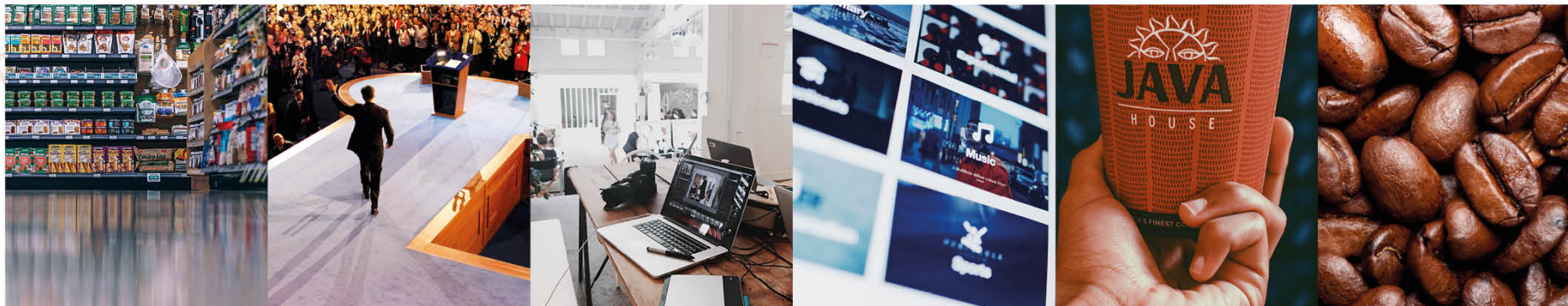
This tool is made to approach the potential buyer on a one-on-one level, in real time and not after the journey.

It will be possible to extract subjective data, opinions and emotions from the clients, and so cross it with the ones collected during the research.

SHOP ALONG



WE ACT IN MULTIPLE CONSUMPTION VECTORS



STORE



POLITICS



BRANDING & MIX



WEB & MEDIA



PACKAGING



PRODUCT

PARA ANALISAR



HOW WE IDENTIFY

COMPARATIVE NOTORITY OF BRANDS

ANXIETY/EXCITEMENT OWING TO STIMULUS

APPROXIMATION/REJECTION OWING TO STIMULUS

COMPARATIVE EFFICIENCY OF LAYOUTS OFF /ON LINE

CATEGORIZE STIMULI ON SEGMENTS

PROFILING

(AGE, GENDER, PERSONALITIES, DECISION MAKING, REWARDS, REQUIREMENTS,
FATIGUE, STRESS...)

VISUAL PERCEPTION HIERARCHY

ATTENTION INDEX

MEMORIZATION POTENTIAL

EMOTIONAL INVOLVEMENT INDEX

PERCEIVED REWARD ABOUT THROUGH THE STIMULUS

BUYING PROBABILITY/UNCERTAINTY

STIMULI LEARNING



WHAT THE BRAND WINS

IDENTIFICATION OF THE TARGET ON A SUBJECT EQUILIBRIUM, NEUROSCIENCE AND BRAND (PROFILING);

INTELLIGENCE DRIVERS TO APPLY ON VECTORS AS DEVELOPMENT OF PRODUCTS, PROCESSES AND COMMUNICATION;

ACCUMULATION ON A DEEP LEARNING LOGIC OF THE DATA BASE OF THE STUDIES;

HOLISTIC AND AGGREGATOR WORK ON CONSUMPTION METRICS;

CONSTANT, OBJECTIVE AND WITH POTENTIAL OF APPLICATION PROCESS.



HOW WE GIVE BACK THE INFORMATION



APRESENTATION

We'll make multiple presentations to make the perception and presentation of data easier.

Use of graphs and infographics.



REPORTS

We'll make multiple documents under the form of tecnic report.

There are always fields with suggestions to develop.



WHITE PAPPER

We might create a client case knows as a White Paper to submit to multiple international magazines.



DATA

All data, either biometric or emotional, will be delivered on their purest version on in digital format.

"ALL DATA WILL BE DELIVERED IN DIGITAL FORMAT, SINCE THE PARADIGM OF INVESTIGATION TO DIGITAL PIECES DESIGNED AND REPORTS"

NEUROSCIENCE 360° PLAN OF INTEGRATION

The ICN Agency intends to offer a integrative vision os Neuroscience to companies, using in the best way what Neuroscience indicates, since the analysis of functions and profiles, going through incentives and the company communication plan.

Not always companies manage to take ahead a broad and complete Neuroscience study due to time and investment.

We created the NeuroStrategic 360° Plan that allows the analysis and definition ok key points where neuroscience can be introduced in the company core, since management strategy, pricing, communication process or even development of new products.

How does it work?

The ICN Agency performs a company diagnosis, considering the needs, pains and expectancies refered, which aims to identify and understand processes, products, services, distribution, communication, relaton with the client, etc...

