



# CUTTING THROUGH

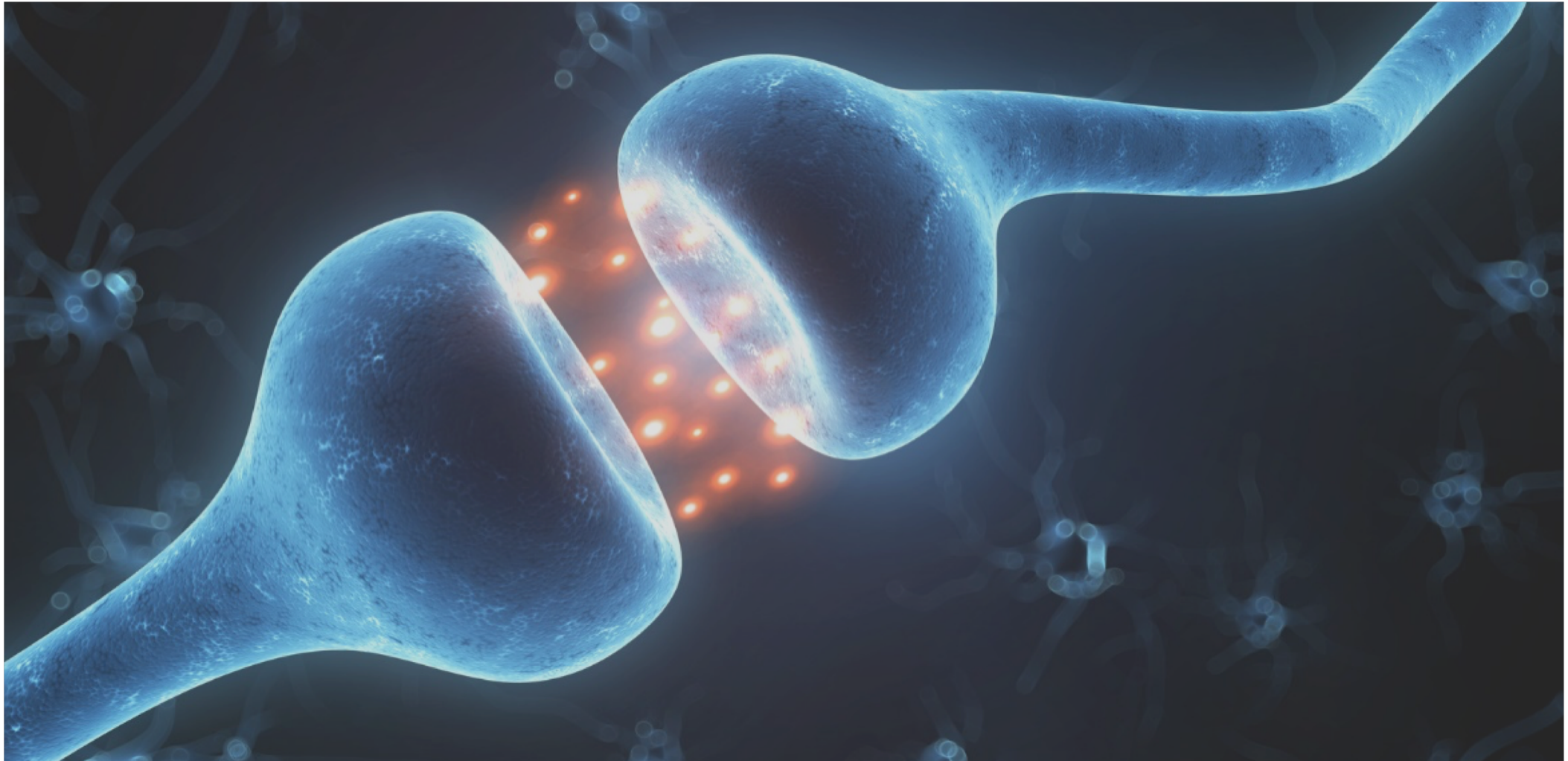
MEASURING MAIL'S EFFECTIVENESS WITH NEUROSCIENCE



# MARKETERS HAVE ENDLESS CHOICES



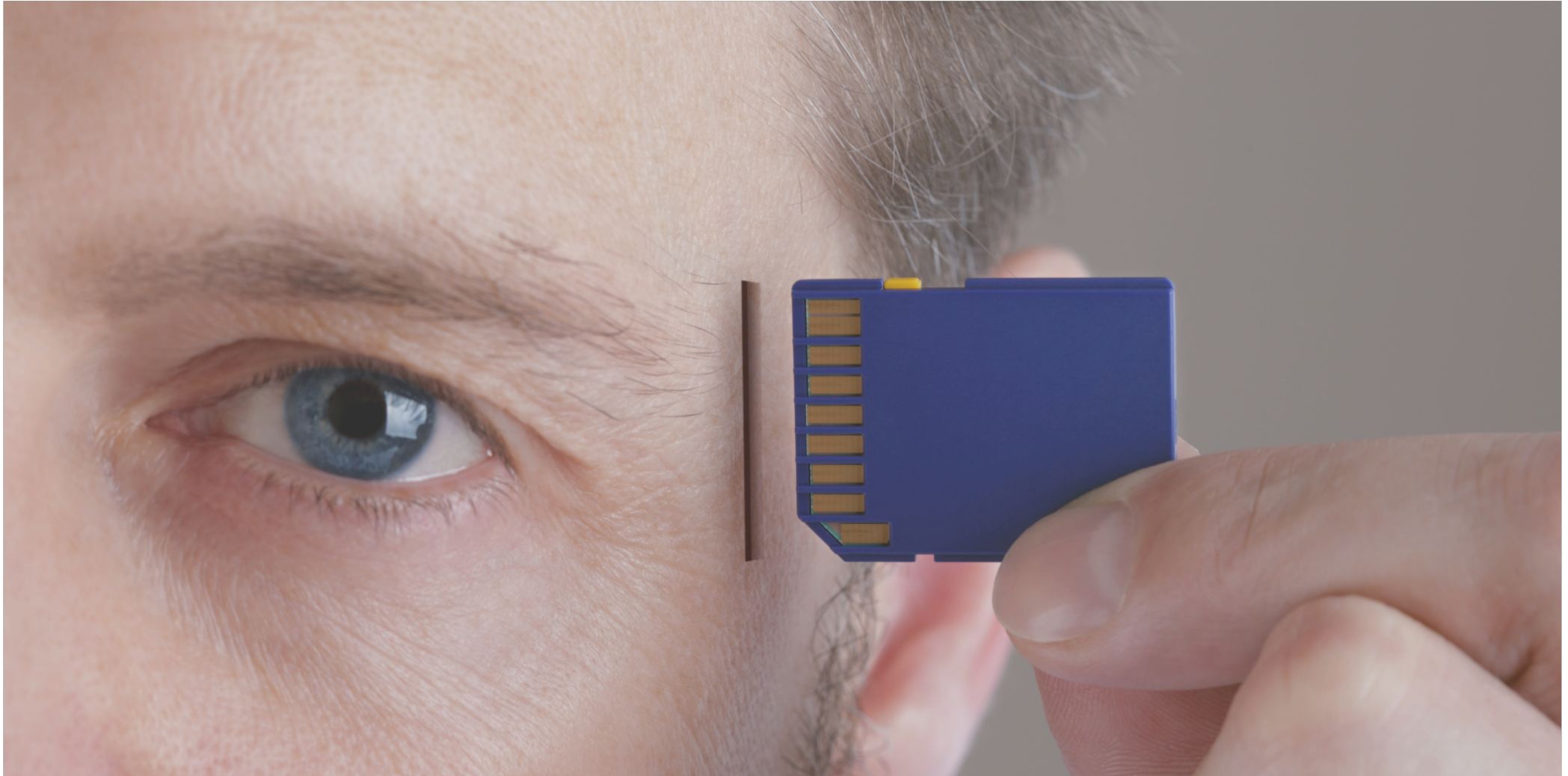
# NEW WAYS TO TAP INTO OLD MECHANISMS



# MEMORY AND EMOTION ARE KEY



