



THE PROSPECT'S PERCEPTION GAP:

How to bridge the dangerous gap
between the results we want and
the results we have.

Flint McGlaughlin
Managing Director,
MECLABS Institute

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REPORT A CLAIM

SEE OPTIONS



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Whether you are travelling within Canada, to the United States or overseas, even the smallest injury or illness can be devastating. Protect yourself against unforeseen medical expenses with additional emergency travel medical insurance.

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Make sure your friends and family feel at home while in Canada. The Visitors to Canada Plan covers medical expenses, hospitalization, repatriation, and more.

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Travel Medical Insurance Multi-Trip Annual Plan

Annual Travel Medical Insurance from AMA is the easiest way to get covered for a full year. Just answer a small handful of straightforward questions and you'll be covered wherever you travel, however many times you travel, for the next 12 months. So, while you can never be too careful, we've made it easy to make sure you're protected.

[Purchase Travel Medical Insurance Multi-Trip Annual Plan](#)

PURCHASE ONCE
travel ALL YEAR.

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"YOU CAN'T *be* TOO *careful.*"

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VISITORS TO CANADA PLAN

Make sure your friends and family feel at home while they are visiting Canada. You all want to have fun, but even a small accident could happen so having the protection will ease everyone's mind.

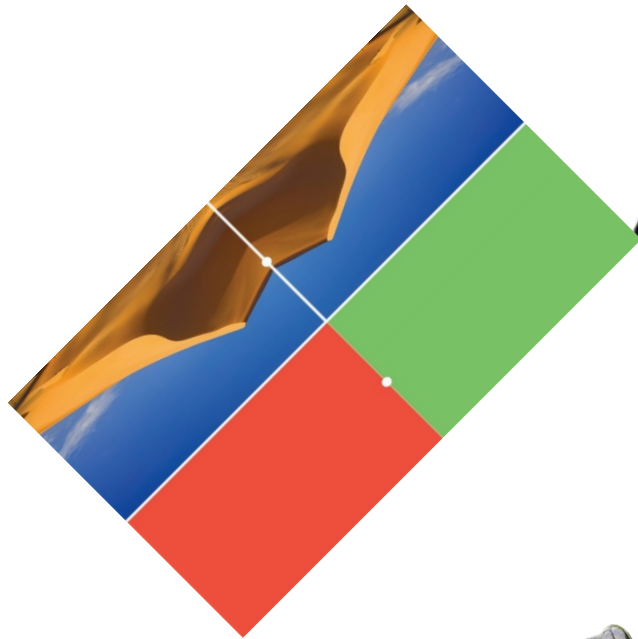
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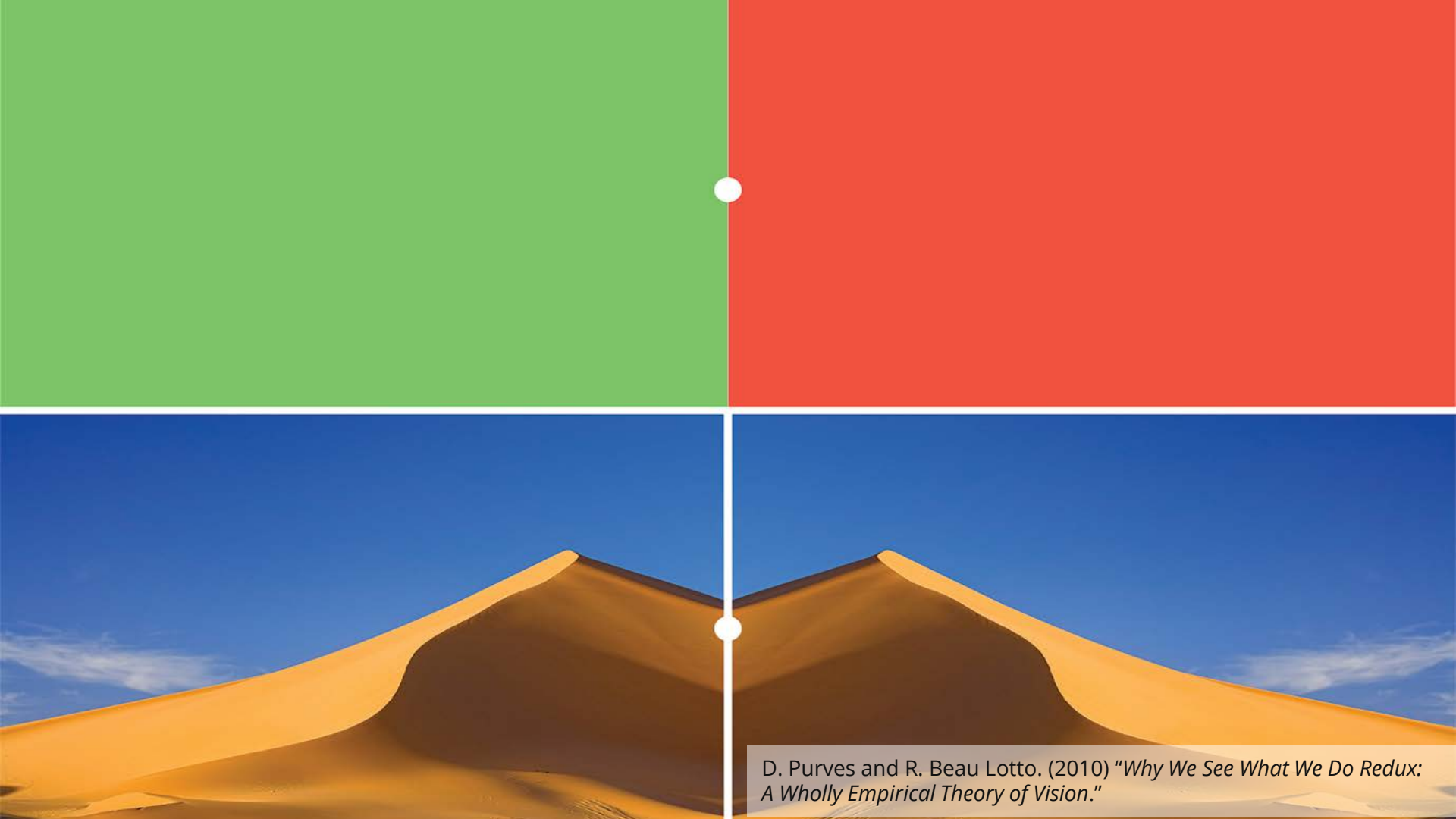
Annual Travel Medical Insurance from AMA is the easiest way to get covered for a full year. Just answer a small handful of straightforward questions and you'll be covered wherever you travel, however many times you travel, for the next 12 months. So, while you can never be too careful, we've made it easy to make sure you're protected.

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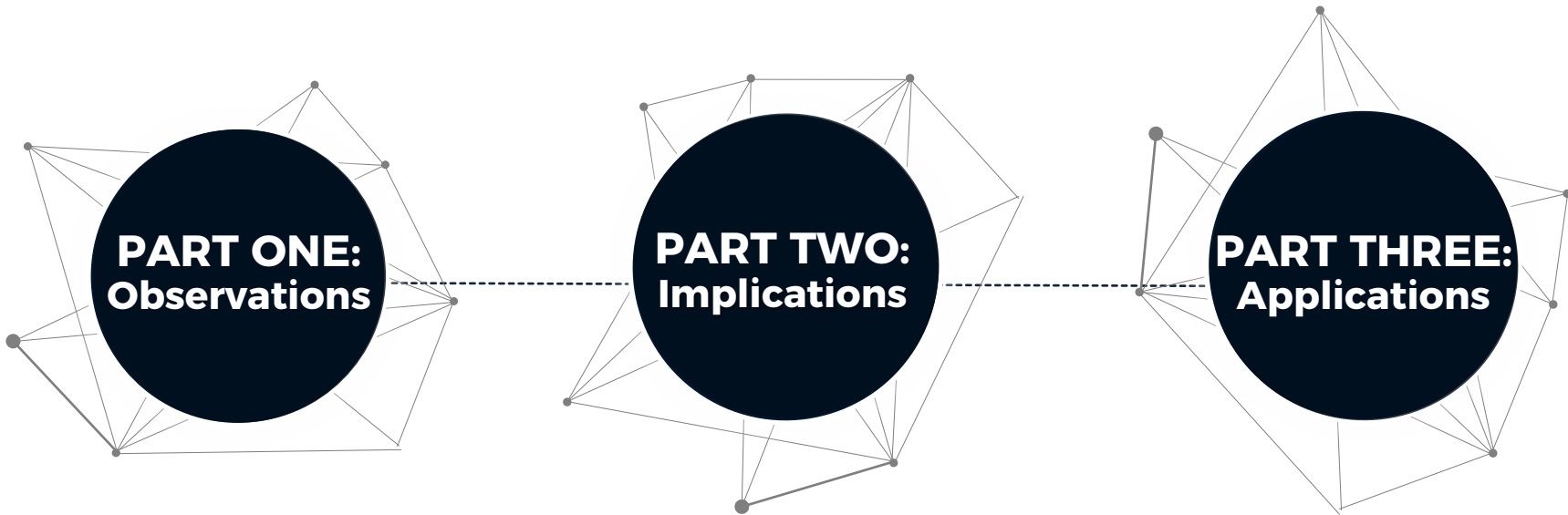
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travel **ALL YEAR.**



