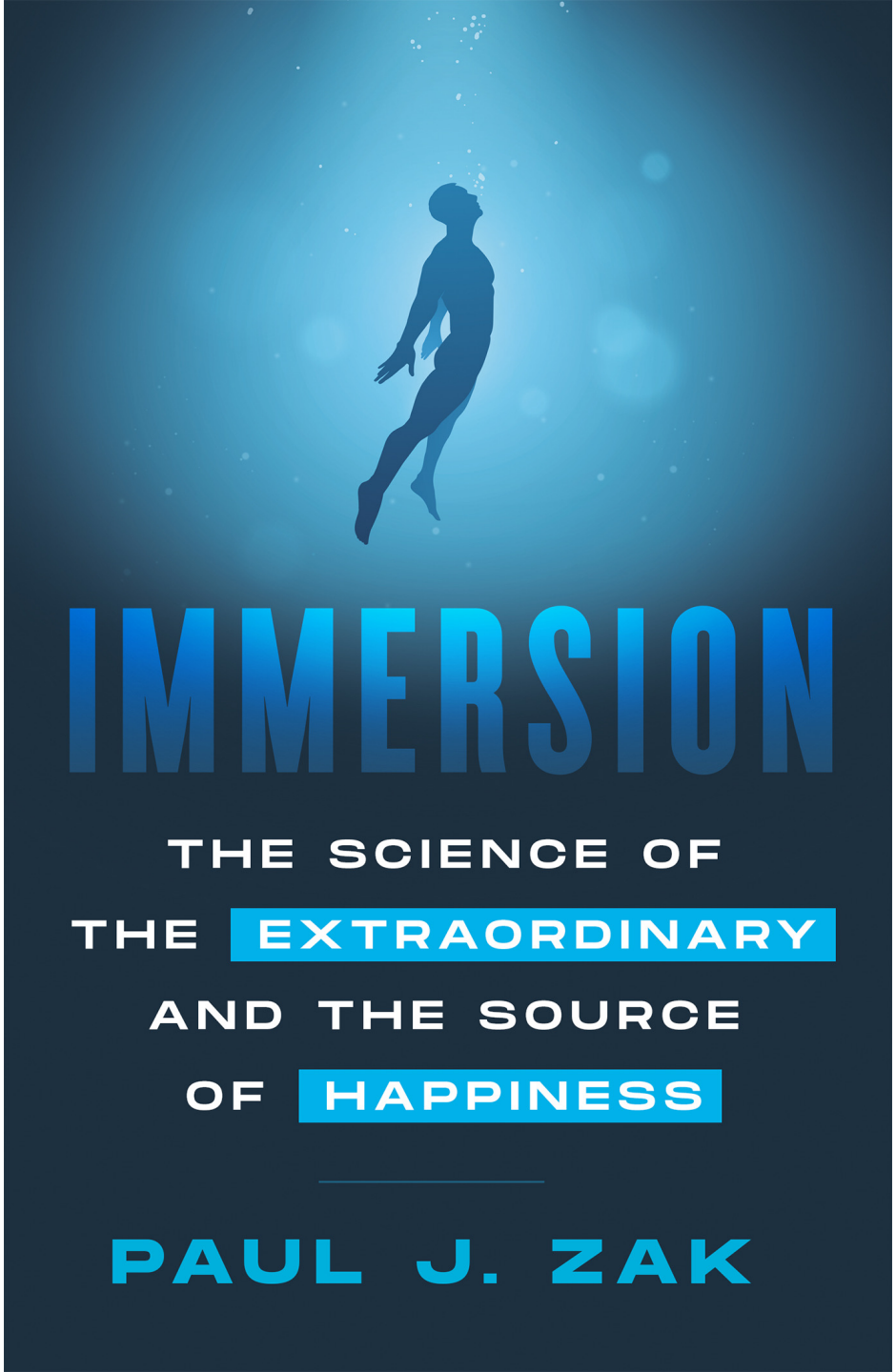


**Getimmersion.com**

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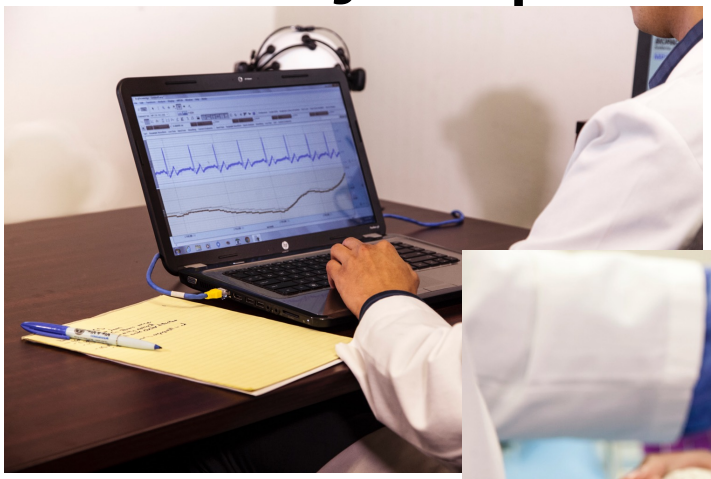
# The Science to Extraordinary Experiences

- For 15 years I measured brain activity many ways while people had various experiences
- This research discovered neural signals showing that an experience is extraordinary
- I call this unusual neural state “Immersion”
- Immersion has 2 key components: **attention** + **emotional resonance**



# Immersion

- Measurement is necessary because 99% of brain processes are unconscious
- In 2017 I launched a software platform that empowers anyone to measure Immersion in real-time any place people are doing interesting things
- Immersion data from 50,000 brains has allowed me to reverse engineer the process of creating the extraordinary

