



**THE**  
**ADVERTISED**  
**mind**

GROUNDBREAKING  
INSIGHTS INTO  
HOW OUR BRAINS RESPOND  
TO ADVERTISING

 MillwardBrown

**ERIK DU PLESSIS**

# The Advertised Mind

**JR Anderson**



## **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

**Printers' Ink; the ... Magazine of Advertising, Management and Sales** ,1897 *The Advertising Age and Mail Order Journal* ,1916 The Standard ,1928 **System** ,1922 **Bulletin of High Points in the Work of the High Schools of New York City** ,1929 *The Duroc Bulletin* ,1920 **Postage and the Mailbag** ,1916 *The Advertising Yearbook* ,1925 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 *Advertising Fortnightly* ,1930 Telegraph and Telephone Age ,1911 **Jubilee Dinner Given by the Advertising Men of Chicago and New York in Honor of Charles H. Stoddart** ,1925 A Short Course in Advertising Alex Faickney Osborn,1921 **The Business Man's Library: Book on advertising** ,1907 *American Printer and Bookmaker* ,1910-03 The Indicator ,1915 **The American Food Journal** ,1921 *Advertising & Selling* ,1930 The Northwestern Miller ,1930

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