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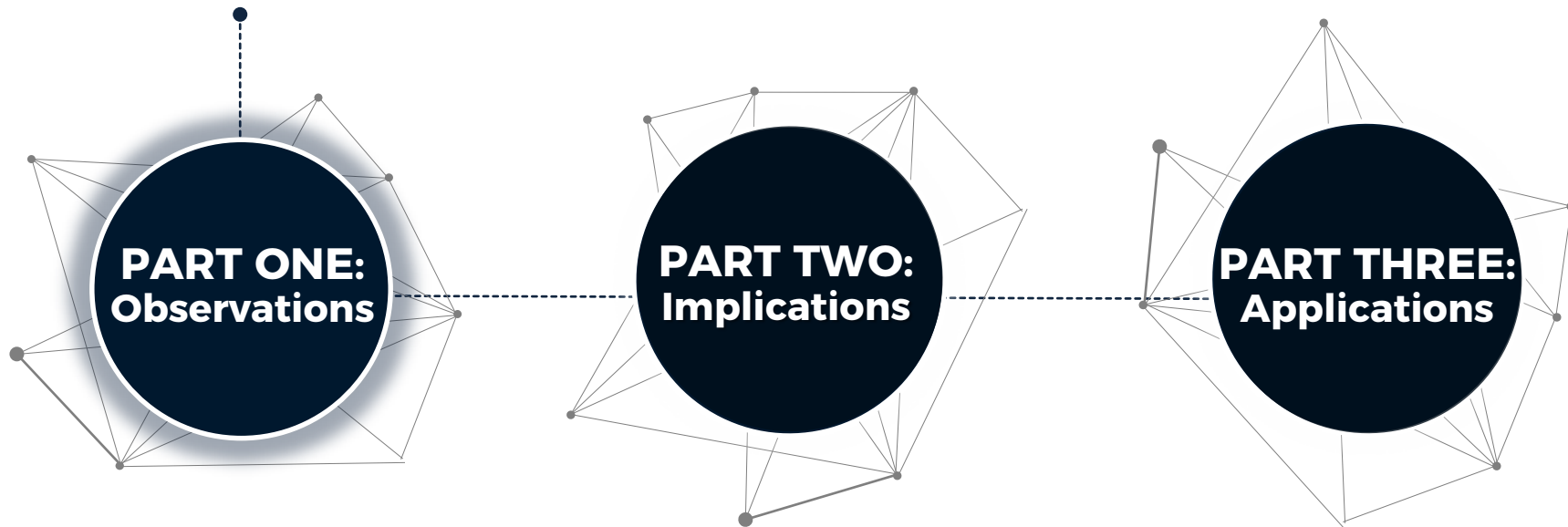


D. Purves and R. Beau Lotto. (2010) *"Why We See What We Do Redux: A Wholly Empirical Theory of Vision."*



1

Reality is not directly
or fully apprehended;
it is **approximated** in
a perception process.

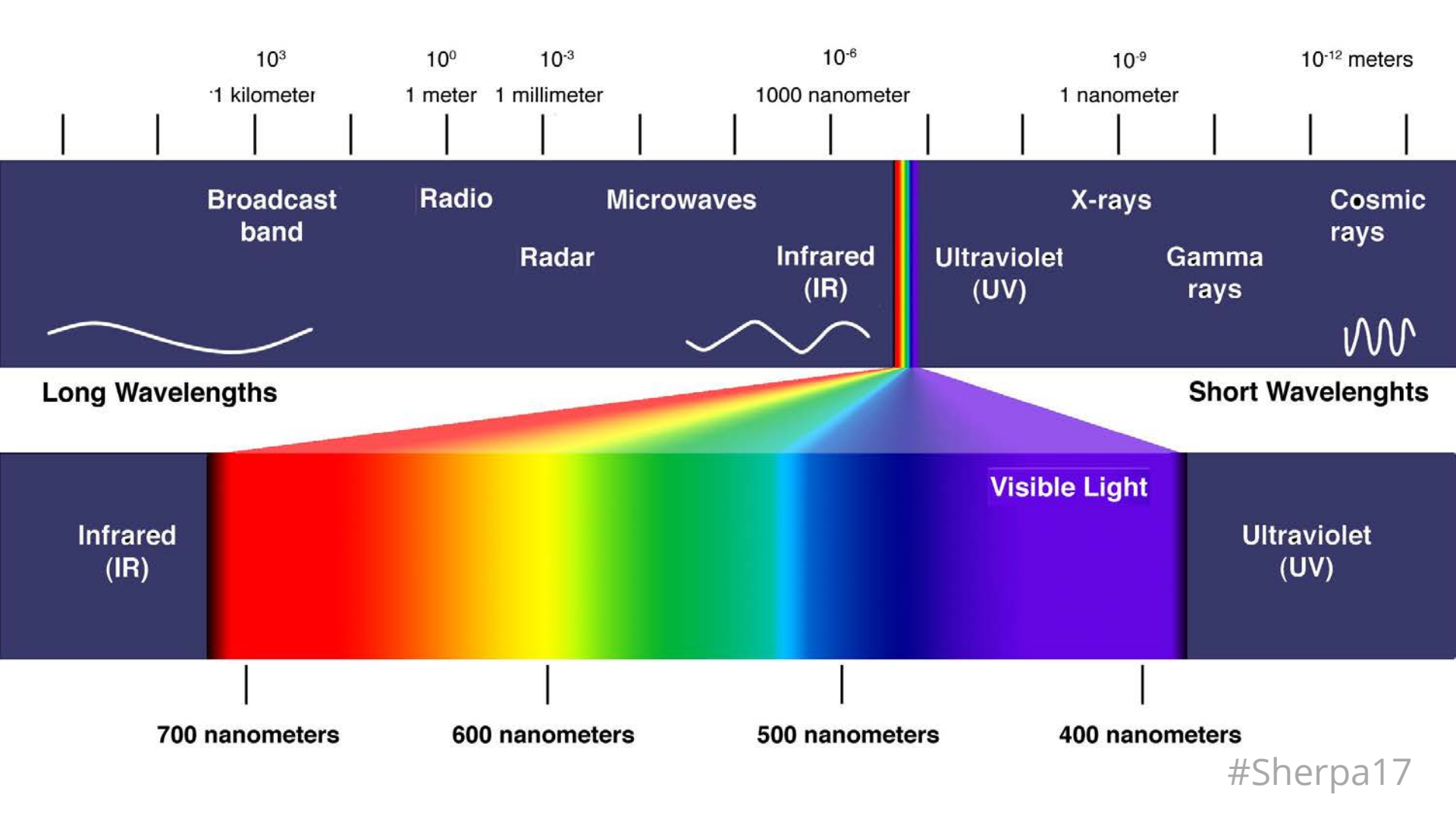






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If there were
10 trillion
Lego bricks...



1,568

Roughly half the
world's skyscrapers

**SOMATOTOPICALLY
ORGANIZED.**



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MAGNETITE-BASED MAGNETORECEPTORS.

