



THE

ADVERTISED mind

GROUND-BREAKING
INSIGHTS INTO
HOW OUR BRAINS
RESPOND TO
ADVERTISING



ERIK DU PLESSIS

The Advertised Mind

C Cleary



The Advertised Mind:

The Advertised Mind Erik Du Plessis,2005-05-03 Advertising research organizations have been trying for years to measure the effectiveness of advertising The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists neurologists and artificial intelligence specialists Author Erik du Plessis uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised He also draws on the findings of Adtrack s world famous database of responses to over 30 000 TV commercials the largest in the world He explores what ad liking really means and suggests how this paradigm about the role of emotion has resulted in a continued effort to obtain maximum return from advertising spend

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