

The Role of Emotion in Advertising Explored In New Book

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The Role of Emotion in Advertising Explored In New Book from Millward Brown

Fresh and exciting insight revealed in The Advertised Mind

Leading brand, communications and media research company, Millward Brown, has launched a new book, titled "The Advertised Mind"™, providing a fascinating and fresh insight into how our brains work and respond to advertising. The book, written by Erik du Plessis, CEO Millward Brown South Africa and published by Kogan-Page, explores the world of advertising, drawing on information about the human brain to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy a brand.

Commenting on the book, du Plessis said: "My inspiration came from my days as a media planner trying to actively demonstrate what advertising works, what doesn't, and why. I discovered that there is no escaping that the way consumers think and act is triggered and shaped by their initial emotional response to events, and that includes advertising".

Widely endorsed by academics and the advertising world, "The Advertised Mind"™ provides a unique synthesis of the theories of memory and learning and how they relate to advertising effectiveness as measured by survey research.

Robert Barocci, President and CEO of The Advertising Research Foundation (ARF), New York, commented: "The future of effective marketing, no matter how it is measured, will be linked to understanding and practically leveraging the growing body of knowledge about how the brain receives and processes communication. The ARF applauds the work of Erik du Plessis on significantly advancing the application of learning in this critically important area."

Millward Brown, considered a leading authority on media and marketing communications, has a large team of esteemed researchers who have been delving deeper into the associations between emotion and advertising success and sales. Further information on the book and Millward Brown research is available at www.millwardbrown.com/theadvertisedmind
 Editor's note:

Millward Brown (<http://www.millwardbrown.com/>), one of the world's top 10 marketing research organizations, is recognized as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques – both qualitative and quantitative – Millward Brown helps clients build strong brands and services. Millward Brown has more than 71 offices in 42 countries. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global, brand valuation unit), Millward Brown Precis (a global PR measurement firm), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm. About the author: Erik du Plessis is CEO of Millward Brown South Africa and formerly ran his own company, Impact, in South Africa. Both Millwa Date: 3 May 2005