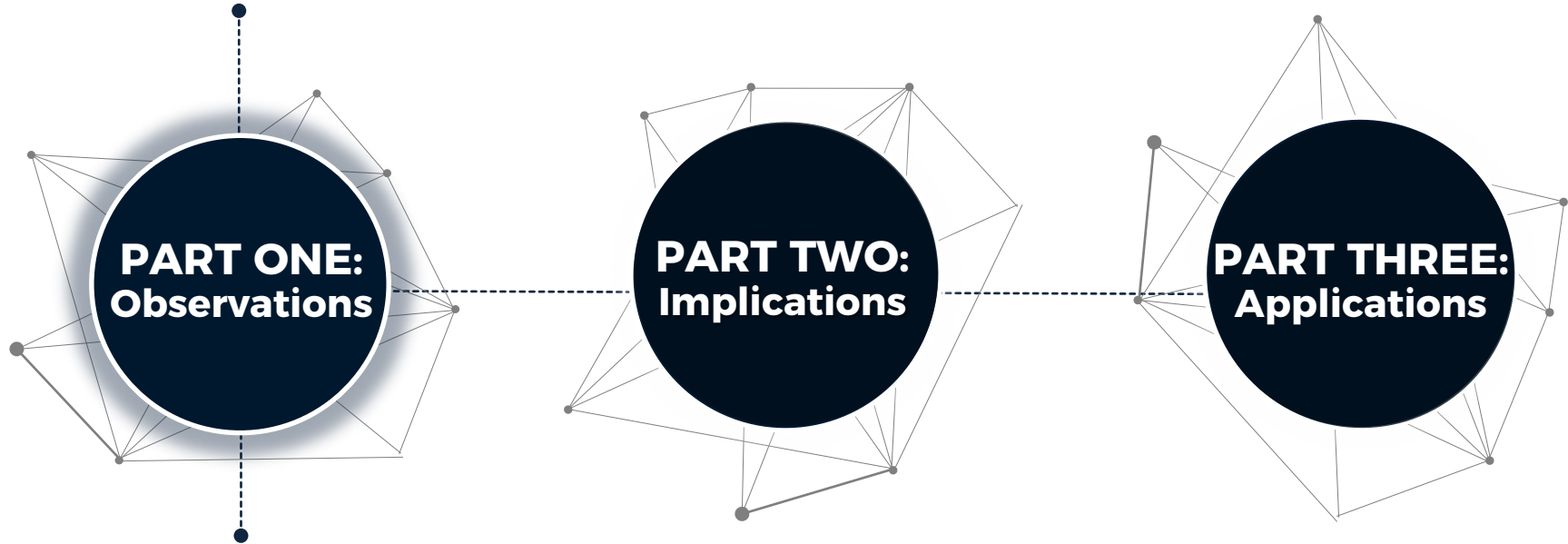
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A black snake with a glossy, scale-like texture is coiled on a grey rock in a grassy field. The snake's head is raised, and its eyes are visible. The background is a soft-focus green field.

**INFARED
SENSING
PIT ORGANS.**

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- 1** Reality is not directly or fully apprehended; it is **approximated** in a perception process.



- 2** Value is derived from a limited view of reality, and thus it is often **appraised differently**.



**WHAT IS
THE VALUE
OF THIS
BEER
BOTTLE?**



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**TO THE
MALE
POPULATION
OF THE
JULODIMORPHA
BAKEWELLI...**

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LIFE AND DEATH VALUE...

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Seeing is believing: The effect of brain images on judgments of scientific reasoning ☆,☆☆

David P. McCabe ^{a,*}, Alan D. Castel ^b

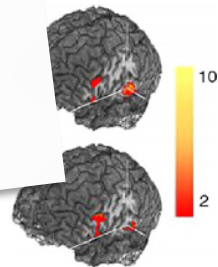
^a Department of Psychology, Colorado State University, Campus Box 1876,
Fort Collins, CO 80523-1876, USA

^b Department of Psychology, University of California, 1285 Franz Hall, Box 951563,
CA 90095-1563, Los Angeles, USA

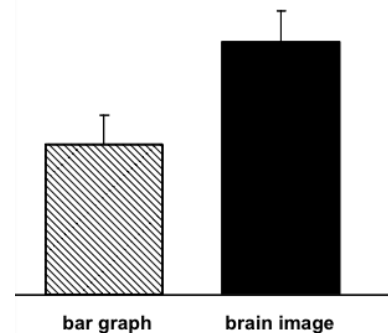
Received 19 December 2006; revised 25 July 2007; accepted 25 July 2007

Results were significant at $p < .05$. A one-way within-subjects ANOVA was conducted separately for each question, with image type (control (no image), bar graph, brain image) as the independent variable. There was no significant effect of image type on the title question (M range = 2.55–2.60; all F 's < 1), but there were significant effects for both the writing, $F(1, 155) = 3.68$, $MSE = 1.06$, and reasoning questions, $F(1, 155) = 4.09$, $MSE = 1.18$. Planned comparisons revealed that both the brain image ($M = 2.92$, $SEM = .04$) and bar graph ($M = 2.90$, $SEM = .04$) conditions were rated as better written than the control condition ($M = 2.77$, $SEM = .05$), $F(1, 155) = 5.82$, $MSE = 1.82$; $F(1, 155) = 3.92$, $MSE = 1.28$, respectively. Critically, as shown in Fig. 1b, texts accompanied by a brain image were given the highest ratings of scientific reasoning, differing reliably from both the control, $F(1, 155) = 5.87$, $MSE = 1.70$, and bar graph conditions, $F(1, 155) = 8.38$, $MSE = 1.85$.

(2008) 343–352



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asoning in the Article Made Sense



Watching TV is to Math Ability

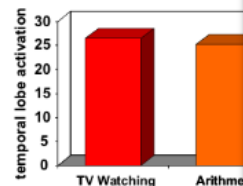
David P. McCabe, PhD; Alan D. Castel, MD, MPH

Objective: To test the independent effects of television viewing in children before age 3 years on several measures of cognitive outcomes at ages 6 and 7 years. Design: Using data from a nationally representative data set, we regressed 4 measures of cognitive development at ages 6 and 7 years on television viewing before age 3 years and at ages 3 to 5 years, controlling for parental cognitive stimulation throughout early childhood, maternal education, and IQ. Results: Before age 3 years, each hour of average daily television viewing was associated with a 0.51-point improvement in the score (95% CI, 0.17 to 0.85 points). Conclusions: There are modest adverse effects of television viewing before age 3 years on the subsequent cognitive development of children. These results suggest that greater adherence to the American Academy of Pediatrics guidelines that children younger than 2 years not watch television is warranted. Arch Pediatr Adolesc Med. 2005;159:612-625

Watching TV is Related to Math Ability

David P. McCabe, PhD; Alan D. Castel, MD, MPH

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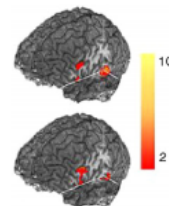


television viewing before age 3 years was associated with deleterious effects on the Peabody Individual Achievement Test Reading Recognition Scale of 0.31 points (95% confidence interval [CI], -0.61 to -0.01 points), on the Peabody Individual Achievement Test Reading Comprehension Scale of 0.58 points (95% CI, -0.94 to -0.21 points), and on the Memory for Digit Span assessment from the Wechsler Intelligence Scales for Children of -0.10 points (95% CI, -0.20 to 0 points). For the Reading Recognition Scale score only, a beneficial effect of television at ages 3 to 5 years was identified, with each hour associated with a 0.51-point improvement in the score (95% CI, 0.17 to 0.85 points). Conclusions: There are modest adverse effects of television viewing before age 3 years on the subsequent cognitive development of children. These results suggest that greater adherence to the American Academy of Pediatrics guidelines that children younger than 2 years not watch television is warranted. Arch Pediatr Adolesc Med. 2005;159:612-625

