

The Advertised Mind

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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

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

the branded mind is about how people think and particularly how people think about brands it explores what we know about the structure of the brain how the different parts of the brain interact and then demonstrates how this relates to current marketing theories on consumer behaviour investigating developments in neuroscience and neuromarketing and how brain science can contribute to marketing and brand building strategies the branded mind is based on exclusive research by millward brown one of the world s top market research companies this unique and insightful book covers everything from the nature of feelings emotions and moods to consumer behaviour decision making and market segmentation and how to use these insights to the benefit of your brand

issue for 1921 22 contains a digest of papers and addresses presented before the 17th annual convention of the associated advertising clubs of the world

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