



Using Neuroscience to Understand the Role of Direct Mail

Business Challenge Virtual media has experienced explosive growth in recent years, while physical media, such as print and direct mail, has declined. The UK's Royal Mail wanted to understand whether there are any differences in the communications effectiveness of physical and virtual media.

Our Response

We decided to investigate how the brain processes physical marketing materials, such as direct mail, compared to virtual (or digital) materials presented on a screen. Given the learning from other forms of advertising research about the importance of emotion in driving marketing success, there was particular interest in understanding the emotional processing evoked by the different forms of media.

Working in collaboration with the Centre for Experimental Consumer Psychology at Bangor University, we used functional Magnetic Resonance Imagery (fMRI) scanning to understand how the brain reacts to physical and virtual stimuli. fMRI allows us to look directly at brain activity and so see the brain regions most involved in processing advertising. These include quite subtle

processes that respondents can find hard to articulate verbally or which may be unavailable to introspection and so could be missed by conventional research.

This research strongly suggests that greater emotional processing is facilitated by the physical material than the virtual.

During the research, 20 participants were shown both ads that were already in the market, and an equal quantity of "scrambled" images (which were used as control to allow for the fact that the the physical material stimulates more than one sense).

The same material was shown on-screen (to produce the online, virtual experience) and printed on cards (to produce the physical experience). While participants interacted with the material, brain scans were used to assess how the processing of marketing messages was affected by the medium of presentation.



An example of a "scrambled" ad



Research taking place using the fMRI scanner

Millward Brown Case Study

Adriane Hartmann



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Case-Study-Guide Amir A. Hashmi, 2012-03-15 Dieses Werk befasst sich mit der Bearbeitung von Case Studies wie sie für die betriebswirtschaftliche Aus- und Weiterbildung an internationalen Business Schools beispielsweise der weithin bekannten Harvard Business School typisch sind. An klassischen deutschen Universitäten und Fachhochschulen finden solche Case Studies vom Harvard Typ nur zu geringem Einsatz. Insbesondere fehlt es im deutschsprachigen Raum an einschlägigen Fach- und Lehrbüchern, die sich mit der Bearbeitung solcher Case Studies in wirtschaftswissenschaftlichen Lehrveranstaltungen intensiv befassen. Das hier vorgelegte Werk zielt darauf ab, diese Lücke zu schließen. In erster Linie wendet sich dieses Werk an die Zielgruppe von Studierenden der Betriebswirtschaftslehre und benachbarter wirtschaftswissenschaftlicher Studiengänge wie etwa Wirtschaftsinformatik, Volkswirtschaftslehre, Medizinmanagement und Lehramt mit wirtschaftswissenschaftlicher Ausrichtung. Als zweite Zielgruppe sollen sich auch Hochschulabsolventen angesprochen fühlen, die sich am Abschluss ihres Studiums in das Berufsleben auf Assessment Center vorbereiten müssen, in denen heutzutage immer häufiger die Bearbeitung und Präsentation kleiner Case Studies verlangt wird. Eine dritte Zielgruppe bilden Profis aus der betrieblichen Praxis, die sich beispielsweise in Unternehmensberatungen auch in ihrer täglichen Arbeit mit komplexen Case Studies auseinandersetzen.

Kaufentscheidungsprognose auf Basis von Befragungen Adriane Hartmann, 2013-03-08 Adriane Hartmann erarbeitet auf der Basis nichtkompensatorischer und zweistufiger Modelle neue Verfahren zur Kaufentscheidungsprognose und nimmt einen empirischen Vergleich mit existierenden Ansätzen vor. Ihre Neuentwicklung des dekompositionellen konjunktiv kompensatorischen Verfahrens DCC ist besonders hervorzuheben.

Brainfluence Roger Dooley, 2011-10-21 Practical techniques for applying neuroscience and behavior research to attract new customers. Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application called neuromarketing studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers. Includes ideas for small businesses and non-profits. Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales. Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

Getting Attention Susan Y. Kohl, 2012-05-23 Getting Attention: Leading Edge Lessons for Publicity and Marketing is a savvy and innovative guide to getting your message heard in today's dynamic and noisy markets. It's an insider

s look at what works and what doesn't in the fast-paced high-tech world of communications. You'll learn to leverage a spectrum of new and often free technologies not only the Internet to distinguish your product or service and reach customers and influencers. Getting Attention reveals how to tailor a message for a specific or multiple media so that it has the best chance of reaching and informing your target market. And most importantly, the book features countless guerrilla tactics for achieving the publicity and marketing results you need without spending a lot of money. You'll learn how to blend innovative and traditional promotional techniques and create programs that build customer relationships and bolster your bottom line. Gain the real-world success secrets from leading marketing visionaries from the non-profit, entertainment, government, and corporate high-tech fields. Whether you're a PTA volunteer, a manager at a start-up company, or the head of a Fortune 1,000 corporate communications department, Getting Attention can help you successfully position your product or service for success.

