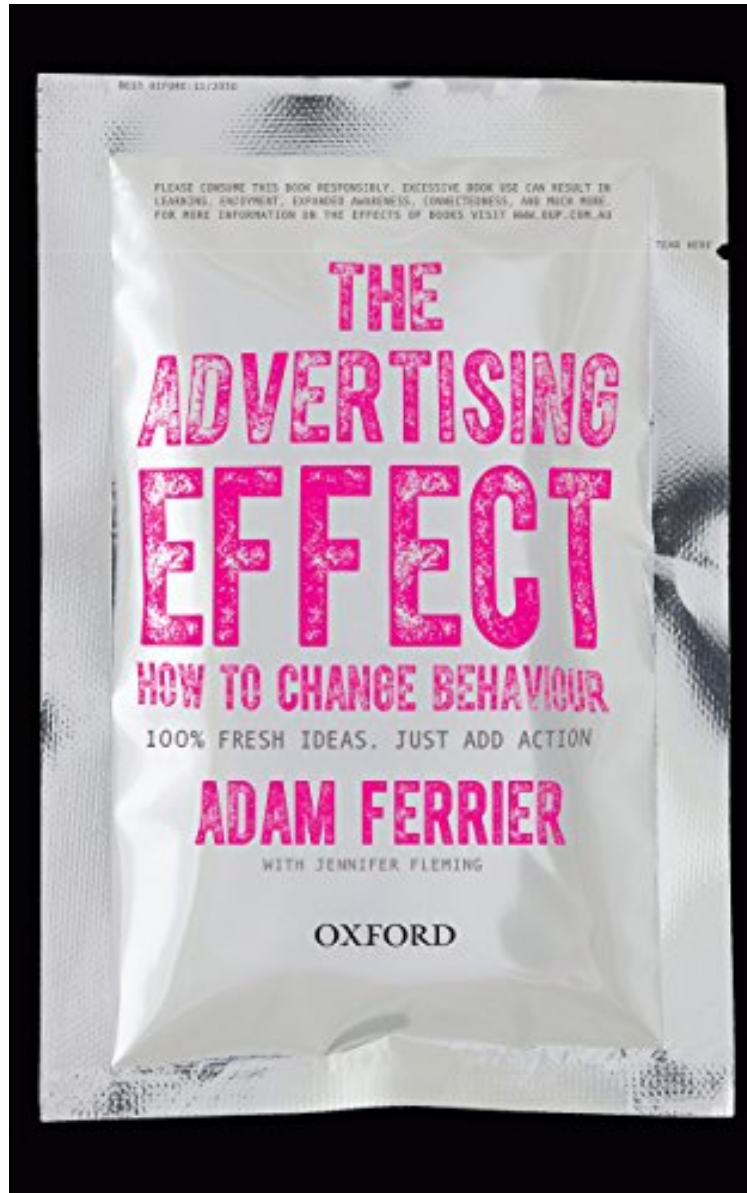


[Download pdf ebook] The Advertising Effect: How to Change Behaviour

The Advertising Effect: How to Change Behaviour

Adam Ferrier, Jennifer Fleming

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Adam Ferrier, Jennifer Fleming : The Advertising Effect: How to Change Behaviour before purchasing it in order to gage whether or not it would be worth my time, and all praised The Advertising Effect: How to Change Behaviour:

6 of 7 people found the following review helpful. Excellent book for anyone who has ever had to convince someone to do something differently (i.e. everyone on this planet)By PeteThis 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. 0 of 0 people found the following review helpful. The BEST advertising strategy book I have read and I have ...By JWThe 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? 0 of 0 people found the following review helpful. The concepts are good - pretty consistent with conventional behavioral marketing theories - ...By LisainSFBayThe 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.

Want to know how to influence other peoples' 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.

About the Author Adam Ferrier, Chief Strategy Officer, CumminsRoss Adam Ferrier is Chief Strategy Officer/Owner of independent advertising agency, CumminsRoss. Prior to this Adam founded and sold Naked Communications, one of Australia's most influential agencies. He's also a registered psychologist and one of Australia's most respected and successful advertisers.