# LONG-TERM MEMORY ENCODING



# OUR LEFT BRAINS CONTROL WHAT WE SAY



# RIGHT BRAIN IS KEY TO OUR DECISION MAKING



**RED** **BLUE** **YELLOW** **GREEN**

**ORANGE** **PURPLE** **BLACK**

**VIOLET** **WHITE** **PINK** **BLUE**

**BROWN** **RED** **BLACK**



# MEMORIES ARE COLOURED BY EMOTIONS

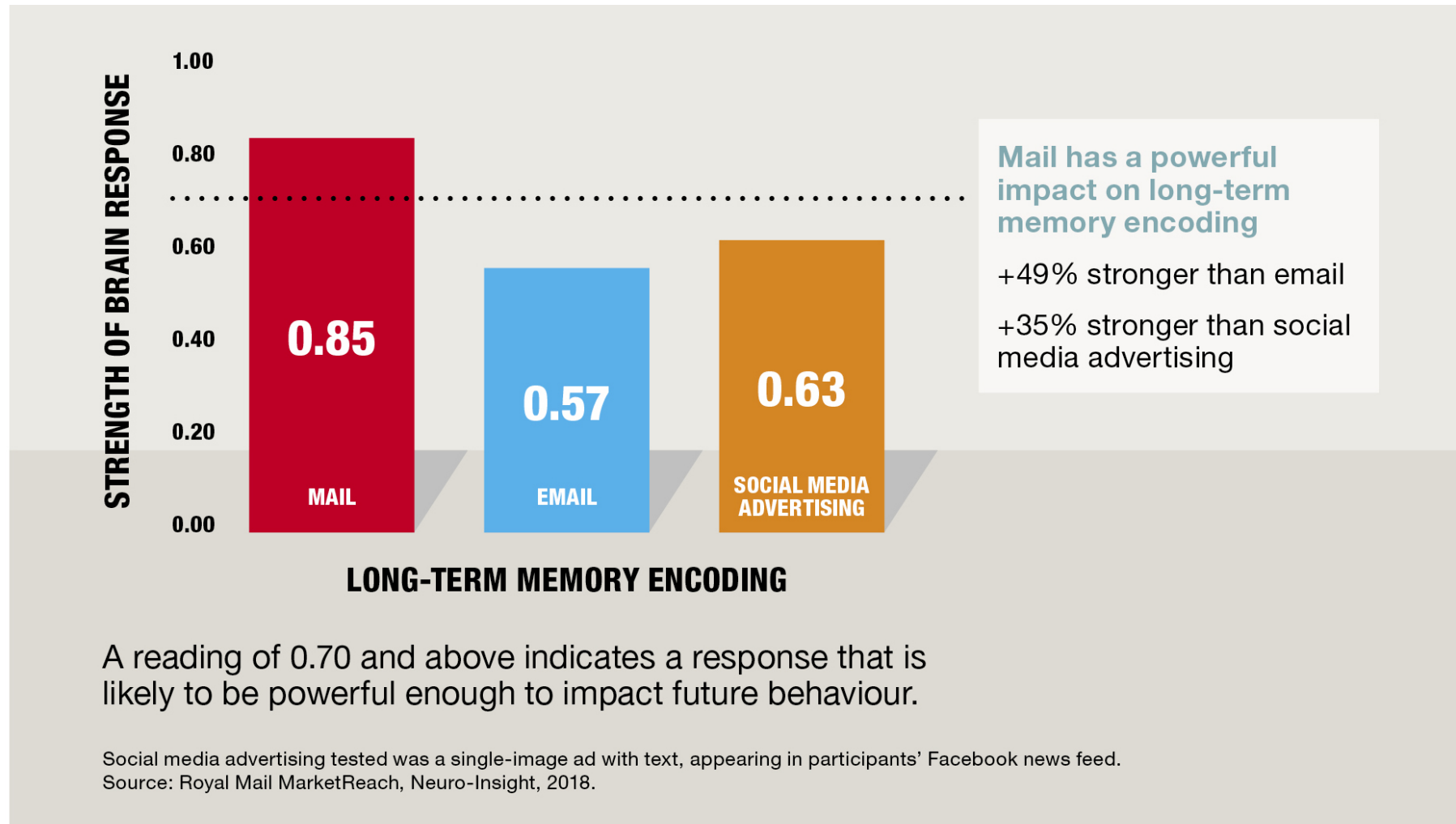


# WHY NEUROSCIENCE?

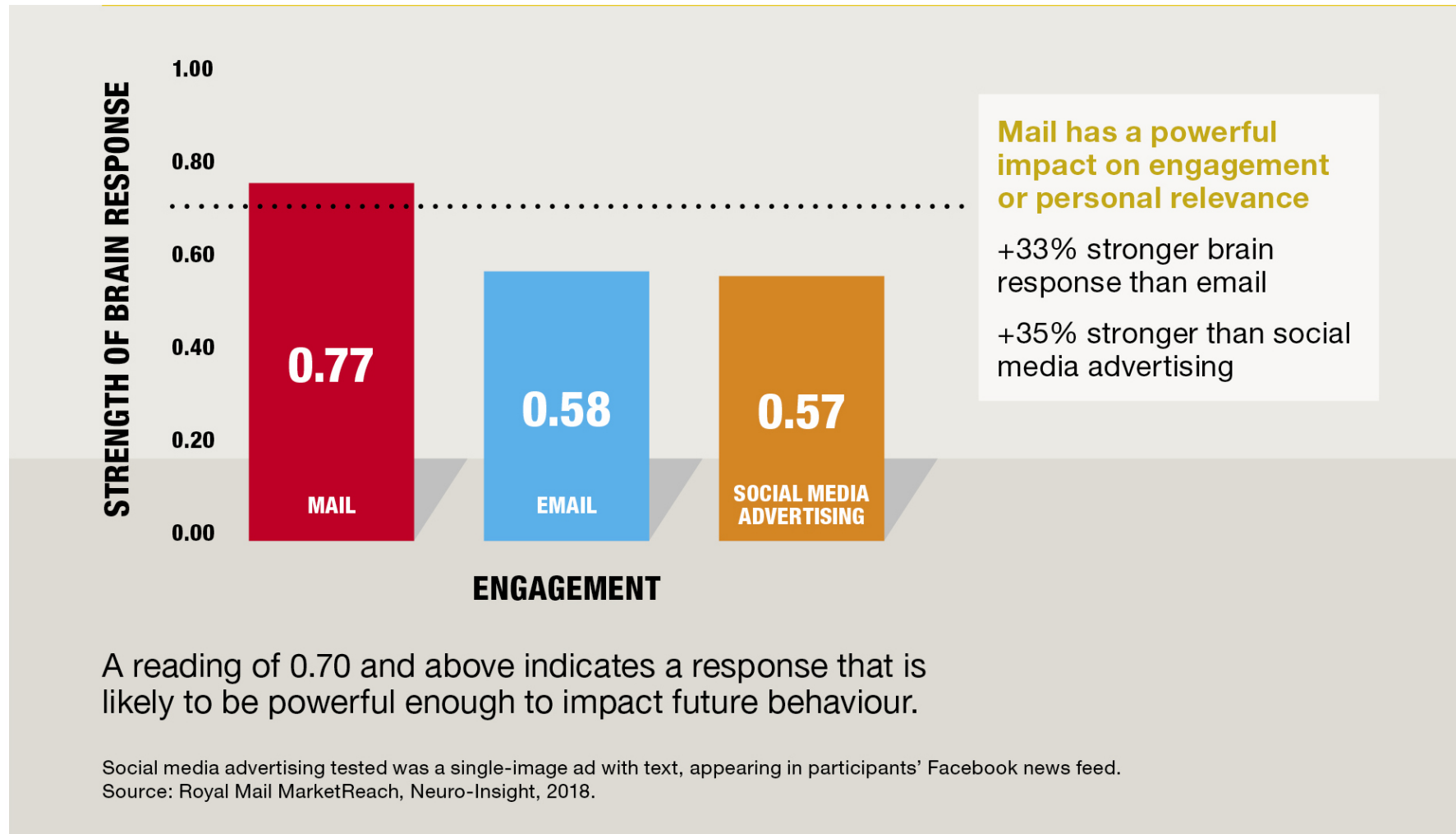




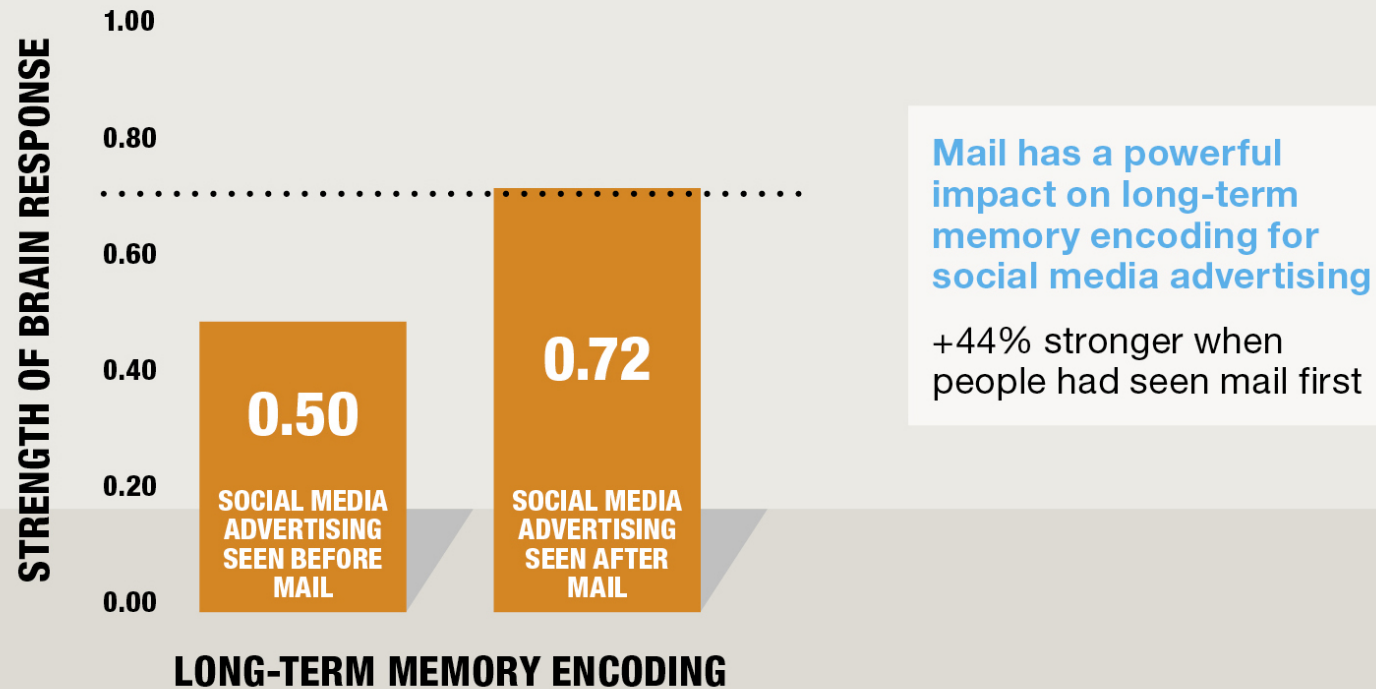
# MAIL MAKES A LASTING IMPRESSION



# MAIL IS ENGAGING



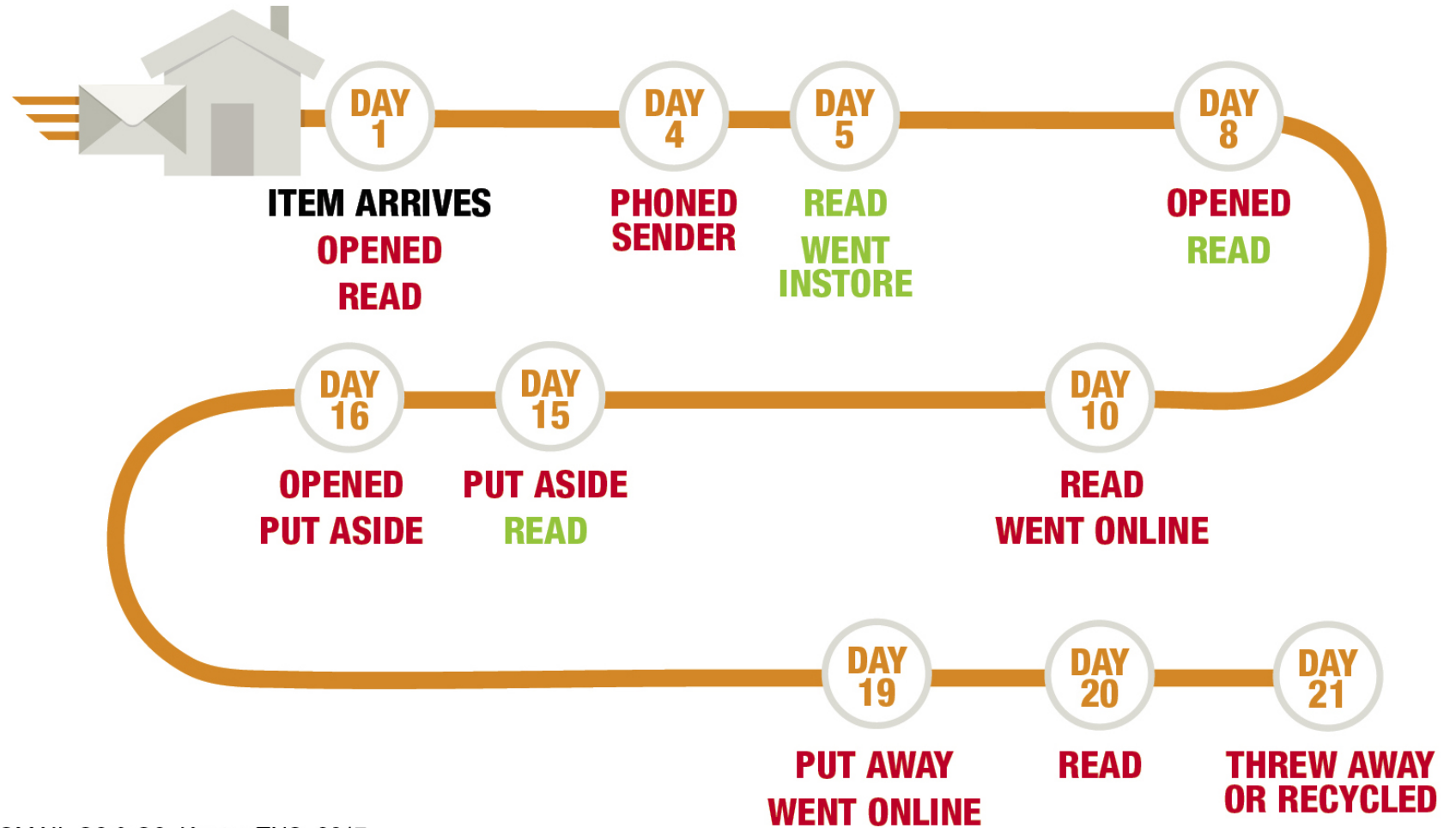
