



THE ADVERTISED mind

GROUNDBREAKING
INSIGHTS INTO
HOW OUR BRAINS RESPOND
TO ADVERTISING

 MillwardBrown

ERIK DU PLESSIS

The Advertised Mind

Jicheng Xie



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

The Advertised Mind Erik Du Plessis,2005 Du Plessis draws on information about the working of the human brain from psychologists neurologists and artificial intelligence specialists to suggest why ad liking is such an important factor in advertisement and how it predisposes consumers to buy the brand that is being advertised

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