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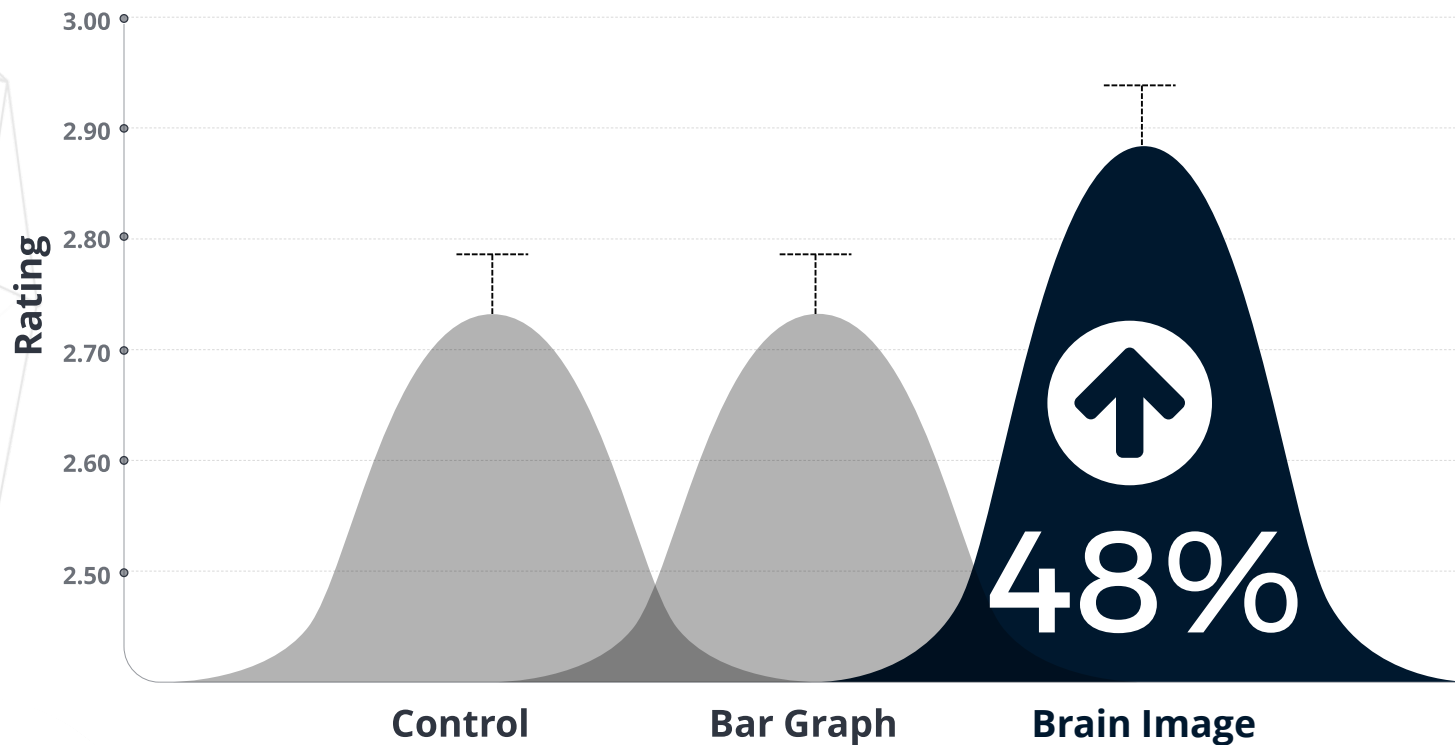
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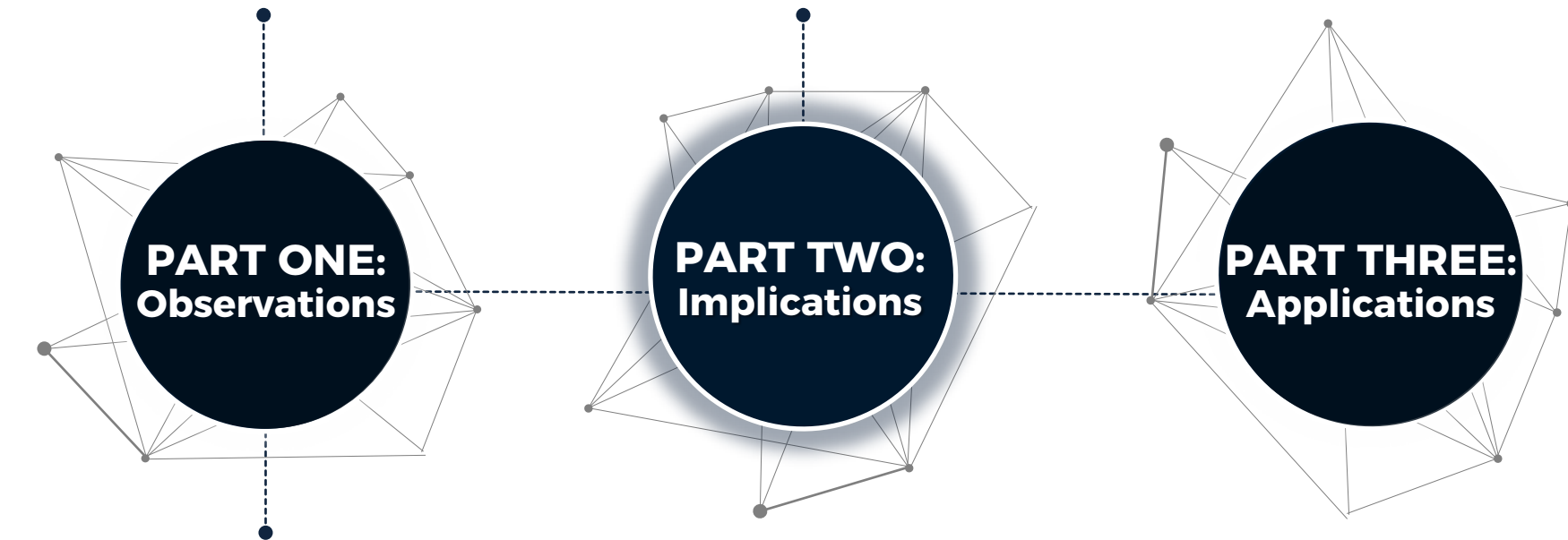
Rating of the Statement: "The scientific reasoning in the article made sense"



(Seeing is Believing: The affects of brain images on scientific reasoning)

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A donut chart with a dark blue segment representing 8% of the total. The text "8% CR" is displayed in the center of the chart.

Category	Percentage
8% CR	8%

A circular seal with the text "MECLABS INSTITUTE" at the top and "CERTIFIED" at the bottom. Inside the seal are three stylized mountain peaks.

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Logo

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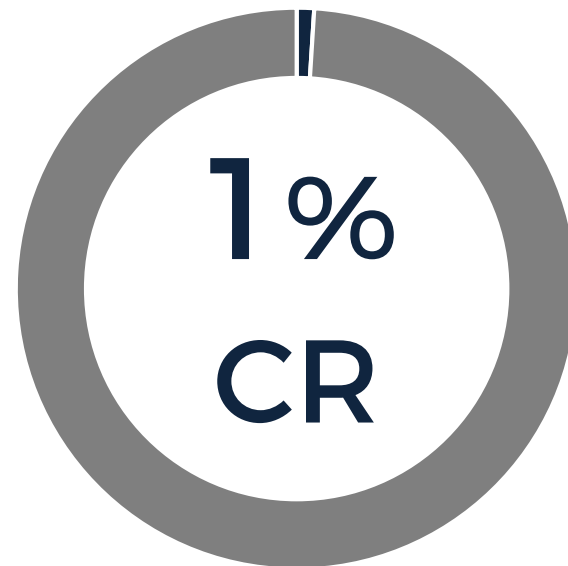
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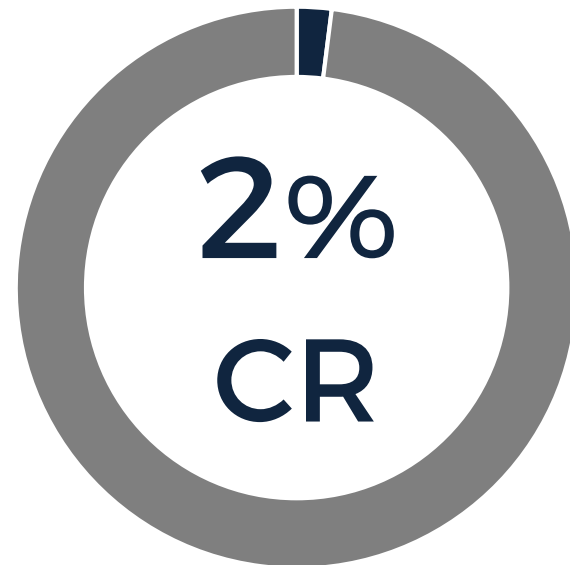
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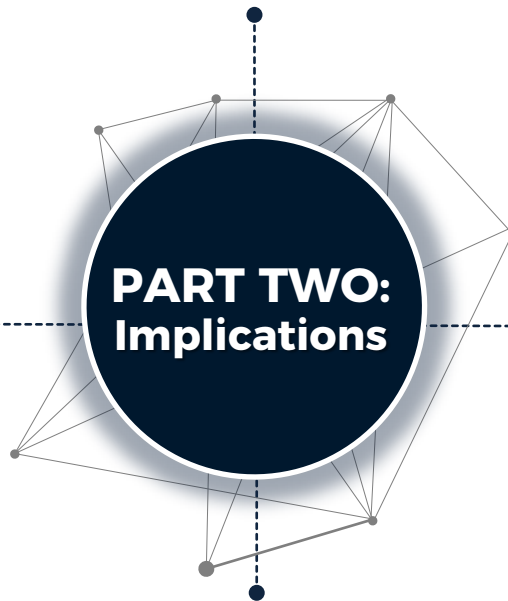
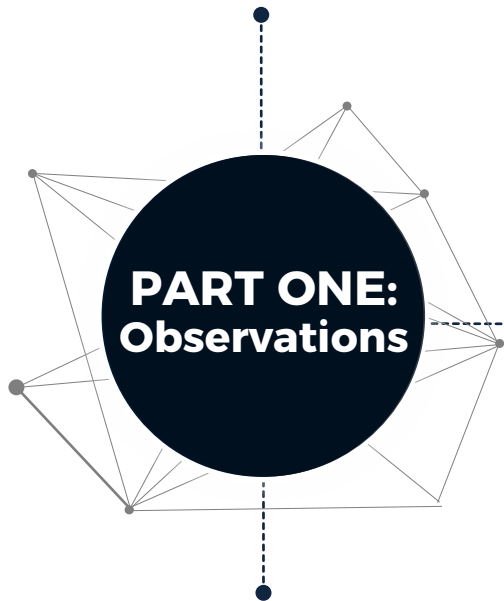


1

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3

If we just **presume value**, the prospect may undervalue our offering.



2

Value is derived from a limited view of reality, and thus it is often **appraised differently**.

4

To win a customer, we must carefully **guide** the prospect's perception process.

WRITE YOUR VALUE PROPOSITION.



Test Protocol: TP1457

Experiment ID: *Protected*

Location: MECLABS Research Library

Background: A tax preparation that also offers payroll and business consulting services

Goal: To improve landing page conversion rate

Primary research question: Which treatment will produce the highest conversion rate?

