



Gimme! The Human Nature Of Successful Marketing, Explores Why So Many Ads Fail ... And Why Great Brands Succeed

Author Of New Book Says Advertisers Must Recognize How We Are Emotionally Wired For Their Marketing Efforts To Succeed

February 27, 2007, New York/Toronto/London – In a new book, *Gimme! The Human Nature of Successful Marketing*, business and advertising research veteran John Hallward explores our evolutionary traits to help marketers, brand managers, public relations professionals, advertising executives, and even politicians better tap into primary human motivations for greater success.

Advertising is a \$350-billion industry worldwide, Hallward notes. But for too long, he says, marketers have ignored the basics of how human beings are wired and how they work emotionally. As a result, costly marketing and advertising campaigns have suffered to the point where the majority of advertising campaigns fail.

Hallward, a former marketing expert with Procter & Gamble and Johnson & Johnson and now chief of new product development for Ipsos ASI, The Advertising Research Company, writes: "The role of marketing is to drive behavior to generate sales. But it is surprising how much advertising is about saying what the advertisers want to say about themselves, and how little advertising focuses on the minds, moods, and motivations of consumers, and on what I call "gimmies" – the emotional payoffs consumers expect from brands. *Gimme!* is about how we can apply the insights of how humans are wired to make marketing work better."

The book, published by John Wiley and Sons and available around the world, is based on Hallward's 20 years of experience in the ad research world and supported by the Ipsos ASI database of more than 3 million brand assessments. According to Ipsos ASI research, only about one-fifth of advertising campaigns have a significant measurable impact on the brand. Many campaigns fail to grab the consumer's attention. Half of those that do so fail to motivate consumers in meaningful ways.

"To build successful brands, you need to build emotional rewards for buying the product, creating emotional benefits beyond raw functional requirements," Hallward writes. "Our research shows that the more a brand has extra appealing emotional associations, the greater the purchase commitment to the brand."

Hallward believes too many ad and marketing professionals, schooled in business administration and economics, know far too little about how our brains work and how to leverage our genetic wiring for mutually beneficial purposes.

"As a whole, brand managers, ad execs, and marketing research suppliers are not knowledgeable enough about the aspects of emotions and needs, behavioral psychology, self-perception theory, and genetic evolution," Hallward writes. "We lack enough sensitivity to and appreciation of the human sciences. We all need to admit that humans feel much more than they think."

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About the Author

John Hallward was born in Montreal in 1961 and still calls it home when he's not traveling the world. He graduated from the Queen's University business school, in Kingston, Ontario, with a bachelor of commerce in 1983, and has been "studying" marketing ever since.

John was a research manager at Johnson + Johnson Inc., in Montreal, and a research associate at Procter & Gamble in Toronto. In 1986, because he thought he could build a better mousetrap, he co-founded Tandemar Research. After 14 years of running and successfully growing his own business, he and his business partner sold the company to Ipsos, the global survey-based market research company. John has been with Ipsos since 2000, and is now global director of new product development for one of its divisions, Ipsos ASI, The Advertising Research Company.

Gimme! is Hallward's first book, and is based on decades of experience and reams of validated research. But his interest in neuroscience is far more personal and stems from lower back surgery performed by a neurosurgeon on Hallward's two herniated discs in 2004.

Hallward, who lives in Montreal with his wife and three children, describes himself as a "curious ordinary layman" who had an "Ahah!" moment leading up to the surgery.

He also admits to having previewed, viewed, and reviewed more ads than anyone should in a lifetime.

About Ipsos ASI

Ipsos ASI is a leading global advertising research firm, and is part of the worldwide Ipsos Group. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising process: advertising development, advertising pre-testing for qualifying advertising, advertising tracking, and brand equity/brand health evaluation. Ipsos ASI has also recently introduced new holistic integrated advertising assessment. The firm focuses on providing advertisers with the insights to help in the development, evaluation, and improvement of their advertising efforts to help them build stronger marketing performance for healthier brands.

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