

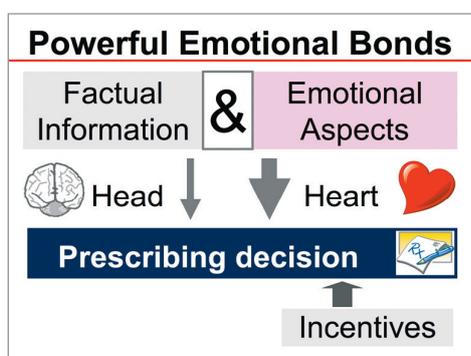
CREATING EMOTIONAL IMPACT

Distinguish between the value and impact of data

Hard Facts versus Stories		
Type of Evidence	Data Numbers Statistics	Examples Anecdotes Allegories
Scientific Quality		
Impact		

Hard data, numbers and statistics ('just the facts'), have a high scientific value. Soft data, examples, anecdotes and allegories, have a high emotional value ('just stories'). A study of 23 000 US consumers has shown that emotions have twice as much influence on the buying decision as pure information. The impact of emotionally moving material is much greater than the impact of 'hard data'. Doctors themselves are influenced by the emotional aspects of your message as well as by the numbers. Therefore, give them both.

Build an emotional bond



Link the hard data – the scientific results – from your trial to the emotional aspects of the disease and treatment. You need to reach the readers' minds as well as their hearts.

Telling a human interest story is an obvious method for making this link and addressing people's emotions.

Tell a captivating human interest story

A Human Interest Story



Tell a story involving a human being that ...

... speaks to the heart

... appeals to the emotions

... evokes certain feelings

People are interested in people. All of us have a natural curiosity about other people. The human interest approach, which tells stories about people, is a proven advertising technique to make your product more exciting and to increase the number of people who see, watch, and actually read your ads, folders and letters.

Imagine a concept that places your product at the centre of a human drama. In medicine, this is the 'typical patient' or 'clinical case'. There is no need to be a novelist or screenwriter. There

are enough patient records from the clinical trial to provide you with the raw material for your story. This approach gives vivid examples to the doctors and can serve to facilitate diagnosis and treatment of appropriate patients.

Use evidence-based arguments

Evidence Based on Numbers

Real Economic Value

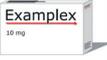
Cost control and savings in antihypertensive therapy

Compared to major competitor:
Savings of \$111 a year



The statements in this illustration are straightforward (and boring). The message of 'real economic value' is supported by logical, rational arguments to prove the claim of 'value for money'.

Combine facts and feelings

The Complete Picture	
Picture of an elderly lady	Name Helen R.
	Age 72
	Marital Status widowed
	Health InsMedicare
	“Save \$111 a year? That’s bus fare to work for 3 months.”
Human Interest Story	

In this illustration we are introduced to a real person: We know her first name, her age, her marital status and her health insurance details. The figure of \$111 now becomes the very tangible and imaginable ‘bus fare to work for 3 months’. A similar campaign was successfully used by Bayer Corporation to market Adalat®CC (long-acting nifedipine) in the United States.

