

## Background

A growing body of scientific literature shows that recently developed neuroimaging techniques increasingly provide powerful insights into immediate neural responses to different types of media stimuli. It also demonstrates that measures of neural activity capture processes that guide consumer behaviour. Neuroimaging techniques allow direct measurement of processes which play key roles in value perception and behavioural changes that are not obtainable through conventional methods such as surveys or interviews.

At Alpha.One we are all driven by a desire to understand why we behave the way we do. In most personal choices the subconscious plays a dominant role. Science shows people are not able to articulate what motivates them. So we need new ways to gather those insights and filter out the real drivers. Neuroscience reveals the workings of these processes. It helps us understand, analyse and predict behaviour. It is our mission to help our customers make better decisions. We bridge the gap between the forefront of neuroscience and the practice of marketing.

We believe that our clients can make better decisions if they understand how the brain works. We do this by adopting insights and techniques from neuroscience in order to advance (marketing) strategy. In close collaboration with leading neuroscientists at Erasmus University Rotterdam, we publish regularly in top ranked science journals. Jointly we perform research at the forefront of our industry, and provide actionable deliverables that increase the understanding of how consumers process media. Based on this data driven understanding we can improve decision-making and help companies to optimize the effectiveness and efficiency of media.

## The project

We gather a lot of Eyetracking, EEG and (f)MRI data with our studies for several global market leaders. Although we already get a lot of information from this data, we believe that there is much more to find. Consumer Neuroscience is a relatively new field, with a lot of unexplored territory. This project is about looking into all our data to find patterns that we haven't noticed before, which we can use in our day to day analysis for clients.

## The profile

For this project, we are looking for a second year master student in Artificial Intelligence or Bioinformatics with experience or affinity with brain data.

## What we are offering

We are a fast growing company based in Rotterdam and Amsterdam with a diverse team consisting of neuroscientists, marketers and digital strategists. During your internship, you will work closely with our researchers and scientific director. Although needless to say, we are a fun team that work closely together, offer you free lunch and off course regular drinks.

## Application and Information

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