Qualitology Pepe Martínez, 2008 *Influence Marketing* Danny Brown, Sam Fiorella, 2013-04-29

Identify and Manage the Influence Paths That Convert Brand Awareness to Customer Acquisition. Today you face a brutally tough, maddeningly elusive new competitor: the wisdom of crowds. Social media gives consumers 24x7 access to the attitudes and recommendations of their most engaged peers. These are the views that shape buying decisions. These are the views you must shape and use. Influence Marketing won't just help you identify and enlist key influencers; it will help you manage the influence paths that lead consumers to buy. By sharing empirical evidence of hard-won lessons from pioneering influence marketers, Danny Brown and Sam Fiorella provide a blueprint that moves influence marketing beyond simple brand awareness and into sales acquisition and customer life-time value measurement. They integrate new tools and techniques into a complete methodology for generating more and better leads and converting them faster at higher margins. Put the customer, not the influencer, at the center and plan influence marketing accordingly. Recognize where each prospect stands in the purchase life cycle right now. Clarify how your consumers move from brand preference to purchase. Identify key micro-influencers who impact decisions at every stage. Gain indispensable insights into the context of online relationships. Recognize situational factors that derail social media brand recommendations. Understand social influence scoring models and overcome their limitations. Re-engineer and predict influence paths to generate measurable action. Master the 4 Ms of influence marketing: make, manage, monitor, measure. Transform influence marketing from a nice-to-have exercise into a powerful strategy. Additional online resources can be found at www.influencemarketingbook.com.

Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape Miguélez-Juan, Blanca, Bonales-Daimiel, Gema, 2023-01-09. In a globalized world full of noise, brands are constantly launching messages through different channels. For the last two decades, brands, marketers, and creatives have faced the difficult task of reaching those individuals who do not want to watch or listen to what they are trying to tell them. By producing fewer ads or making them louder or more striking, more brands and communications professionals are not going to get those people to pay more.

attention to their messages they will only want to avoid advertising in all media The Handbook of Research on the Future of Advertising and Brands in the New Entertainment Landscape provides a theoretical reflective and empirical perspective on branded content and branded entertainment in relation to audience engagement It reviews different cases about branded content to address the dramatic change that brands and conventional advertising are facing short term Covering topics such as branded content measurement tools digital entertainment culture and government storytelling this major reference work is an excellent resource for marketers advertising agencies brand managers business leaders and managers communications professionals government officials non profit organizations students and educators of higher education academic libraries researchers and academicians

The Making Sense of Politics, Media, and Law Gary Watt,2023-04-13 From Trump s make America great again to Johnson s build back better performative politicians use The Making Sense to persuade their public audiences Law makers do it too A courtroom trial is a truth factory in which facts are not found but forged The court of popular opinion is another such factory though its processes are often flawed and its products faulty Where courts of law aim to make civil peace trial by Twitter makes civil strife Even in mainstream media journalists make news for public consumption so that all news is to an extent fake news In a world of making how can we separate craft from craftiness With insights from disciplines including law politics rhetoric media studies psychology sociology marketing and performance studies The Making Sense of Politics Media and Law offers a constructive way to approach controversies from transgender identity to cancel culture This title is also available as open access on Cambridge Core

EBOOK: MARKETING RESEARCH CHISNALL,2004-11-16 EBOOK MARKETING RESEARCH [Paid Attention](#) Faris Yakob,2015-04-03 As ever the onus is on brands to find compelling ways to earn the attention of the consumer Yet content scarcity has given way to overload fixed channels have dissolved into fluid networks and audiences have become participants in consumer driven conversations This shift requires a new course of action for brands it demands new marketing imperatives Paid Attention is a guide to modern advertising ideas what they are why they are evolving and how to have them Spanning communication theory neuroscience creativity and innovation media history branding and emerging technologies it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry Packed with real world examples of advertising campaigns for companies including Sony Red Bull HP and many more Paid Attention provides a robust model for influencing human behaviour Referencing a wide body of theory and praxis from behavioural economics and sociology to technology and even science fiction Faris Yakob maps advertising onto a wider analysis of culture Containing practical advertising and branding templates including a new advertising planning toolkit it is ideal for students and practitioners looking to get noticed in today s cluttered marketplace Online resources include additional toolkits with advice techniques and best practice on brand behaviour new ideas and effective communication

Advanced Brand Management Paul Temporal,2011-09-15 Advanced Brand Management Managing Brands in a Changing World Second

