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The Advertised Mind: Groundbreaking Insights into How Our Brains Respond to Advertising

Erik Du Plessis

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Research by Erik du Plessis has helped show that the strongest factor predicting an advertisement's success is how much the ad is liked. In *The Advertised Mind*, du Plessis draws on information about the working of the human brain from psychologists, neurologists and artificial intelligence specialists. He 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 explores what "ad-liking" really means and suggests how this emerging paradigm could lead to a new phase in the ongoing effort to obtain maximum return from advertising spending.

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