

Neuro Insight wins Gold at the ARF Great Minds Award



New York (April, 2011) – In an Australian first, Neuro Insight, was presented with the Advertising Research Foundation’s Great Minds Award during the recent re:Think Conference in New York City.

The prestigious Gold award was in the Innovations category - granted for the development of the most innovative research ideas. It was accepted by Professor Richard Silberstein - Neuro Insight CEO, for

the innovative application of neuroscience in the field of marketing communications, and specifically, for their continued work in validating the link between neuro metrics and consumer behaviour.

The ARF Innovation award category acknowledges individuals (or teams) who have created and proven the impact of new methods based on inventiveness, analytics, and/or harnessing technology. Twenty-four honorees across six award categories were recognized for their contributions to the excellence and advancement of advertising research.

Awards were co-presented by David Krajicek, co-president, GfK Custom Research North America, and Steve Coffey, CRO, NPD Group and chairman, ARF Board of Directors. “This prestigious award recognizes the ‘Great Minds’ who contribute to the excellence of our industry and advance the art and science of advertising research,” remarked Krajicek. “GfK is proud to be a part of this celebration.”

In accepting the award, Professor Silberstein said “we’re delighted that our work has been recognised at a time that aligns with the ARF NeuroStandards initiative which will provide marketers with ongoing guidelines as to best practise neuromarketing research”.

About Neuro Insight

Neuro-Insight Pty Ltd is a company that specialises in the application of neuroscience in the field of marketing communications. With the world’s largest neuro marketing database of media and advertising norms, Neuro-Insight has pioneered the link between brain activity and consumer behaviour.

Neuro-Insight works with a range of the world’s leading marketers and media organisations throughout Europe, UK, USA and Asia/Pacific to better understand consumer engagement and optimise marketing effectiveness. Neuro Insight uses a scientifically validated technology to measure pre-conscious brain activity, reporting on a range of neuro metrics including engagement, emotional intensity, attention, like/dislike and memory. More information at: <http://www.neuro-insight.com/>

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