# "Liking" vs. Immersion

| Ad | Immersion | Rank | USA Today Rank |
|---|---|---|---|
| Diet Coke Groove | 4.57 | 1 | 65 |
| M&M's Human | 4.26 | 2 | 5 |
| E*Trade This is getting old | 4.1 | 3 | 9 |
| Doritos Blaze vs MTN Dew Ice | 4.05 | 4 | 3 |
| Toyota's One Team | 4.04 | 5 | 11 |
| Rocket Mortgage Keenan-Michael Key | 3.99 | 6 | 10 |
| Pepsi This is the Pepsi | 3.96 | 7 | 13 |
| NBC Olympics Winter Olympics | 3.94 | 8 | 7 |
| Amazon's Alexa Loses Her Voice | 3.93 | 9 | 1 |

# "Liking" vs. Neuroscience

| Prediction | Immersion | Self-Report "Liking" |
|---|---|---|
| YouTube views | correlation +0.27 | correlation -0.33 |
| YouTube comments | correlation +0.25 | correlation -0.38 |

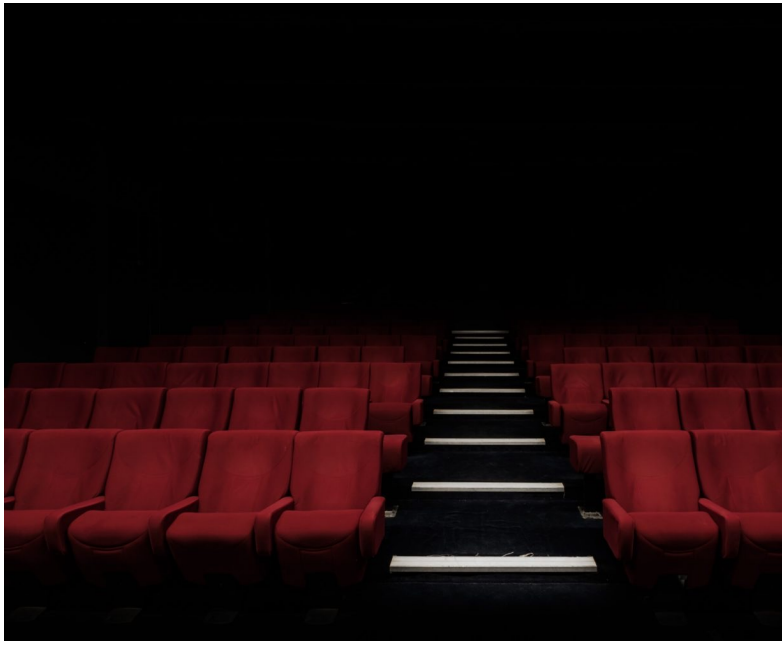
# SIRTAin to be Extraordinary

Extraordinary experiences require that 5 components that have the acronym SIRTA (“be certain”)

