

RANKING ATTENTION-GETTERS IN DOCUMENTS

Ranking	Image
1.	Human eyes
2.	Human face
3.	Human body
4.	Animal
5.	Graphic pattern
6.	Machine
7.	Text

Notes

1. This ranking applies only to printed elements.
2. The list should be used with care, some images commonly used as attention-grabbers in consumer magazines would be inappropriate in pharmaceutical marketing.
3. Pictures of animals will rank higher in marketing for veterinary drugs.
4. Pictures of babies will be top ranking for mothers or expecting mothers.
5. Pictures of machines (e.g. cars, motorcycles) rank higher among men than among women.