

Mind genomics

“From tomato pieces to world peace”

Author: Damjan Komlenac

Mentor: Veljko Milutinovic

School of Electrical Engineering, Belgrade, Serbia

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Dr. Howard Moskowitz



- Graduated from Harvard University
- How it started?
 - Campbell Soup Company - Prego Chunky spaghetti sauce
- Awards:
 - 2012 Edison Award for Innovation.
 - 2010 Sigma Xi's Walston Chubb Award for Innovation.
 - 2005 Charles Coolidge Parlin Marketing Research Award
- ...
- Clients:
 - Pepsi, Coca cola, Microsoft, HP, McDonald's, Ford, Heineken, Master Card, L'Oreal...
- Founded Moskowitz Jacobs, Inc.

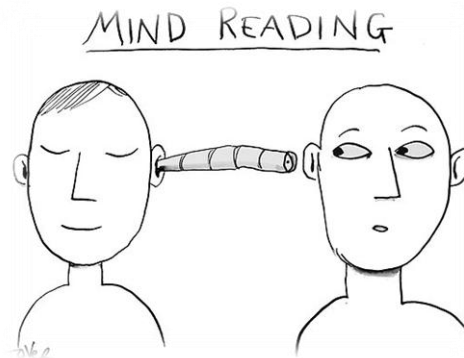
What mind genomics is?

- *“Mind Genomics, the science of everyday experience, is the research discipline guiding our work”.*
- *“People don’t know their true preferences or their real feelings. If they don’t know them, they can’t articulate them”.*
- Horizontal segmentation
 - Diet Pepsi
 - *“De gustibus non disputandum est”.*
 - *There is no better, there is only different, which suits to different kinds of people. – Democracy.*



How it works?

- Works by presenting people with a group of ideas and getting their reactions.
- Reveals segments and what to tell them.



- Does all of this quickly, in a few days, and at very affordable costs.
- Has an excellent track record across disciplines.

Example: How to advertise seafood that comes from the Gulf of Mexico since massive oil spill in 2010?



Sample test concept and rating scale

3/67

In spite of oil spill... nothing compares with Gulf shrimp... it's *tastier* than imported shrimp

Safety ensured... oil-contaminated shrimp would smell like oil... danger would be obvious

Oxygen levels are not so low as to be fatal to sea life

Louisiana's food industry will make sure the seafood you eat is not contaminated

Based on what you see and read here, how comfortable are you about buying/eating seafood from the Gulf area (e.g. Louisiana coast)?

1 2 3 4 5 6 7 8 9

1 = Very uncomfortable

9 = About as comfortable as a year ago

Done

Internet

150%

Sample test concept and 'primary emotion'

3/67

In spite of oil spill... nothing compares with Gulf shrimp... it's *tastier* than imported shrimp

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How do you feel when you read this?

1 2 3 4 5

1 = Informed, 2 = Concerned,
3 = Relieved, 4 = Anxious.

Done Internet 150%

Results

- The most positive message:
“Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish”.
- Mind-Sets:
 - Strong positive actions
 - Right social structures



Summa summarum and more

- Food industry
- Marketing for all kinds of products
- More competitive careers for students
 - Queens College, Niger
- KnowMeNome
 - Making mind typing procedure popular
 - Find out more about yourself
 - Weight lose, Home business, ...
 - Targeted advertisements
- World peace
 - Columbia university, Peter Coleman
 - Three mindsets of Palestinians and Israelis



Thank you for your attention

- www.mji-designlab.com
- www.knowmenome.com

- Questions?
- damjankomlenac@yahoo.com