

**See me, feel me, touch me...**

## Why People Need Print Now More Than Ever

*In a world of endless screens, best-selling branding author and expert Martin Lindstrom explains why we're all craving a more tactile experience.*

### The power of print at a glance

Society is craving tactile interactions. Print media and advertising has a lasting influence, with up to 70% better recall than any other channel.

When Martin Lindstrom established Lindstrom Company almost 20 years ago, he already knew it was vital for brands to get under the skin of the consumer experience, creating interactions with all five senses.

He has authored seven books and also presided over the world's most comprehensive neuromarketing study, which culminated in the release of his New York Times best-seller *Buyology*, an exploration of the factors that truly determine how we buy.

### Why Touch Matters

Today, Lindstrom believes that too many businesses have disregarded the effectiveness of sensory encounters. We spoke to Martin about why touch matters so much.

**Q.** Consumer irritation levels around digital advertising and the use of ad-blockers are rising at alarming rates, can print cut through?

**A.** In the past, print used to be a communication medium, now it's becoming a communication and sensory stimuli medium.

### Paper Stands Out

A study shows that we recall things on paper up to 70% more than other channels. The reason is very simple. For example, take an airport departure screen which is flicking from page to page.

As you look at it your eye has to flick over all these different things before you get to the information you need. It is inherently built into our

brains that you have to read things in a superficial way when it's on a screen,

### Print Has a Lasting Impact

Studies are showing now that when you read things on paper, you actually recall the information and you are more emotionally engaged.

It's more like I'm in control of the media rather than it is controlling me.

### Three Strengths

Paper has three strengths: one is the stimulation of the sensory channels; two, the data is not going to disappear; and three, because everyone is going digital now, you can actually see the brands that are going the opposite way. The message stands out by being in print.

**Q.** What aspects of today's consumer landscape are setting the scene for the resurgence of print media?

**A.** Print definitely has an advantage compared to other channels, but you have to put it in a bigger perspective. Let's take a look.

### Psychology of Print

Two sets of rats were tested for the impact that the tactile sensation has. The first pair of rats were touched every hour by the scientific team; the second pair of rats were not touched at all during the entire two month period.

### Touch is Essential

The rats who were never touched, died, whereas the pair that were touched every hour lived on, happily. In many ways, this indicates what's going on in our society today. Because it's so digitally obsessed, we have reduced the amount of tactile interactions we have with humans in a way which is starting to be pretty dangerous.

The only thing that people touch is a screen. Having the rat experiment in mind, it's very clear that society is craving tactile interactions.

**Q.** Do you think marketers and media planners are open to increasing engagement by triggering multiple senses?

**A.** Agencies are incredibly focused on rational numbers in terms of reach and demographics, but very few sit down and ask themselves: What is the true impact of a channel? And how does it resonate with us in our brains?

### Irrational Behavior

It's almost like they are assuming that we are completely rational individuals. All our studies using neuroscience today clearly prove that around 85% of everything we do is subconscious and is irrational, yet the media buying industry is mainly focused on the 15%, not the 85%.

*Our thanks to Print Power for their kind permission to reprint this interview. Read more like this at [www.printpower.eu](http://www.printpower.eu).*

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### Easy Ways to Stimulate Touch

As the interview above shows, one of the strategic reasons for using print is the stimulation of the tactile sense: the sense of touch.

We've discussed some methods in previous issues, such as the use of die-cut index tab dividers or cover film laminates, to name two examples.

### Need Not Be Expensive

Taking advantage of the tactile sense need not be elaborate or expensive. Simply choosing a grade of paper that is out of the ordinary can have striking effect.

Copresco's award-winning digital printing process allows you to employ a wide variety of substrates, including textured papers.

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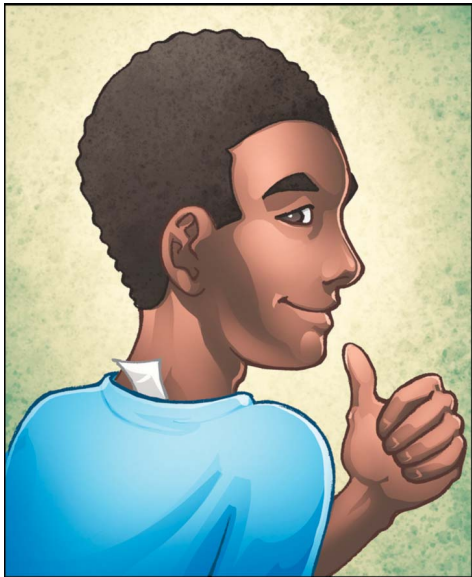


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A teenager was headed to school one morning, when his mom told him that his shirt's neck tag was hanging out. "I know," he replied. "It's a fad some of us guys started." Weeks later, as the style persisted, his mother commented, "I



can't stand it! Every time I see that, I want to fix it for you," as she gently tucked the tag in place and ruffled his hair. "Yeah," he said smiling slyly. "All the girls do, too."



What a bad day. I took an illegal turn in front of a donut shop, and fourteen cops gave me a ticket.



My brother-in-law decided that instead of trying to do something and failing, he'd try to do nothing and succeed.



Tax Time: that time of the year when they tell you what to do with the money you already did something with.

When the Jones family moved into their new house, a visiting relative asked five-year-old Sammy how he liked the new place. "It's terrific!" he said. "I have my own room, Mike has his own room, and Jamie has her own room. But poor mom is still in with dad."



The deli owner down the street was audited this year—it turns out not all his deductions were kosher.



"It took me 17 years to get 3,000 hits



in baseball. I did it in one afternoon on the golf course."—Babe Ruth



I think I'm having a midlife crisis. I got a reality check, and it bounced.



Bachelor: someone who thinks he already has the world on a string, so why tie the knot?

I voted for change, and guess what? After taxes, it's all I have left.



Here's a driving tip for those of you who drive on the freeways: if you ever rear-end the car in front of you, your first move should be to turn off your cell phone.



Show me a good loser, and I'll show you someone playing golf with his boss.




"Golf is like chasing a quinine pill around a cow pasture."—Winston Churchill



"The secret of managing is to keep the guys who hate you away from the guys who are undecided."—Casey Stengel





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