Approach: A/B single-factorial split test

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Why Customers Choose H&R Block At Home

"I loved using this site for my taxes. Everything was so self-explanatory and you can't beat the price. FREE! I saved so much money doing myself. I'd definitely recommend using this and I will use this again next year. Thanks H&R Block!" *customer*

"I highly recommend this site to anyone. It is the most convenient and user friendly system I have used. I have tried other companies and this is by far one of the most efficient. Thanks H&R Block for making this process smooth!" *customer*

System Requirements

A simple return excludes self-employment income (Schedule C), rental and royalty income (Schedule E), farm income (Schedule F) and shareholder/partnership income or loss (Schedule K-1).

*Worry-free Audit Support is available for clients who purchase and use H&R Block tax software or online tax preparation solutions to prepare and successfully file (via e-file or print and mail) their 2006 individual income tax returns (Federal or State). It does not provide for reimbursement of any taxes, penalties or interest imposed by taxing authorities. Additional terms and restrictions apply. See Worry-free Audit Support for complete details.

H&R Block At Home™ and H&R Block Best of Both™ prices are ultimately determined at the time of print or e-file. All prices are subject to change without notice.

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Test Protocol Number: TP1576

Experiment ID: *Protected*


Location: MECLABS Research Library

Background: A large energy company seeking to increase whitepaper download leads


Goal: To increase the number of leads

Primary research question: Which treatment will generate the most whitepaper downloads?

Approach: A/B multifactor split test






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Our experienced and knowledgeable field service personnel help eliminate expensive downtime and prevent dangerous, environmentally devastating accidents.

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We offer 24x7 365 customer and product support. Watch the video for a better understanding of what  can do for you.



Products

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- Black Gold® Choke & Kill Hose
- Oilfield Service Fracking Hose
- Black Gold® Hydraulic Hose for Power Units and Top Drive Power Packs
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Test Protocol: TP1594

Experiment ID: *Protected*

Location: MECLABS Research Library

Background: A B2B company offering business VoIP telephone services

Goal: To increase the amount of quote requests

Primary research question: Which quote process will generate more total leads?

Approach: A/B multifactor split test

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SAVE UP TO
60%WHEN COMPARED TO OTHER
BUSINESS PHONE PLANSOnly \$20 a month
Switch to a Phonebooth Business

Request a quote to get started

Have questions? Fill out our form or give us a call. We are here to help. No obligation.

First Name: Last Name: Email Address: Company Name: Phone Number: Number of Employees:

Get Quote

✓ Unlimited

✓ One or

✓ Voicemail

✓ Two Local

✓ U.S. Customer

✓ Voicemail

✓ Auto Attendant

✓ Call Forwarding

✓ Conference

✓ All Included

*Toll free numbers

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Why we are the best phone solution:
\$20 per month per user and no contracts. Add as few users or groups as you need to set up, easy to maintain, and did we mention no contracts? You have no local!

Features included:

One user, 5 users, 10 users, 20 or more users. Phonebooth is the solution for all. Great for Small businesses, real estate agencies, insurance companies, florists and more. Voice to text email transcription, auto-attendant, voicemail... all included!

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Give us a call today toll free for more information (877) 837 - 4835

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BUSINESS PHONE PLANS

Only \$20 a month per user

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Request a quote to get started

Have questions? Fill out our form or give us a call. We are here to help. No obligation.

First Name: Last Name: Email Address: Company Name: Phone Number: Number of Employees:

Get Quote

- ✓ Unlimited Local and Long Distance
- ✓ One or Multiple Offices
- ✓ Voicemail
- ✓ Two Local Numbers Included
- ✓ U.S. Customer Support
- ✓ Voicemail Transcription
- ✓ Auto Attendant
- ✓ Call Forwarding
- ✓ Conference Calling
- ✓ All Included in Price

*Toll free numbers are available

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Pricing starting at
\$105
Plus Free Shipping

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Pricing starting at
\$150
Plus Free Shipping

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Phonebooth

(855) 728-4004



VoIP Business Phone Systems

Up to **60% LESS** than other leading providers

With Phonebooth you get a **Cloud-based** phone system with ALL features included for one low price; **no add-ons** or activation fees. Yes, it's really that simple.

- ✓ Unlimited local and long distance calling
- ✓ No contracts, zero setup fees, and instant activation!
- ✓ Popular big-business features
- ✓ Intelligent call routing ensures you never miss a call

[GET STARTED](#)


Flat rate of
\$20
a month

tems
ng providers

Flat rate of
\$20
a month



Phones vs. Phonebooth Vo

Installation	Zero setup fees, no activation fees, and instant activation
No required repairs	Customized coverage from live agents via online portal
Reliability	99.99% uptime and 99.99% voice quality
Integration	Integrates seamlessly with mobile
Number	As many phone numbers as you want



Authorize.Net
a credit service



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60%

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business phone plans

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Last Name:

Email Address:

Company Name:

Phone Number:

Number of

Employees:

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✓ Unlimited Local and Long Distance

✓ One or Multiple Offices

✓ Voicemail

✓ Two Local Numbers Included

✓ U.S. Customer Support

✓ Voicemail Transcription

✓ Auto Attendant

✓ Call Forwarding

✓ Conference Calling

✓ All Included in Price

*Not all numbers are available

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Plus Free Shipping

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Why we are the best phone solution:

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Features included:

One user, 5 users, 10 users, 20 or more users. Phonebooth is the solution for you. Great for Small businesses, real estate agencies, insurance companies, freelancers, and more. Voice to text email transcription, auto-attendant, voicemail... all included!

As Seen On PCWorld, Mashable, Lifehacker, and more.

Give us a call today toll free for more information (877) 837 - 4835

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goreality

"With Phonebooth we are able to have an extension for each broker without having separate phones."

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VoIP Business Phone Systems

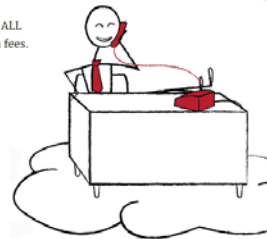
Up to **60% LESS** than other leading providers

Flat rate of
\$20
a month

With Phonebooth you get a Cloud-based phone system with ALL features included for one low price; no add-ons or activation fees. Yes, it's really that simple.

- ✓ Unlimited local and long distance calling
- ✓ No contracts, zero setup fees, and instant activation!
- ✓ Popular big-business features
- ✓ Intelligent call routing ensures you never miss a call

[GET STARTED](#)



Get My Instant Quote!

Number of Users

Phone Numbers

*The first two are FREE

Email

Your quote will be automatically emailed to you

[Show My Instant Quote](#)

Monthly Bill (No additional fees) **\$0.00**

*Total does not incl. taxes



Authorize.Net
a CyberSource solution



Traditional Phones vs. Phonebooth VoIP

Setup	Setup fees and installation required	Zero setup fees, no installation, and instant activation
Manage	Service technician required for updates and repairs	Easily self-manage from anywhere via online portal
Quality	Normal voice quality	HD voice quality
Mobile	No mobile capabilities	Integrates seamlessly with mobile
Numbers	Only one phone number	As many phone numbers as you want

[Download full comparison chart »](#)

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VoIP Business Phone Systems

Up to 60% **LESS** than other leading providers

Flat rate of
\$20
a month

With Phonebooth you get a **Cloud-based** phone system with ALL features included for one low price; **no add-ons** or activation fees. Yes, it's really that simple.

- Unlimited local and long distance calling
- No contracts, zero setup fees, and instant activation!
- Popular big-business features
- Intelligent call routing ensures you never miss a call



GET STARTED



Get My Instant Quote!

