

The types of images to use in advertising and communication for more emotional activation. A study using neuromarketing

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ABSTRACT

This article evaluates, using neuromarketing, the arousal of various types of images that could be used in static marketing communication. An experiment was conducted in which 20 images were shown. The galvanic response of the skin, heart rate, and temperature were recorded. The study measured the activations generated by each type of image using the psychophysiological variable that best correlated with arousal, namely temperature. Images of type 1, such as smiling children, butterflies, flowers, and landscapes, were the most relaxing, while images of type 2, such as erotic images and parachuting, generated the highest level of arousal. The second level of arousal is generated by type 3, which are those depicting bodies that have been attacked, buried, disfigured, or shot. The third level of arousal generated is type 4, which are images of an individual who are imprisoned, drunk, beggars, or in a pool in very bad condition.

JEL Codes: M31, D91, C93

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