We develop the Neuroscience 360° Plan of Integration with base on Neuroscience studies, behavioral economy, sociology, psychology, strategic marketing. This Plan will be supported with exclusive tools that can be Personalized BSC, Career Plans and Incentives, Emotional Journey of the User, Neuro Communication Plan, etc...

Presentation and training based on the 360° Neuroscience Integration Plan next to the workers and people involved on the company.

Along the process there's a team of dedicated colsutants and all the Plan will be handed in digital format at the end, with the adequate developed tools.



NEUROSCIENCE APPLIED TO CONSUMPTION **STIMULUS ANALYSIS**

Not always companies manage to take ahead a broad and complete Neuroscience study due to time and investment.

The ICN Agency designed a new service, a new form of acting, to provide a best answer to clients and support them on their strategic decisions.

To answer to the most objective and concrete requests, this service aims to analyse one type of stimuli (video, communication campaign, radio spot, outdoor, WebSite, APP, packaging proposition...) without involving broad and of diverse nature stimuli, simplifying the process.

This type of service happens in a "laboratory" ambient, in a controlled context in terms of illumination, sound, etc...

We apply the metrics logic for this service:

Level 1 – Eye Tracking

Level 2 – Eye Tracking, GSR e FACET

Level 3 – Eye Tracking, EEG, GSR, FACET

The choice of a determined level to the detriment of another will be reflected together with the client in the moment of the study briefing.

We consider the introduction of Simple and Complex stimulus to the experimental setting.

To perform the studies referred above, the ICN Agency demands the participation and presence of a minimum number of 30 subjects.

This service is useful for?

The service by stimuli shows high importance and utility in multiple moments and dimension of the companies:

- Comparative test of layout for packaging;
- Comparative test of storyboard or TV publicity;
- Comparative test of communication pieces (magazines, mupis, outdoors,...);
- Comparative test of APP layout and WebSites;
- Comparative test of flavor and aroma;
- Other dimensions to consider in on-demand logic.



NEUROSCIENC APPLIED TO SPORTS

There is a growth of initiatives around the world that have been benefitting athletes and sports institutions regarding improvements in sports performance coming from stimulation of cognitive functions and concentration, movement control, motor planning, decision making, emotional control, among others.

This service dedicated to sports allows the analysis, support and articulation of two great dimensions: the Hard Skills - tecnic habilities of the person, theses are taught in training or a workplace; and the Soft Skills - behavioral and social competences of the professional, these are connected to his mental and emotional habilities.

To win or lose is not always dependent only on the fisiological component mas also the anxiety management, motivation or concentration on the task capacities and on Neuroscience it can have the maximum development and utility.

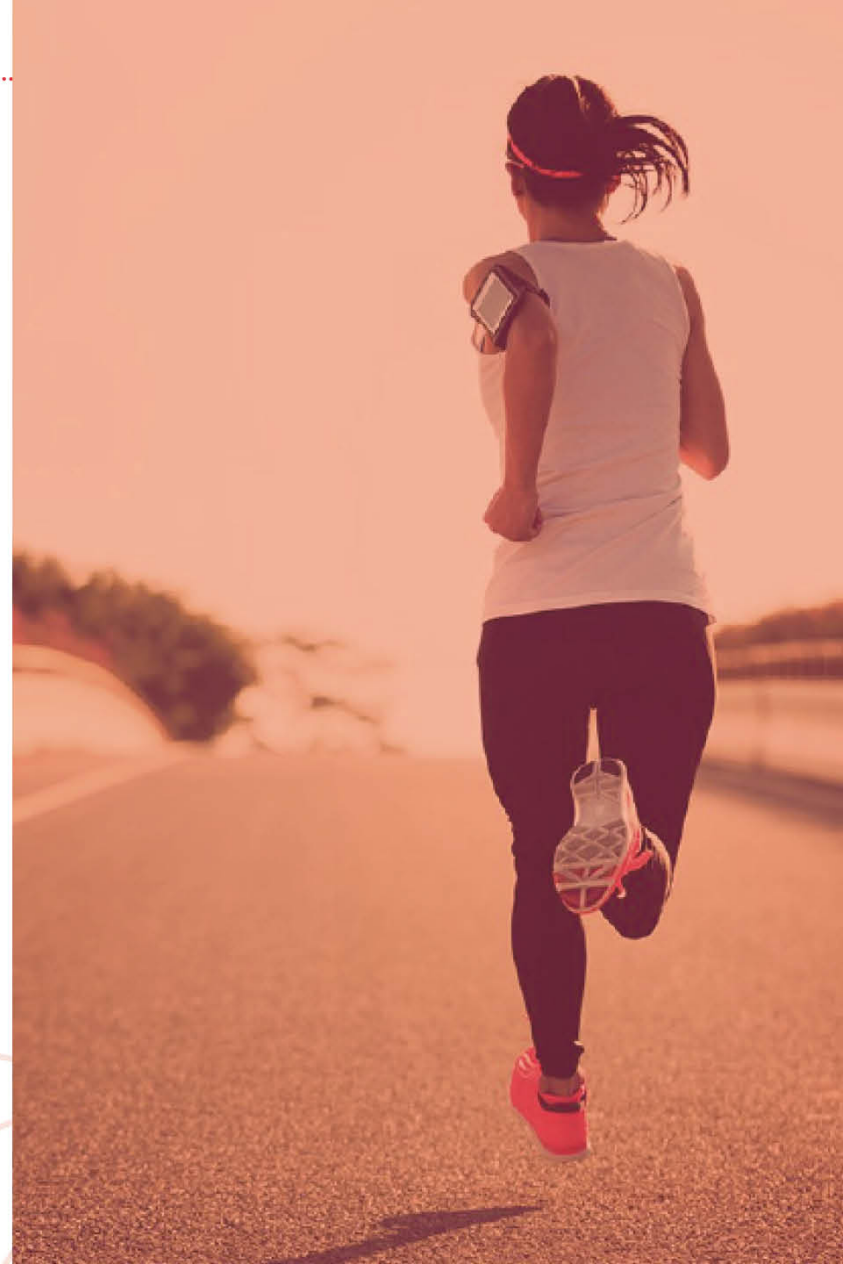
So, ICN Agency created a service of Neuroscience Applied to Sports, in which each project will have a specific plan, aiming to integrate Neuroscience on the club, objectives, identifying and analysing the athletes with Neuroscience tools in order to plan and create more adequate plans.

