

SECTION 4

WINNING ATTENTION

Give impact

Lack of Impact

Major reason: Recipients ...

?

... did not believe your claims



... did not see or did not notice or did not bother to read your stuff

What is the most valuable resource of all?

It is our time and attention, because they are very limited and once spent, we can never get them back. The most common reason why direct mail generates poor response rates is simply that the recipients didn't see, didn't notice or didn't bother to read your message. Winning your prospects' attention is where you need to start. If you don't initially capture their attention, you will fail – no matter how brilliant your piece may be.

Capture attention

Attention Grabbing



Curious

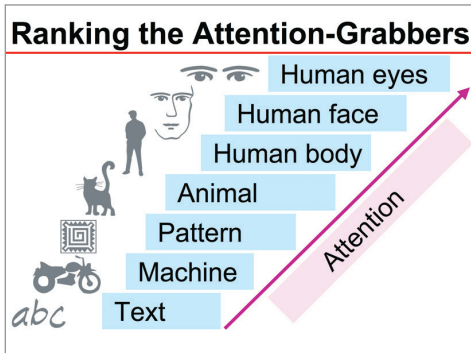
It does not matter what your message is .. if you cannot capture the prospect's attention in the first place

Make viewer interested

The first step in influencing prescribing behaviour is gaining your prospect's attention. No one was ever excited by a book they weren't moved to open! You need to ensure that the prospect notices your activities. Everything else is futile if you do not capture their attention.

Get the reader's interest.

Apply proven eye-catchers in your documents

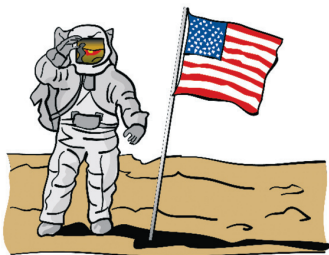


There are certain visual elements you can use in your printed material to grab the attention of the observer or reader. Some advertising agencies ignore this fact and use non-relevant objects in their campaigns which means they miss an excellent opportunity to win attention. Pictures of the human face and the human eyes are the top two attention-winning items. If you analyse outdoor advertising (for example, posters) for fast-moving consumer goods, you will frequently find these two elements in

prominent positions. Make sure the images you use are relevant, campaignable and attention-grabbing.

Emphasize uniqueness

The Second Man on the Moon



Who was the first man to walk on the moon? I have asked this questions many times in my seminars and the right answer invariably comes up: the astronaut Neil Armstrong (in 1969). But then I ask the participants: who was the second man on the moon? Very few of them remember Buzz Aldrin. We usually remember who was the first person who achieved something. Remembering those who followed in their footsteps is much less likely.

Words That Spark Attention

Words you should connect to your study ...

First

New




This is special.
I should know.

Can you justify them?

There are two words that spark attention and imply that your study is special: 'New' and 'First'. Use them and you increase the probability that your text will be read. If you can connect these words to your study appropriately, they will make the listener or reader want to know more about it. The word 'first' is preferable. If you were the first to do a particular study, it does not matter how many similar studies follow. The word 'new' needs to be time limited to a short period following the




release of the study results. In some European countries, you are allowed by law to use 'new' only if your results are less than 12 months old. Make sure your use of 'new' and 'first' is correct and justified.

Emphasize uniqueness (cont)

A Unique Trial	
because it is the first ...	study that ...
	randomized study that ...
	randomized double-blind study that ...
	randomized double-blind study with an active control that ...

‘My study is similar to many previous studies, which means it is neither first nor unique’ – I have often heard this sentence. Although not obvious at first glance, many studies are special or distinct in some regard. There are some questions that can help you identify the unique aspect and justify a claim of ‘first’. Look carefully at the design, numbers of patients and other characteristics of your trial. It may not be the first one to address a particular question, but it may be the first randomized study, since the other ones were case control studies. Or it may

be the first randomized double-blind study, since the other ones were open-label. Or it may be the first randomized double-blind study using an active control, since the other ones were placebo-controlled.

The First Study Investigating	
Treatment of hypertension ...	
	Fixed combination hypertension treatment ...
	Fixed low-dose combination hypertension treatment ...
	Initial fixed low-dose combination hypertension treatment ...


This example shows a different set of features that help you to find a unique selling proposition for your trial, which then allows you to attach the important word ‘first’ to your study.

The Largest Study	
The largest morbidity and mortality study in long-term use of ACE inhibitors in the secondary prevention of stable angina	
EUROPA European Trial on reduction of cardiac events with perindopril in stable coronary artery disease <small>Translated from a German advertisement Coversum® is a trademark from Servier</small>	

Your study may not be the first, but it may be the largest study investigating a particular question.

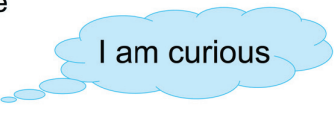
Add attractive adjectives when appropriate

Adjectives That Excite



Exciting	Results
Surprising	Results

Sparkle



I am curious

You may be in contact with opinion leaders, principal investigators or the chairperson of the trial steering committee. Ask them if any of the following statements are justified and if they feel comfortable with them.

- 'ABC is an exciting trial.'
- 'ABC is one of the most exciting trials.'
- 'The ABC trial shows surprising results.'
- 'The ABC trial is a fascinating study.'

Note: All of these statements are based on real quotations. Using them helps you to ensure that

the study gets the attention it deserves. As before, make sure they are justified by asking the appropriate questions.

Use precise numbers

Precise Numbers	
Key conclusions from the Examplex trial in diabetic patients	The 3 key conclusions from the Examplex trial in diabetic patients

Many books, especially in the self-help and personal growth sector, use precise numbers in their titles to arouse the prospect's curiosity. For example, 'The 22 Immutable Laws of Branding' or 'Seven Habits of Highly Successful People'.

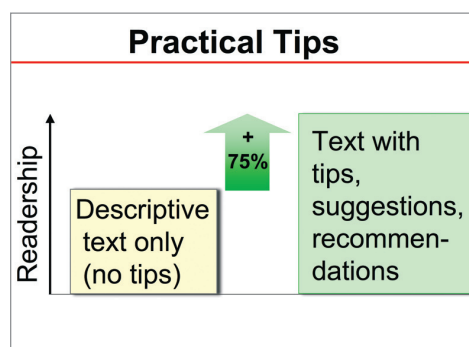
The example shows how you could change the initial draft title of a brochure to win more attention and arouse more curiosity. The reader finds three key conclusions intriguing and is motivated to find out more, and read whatever follows.

Be culturally sensitive

Bad Luck Numbers	
4	13
China	Europe

You need to avoid certain numbers in certain countries or regions. The number four spells bad luck in China and the number '13' spells bad luck in many Western countries. Research in direct marketing has shown, that an uneven number usually elicits higher response rates than an even number.

Offer practical tips to the reader



Giving practical tips, suggestions or recommendations can increase the readership of your text by as much as 75 per cent. Add a section to your text that does just that. When marketing a product against high blood pressure, you could insert a short section in your detail aid folders. This section reminds doctors to offer advice to their patients to develop a healthier lifestyle, for example:

- stop smoking
- maintain regular physical exercise
- eat a balanced diet
- ease stress.