Number of Users

Phone Numbers

Email

Your quote will be automatically emailed to you

Show My Instant Quote

Monthly Bill (No additional fees) \$0.00

*Total does not incl. taxes



Authorize.Net
A CyberSource solution



Traditional Phones vs. Phonebooth VoIP

Setup	Setup fees and installation required	Zero setup fees, no installation, and instant activation
Manage	Service technician required for updates and repairs	Easily self-manage from anywhere via online portal
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Happy Customers:



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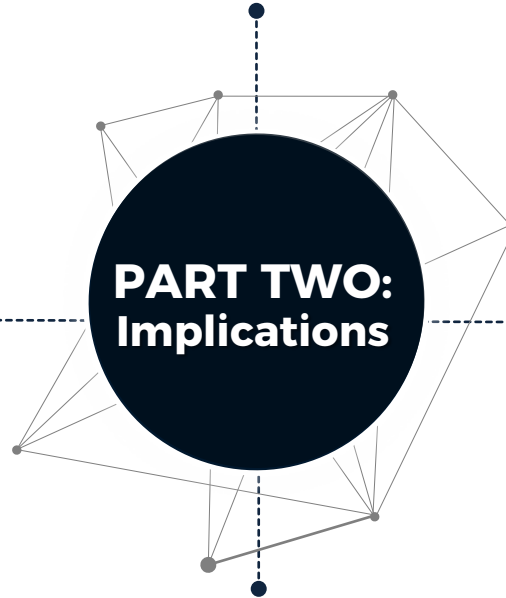
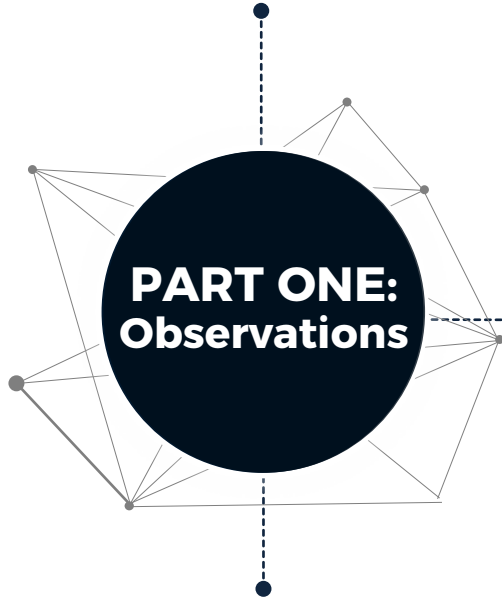


#Sherpa17

1 Reality is not directly or fully apprehended; it is **approximated** in a perception process.

3 If we just **presume value**, the prospect may undervalue our offering.

5 Stop making claims of value and start fostering **conclusions** of value.



2 Value is derived from a limited view of reality, and thus it is often **appraised differently**.

4 To win a customer, we must carefully **guide** the prospect's perception process.



Test Protocol: TP1798

Experiment ID: *Protected*

Location: MECLABS Research Library

Background: A single-product company that sells high quality, all-natural, powdered health drinks

Goal: To provide clarity of value in an effort to better match prospect motivation and increase the CR of the prospects reaching the homepage

Primary Research Question: Which of the following pages will produce the highest conversion rate?

Approach: A/B multi-factorial split test

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Get Your NUTRITIONAL INSURANCE IN 30 SECONDS OR LESS!

Logo **Logo**

GET UP TO 12 SERVINGS of fruits and vegetables **IN JUST ONE SERVING!**

- ➔ Boost Your Energy and Metabolism
- ➔ Improve Digestion and Gastrointestinal Function
- ➔ Detoxify and Alkalize Your Body at a Cellular Level
- ➔ Save Time and Money - Get It All in One Delicious Green Drink

SATISFACTION GUARANTEED

LIMITED OFFER! ACT NOW!

HURRY! Order Now While Supplies Last!

TSW TERRY D. TSW
"My favorite green supplement. This is my all-in-one green super-juice!"

ANGEL A. ANGEL
"I love the greenest, highest quality vitamins, minerals and nutrition in just 4 delicious sips!"

BRENT B. BRENT
"I would recommend this product to anyone who wants to improve their health and performance!"

TREATMENT

Maximize Nutrient Absorption with Superfood Cocktail

Get up to 12 servings of fruits and vegetables in just one serving

- ➔ Made from 75 whole food sourced ingredients in their natural form
- ➔ Contains probiotics and enzymes for optimal nutrient absorption and digestion
- ➔ Carefully formulated by doctors and nutritionists to deliver essential nutrients
- ➔ 10+ years of research to develop an easy to mix powder with naturally sweet taste



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ANTI-OXIDANT RICH
WORLD'S #1 SUPERFOOD COCKTAIL
with a great sweet taste!
Recommend Allergic Greens to others

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- Improve Digestion and Gastrointestinal Function
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- Save Time and Money - Get It All in One Delicious Green Drink

GET UP TO 12 SERVINGS of fruits and vegetables IN JUST ONE SERVING!

WHERE DO WE SEND YOUR **Logo**

First Name:
Last Name:
Address:
City:
Country:
State:
ZIP:
Phone:
Email:

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LIMITED OFFER! ACT NOW!

GET MY GREENS NOW!

HURRY! Order Now While Supplies Last!

NO Endorsement or Testimonial Has EVER Been Paid

TIM FERRISS
Author of *The 4-Hour BODY*

"My favorite greens supplement. This is my all-in-one greens insurance policy!"

ISABEL DE LOS RIOS
Author of *Beyondvegan*

"I know I'm getting the highest quality vitamins, minerals and nutrition in just 1 delicious tablespoon each day."

BRENT GLESSON
Former Navy SEAL

"I would recommend this product to anyone wanting to increase performance and overall health!"

BIANKA KRAUSCH
Model, Business Owner & Mother

"I have tried a lot of products in the past 10 years and have found this to be effective, tasty and easy to digest."

TREATMENT

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- 10+ years of research to develop an easy to mix powder with naturally sweet taste

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City:
Country:
State:
ZIP:
Phone:
Email:

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GET MY GREENS NOW!

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Author of *The 4-Hour BODY*

"My favorite greens supplement. This is my all-in-one greens insurance policy!"

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"I know I'm getting the highest quality vitamins, minerals and nutrition in just 1 delicious tablespoon each day."

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"I would recommend this product to anyone wanting to increase performance and overall health!"

BIANKA KRAUSCH
Model, Business Owner & Mother

"I have tried a lot of products in the past 10 years and have found this to be effective, tasty and easy to digest."



34% Relative Increase

The treatment generated an overall 34% increase in the conversion rate.

Treatments	Conversion Rate	Relative Difference
Control	3.3%	-
Treatment	4.4%	33.77%





Test Protocol: TP11386

Experiment ID: *Protected*

Location: MECLABS Research Library

Background: Large Canadian non-profit membership organization offering travel medical insurance to consumers in Alberta

Goal: To increase total conversions

Primary research question: Which version of the AMA Travel Insurance landing page will more effectively match visitor motivation and guide the thought process to increase total conversions?

Approach: A/B multi-factorial split test

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SEE OPTIONS

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TRAVEL MEDICAL INSURANCE

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If you are an Alberta resident and travelling out of province, AMA Travel offers a variety of travel insurance to suit your individual needs. Travel insurance packages are designed to cover you for Trip Cancellation & Trip Interruption, Flight and Travel Accident and Baggage Loss, Damage & Delay.

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Annual Travel Medical Insurance from AMA is the easiest way to get covered for a full year. Just answer a small handful of straightforward questions and you'll be covered wherever you travel, however many times you travel, for the next 12 months. So, while you can never be too careful, we've made it easy to make sure you're protected.

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PURCHASE ONCE
travel **ALL YEAR.**

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Our Travel Medical Insurance has provided peace of mind for over 35 years

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For Single Trip Travel Medical Insurance

Get a quote for Multi-Trip Travel Medical Insurance



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With AMA you get:

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- Multi-Trip plans that provide coverage for an entire year
- Worldwide access to our toll free helpline 24 hours, 7 days a week
- Coverage for pre-existing conditions, if stability eligibility criteria are met.

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For Premium Travel Insurance

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You may purchase this plan if you are:

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- The holder of a Canadian work visa or student visa; or
- An immigrant to Canada; or
- A Canadian not covered by a government health insurance plan

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For Visitors to Canada Plan

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Treatments	Conversion Rate	Relative Difference
Control	2.4%	-
Treatment	10.01%	330.1%



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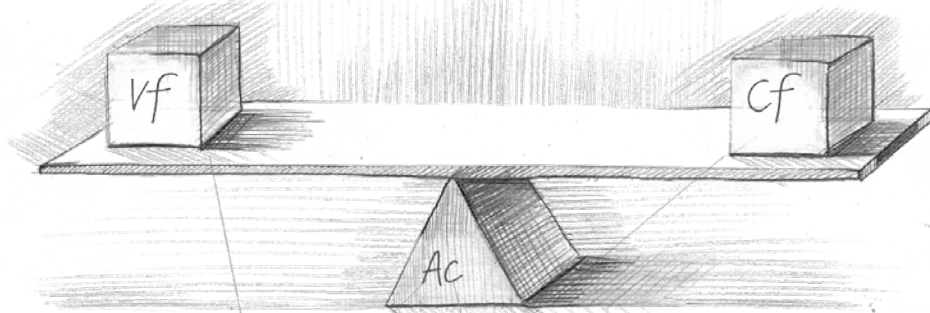
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$$Vf_{Ac} - Cf_{Ac} = Nf$$

1. $Vf = Ap$ Ex
2. $Cf = Mt$ Mn
3. $Ac = Cl$ Cr

Wherein (cognitive conclusions):

Nf = Net Force – It is (really) worth this much

Vf = Value Force – Its value is this

Cf = Cost Force – Its cost is this

Ac = Acceptance – I accept it

Ap = Appeal – I want it

Ex = Exclusivity – I can't get it anywhere else

Cr = Credibility – I believe in it/you

Cl = Clarity – I understand it/you

Mt = Material – I need to pay this much

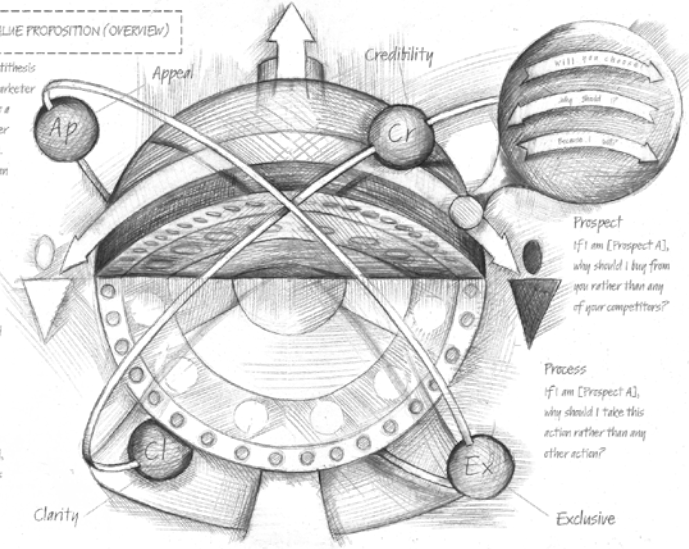
Mn = Mental – I need to do this much

PART II – THE VALUE PROPOSITION (OVERVIEW)

Marketing is the antithesis of compulsion. The marketer tenders an option to a person with the power to choose (free will). Thus, it is the solemn obligation of the marketer to answer the all-important "why should I..."

Primary
If I am your ideal prospect, why should I buy from you rather than any of your competitors?

Product
If I am [Prospect A], why should I buy this product rather than any other product?



Source: For more, see Reflection #28 in *The Marketer As Philosopher*



CLARITY



ACTION STEPS



1. SIMPLIFY
2. LAYER
3. SEQUENCE

CREDIBILITY



ACTION STEPS



1. SPECIFY
2. QUANTIFY
3. VERIFY

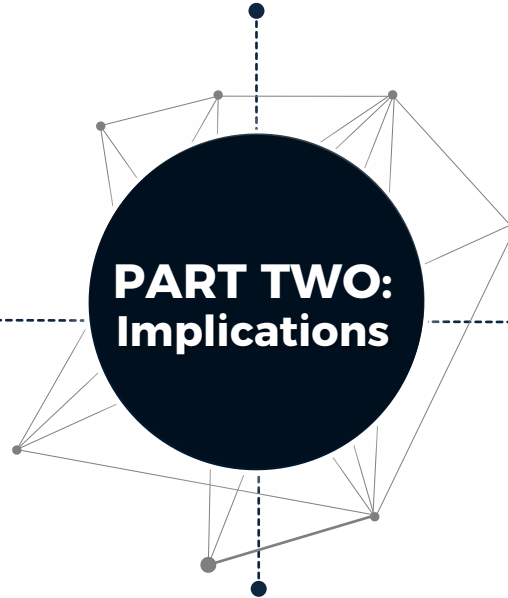
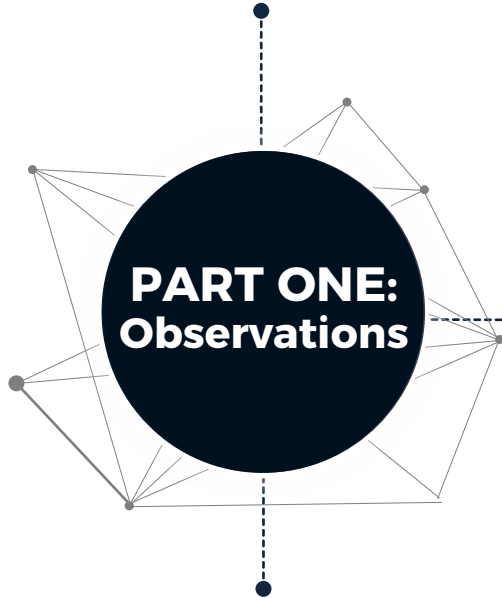
Source: For more, see Reflection #17
in *The Marketer As Philosopher*



1 Reality is not directly or fully apprehended; it is **approximated** in a perception process.

3 If we just **presume value**, the prospect may undervalue our offering.

5 Stop making claims of value and start fostering **conclusions** of value.



2 Value is derived from a limited view of reality, and thus it is often **appraised differently**.

4 To win a customer, we must carefully **guide** the prospect's perception process.

6 Stop relying on a brand promise and start creating a brand **expectation**.

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40% Relative Increase

The optimized version increased clickthrough rate by 40.33%.

Treatments	Conversion Rate	Relative Difference
Control	1.32%	-
Treatment	1.86%	40.33%





If I am the ideal customer, why should I buy from your organization rather than your competitors?

1. Is your answer an ultimate reason?

2. Does your answer pass the 4-conclusion test?

1. Will the IC conclude, "I want it"?
2. Will the IC conclude, "I can't get it (exactly like this) anywhere else"?
3. Will the IC conclude, "I (instantly) understand it"?
4. Will the IC conclude, "I (naturally) believe it"?

3. Does your answer connect to the "experience" of your brand?



RESEARCH STUDY



#Sherpa17

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As with the other results, it is possible that this

finding may suffer from noise in our estimates of subjects' preferences. However, the correlation of BOLD responses in the VMPFC with preference was replicated across the subjects from group 2 whose preference measures were based on 15-round taste tests (Figures 2C and 2D). MNI coordinates [x , 60, 0]; peak z score 3.83; $p < 0.001$ (uncorrected). The same region of the VMPFC is also significantly correlated with behavioral preference when data from group 1 and group 2 are combined ($p < 0.001$ uncorrected for multiple comparisons; data not shown).

Individual subjects generally had a strong stated preference for either Coke or Pepsi, and, at any particular time, a guess of which soda they were receiving may have influenced evoked neural responses. The results presented here are not likely to be due exclusively to such top-down influences of brand preference, since stated preference did not correlate with the behavioral preference (taste test results) ($r^2 = 0.14$). However, to explicitly test for effects of brand knowledge, this influence was directly modulated in the following two tasks:

We developed the working hypothesis that the label of either or both drinks would influence the expressed behavioral preference of the subjects. In particular, we tested whether knowledge of which cola was being consumed influenced subjects' responses.

However, three pairs of cups were labeled "Coke" and the other unlabeled cups, the subjects could contain either Coke or U test showed that the effect was significant when compared with test, with subjects showing a labeled cup (Figure 3C, $p < 0.05$) be a result of spurious subjects the subjects were later asked anonymous taste test, their results went from the group 1 (anonymous $p = 0.84$). Furthermore, these results correlate with subjects' state

Group 3: Scanning, Semiland
Figure 4A shows the stimulus label task. In this condition, a Coke can followed 6 s later other stimulus was a light to The number of cue-drink pair trials per cue, and the pseud pairings were exactly the same drink delivery task described ning; see Experimental Procedure brain response to surprising was known to be Coke with

vMPFC identified in the anonymous task were unaffected by brand knowledge (two-tailed paired Student's *t* test, $p = 0.96$).

Group 4: Semianonymous Taste Test, Pepsi
The taste test for this group was conducted exactly as for group 3 (semianonymous Coke), except both cups in each pair contained Pepsi, and one was labeled as Pepsi. Again, subjects were told that the unlabeled cup could contain either Coke or Pepsi. Unlike the Coke label, the existence of the Pepsi label did not change the distribution of choices significantly relative to the anonymous taste test (Figure 3B, Mann-Whitney U test, $p = 0.82$). Furthermore, selections were biased in favor of the Coke label (in the semianonymous task, above) to a significantly greater degree than they were in favor of the Pepsi label (Figure 3D, $p < 0.005$).

Group 4: Scanning, Semianonymous Pepsil
Figure 4C shows the stimulus paradigm for the Pepsil label task. As with group 3, we contrasted the brain response elicited by the unexpected delivery of labeled versus unlabeled Pepsil. At a threshold of $p < 0.001$ (uncorrected), no brain areas showed a significant main

neural responses, and the modulation of both by non-odor or nonflavor stimuli—that is, the sensory problem. Ultimately, such sensory discriminations and the variables that influence them serve to influence expressed behavioral preferences. Hence, there is another large piece of the problem to understand. For modern humans, behavioral preferences for food and beverages are potentially modulated by an enormous number of sensory variables, hedonic states, expectations, semantic priming, and social context. This assertion can be

particular, the *p* value with respect to the semantic network was 0.43, while in the DLPFC it was 0.01, masking the results in the task revealed no common response. It seems that brand knowledge truly different responses between behavioral preference and responses.

In these experiments, we used two separate systems to find correlates of people's preferences for sugared drinks: Coke and Pepsi. In the first system, two separate systems were used to find correlates of people's preferences. When judgments about sensory information, relative to people's preferences. However, in the second system, sensory information was used to predict people's behavior, independent of their preferences. In the case of Coke or Pepsi, sensory information was used to recruit the midbrain. Our results suggest that the midbrain/pocampus/DLPFC/midbrain system may be involved in biasing preferences based on sensory information, respectively.

