

KNIGHTLY NEWS

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Perfect Touch.

Go ahead and feel perfection.



"In humans, touch represents a powerful form of non-verbal communication. Our sense of touch plays a fundamental role in daily life, from learning about objects to communicating with other people."



The Neuroscience of Touch - Going Tactile.

When was the last time you thought about packaging from a consumer’s perspective? Almost everything we buy, from a simple bag of flour to the box your cell phone came in, is branded in print. We may not realize it, but the brands we purchase have a great deal to do with the print packaging it is wrapped in.

Scientists are still trying to unlock the mystery of the human brain. According to the Society of Neuroscience, the brain not only controls the entire nervous system, our health, and body, but it “shapes our thoughts, beliefs, hopes, dreams, and imaginations” as well. When it comes to print, what we see and what we feel creates experiences that directly affect the brain. It is these brain experiences that often becomes the basis of the consumer’s buying decisions. How exactly does print affect the brain?

THROUGH SIGHT

There are many ways that print provokes emotions in people. Visually speaking, print design can tell a story, likely through imagery, which resurfaces memories or connections in the brain that are close to heart. A cozy log cabin on the front of a maple syrup bottle, for example, provokes feelings of comfort. Adding touch enhancements and smell can increase stimulation to the senses by 85%.

Color, too, has an important relationship with how a consumer perceives a given product. Colors evoke emotional responses. If you were to package a peaceful Zen garden in bright red, it might dispel potential customers as red is closely associated with passion. Whereas, blue and green packaging of that same Zen garden might create more successful marketing and promote feelings of tranquility. When the emotional centers of our brain are stimulated, it evokes feelings of pleasure or pain. As a result, people will subconsciously perceive a print product as being a positive or negative experience and ultimately it is that experience that will effect their buying behaviors the most.

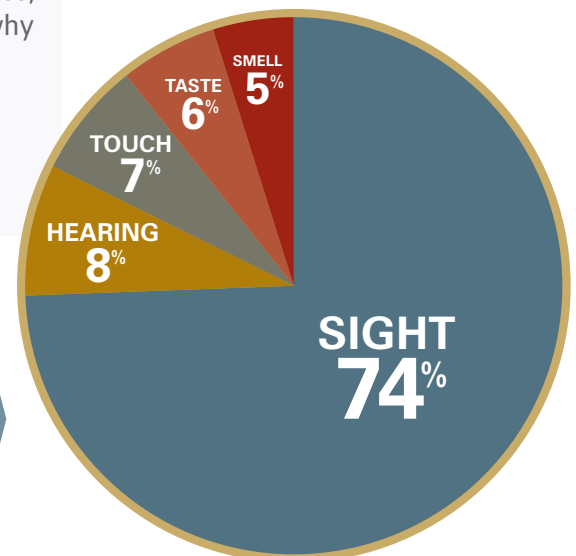
THROUGH TOUCH

The same can be said for touch. Is the printed piece smooth or soft? Who is your audience? What is your product? All these things work together to create the ultimate experience in the mind of the consumer. Similarly, a study released by Sappi North America refers to touch as being an extension of the brain. Creating textured surfaces on your printed piece creates the multi-sensory experience that consumers crave. It could be the one thing that sets your product apart from the rest.

Touch—it’s one of the five senses that dictates how we perceive the world around us. It’s also one of the most important. Sappi’s groundbreaking book, written in collaboration with Lana Rigsby of Rigsby Hull and renowned neuroscientist Dr. David Eagleman, dives deeper into haptics, the science of touch. It explores why touch is such a crucial part of the sensory experience and how it influences emotion and decision-making, establishing this sense as critical to any brand experience.

THROUGH SHAPE & AESTHETICS

Shape and size also play significant roles in what consumers assume about a printed product. Slimmer packaging, for example, can be perceived as healthier or more elegant, while larger packages might make consumers feel as though they’re getting a better deal. Choosing the right shape for your product is another method of brand messaging. Slimmer cans for pop can imply an air of healthiness. What message do you want to send to your consumer? Creating innovative printed pieces or packaging is more important now than ever. With the advanced technologies at Knight Printing and breakthroughs in printing, it is now possible for us to increase your marketing success.



SENSES RANKED BY IMPORTANCE AMONG 106 MILLION AFFLUENT CONSUMERS

AFFLUENT CONSUMERS ARE DEFINED AS ADULTS 18+ IN AGE LIVING IN HOUSEHOLDS WITH HOUSEHOLD INCOMES OF \$75,000 OR MORE - THE TOP 44% OF AMERICAN ADULTS BY HOUSEHOLD INCOMES PUBLISHED BY MEDIAPOST.COM



Royal Mail,
the United Kingdom's
delivery service, recently published:

**"People value something
they can touch
24% more highly
than something
they can only see."**

\$1,400,000,000,000

PROJECTED ANNUAL SPENDING OF MILLENNIALS IS \$1.4 TRILLION

Millennials and Power of Print

www.uprinting.com/blog/millennials-and-print-winning-combination/

Millennials are usually considered to be the generation born between 1980 and 2000. It may come as no surprise that millennials spend more time on electronic devices than any other generation, including post-millennials. A common misconception tends to be that print wouldn't be a very effective marketing strategy. On the contrary, many studies prove that millennials are diverse and yet traditional. That makes print and millennials a great mix. It's important to keep in mind that print is fundamentally better than digital when helping us retain information, regardless of the generation.

Scientific studies show that the content on paper makes a stronger neurological connection than just digital alone. That is because print stimulates our brains and engages the senses in ways that digital content can't. Some think that print costs more per impression than digital. But when you consider that quality of impression, an overwhelming majority (87%) prefer traditional birthday cards and greetings over emails or digital forms. Even events announcements, like weddings, which may originate on-line almost always are followed up with traditional paper or cardstock invitations. Among millennials, there is even a push leading to the revival of personalized stationery and greeting cards. It is almost as if millennials crave the physicality of print. Take this into consideration the next time you strive to reach this particular demographic. Millennials love print.

**QUICK
PRINT
STATS ON
MILLENNIALS**

**82% READ
DIRECT MAIL**

**54% LOOK
FORWARD TO
RECEIVING PRINT
CATALOGS THRU
DIRECT MAIL**

**1/2 USE PRINT
COUPONS
AT STORES**

FEATURED Business



One business that understands the importance of having a quality tangible project in-hand is definitely the University of North Dakota. With the assistance of Knight Printing, we are able to put together and mail a striking catalog that reaches those interested in what is taking place at UND. This pertinent information comes across in a format that is easy to comprehend and engaging to the reader. Most of all, the print quality and professionalism is apparent just by how good it feels in your hands. Please trust Knight Printing to help you in designing and mailing your next project!

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