- Staging
- Immersion
- Relevance
- Target
- Action

# Staging

- Staging assesses if a person is comfortable in a social milieu
- Comfort = neural bandwidth
- This is called psychological safety
- People who are anxious, stressed, harried, distracted or angry have less available metabolic energy
- Create emotional and physical space so that the brain can devote enough metabolic resources to process the experience



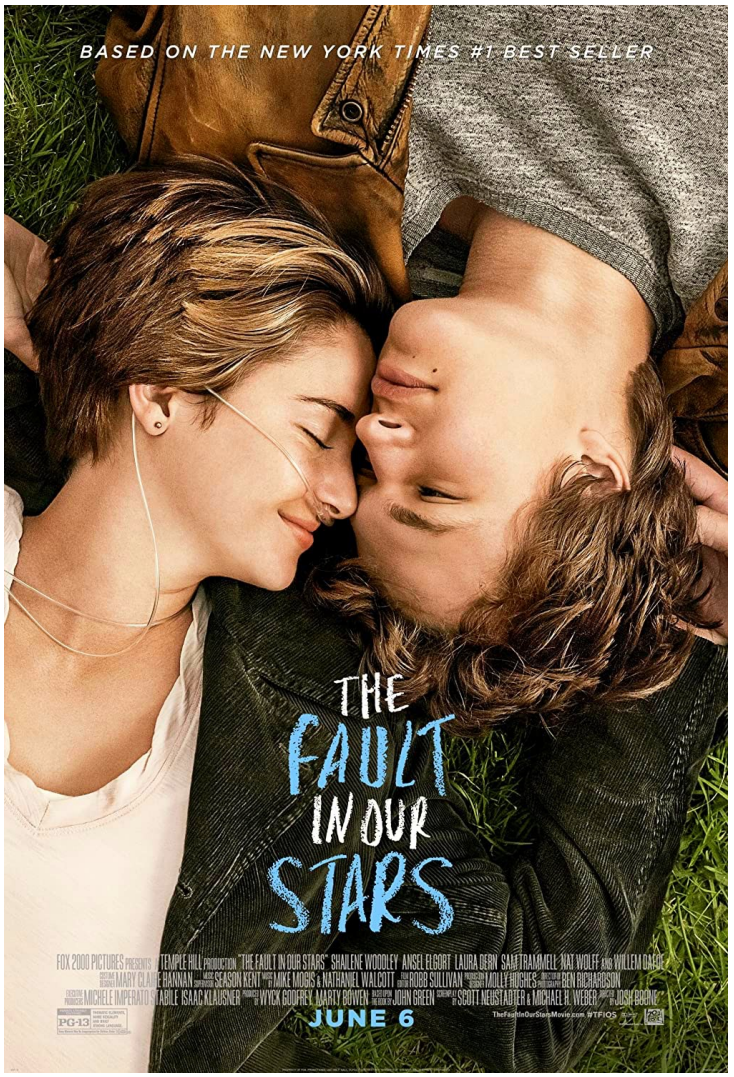
# Immersion

- The experience must capture attention within 15 seconds
- It must then emotionally resonate with the audience
- A narrative is the most effective way to sustain immersion
- The narrative must be congruent with the product or experience on offer
- Immersion is like tension, the audience relieves tension by doing something so have a call to action

# Relevance

- Relevance determines the amount of neural processing devoted to information
- Example: diapers & top-down control
- If you have Staging and Immersion but no relevance, it is less valuable neurologically
- Customize experiences for the audience using iconography, music, location, etc. that draws on memories of similar experiences
- Extraordinary experiences are saved in memory so they are immediately accessible and can be re-experienced when seeing a logo or font, hearing music, etc.