Figure 4. Effect of Brand Knowledge on Brain Responses in Semianonymous Task

(A) An image of a Coke can was used to cue the occurrence of Coke. A red or yellow circle (randomized across subjects) predicted the other. Both images delivered were Coke.

(B) Coke delivered following an image of a Coke can evoked significantly greater activity in several regions when contrasted against Coke delivered following a neutral flash of light. Significant activations ($p < 0.001$, uncorrected) were found bilaterally in the hippocampus (MNI coordinates: 24, -24, -20) and (20, -20, -16), in the left parahippocampal cortex (MNI coordinates: 20, -32, 8), midbrain (MNI coordinates: 12, -20, -16), and dorsolateral prefrontal cortex (MNI coordinates: 20, 30, 8); see Table 1 for details. In the yellow circle, an image of a Pepsi can was used to cue the occurrence of Pepsi. A red or yellow circle predicted the other soda, and both sodas delivered were Pepsi.

(C) No voxels survive $p < 0.001$ (thresholded) for the equivalent contrast in the semantically novel Pepsi experiment.

Coke and Pepsi are special in that, while they have very similar chemical composition, people maintain strong behavioral preferences for one over the other. We initially measured these behavioral preferences objectively, by administering double-blind taste tests. We found that subjects split equally in their preference for Coke and Pepsi in the absence of brand information

(Figure 3A). The functional brain imaging results corroborate the behavioral taste test results. The BOLD signal in the VMPFC correlated strongly with the behavior results of the double-blind taste tests. This area of the brain is strongly implicated in signaling basic appetitive aspects of reward. Imaging data in healthy subjects indicated with BOLD signal changes scale in the VMPFC

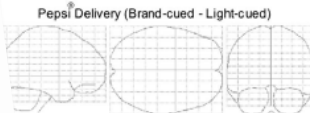


Table 1. Location of Brain Areas that Respond Preferentially to Brand-Cued versus Light-Cued Coke Delivery

Brain Region	Peak MNI Coordinates	Peak t Statistic	z Score	Number of Voxels
R hippocampus (BA35)	-20, -20, -16	5.37	3.95	7 (20)
L hippocampus (BA35)	-24, -24, -20	5.30	3.91	14
L parahippocampus	-20, -32, -8	4.35	3.61	6 (72)
Midbrain	-12, -20, -16	6.81	4.53	12
R DLPFC	20, 28, 48	4.79	3.67	3 (8)
R thalamus	12, -8, -4	4.94	3.75	6 (7)
L visual cortex (BA17)	-40, -62, 4	4.38	3.46	4 (19)

Activations are for the semianonymous (Coke) experiment ($p < 0.001$ and $p > 0.005$ in parentheses). L, left hemisphere; R, right hemisphere.



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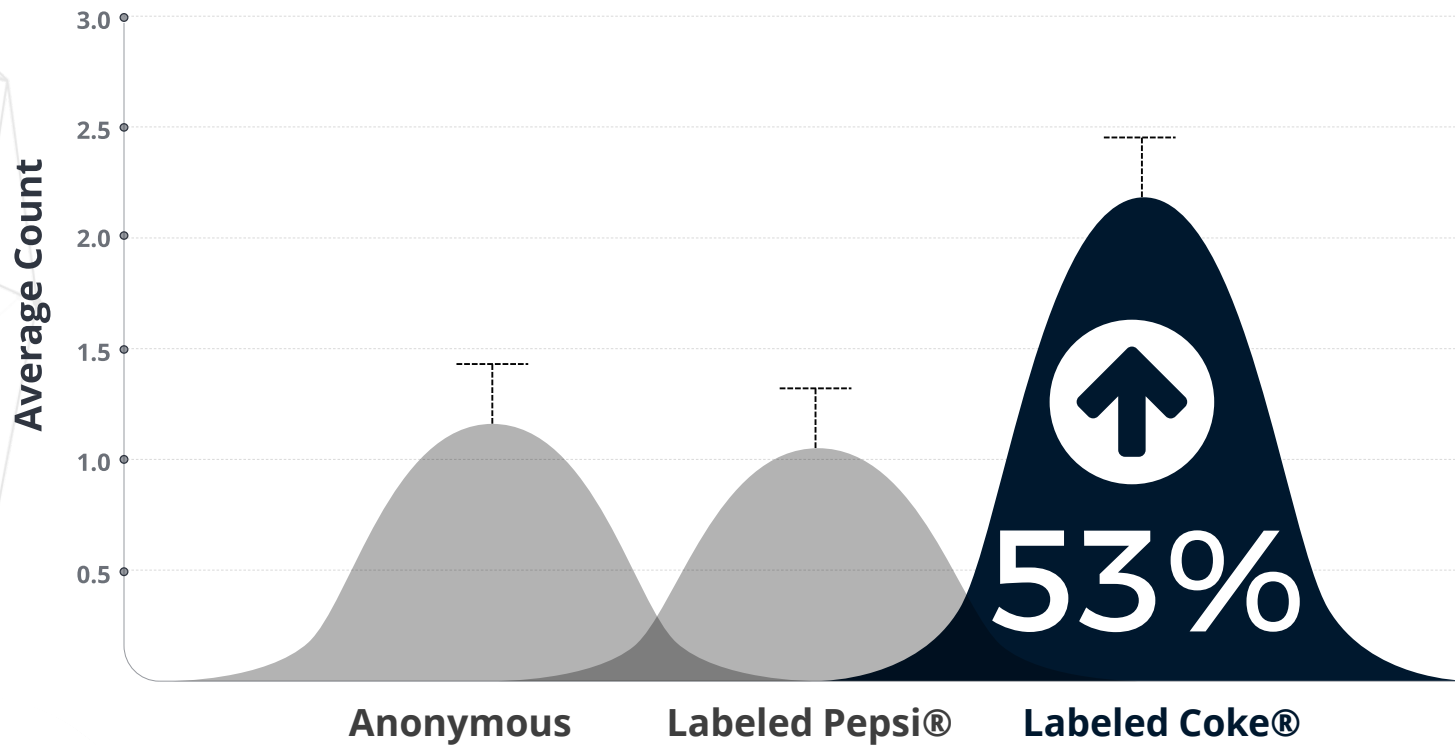
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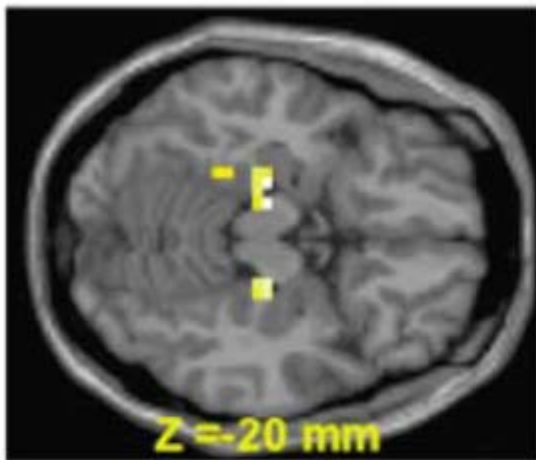
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Average Scores of Subjects' Preference in the Three Behavioral Tasks

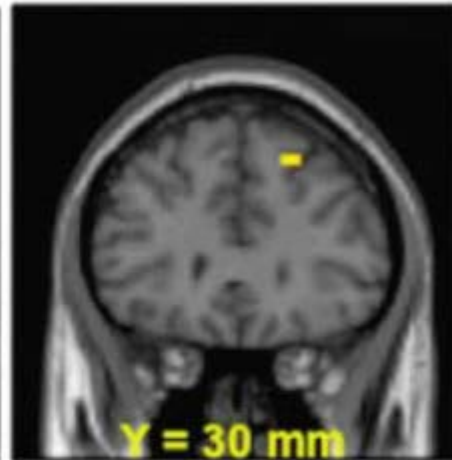
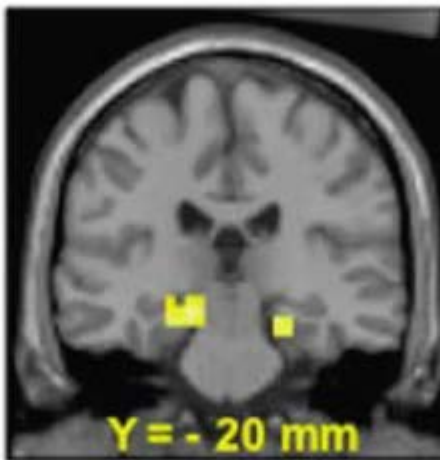


(Neural Correlates of Behavioral Preference for Culturally Familiar Drinks)

Coke[®] Delivery (Brand-cued - Light-cued)



Bilateral Hippocampus



DLPFC



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