

About Face-The Secrets of Emotionally Effective Advertising

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This book is about how 21st century marketing can realize success by being on emotion. Dan Hill, the author, is the President of Sensory Logic, Inc., founded in 1998 as a scientific consumer insights firm that specializes in measuring both verbal and nonverbal, subconscious reactions to advertising, store environments, and product design, packaging and presentation. His award-winning creative writings have been published in The New York Times and noted with distinction in the 1994, 1991 and 1989 editions of The Best American Essays. He is author of four books: Body of Truth (2003), bestseller Emotionomics (2007) and Face Time (2008).

The author and his firm, sensory logic, are the main proponents of using facial coding as a way to determine what consumers are really thinking. The book beautifully guides the advertisers in making the ads emotionally impactful. Using data from eye tracking and facial coding to analyze consumer responses, it demonstrates exactly which advertising strategies are successful and why.

The book consists of ten chapters – get physical, keep it simple, keep it close to home, focus on faces, make it memorable, relevancy drives connection, always sell hope, don't lead with price, mirror the target market's values and believability sticks. Each chapter has a summary and takeaways. Moving beyond the traditional four 'Ps' of product, the author moves to three new people-centric Ps. That is Passion, Purpose and Personality.

The author has outlined ten rules for emotionally effective advertising through ten chapters. The first chapter stresses on unique sensory stimulation and emphasizes that to be on emotion one need to create surprise and enable connectivity. The book in its second chapter explains about failure of ads and lays down the importance of emotional engagement. In the third chapter, the author narrates the importance of familiarity with examples and how the likeability and preference can be generated through familiarity. The fourth chapter focuses on faces and explains why selecting the right face (and personalities) for ads are crucial. The chapter also explains about the true smiles and social smiles and detecting a true versus a social smile. In the fifth chapter, the author discusses in great detail the factors that make ads

memorable or forgettable. The author, sixth chapter, focuses on the people's emotional needs. The chapter further navigates about the creation of different relevancy by various elements. The seventh chapter emphasizes on selling hopes and the promise of happiness. In the eighth chapter, a word of caution is expressed in terms of value based promotional advertising. The author calls it as 'cheapo-nomics'. The ninth chapter stresses on considering values, beliefs and attitudes of the target market as it is essence of selfhood. And, finally the tenth chapter, the author emphasizes on the trust factor i.e. the believability factor, which is essential for any advertiser.

The book is full of real world examples that make the book more useful. In fact, the book has provided citation of other authors, at appropriate places, which are useful for further exploration to the readers. The book is full of specific techniques and recommendations. The author has used his own research findings to suggest recommendations to the advertisers.

The only shortcoming of this book is that there is little discussion on actual techniques used. May be the next version might throw light on it. The book no doubt is well structured in terms of chapters and relevant examples.

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