



Cognitive Expertise / Brand & advertising
impactmemoire.com

Code of Ethics

1. Impact Memoire intervenes to define, boost or harmonize the strength of the memory trace of a logo, a Packaging, a advertising message or media.
2. The collaboration in between academic and research fields on one end and advertising and industrial world on the other, enables to increase the quality of advertising messages and better understand the cognitive mechanisms favoring memorization and effects on behaviors.
3. The nature and operations of Impact Memoire are congruent with the founders' business ethics.
4. Impact Memoire is in accordance with the guidelines established by the *Bureau de Verification de la Publicité* on the use of children and of their image in advertising.
5. Impact Memoire refuses to work with advertisings targeting children directly, as they could have difficulty distinguishing what falls within the scope of an advertising message and what doesn't.
6. The research Impact Memoire conducts enables to better define the memorization potential of advertising messages and campaigns, but on no account does it enable to manipulate consumers' decision making mechanisms.
7. Impact Memoire does not take position on the intrinsic quality of Products or analyzed campaigns. However, Impact Memoire reserves the right to not apply its methods to Products and sectors in disagreement with the founders' code of ethics. In addition, Impact Memoire is in accordance with the guidelines set by the *Bureau des Verifications de la Publicité* on misleading advertising.
8. Impact Memoire's studies fall within the process of valorizing research in Cognitive Science, prone to generate beneficial impact in fields such as training, employment, and research.



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