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About Face: The Secrets of Emotionally Effective Advertising

By Dan Hill D.V

Kogan Page. Hardcover. Book Condition: New. Hardcover. 212 pages. Once advertising was all about being on-message and getting talking points right. But breakthroughs in brain science have confirmed what we all know but don't often admit to in business: people are primarily emotional decision-makers. About Face shows how 21st-century advertising can realize success by being on-emotion first and foremost. Using data from eye-tracking and facial coding to analyze consumer responses, it demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, place, and promotion, Dan Hill outlines ten rules for emotionally effective advertising, including: Keep it simple Make it relevant Be memorable Focus on faces Always sell hope Dont lead with price Emotions rule decision making. About Face shows that by focusing on the three new Ps of passion, purpose, and personality, ad campaigns can become more effective and emotionally engaging, taking brands closer to the customer. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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