



## **EMOTIONAL PRESS**

“In motivating people, you've got to engage their minds and their hearts.”

*Rupert Murdoch*

People don't just buy on reason they also buy on emotion. It's what they *feel* about a brand that motivates them to purchase. You've got to capture their mind and their heart.

What better place to engage your audience than in newspaper. Headlines are designed to grab reader's attention and evoke emotion. People go to a newspaper to read articles, stories and facts, to form opinions and make judgements. So here is an environment that promotes response eg anger, happiness, curiosity....and sales. The front page of a newspaper is vital for casual sales, so it needs to connect. But unfortunately we don't see the advertising in newspapers applying this emotional connection.

The UK's advertising great Tim Delaney in a recent article states, "Newspaper advertising and print advertising in general can and should create an emotional response. If there's a received wisdom [in advertising] that says you need music, lights and movement, and that's the only way to create emotion, then you are starting with a prejudice. My response to that is, 'So there are no emotional books, then?' If you read Anna Karenina, you don't feel anything?"

A newspaper ad for The Humanitarian Medical Aid Appeal capitalised on the rich emotive environment within press. The ad used the turning of the page to show the effect of not donating immediately to save a child – death. This extremely powerful ad won a Gold CANNES Lion for Press in 2005.

A recent New Zealand newspaper ad for Sunsense Anti-Ageing face moisturizer with SPF 30+ is another great example. The reader is asked to lift the page to the sun to see the effects of not protecting yourself from harmful rays every day. The reveal is quite shocking, especially for young women who wouldn't be considering the long-term effects of the sun on their face.

Research shows newspaper ads are welcomed by readers, as opposed to television or radio ads which are deemed to be intrusive. They have to work harder with more frequency to get noticed. You can do other things like converse when watching TV or drive your car when listening to the radio. Newspaper readers tend not to multitask whilst absorbed in their paper – it's a high-attention medium. It requires the reader to create visuals in their own mind.

Indra Sinha in the book "Cutting Edge Advertising II" states, "Television imposes a visual on the viewer. Print can actually liberate the mind and create far more intense illusions, far deeper experiences than any television or film ever will."

Newspapers engage the minds and hearts of customers. Just imagine what could be achieved if this emotional connection was applied more to press advertising.

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