- Measure the demographic, psychographic and neurographic profiles of superfans
- Even if Immersion is average, superfans can make an experience successful through repeat visits
- Superfans will spread the word about the experience—just ask them
- Superfans will respond to very small incentives to be part of "their" favorite experience

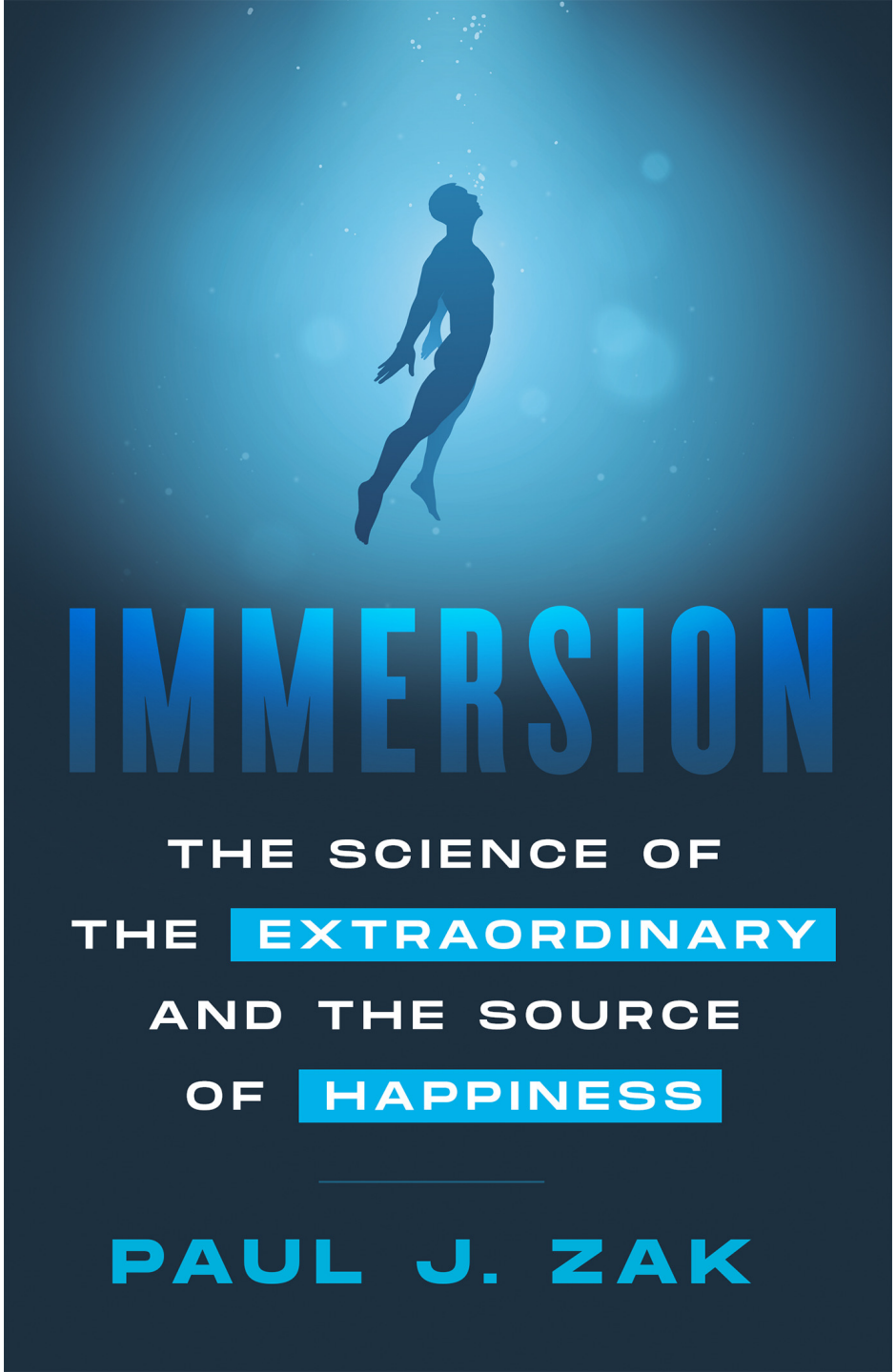


# Action

- Emotion is the driver of action
- Maximize impact by putting the call to action at an Immersion peak
- Traditionally, calls to action are done at the end of an experience when immersion is low
- Do not waste peak Immersion moments, participants want to ride the Immersion wave as long as possible

# The Formula

Staging + Immersion + Relevance + Target + Action
= Extraordinary

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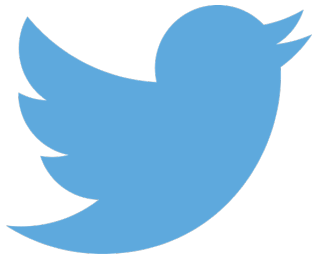

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