

NEUROSCIENCE CAN MAKE PRINT DESIGNS OUT OF THIS WORLD

‘New Scientist’ Uses Neuroscience to Create Space in Consumers’ Minds

THE CHALLENGE

New Scientist, an international science magazine, was curious about the application of neuroscience in guiding decisions for cover designs. As cover design are considered strong drivers to purchase, understanding inherent consumer reactions to these designs could help publishers make smarter decisions with direct impact to sales.

THE SOLUTION

New Scientist collaborated with Nielsen Consumer Neuroscience to test three potential magazine covers, and evaluate which of the three was most neurologically engaging and best communicated messages of “eye-catching,” “intriguing,” and “must-buy.”

High resolution dense-array EEG was used to evaluate neurological engagement of each of the three cover designs, as well measure message resonance lift.

Eye-tracking was used to pinpoint what areas of the cover people were focusing on, and their path of navigation.

THE RESULTS

Design B had the highest overall EEG engagement score, and had significantly stronger emotional motivation than the other designs.

This indicates that Design B does a better job of drawing consumers in to engage with the magazine.

Additionally, Design B benefited from a holistic element impact – the cover header, story header, and main image all worked in tandem to be most engaging to consumers.

Lastly, Design B resonated strongly with consumers as “eye-catching,” while on parity with designs A and C for messages of “intriguing,” and “must-buy.”

The winning cover conformed to brain principles that we’ve found to work well in print design:

- Use of sensory associations that link designs to tangible objects
- Clockwise design curve
- Use of the color red in the title
- Use of less than four clustered visuals within the design.

New Scientist learned which magazine cover design would appeal most to their audience, drive purchase intent, and even influence repeat buying options.

After publishing the winning design, New Scientist saw a **12% increase** in sales over the same issue in the previous year. It was also the second highest selling issue of the year!

PRINT DESIGN CASE STUDY

NewScientist



	DESIGN B
Strong	EYE-CATCHING
Good	MUST BUY
Fair	INTRIGUING
None	

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience