Abstract
This article presents a brief guide to the use of the visual branch of Neuromarketing, a new marketing research directive, seeking to re-design preexistent knowledge at some point in terms of the form and methodology for applying advertising strategies directed toward creating exterior graphic advertising. It explains the contributions of this neuroscience through the works of authors such as Malfitano (2005), Renvoisé and Morin (2006) and Braidot (2005), among others, as a novel discipline framed in 21st century marketing, in order to draft future guidelines regarding the development of exterior graphic advertising that captures the consumer’s mind more accurately and efficiently in the long term, by studying its principles of light, color, image and emotion. A documentary study was conducted to explore the neurological bases of the human being and how these can be used to favor the market through accurate and specialized reading in neuroimaging techniques. Thus, Neuromarketing considers the true essence of human thought, discovering more information about the consumer, information that is qualitatively richer and more truthful, which can be used when it becomes profitable physiology.

Keywords
Neuromarketing, neuroscience, outdoor publicity.