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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

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an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

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Read two
chapters:

Chapter 16:

Recognition,

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Measuring how

advertisements

are remembered;

Left- and right-

brain memories;

Recognition and

recall versus

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persuasion.

Chapter 17:
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Mind also points
to the
importance of
research done by
Herbert Krugman
in the 1970s.
Krugman argued
that recognition

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is an emotional task that uses the right hemisphere of the brain, and recall is a logical task that uses the left hemisphere of the brain.

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to the face of
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specialists. He
uses this
research to
suggest why
emotion is such
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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

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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.

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Plessis provides a fascinating and fresh insight into how our brains work and respond to advertising.

Erik du Plessis is CEO of Millward Brown South Africa and formerly ran his own company, Impact, in South

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Africa. Both Millward Brown and Impact are well known for their expertise in brand and advertising research.

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