This service is useful for?

On a strict connection with all the active agents of the club and the athlete it will be possible to identify personalities and suggest the best individual and group solutions for the club, making possible:

- Identify and work on Hard and Soft Skills;
- Know the decision-making and attitudinal profile of each athlete;
- Identification of motivational and inhibitor stimuli of the sports performance;
- Group perception of the club's structure, tecnic team, adepts...;

- Draw players's profiles, competences for position;
- Prepare the payers for important moments and games;
- Identify and work on lidership and communication, as well as words and incentives to use with the players.
- Resting, training, individual internship methodologies.



NEUROSCIENCE APPLIED TO HR AND RECRUITMENT

Some say we live in the era of information. Information is power, affirm others. But the knowledge we create and work on is what allows differentiation indicators.

Cognitive Neuroscience applied to strategic management can provide some benefits, among which the capacity to understand, on a scientific perspective, the human behaviour introduced on company context and take advantage of this knowledge to start better and efficient relations with all the stakeholders of the business.

It can be used on companies to improve the work environment, to work on leadership, management, culture and innovation.

With this service we work on multiple vectors since the strategy, management, motivation, habits, among others fundamental aspects of the dynamic of a company in the light of Neuroscience.

We will use Emotional Report Scales, Tests, Corporative Games (concentration, short-term memory and capacity of analysing emotional and context leads), we will proceed to the collection of data of Neuroscience on stimuli on laboratory environment, as well as individual interviews using Facial Recognition.

All the service is developed in partnership with workers, managers and responsible people for the HR and enterprise Training.

This service is useful for?

Neuroscience Applied can have high relevance and utility next to workers of diverse organizations, with main utility on:

- Recruitment process (scripts, selection and optimization)
- Identifying HR personality and attitude;
- Evaluation of objective and implicit performance;
- Creation and adequation of Career Plans and incentives;
- Long and Middle Term Motivation Strategies;
- Adapt Sales Techniques, Communication and Customer Service with NeuroSkills ;
- Corporative environment Changes (temperature, unit, size, illumination, etc...)
- Complex rebranding processes of the brand (support on communication);



NEUROSCIENCE APPLIED TO ARCHITECTURE

The design and architecture are central elements of our lives, either through their dimension of admiration either through the practical and pragmatic component that brings to services, processes or products infrastructures. Considering Damásio, the emotions result of the environment, it is imperative to think and design spaces with base on emotions.

On the other hand, and allied to design and architecture, preparing rehabilitation social, public, private spaces and cities in the light of Neuroscience is crucial for the cities, so it is necessary to be ready to stimulate neurobiological areas, from the Orbitofrontal Cortex, Accumbens Nucleus, Hippocampus, Hypothalamus, Pre-frontal Cortex, directing to the stimulation of the senses as Vision, Smell, Hearing, Touch, Thermoception, Ownership, among others.

ICN Agency aims at articulating architecture and Neuroscience, on one hand architecture worries about practicality, ergonomics and functionality; on the other hand, Neuroscience is focused on understanding and feeling the environment.

