



Physical media leave deeper brain footprint...

Print on Paper Wins the Emotional-Response War

In this article, Roger Dooley explains how the brain reacts positively to print.

Roger Dooley is a marketing speaker and author of the blog *Neuromarketing* as well as the upcoming book *Brainfluence* (Wiley, November 2011). He is the founder of Dooley Direct, a neuromarketing and digital marketing consultancy, and co-founded College Confidential, the leading college-bound website. He spent years in direct marketing as the cofounder of a successful catalog firm. He can be contacted at www.neurosciencemarketing.com/blog.

Editor's Note: To avoid confusion with Copresco's digital printing services, we have substituted the word "electronic" for Roger's use of the term "digital."

Don't Shutter the Mills Yet

Direct mail is so last millennium, right? Ultra-efficient electronic marketing seems all but certain to supplant actual paper marketing delivered by humans.

It might be a little too soon to shut down the paper mills, though, according to a study by branding agency Millward Brown.

Emotional Trigger

The research project used fMRI brain scans to show that our brains process paper-based and electronic marketing in different ways, and in particular that paper ads caused more emotional processing.

According to the study, physical media left a "deeper footprint" in the brain. Material shown on cards generated more activity within the area of the brain associated with the integration of visual and spatial information (the left and right parietal).

Better Memory Connection

This suggests that physical material is more "real" to the brain and has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks. [From

Millward Brown Case Study – Using Neuroscience to Understand the Role of Direct Mail.]

Some Limitations Noted

Before we get carried away and crank up the printing presses, a few limitations of the findings should be noted. The biggest is that a head-to-head comparison of similar electronic and print ads may not represent most real-world marketing situations. Electronic ads can do things that print ads can't match.

Electronic ads can build in video, audio, and interactivity. Furthermore, electronic ads can be targeted far more effectively, based on user interests (search and content), past behavior, and other characteristics that print can't match.

Paper-Based Marketing

As a long-time direct marketing guy, I'm happy to see that high-tech brain scans show that paper still has some advantages that bits can't match. The Millward Brown study didn't get into how to optimize a print piece, but here are a few quick ideas.

Consider Your Stock Options

Think about the tactile nature of the piece. Heavier stock and a textured finish could emphasize the "tangibility" of the mailed item.

Take advantage of the brain's emotional engagement with tangible media and craft a message that has an emotional impact.

Build in your brand imagery, since brand recall may be enhanced by the paper medium.

Carolyn Plette, Dwight Polglaze and Kevin Cullen responded to Roger's article with these comments.

Carolyn's Response

This weekend I sorted through my books and gave some to the library. As

I was leaving the library, I realized I have been trained that books are precious and that is why I went all the way across town to donate them.

I would never throw a book out unless it just contained really ugly material that I wouldn't want to "pass on..."

Dwight's Reactions

I embrace technology—almost completely—but I'm the type who loves the feel and smell of books—especially old ones. I actually read cover to cover, looking for the publisher, copyright and printing dates and what type face it was set in if I don't recognize it.

Kevin's Thoughts

I own a MacBook Pro, an iPad and iPhone and spend a large percentage of my life in cyberspace (business, personal, etc.). I use Outlook to book meetings and communicate even with my family. I read books electronically now.

I am a fan of paperless and "saving trees" but don't see the use of elimination of the PRINTED word anytime in the near future.

Value Added

I see great value in print on paper and I think I always will. I use a Moleskine to record my thoughts and actions every day and then move the ideas into an actionable structure. I still love to receive cards and letters.

For my money—I react better to what's on paper—it seems more credible and legitimate to me.

What's Next?

Consider all the benefits of the printed word. Then, call the recognized leader in digital on-demand printing.

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Address Correction Requested

A minister hosting a garden party was horrified to realize he had forgotten to invite one of the regularly attending church ladies. He immediately phoned her and begged her to attend. "It's too late," she said. "I already prayed for rain."



A certain preacher was a golf fanatic and played every spare moment he had. One Sunday morning was so bright and beautiful that he grew obsessed with the idea of playing a few rounds. He called in sick to the church, then drove three hours to a course where nobody would know him. As he teed up at the first hole, an angel looked down at him and frowned, "God, look who's skipping church. You're going to have to punish

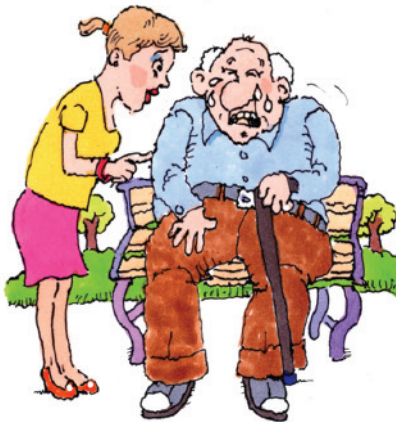


him." "Indeed," replied God. As the preacher swung his club, the ball lifted perfectly into the air, sailing four hundred effortless yards, dropping straight into the hole. "What kind of punishment was that?" the angel huffed. "You gave him a hole-in-one!" "Think about it," replied God. "Who can he tell?"



My chemistry professor always said if you're not part of the solution then you're part of the precipitate.

A woman walking in the park stopped when she came upon an old man crying on a park bench. "What's the matter?"



Can I help?" "I celebrated my 85th birthday yesterday," the man explained between sobs, "and on the same day, I won six million dollars in the lottery. I paid off my house and all my debts and put a down payment on a fantastic new home. A beautiful woman begged me to marry her and promised to make me the happiest man alive, so I said 'okay.' 'Incredible,' exclaimed the woman. 'So what's the problem?' He burst into tears again. 'I can't remember where I live!'"



When I was young and smart, I couldn't understand him. Now that I'm older and dumber, he makes sense to me.
—Sandy Koufax on Casey Stengel



Q: What do you get if you cross an elephant with a kangaroo?

A: Holes all over Australia.



Seen on the tombstone of a lawyer:
"Motion denied."

Q: What do you get when you cross a Godfather with a lawyer?

A: An offer you can't understand.



I have a very rare photo. It's a picture of Houdini locking his keys in his car.



I'm beginning to think that my whole purpose in life is simply to serve as a warning to others.



When asked whether he had graduated in the upper half of his class, the job applicant eagerly responded, "Sir, I graduated in that section of the class that makes the upper half possible."



Use what talents you possess. The woods would be very silent if no birds sang there except those that sang best.
—Henry Van Dyke



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ISSN 1930-2274

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