

THE EFFECT OF DIGITAL AND PHYSICAL COMMUNICATION
CASE: POSTNORD NEUROMARKETING STUDY



"USING THE MOST ADVANCED TECHNOLOGY, WE CAN DELVE EVEN DEEPER. THE COMBINATION OF EYE TRACKING AND NEUROSCIENCE ENABLES A GREATER UNDERSTANDING OF HOW THE CONSUMER REACTS TO ADVERTISING MESSAGES IN VARIOUS CHANNELS."

Karin Nilsson, Nordic Insight Manager, Communication Services, PostNord.

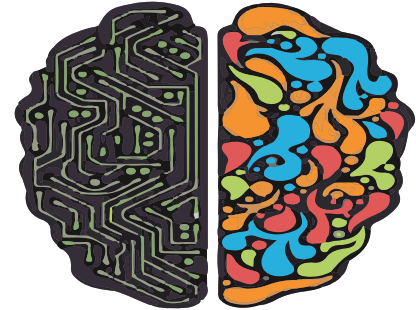
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CASE: POSTNORD

NEUROMARKETING STUDY



How does the brain react to physical and digital advertising? PostNord wanted a deeper understanding of how consumers regard various communication channels, and wanted to know to which channels the consumers reacted most positively. Ipsos has helped PostNord in this quest through the use of our advanced analytical technology, Neuroscience. This method measures brain impulses and eye movements to map the consumer's emotional and unconscious reactions to advertising messages in physical and digital media. The results have given PostNord further insight into the effectiveness of physical and digital advertising in a variety of contexts, and into how physical and digital advertising act in synergy with each other.



The challenge

PostNord wanted to know how consumers react to, and act, when they are exposed to advertising messages in physical and digital media:

- Which channel triggers the best motivation, emotional engagement and attention?
- What are the various media's strengths, particularly in regard to synergies, when physical and digital are combined?

The results

"The results identify the advertising channel that engages the consumers the most, and the one where they experience the greatest cognitive stress. This affects how the recipients react to, and act on, the advertising message in various channels."

- Karin Nilsson, Nordic Insight Manager
Communication Services, PostNord

A few insights:

- The impact is greater for physical and digital advertising in combination than separately.
- The consumers find it easier to focus on physical advertisements. This makes it easier to communicate longer and more detailed messages. It also triggers more positive emotions.
- Digital advertising causes more cognitive stress.
- Digital advertisements presented after physical advertisements reinforce the impact of brand communication.

The analysis

- 200 representative, selected consumers (in Sweden and Denmark) 18–65 years old. Each person was fitted with electrodes that measure brain activity and eye tracking equipment that registers what the person focuses their gaze on.
- The interview is supplemented with questions before and after the neurotest.
- The consumers are exposed to messages in physical channels (physical leaflets, flyers, unaddressed and addressed), and digital channels (banners, emails and digital leaflets) via computers and smart phones.
- The Neuroscience equipment measures attention, emotional engagement and cognitive stress.

PostNord's reputation

"Neuroscience has helped us to get a better understanding of how the brain reacts and acts when it receives physical and digital advertising messages."

"To be the best advisor for our customers, PostNord must continually acquire new insights that can help our customers to achieve effective communication. This study demonstrates that PostNord is a leader in acquiring new insights, and that we can generate actual added value for our customers."

- Karin Nilsson, Nordic Insight Manager Communication Services, PostNord

The study results have been presented in the report *Behind the Mind - Så reagerar hjärnan på fysisk och digital kommunikation* [Behind the Mind - how the brain reacts to physical and digital communication]
Contact PostNord for more information.
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The future

Ipsos Neuroscience is an advanced technique that measures eye movements, brain activity, pulse, etc. It is an invaluable tool for studying and understanding the consumers' unconscious reactions and preferences.

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