

Eye-Tracking Tech Optimises New National Press Ads

Monday 22 February, 2016

Yarwell Mill Country Park, based in Cambridgeshire, has launched a major national press advertising campaign across several industry magazines and local and regional newspapers. Press Mag Media was the driving force behind this campaign, with full page ad space secured which will see the Leisure Parks UK company reach its ideal target audience.

This campaign showcases the potential role that digital technology can play in this traditional print medium. Press Mag Media was able to tap into the digital software available to it through its parent company Media Agency Group, ensuring that the Yarwell Mill artwork was optimised and as eye-catching as possible.

Press Mag Media ran the original artwork supplied by Yarwell Mill through a rigorous screening process using our state-of-the-art Gazepoint eye-tracking software. After testing it on a sample of people who were of Yarwell Mill's target demographic, the results were used to improve and amend the artwork, with our in-house design team transforming the advert into the finished article which you can see in several publications over the coming months.

Our studies found that the original artwork was too text-heavy, and that several people struggled to decipher what the advertisement was actually trying to sell. By ensuring that the artwork was clearer in its message, used more appropriate imagery and emphasised its product more, we were able to re-design an eye-catching print advertisement which resonates with Yarwell Mill's target audience.

The Managing Director of Press Mag Media's parent company Media Agency Group, John Kehoe, said:

"We've been championing how beneficial our digital facilities in the office can be for clients for some time now, and this is the perfect example of what eye-tracking software can do for a campaign. We were able to transform Yarwell Mill's artwork so that it jumps off the page in some leading industry magazines and newspapers. We offer this service to all our clients across our several advertising platforms, and the results of the software speak for themselves."

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