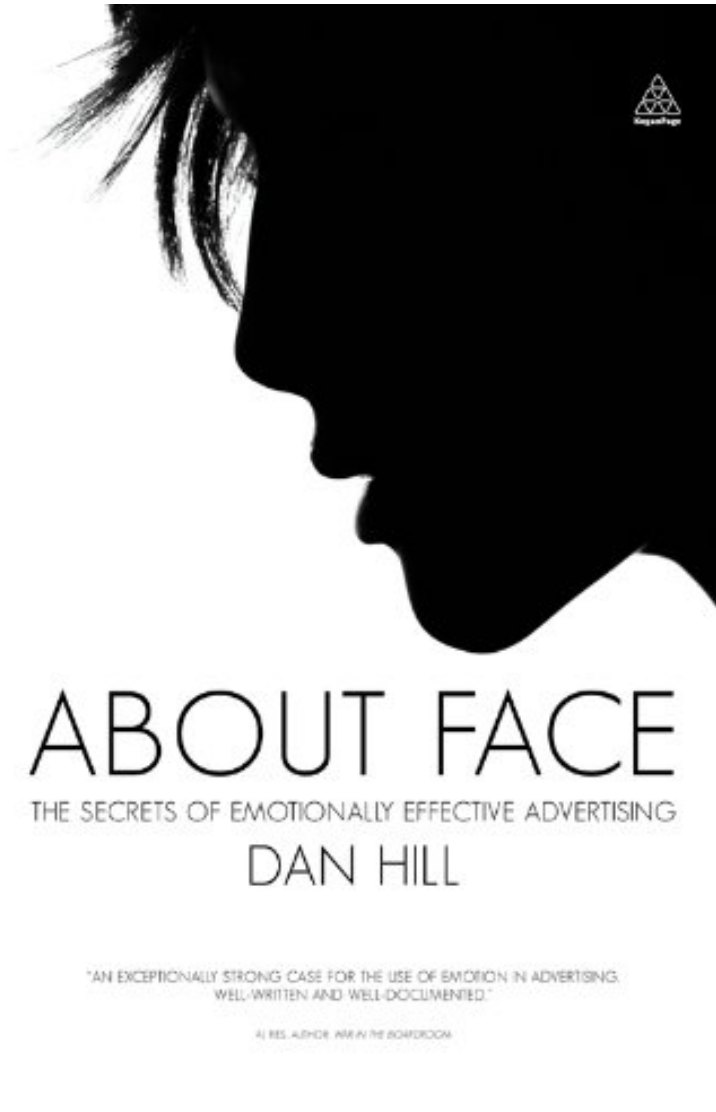


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About Face: The Secrets of Emotionally Effective Advertising

Dan Hill

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"AN EXCEPTIONALLY STRONG CASE FOR THE USE OF EMOTION IN ADVERTISING.
WELL-WRITTEN AND WELL-DOCUMENTED."

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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. From podcasting, blogs and forums to interactive ads in stations, the heart of the matter is now the consumer's experience as opposed to the company's marketing message. 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 analyse consumer responses, About Face demonstrates exactly which advertising strategies are successful and why. Moving beyond the old Ps of product, price, place and promotion, Dan Hill outlines ten rules for emotionally effective advertising including simplicity, familiarity, relevancy and believability. Emotions rule decision making. About Face shows you that by focussing on the three new Ps of passion, purpose and personality, your campaigns can become more effective and emotionally engaging, taking you closer to the consumer.