



the
science of
LOVE...

ACP has long held a reputation for some of the most insightful consumer and media research in the country. A continual focus, recently we invested a six figure sum into researching our leading magazine brands. The results are great news for advertisers.

Curling up with a favourite magazine is one of life's not-so-guilty pleasures. Lost in its pages - from the latest Parisian couture to mouthwatering recipes and the fastest wheels on earth - we find a welcome oasis away from the routines and aggravations of everyday. Relaxed, engaged and totally immersed an hour or two slips easily by without even noticing.

This high level of engagement is known as "flow" - a state of mind where the person is so fully immersed in what they are doing and they reach such a high level of engagement and fulfilment that their mind simply ignores time.

We wanted to measure exactly what happens to our readers when they enter this state of flow while they read their favourite magazines. Was it for the entire reading experience? And did this also include the advertisements?

In a world first, ACP teamed up with leading research company Neuro-Insight to find out exactly what goes on in the brains of our readers - their likes, dislikes and emotions - while they read their favourite magazines.

Enter the world of Neuroscience.

Rather than just ask people how engaged they felt, we developed a totally new approach to measuring the magazine reading experience. We set out to discover just how much we really do lose ourselves between the covers of those magazines we love -

ENGAGEMENT

LEFT BRAIN (rational)

Like

Long-term memory,
verbal/episodic
encoding

Attention to
detail - semantics

Visual attention
to detail - text



RIGHT BRAIN (emotional)

Dislike

Long-term memory,
emotional/holistic
encoding

Attention to
global features

Emotional intensity
/arousal

how deeply immersed and engaged we become, and the level of recall afterwards. To do this, we measured readers actual brain activity, second by second, while they read their favourite magazine.

Thanks to years of neurological research, we now know which parts of the brain are responsible for various functions. We know the left hemisphere of the brain is "rational" - and deals with what the individual likes, as well as attention to detail. And we know the right side of the brain is concerned with the "emotional" - including dislikes and arousal.

It's these types of things that Neuroscience measures better than other more conventional research methods. But to be sure, we also conducted a parallel study using traditional research methods. Using Neuroscience we were able to track, measuring brain activity second by second, what impact the reading experience was having on various sections of the brain.

As part of the study, we examined just how much of an advertising message a reader takes in while in a state of "flow". We also looked at how the reader reacted, whether in an emotional or rational way. Additionally, we wanted to see if any part of the message is committed to long-term memory for later recall when the consumer is shopping for that particular product. In marketing terms, this recall is known as brand "salience". ▶

“ This is now the most *comprehensive* neuro database of MAGAZINE engagement & ad impact data in **the world** - in terms of sample size and breadth of metrics. ”

Peter Pynta, Director - Sales & Marketing, Neuro-Insight

“ When a person is so *fully immersed* in what they are doing that they reach a *high level of engagement and fulfilment*, their MIND ignores time. We call this state *flow*. ”

MAGAZINES: what we know...

Magazines are: engaging, involving, entertaining, informative

How **ENGAGING**? Is **FLOW** achieved?
Does advertising **BENEFIT** from this state of mind?

WHAT WE DID...

We invited 200 women aged 18-64 to read a selection of ACP magazines. Titles given to the group included *The Australian Women's Weekly*, *Cleo*, *Cosmopolitan*, *Shop Til You Drop*, *Harper's Bazaar*, *madison, NW*, *Good Food*, *Good Health*, *Woman's Day*, and *Australian House & Garden*.

Each woman received magazines that were relevant to their lifestyle, and was asked to read each magazine in their usual way. While they read, we measured their levels of brain activity to determine their levels of engagement, and if a state of 'flow' was reached. We also measured their reactions, as well as how they responded to the advertising. Every second during the test, we measured eight key areas of the brain to see the reaction.

GO WITH THE FLOW

The research showed that, from the very first page, our readers were connected with their magazine. They immediately engaged with the content. It also showed that along with engagement, the content was immediately encoded into long-term memory - and sustained for the entire reading experience.

In the parallel study, readers reported feelings of happiness and inspiration, and each woman agreed that time "flew" as they read. In addition to being highly engaged, each of the 11 magazines had their own unique emotional "signature", a combination of varying qualities, such as attention, likes and dislikes, engagement and memory.

EMOTIONAL TRIGGERS

These emotional qualities are the triggers to long-term memory, and extends from the magazine's content to its advertising. The great news for advertisers is a huge increase in positive emotional response, or "salience" to their brands. We tested 64 advertisements across the 11 titles, both before and after the magazine reading session.

DOUBLE THE IMPACT

Even before the reading session, most brands showed a strong brand salience when readers were asked about them, which proves the benefits of prior magazine advertising. After reading, brand salience improved even further, and remarkably, they also drove a decline in the salience of brands that had not advertised in that particular issue. This suppression of competitors' brands effectively doubled the impact of their advertising!

