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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.

The Advertised Mind: Groundbreaking

Page 22/38

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Insights into How Our ...

It was there that du Plessis had the epiphany that led to *The Advertised Mind*. “ I realized that neurologists weren ’ t reading what we ’ d done, ” he says, “ and we weren ’ t reading what they ’ d done. ” ...

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The Advertised Mind - Fast Company
Compiling research performed by du
Plessis and Millward Brown, "The
Advertised Mind" theorizes that the
strongest factor in successful
marketing is whether an
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response in its target audience. du

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Plessis bases his conclusions on recent discoveries in neuroscience—particularly the limbic system—which suggest that emotion establishes a firm memory of an advertisement and predisposes consumers to buy the brand that is being advertised. du Plessis also ...

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