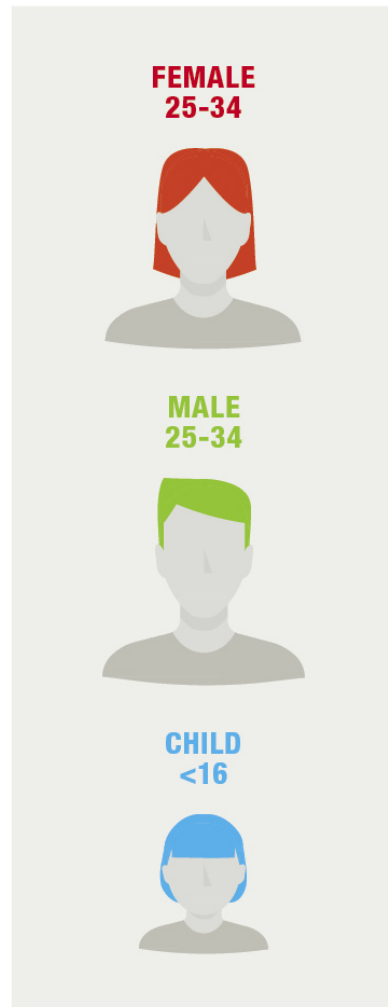
# MAIL BOOSTS MEMORY RESPONSE



A reading of 0.70 and above indicates a response that is likely to be powerful enough to impact future behaviour.

Social media advertising tested was a single-image ad with text, appearing in participants' Facebook news feed.  
Source: Royal Mail MarketReach, Neuro-Insight, 2018.

# MAIL DRIVES COMMERCIAL ACTIONS



JICMAIL Q2 & Q3, Kantar TNS, 2017.

Delivered by



**WANT YOUR MESSAGE TO REALLY  
CUT THROUGH? HERE'S SOMETHING  
YOU SHOULDN'T FORGET**



**MAKE A  
LASTING  
IMPRESSION.**  
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STAND OUT  
AMONG  
THOUSANDS  
OF MESSAGES  
A DAY?**



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**THANK  
YOU**



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