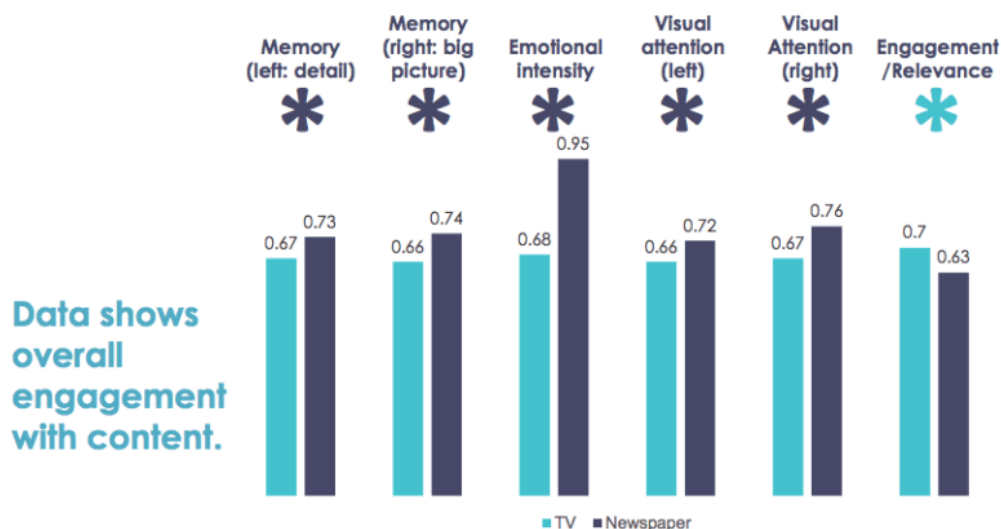


Neuro study: Newspapers highly engaging and driving awareness

News Works New Zealand is using neuroscience to explore how the brain responds when we read a newspaper and watch television.

The highly complimentary nature of the two media also captured a strong priming effect. This means that advertising is much more likely to be filed into consumer's long-term memory. In the future, consumers are more likely to remember, and act on advertising, when deciding to buy a product or use a service.

People read Newspapers and watch TV in different ways



Data shows overall engagement with content.

Asterisk highlights significant difference between TV and Newspapers (significant at the 95% confidence interval)



In combination



When we combine
Newspapers and TV
in any order...

10% ↑

We see a 10% increase in detailed memory encoding – repeated exposure across these two channels increases the effectiveness of your ads.

And when the creative
is matched on TV and
Newspapers...

37% ↑

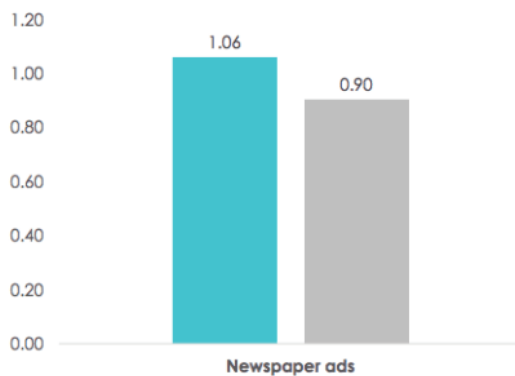
We see a 37% increase in detailed memory encoding. The creative plays a huge role in driving effectiveness.

When TV leads before
Newspapers...



↑ 26%

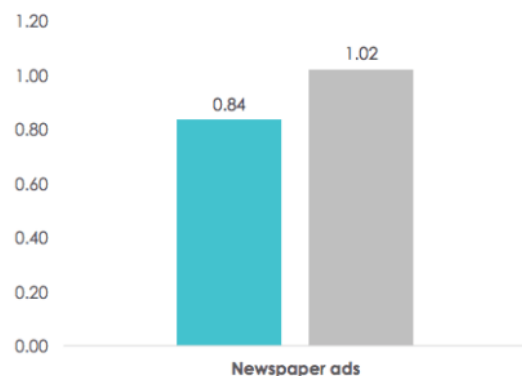
All Newspaper ads increased their level of **left** memory receptivity when primed by TV



■ Memory - Left (Detail) ■ Memory - Right (Big Picture)

When Newspapers lead
before TV...

Newspapers can also provide the big picture information, with more **right** brain memory encoding



■ Memory - Left (Detail) ■ Memory - Right (Big Picture)

Why that matters

**Combining Newspapers and TV
is the best way to hardwire
detailed message into memory,
boosting the effectiveness and
stickability of your message by
up to**

4x 

[Read the full research report here.](#)