

## **Ads Placed on Lifestyle Sites Found to be More Emotionally Resonant Than Those on Medical Sites**

Study conducted by Condé Nast in partnership with Neuro-Insight analyzes the role of environment on pharmaceutical advertising

NEW YORK – April 19, 2018 – Condé Nast today released the findings of an in-lab neuroscience study observing how consumers react to pharmaceutical advertisements by examining their brain activity and measuring response in areas representing engagement (personal relevance), emotional intensity (strength of reaction) and long-term memory, which covered both detail (offers, text) and global (themes, storylines) features.

The study monitored 100 participants and divided the group into two parts—those with diabetes and high cholesterol, and those with asthma and allergies. In both groups, respondents received a laptop and were guided through a natural online experience that included medical and lifestyle websites—each with two pages of ads in context (surrounding content related to their conditions), and one page with ads out of context (content not related).

The study found that ads served within lifestyle environments were more emotionally resonant and engaging than those served in medical environments. Specifically, the ads in the lifestyle environment elicited 47% greater emotional intensity versus medical properties. When evaluating the impact on memory across both environments, participants experienced similar global memory for ad aspects such as brand image in both environments in-context. Detail memory scored better out-of-context in both environments, but even more so in lifestyle.

“The study underscores the versatility of lifestyle environments in delivering on brand objectives,” said Jennifer Mormile, chief industry officer, health, at Condé Nast. “And, it further validates why we’ve seen such strong results. For example, we’re seeing script lift of 4x in Type 2 diabetes on our SELF Condition center sponsorships.”

"We've always heard people claim that pharma advertising is 'different,'" said Pranav Yadav, CEO of Neuro-Insight. "This is the first time that I've seen a publisher try to decode scientifically how it's different and give their clients concrete and actionable insights to drive higher ROI."

### **About Condé Nast:**

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New

Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, Iris, Pitchfork and them. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit [condenast.com](http://condenast.com) and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

**About Neuro Insight:**

Neuro-Insight US Inc. is a global neuro consulting firm that uses unique brain-imaging technology to measure how the brain responds to communications. The only company in the world licensed to use its proprietary and patented technology of Steady State Topography (SST), Neuro-Insight delivers valuable consumer insights and actionable creative optimizations by measuring second by second changes in brain activity. This commercially and scientifically validated technology, along with deeper analysis, reveals how a piece of design or advertising is affecting people at both a rational and an emotional level.

**Media Contact:**

Jill Weiskopf, Director, Corporate Communications  
[Jill\\_Weiskopf@condenast.com](mailto:Jill_Weiskopf@condenast.com) or 212-286-5203