Edition is a complete guide to managing the most valuable assets in the business world brands In this exciting second edition Paul Temporal a world renowned brand expert explains how to develop and manage sophisticated strategies that will ensure sustainable brand value Dr Temporal addresses issues such as How to gain and use valuable consumer insights How to use emotion to secure brand success How to create a brand vision How to create a power brand strategy How to develop positioning strategies that bring outstanding results How to respond to brand architecture challenges What to consider in extending revitalizing repositioning and deleting brands How to build a brand culture engage employees and carry out internal branding How to create a total communications strategy How to address critical issues in brand management and the role of speed agility and innovation How to structure brand guardianship and management How to track brand success More than 40 case studies including both successful and unsuccessful international brand management initiatives illustrate practical applications of the topics covered New cases include Google Twitter MySpace Facebook Zara Opus Chivas Regal MTV P Coca Cola Absolut Nike LG Apple The Obama presidential campaign Plus more This stimulating book also features a brand management toolkit an invaluable collection of questions exercises and notes culled from Dr Temporal s wealth of experience The toolkit will provide you with your own personal consultancy checklists and support helping to improve and secure your brand equity Whether you are in control of an established company starting up a new one or have responsibility for a brand in a particular industry or sector Advanced Brand Management is an indispensable resource

Financial Information Analysis Philip O'Regan, 2015-10-16 The accounting landscape shifted following the era of global financial crisis and accounting information continues to play a vital role Philip O'Regan s authoritative textbook provides readers with the tools and techniques to fruitfully analyse accounting and financial data Updated to reflect changes in corporate governance regulatory frameworks and new forms of IFRS the text continues to shed light on the growing emphasis placed on the role of accounting information in formulating financial strategy Features which add value to this third edition of Financial Information Analysis include case studies in every chapter with numerous supporting articles from the major financial presses questions for review and a comprehensive companion website This essential textbook is core reading for advanced undergraduate and postgraduate students of finance and accounting

Longitudinal Models in Marketing Vasudevan Sundararajan, 2023-07-13 Longitudinal models play a very important role in marketing model building and there are some occasions when market research is conducted every day of the year These longitudinal models can be useful to marketing managers to make many informed and important decisions for optimal allocation of resources to marketing mix variables In particular we cover three major applications of these principles adhering to Advertising tracking monitors Brand Equity monitors and sales promotion monitors We introduce the reader to the basic principles and theory of econometrics in model building for analyzing sales and market share variables about marketing spending Different functional forms are discussed in the book And the readers are encouraged to use these functional forms to model the three monitors mentioned

above This book is targeted towards second year MBA students and marketing brand managers in companies to derive insights about the markets and competitors This is followed up with different tools for forecasting companies sales and market share This book is useful for managers in durables and fast moving consumer goods industries This book addresses the need for when and where to make insights about marketing mix variables through econometric models The author has 32 years of industry experience and is an expert in marketing models The author has a Ph D in marketing from Purdue University The book elucidates these theories without using complicated mathematical equations in simple to understand verbal models of complicated equations *Marketing Communications* Chris Fill, Sarah Turnbull, 2019 The new edition of Marketing Communications delivers a rich blend of theory with examples of contemporary marketing practice Providing a critical insight into how brands engage audiences Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields The eighth edition which contains two new chapters reflects the changing and disruptive world of marketing communications Throughout the text the impact of digital media and its ability to influence audience client and agency experiences is considered Each chapter has been extensively revised with new examples the latest theoretical insights and suggested reading materials Each of the 22 chapters also has a new case study drawn from brands and agencies from around the world Marketing Communications is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising **Advertising and Promotion** Chris Hackley, 2010-02-15 Bridges the academic gap between textbook and leading edge marketing thinking It has been substantially revised and is particularly strong on electronic media and their current marketing usage Ros Masterson De Montfort University Leicester UK Lucid insightful an inspiration for even more creative communications and a treat for the mind A must read for all wanting to better understand advertising and promotions Leslie de Chernatony Professor of Brand Marketing Universit della Svizzera Italiana Lugano Switzerland and Aston Business School UK The eagerly awaited Second Edition of Advertising and Promotion continues to provide a highly readable and authoritative introduction to the key concepts and issues for the study of advertising and promotional communication in a global context NEW to this edition A stronger focus on integrated marketing communications and the promotional mix including PR and personal selling Expanded coverage of contemporary topics including integrating e marketing Web 2 0 mobile advertising sponsorship branding direct marketing ethics and social responsibility and regulation A focus on the implications for advertising of the continuing changes in the media infrastructure and the new media funding models emerging as a result A companion website including a full instructors manual for lecturers including PowerPoint slides and extra case studies and access to full text journal articles for students www.sagepub.co.uk/hackley Packed with case studies and first hand examples gathered from leading international advertising agencies Chris Hackley succeeds in providing a lively and stimulating guide to the rapidly evolving advertising environment *The Advertising Handbook* Helen

