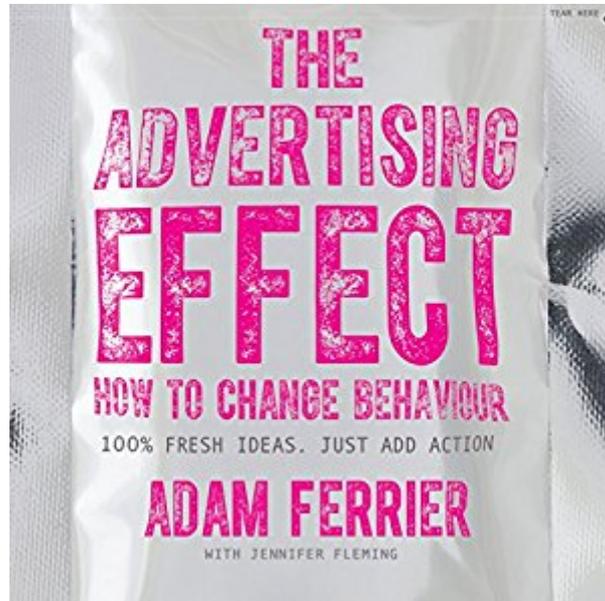


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The Advertising Effect



Synopsis

Want to know how to influence other people's behaviour? In *The Advertising Effect*, respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe. These techniques are grounded in psychological theory with award winning real world examples and explore how the most effective way to change behaviour is through action rather than the conventional advertising practices (emotional or rational persuasion). This is the ultimate insider's guide, to the ultimate behaviour change industry - advertising. Expose the techniques that advertisers use to get consumers to buy. Examples and case studies illustrate successful strategies and includes award winning campaigns such as Rename Speed, Steal Banksy and Share a Coke. Includes insights from some notable people in advertising, philosophy and behavior change including Alain De Botton, Andrew Denton, David Nobay, Faris Yakob and Bob Garfield.

Book Information

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Customer Reviews

This book provides a great introduction into the modern world of advertising. Adam methodically runs through the various aspects of how ad campaigns are generated, and backs up approach with relevant references to psychological and economic studies. The book turned a lot of my preconceptions about this process on their head (admittedly most of my understanding of advertising comes from watching *Mad Men*). It was not an industry where I expected an evidence based approach to doing things. The most interesting part of the book for me was about the "Benjamin Franklin Effect". Google this now - it's pretty awesome. Adam shows how the industry is

using this to great effect to change peoples opinions about their brands, and then spur a change in their behaviour. Although I work in an IT consulting firm, a lot of my day to day activities revolve around the generation of business, and trying to get new customers to engage with us, or existing customers to engage with us more. This book has given me a good framework to get going, and enough references that I can start reading more about how to do this.

I have a mobile tech startup serving marketing/advertising teams from agencies, brands, and retailers alike. No one on our team has a background in advertising or working at an agency so the conversations we have with clients can sometimes be challenging. This book has been an amazing discovery because it helps us get in the mind of the marketer/advertiser/agency so that we can much more effectively position how our solutions can help them - using terminology and arguments they understand. And, with all of the external references to the underlying research, it's a gold mine of material. I started out with the Audible version and after getting through that about half way, I knew I had to get a copy of the book as well. I only have one complaint - increase the font size and line spacing to make it easier to read. It might add another 50-100 pages to do so, but the content is well worth it. So many books take the opposite tact - giant font and lots of whitespace to make up for limited content. This book is the opposite!

Possibly the best book on advertising I've ever read, and I haven't even read it. Listening to it on the way into work in the car was so amazing, I just HAD to have the hard copy for reference. I feel like I can just open up the book and make campaigns.

The AIDA model proposed by E. St. Elmo Lewis (1989) has become the cornerstone of modern mass marketing. Until today, it continuously influences how advertising copy is written, how product is marketed, and how campaign is measured. This book challenges the scientific premise of the AIDA model and offers a fresh perspective on how advertising works that will turn your thinking upside down. The co-author of the book, Adam Ferrier, is an Australian consumer psychologist and marketing communication strategist. After a successful career in the advertising industry including co-founding the Naked Communications, he uncovered a secret recipe to effective campaign: "Action changes attitudes faster than attitudes changes action." His insight is grounded in psychological principles and the latest understanding in behavioural economics. This book is a fascinating read. I particularly enjoy the use of real world campaigns to illustrate how advertising can be a force for good. My favourite ones include Dumb Ways to Die and Ask Richard.

The concepts are good - pretty consistent with conventional behavioral marketing theories - but the cases/examples tend to be outdated or based in advertising from the author's native Australia, which can be frustrating for readers who are more familiar with U.S. and European ad campaigns.

Ferrier's Advertising Effect is a must read for anyone interested effective and differentiating marketing! Engaging discussion of 10 action spurs which can help influence human behavior. Not simply based on exploiting human cognitive biases!

This is a fantastic book. I read this not as someone with a background in advertising or marketing, but with an interest behavioural science and culture development within sporting organisations. I figured an award winning advertiser who is also a registered psych would have a serious level of expertise in providing insights on behavioural change & I was not disappointed. While the focus is on changing consumer behaviour, the premise of this book is to identify the 2 key stages of behaviour change (defining the behaviour to change, and how to go about changing it) so really it is relevant to everyone in any walk of life. It is a great read, and I found the format particularly useful with each chapter having its own reference and video list that allows the reader to go off and do their own more in depth research on relevant topics if they wish. The blend of serious academic research along with practical applications in successful advertising campaigns makes it an enjoyable & really informative book.

The BEST advertising strategy book I have read and I have read a lot of them. If you want a great strategic framework that is explained without marketing buzz words and with entertaining examples this is the book. Word or warning. Just because the framework is easy to understand, it doesn't mean coming up with inspiring insights and creative thinking is easy because it isn't. But if you're strategic and creative you wouldn't have it any other way would you?

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