LOVE IN A NUTSHELL

Just as we have learned from hundreds of focus groups before this project, the Neuroscience participants reported after reading how much they enjoyed the experience, and that time "just flew" by. The readers were connected with the content and engaged. They entered the flow-zone. The top graph "emotional intensity" demonstrates that readers actively enjoyed the entire reading session. The second graph "memory encoding" illustrates what is actively being encoded into the long-term memory as it is being laid down. Both left and right sides are being engaged throughout reading session. Again, we are seeing incredibly high levels of engagement compared to all other media.

EMBEDDED INTO MEMORY

From prior research, we know that memory encoding and consumer behaviour go hand in hand - they can recall the brand or the message before they go shopping.

We also know that the total reading experience of magazines, from cover to cover, is an immersed level of high engagement, with very high emotional intensity and ultimately very high memory encoding.

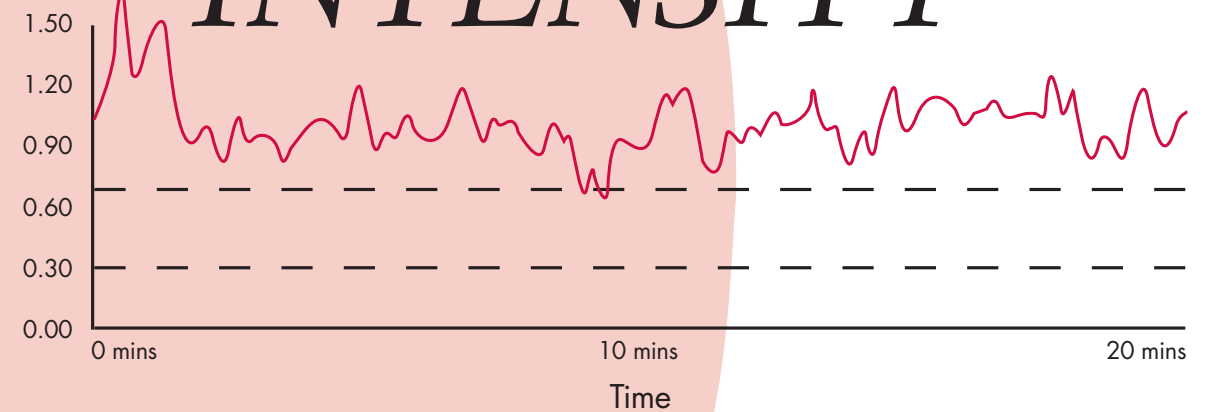
The results of the ground-breaking Neuroscience approach to understanding how readers engage with magazines is that we learn what works with readers and the science of why.

We are pioneering new territory, but are also confirming what we already know: consumers love magazines. They involve. Inspire. Engage. They evoke emotions, resonate, motivate and inform. Quite simply, magazines work - for consumers and for advertisers.

CAN'T GET ENOUGH NEUROSCIENCE?
If you'd like to learn more about ACP's research on magazine engagement, and the advertisements tested, contact:

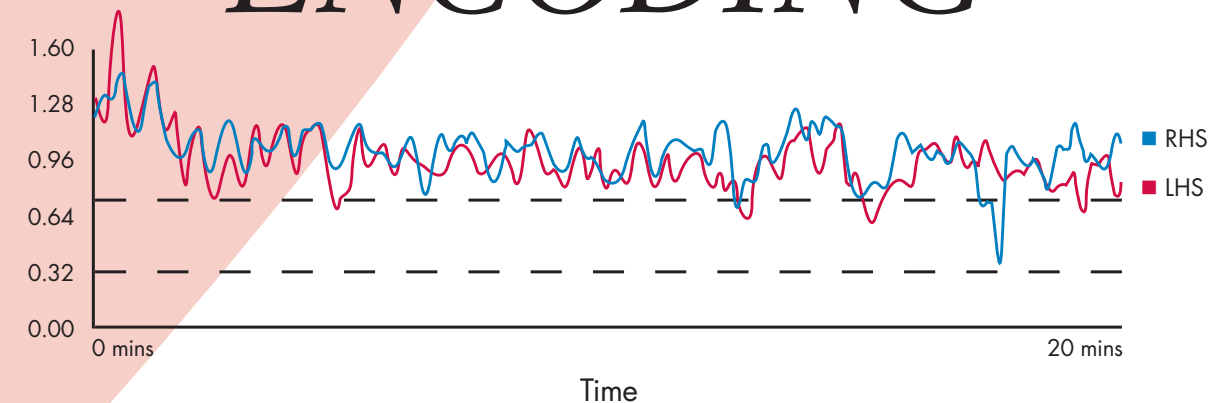
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emotional INTENSITY



This graph shows the emotional intensity for a Woman's Day reader during a 20 minute read. The average for Woman's Day is 1.05 - **110% HIGHER** THAN THE AVERAGE FOR ALL OTHER MEDIA.

memory ENCODING



This graph shows the level of memory encoding for a woman's day reader. The average for Woman's Day is 0.94 - **88% HIGHER** THAN THE AVERAGE FOR ALL OTHER MEDIA.