Powell, Jonathan Hardy, Sarah Hawkin, Iain Macrury, 2013-09-13 The Advertising Handbook is a critical introduction to the practices and perspectives of advertising It explores the industry and those who work in it and examines the reasons why companies and organizations advertise how they research their markets where they advertise and in which media the principles and techniques of persuasion and their effectiveness and how companies measure their success It challenges conventional wisdom about advertising power and authority to offer a realistic assessment of its role in business and also looks at the industry's future The third edition offers new material and a new organising framework whilst continuing to provide both an introduction and an authoritative guide to advertising theory and practice It is shaped to meet the requirements interests and terms of reference of the most recent generation of media and advertising students as well as taking account of some of the most recent academic work in the field and of course contemporary advertising innovations

Marketing Calculator Guy R. Powell, 2008-09-29 This book uncovers the components of driving increased marketing effectiveness and can be applied to just about every industry and marketing challenge It demystifies how marketers can significantly improve their measurement and management infrastructure in order to improve their return on marketing effectiveness and ROI They will be able to significantly improve their tactical and strategic decision making and finally be able to respond to John Wannamachers half of my advertising is wasted I just don't know which half With this in hand they will be able to avoid the budget cutting axe become a critical component of corporate success and enhance their careers Even in a crowded theoretical marketing environment there are three new concepts being introduced 1 The Marketing Effectiveness Framework to help marketers talk the talk of marketing effectiveness within marketing and with the C Suite 2 The Marketing Effectiveness Continuum to help marketers understand the organizational issues and change management associated with delivering long lasting enhanced marketing effectiveness 3 The Marketing Accountability Framework to help marketers begin to collect data that is meaningful to improving their marketing effectiveness and to become accountable for their results It is one of the only marketing books covering the topic at a global level It includes a great number of specific case studies from North America Asia Europe and Africa The cases cover the following industries Telecommunications consumer packaged goods home repair services travel utilities software restaurants alcoholic and non alcoholic beverages and others It can also be used to support marketing education at the university level Whether the reader is a marketer business analyst C level executive this book will help them to understand the key issues surrounding the measurement of marketing effectiveness More than that however is how each of the concepts can be directly applied to their marketing environment Each of the concepts are applied to the different types of businesses business to business OEM consumer NGO and others so they can quickly make them actionable

Learning from Winners Raymond C. Pettit, 2008 First Published in 2007 Routledge is an imprint of Taylor Francis an informa company

Integrated Brand Marketing and Measuring Returns P. Kitchen, 2010-07-07 A successful marketing manager needs to be able to use different media channels to reach specific

audiences and know through campaign research and evaluation how the component parts of integrated brand marketing are working This book explores this criteria **New Female Tribes** Rachel Pashley, 2018-07-05 How do you see women And how do they see themselves In her role as Head Strategist at the world famous advertising agency J Walter Thompson author Rachel Pashley decided to find out In a global survey orchestrated over five years over 8 000 women responded aged seventeen to seventy across 19 countries The results make fascinating reading Working with the results Pashley defines four key female tribes Alphas focusing on achievement and career Hedonists focused on pleasure and self development Traditionalists women whose chief focus is home and children Altruists women who focus on community and environment She also asked about women s values and measures of success Interestingly those with more assertive values came from India and Saudi Arabia while measures of success the world over did not necessarily include marriage or children As women become more and more empowered politically and economically it is clear that their lot is changing across the globe This book will prove essential reading to all those who seek to better understand women s dreams ambitions and goals

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Table of Contents Millward Brown Case Study

1. Understanding the eBook Millward Brown Case Study
 - The Rise of Digital Reading Millward Brown Case Study
 - Advantages of eBooks Over Traditional Books
2. Identifying Millward Brown Case Study
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Millward Brown Case Study
 - User-Friendly Interface
4. Exploring eBook Recommendations from Millward Brown Case Study
 - Personalized Recommendations
 - Millward Brown Case Study User Reviews and Ratings
 - Millward Brown Case Study and Bestseller Lists

5. Accessing Millward Brown Case Study Free and Paid eBooks
 - Millward Brown Case Study Public Domain eBooks
 - Millward Brown Case Study eBook Subscription Services
 - Millward Brown Case Study Budget-Friendly Options
6. Navigating Millward Brown Case Study eBook Formats
 - ePub, PDF, MOBI, and More
 - Millward Brown Case Study Compatibility with Devices
 - Millward Brown Case Study Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Millward Brown Case Study
 - Highlighting and Note-Taking Millward Brown Case Study
 - Interactive Elements Millward Brown Case Study
8. Staying Engaged with Millward Brown Case Study
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Millward Brown Case Study
9. Balancing eBooks and Physical Books Millward Brown Case Study
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Millward Brown Case Study
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Millward Brown Case Study
 - Setting Reading Goals Millward Brown Case Study
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Millward Brown Case Study
 - Fact-Checking eBook Content of Millward Brown Case Study
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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