



Are all marketing touches just as effective? Not according to neuroscience.

A 2015 study by Temple University Fox Center for Neural Decision Making employed neuroscience to gauge how people respond to physical and digital ads. Neuroscience research uses eye tracking, sensors, and MRI techniques to assess the visual attention, engagement, and brain activity of test subjects.

During the first phase, they exposed respondents to print and digital ads, and administered a survey to gauge preferences and recall of the ads. For the second phase, the respondents were exposed to new and previously seen ads, and asked whether they had seen the ads and if so, what format.

The neuromarketing tools used revealed:

- 1 Respondents spent more time reviewing the print ads
- 2 Print ads yielded higher levels of recall
- 3 Print ads caused more activity in brain areas associated with value and desire, key markers of purchase interest.

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The Power of Print



People use different parts of the brain to encode information.

The deeper ways that the brain engages with print, which uses sight and touch, is why paper-based reading is associated with stronger transfer to long-term memory, recall and overall comprehension. This added depth of engagement is underscored by the findings of the Temple University Neural Decision-Making study, and 2015 research conducted by MillwardBrown Digital, which found that print achieved the highest levels of brand favorability and purchase intent of any measured media.

How readers engage with on-screen or digital content differs from print. In a study assessing, "Changes in Reading Behavior Over the Past Ten Years," the author, Dr. Ziming Liu, observed a pattern of online reading characterized as, "skimming and scanning." So, adding print to the media mix would complement a digital effort by helping to increase engagement and purchase interest.

Leverage the strengths of a varied media mix to move prospects down the purchase pipeline.

It takes seven to thirteen touches to deliver a qualified sales lead*.

Talk to your Sales Representative today to develop a more fully integrated advertising initiative with print, digital, and data resources.

Our Brands

CCJ *Overdrive*

EQUIPMENT WORLD AGGREGATES MANAGER

TOTAL landscape CARE HARD WORKING TRUCKS

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successful Dealer EQUIPMENT WORLD'S BIG IRON DEALER

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