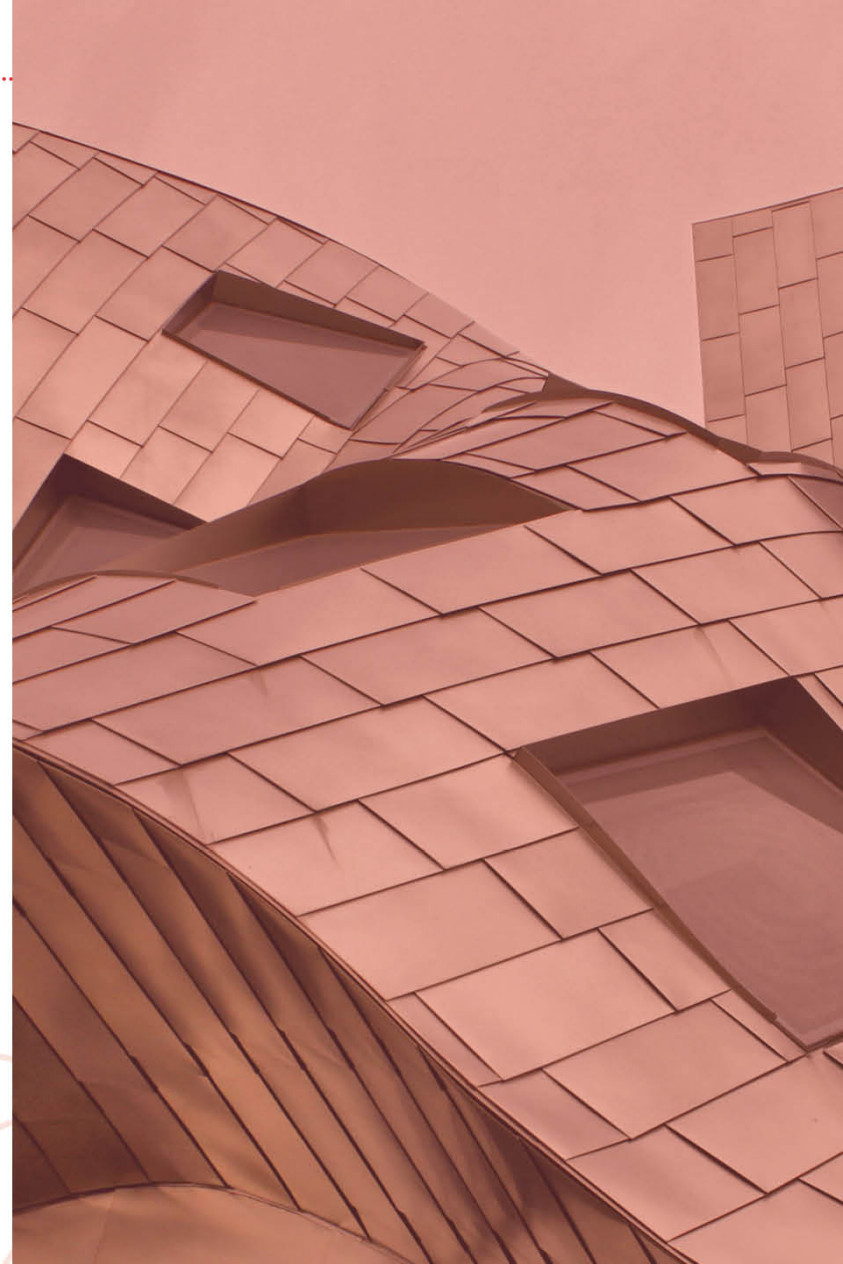
Understanding the nervous system can bring a greater contribution for the construction and architecture fields since the studies of physics of the XIX century, that established new structural, acoustic and illumination methods.

With this method we aim at humanization of space, either public or private (corporate environment), promoting the well-being of users, where concepts as biophilic architecture, Evidence based design - EBD - or the process to apply gathered and certified information cross as well as the particularities of Behavioral Economy and others.

this study considers dimension, height, material, form, colour, illumination, ledge, signage, communication, sound, etc... or even the security notion.

This service is useful for?

- Consumption space Design (retail...);
- Consumption space Client Journey;
- Show window and Pop-Up Stores;
- Urban planning of cities and neighborhoods;
- Creation of cultural/leisure events spaces;
- Therapeutic and Hospital space structuring;
- Furniture and space signage choice;
- Design of Emergency and Security Plans.



WHO TRUSTS ICN AGENCY



An aerial photograph of a city street with a red overlay. The street features white diagonal and vertical stripes, likely a crosswalk or pedestrian crossing. Several people are walking across the street, their shadows cast long and dark. The red overlay is a large, semi-transparent rectangle that covers the central portion of the image, providing a background for the text.

“Feeling the feelings extends the reach of **emotion**, by facilitating the planning of forms of adaptative original **tailormade responses...**”

António Damásio



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