

WHY YOUR BRAIN CRAVES INFOGRAPHICS

Did you know that the average person's attention span was last clocked at 8 seconds and is shrinking annually? The most logical reason is because the average American consumer is exposed to over 3,000 advertising messages a day, via the full spectrum of media. Information overload has become a real issue and as an advertiser, it is crucial to use methods that push information to the top of the heap. With less time to spend on any one piece of information, visual content continually wins over plain text, which is often presented in long paragraphs that look tedious and uninteresting.

Infographics is at the forefront of visual content as it is one of the most effective ways to quickly and effectively communicate relevant information.

Why? The average consumer has become accustomed to making quick associations through symbols, such as logos, emojis and road signs. At a glance, the mind can attach a meaning to visual information, which allows quick processing time.

- Visuals are processed 60,000 times faster than text because 90 percent of information transmitted to the brain is visual. (Source: 3M Corporation and Zabisco)
- Visualized information has increased nearly 10,000% on the internet in the last 10 years.
- "Say it quick, say it well" is now the catchphrase for the contemporary marketer. Yet not all visual information is equal.
- Advertisers/publishers that use infographics increase traffic an average of 12 percent more than those who don't. (Source: AnsonAlex)

There are five specific elements that play a crucial role in the success of an infographic: Purpose, accurate data, copy style, design and graphs/charts can make or break this method of conveying information visually. It's important to understand how each contributes to its success or failure.

1. **Purpose** – What information is being conveyed, to whom and why. Sure, even the most boring information can be made to be more interesting through the use of an infographic, but unless its purpose is clear, it cannot be guaranteed that the viewer will make it through to the end.
2. **Accuracy** – If the data is general, vague or inaccurate it will be seen as a "come on" and distrust will be the likely outcome. Consumers crave information they can sink their teeth into, share with others and help them learn more about the subject, product or service at hand.
3. **Copy style** – The headline is key to grabbing the reader's attention. Since there is so much information to follow, using a short, captivating headline that creatively states the purpose of the infographic is what works best.
4. **Design** – As in all visual communication, the use of colors and fonts have the ability to attract or detract. Too many colors are confusing to the eye, as are fonts that are too complex and/or hard on the eyes. The more balanced and simply designed, the more the reader feels compelled to continue to the end.
5. **Graphs and Charts** – Old fashioned graphs and charts were barely interesting in school, let alone to consumers who are subconsciously choosing which of the hundreds and thousands of daily ad

messages they notice. Creative shapes that illustrate the information are far more cohesive and give the infographic synergy and appeal.

You can expect better-than-average returns in traffic, leads and customers when you make sure your infographics are ticking off all the right elements. It's an avenue that is worthy of being explored. Think about it – what story and data can you surprise and delight your potential customers with?

Take a look at our samples and you'll see just how we have created potent visual information.

Want to see how an infographic can effectively reach and persuade your audience? Contact us today for a free 30-minute conversation at: hello@evokeideagroup.com or (630) 879-3846.

A FEW TWITTER and FACEBOOK POST TEASERS:

See why companies that use infographics experience an average of 12% higher increased traffic.

Infographics “say it quick and say it well” ... see why.

Communicating information visually is at the forefront of effective marketing. Read on...

Consumers process information faster with visual information... infographics are key.