

# The 95/90 Rule. Neuroscience.

**Buying cheap to save a financial resource is like removing the arms of a clock to save time.**

Two of the most insightful findings in the neuroscience are quite startling. In fact, these findings directly conflict with our reality as we've known it.

1. Neuroscience has conclusively revealed that 95% of the time, we make purchasing decisions in the subconscious first. <sup>[1]</sup>
2. Secondly, 90% of the time our decisions are made emotionally. <sup>[2]</sup>

THE PROFILE AGENCY

**3** *The price point is the second most important factor in buying habits.*



The House of 8grape  
8grape.com

If you've contacted us already and haven't received a response back, do call or email again. Your call may have fallen through the cracks. Please forgive us. We are only human.



These two premises reset my firm, 15 years ago, to rethink and redesign a completely new creative approach. Ideally, it was to assist patrons to obtain more influence and set improvements to their social clout.

All too often patrons have had a hard time understanding or believing in *The 95/90 Rule*. Understandably, the mental conflict is overwhelming when we only care about getting great results when launching a campaign. Following this *95/90 Rule* allows us to get closer to a 200+% increase, YOY (*year over year*), even when a patron doesn't believe it's possible. A Patron's motivation for doing so varies. Most often it is for *prestige* and *influence* over their peers.

— Breuk Iversen



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[1] <https://hbswk.hbs.edu/item/the-subconscious-mind-of-the-consumer-and-how-to-reach-it>

[2] <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/whats-next-emotions-give-a-lift-to-advertising-jan-2016-1.pdf>





Creativity



Media Skill



Agency

# Psychology.

No one goes to the doctor when an elbow is perfectly fine. It is when the pain is unbearable that we call.

## NEW CASE STUDY for Executive Chef Mike

This rich little campaign blends principles taken from both neuroscience and psychology.



Actual Size.

This is the type of media campaign we are running for Executive Chef Mike DiLeo in Staten Island. These are tiny flyers that are to be placed on parked cars.



Executive Chef Mike DiLeo  
Staten Island, NY 10306  
917-662-0989

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**R E C E I P T**

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Server: CHEF MIKE  
Check: yes, or CASH      Table: to 250 peeps  
Guest Count: Up 2 You  
Ordering: All of it.      Until: You Call Me


COCKTAIL PAIRING      \$ TBD  
BOOZY BRUNCH      \$ YES  
BIRTHDAY PARTIES      \$ YES  
COMMUNIONS      \$ YES  
BACKYARD BBQs      \$♥♥♥  
CORPORATE EVENTS      \$ YES

*Continues on other side*

Executive Chef Mike DiLeo  
e: Mike@ExecutiveChefMike.com  
w: ExecutiveChefMike.com

MARRIED:      Yes, last I checked  
CHILDREN:      Three is plenty  
EAT:      ♥ Absolutely ♥  
HIGH SCHOOL:      VIR FIDELIS  
EDUCATION:      Culinary Institute of America  
INTERNSHIP:      MIRAGE HOTEL  
TRAINED UNDER:      \* Chef Alessandro Stratta  
   \* Chef Edward Brown

MICHELIN TRAINED:      YES  
THE MORGAN LIBRARY:      Check  
THE BROOKLYN MUSEUM:      Check  
LIBERTY SCIENCE CENTER:      Check  
CHEF MIKE'S RODIZIO GRILL      Yes, it's me  
CHEF of PGA GOLF TOUR (2022):      Check  
AVAILABILITY:      ALL YEAR ROUND



EXECUTIVE CHEF MIKE

Will this upset some drivers? Yes, we expect this to happen.

Front

Back

THE PROFILE AGENCY

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Talk about pain first and lead them to the pleasures after.



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8grape .co

— Breuk Iversen



"We would rather master our disappointments than to seek fulfillment." [3]

[3] <https://www.health.harvard.edu/author/srini-pillay-md>

