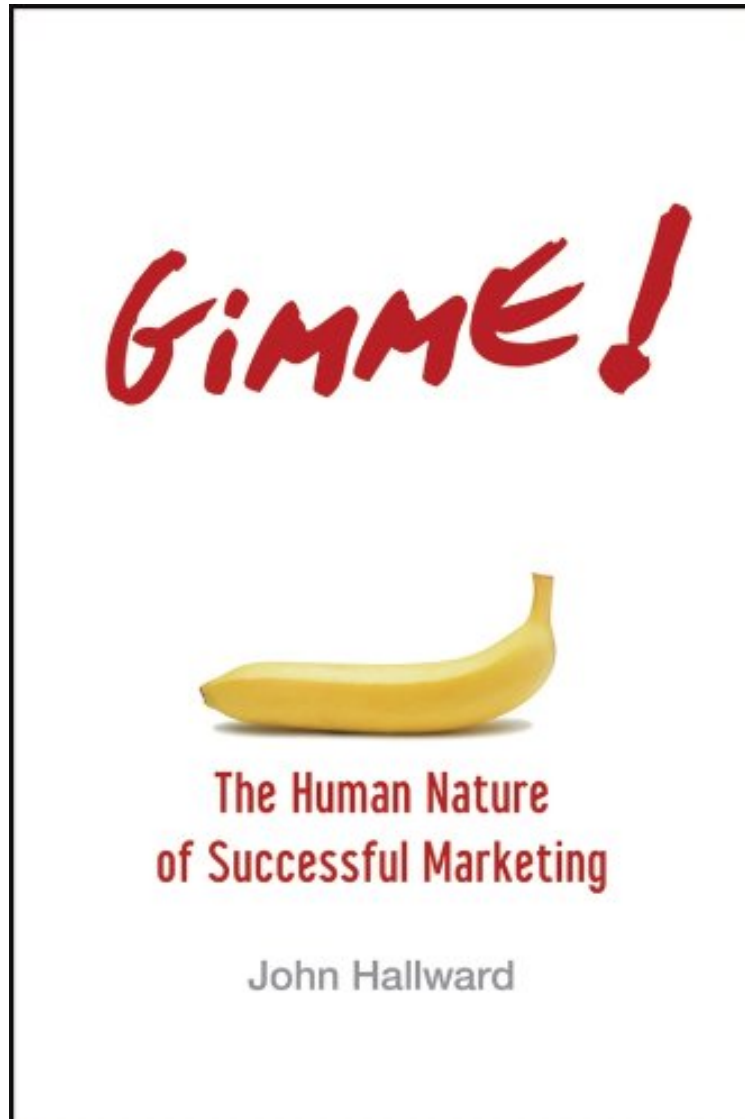


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Gimme! The Human Nature of Successful Marketing

John Hallward

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John Hallward : Gimme! The Human Nature of Successful Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Gimme! The Human Nature of Successful Marketing:

1 of 2 people found the following review helpful. Insight to customer choice drivers ... how to respond with creativeBy Tim DireMy reading `Gimme! The Human Nature of Successful Marketing' was triggered by my visiting the [...] website. I was planning for a job interview at IPSOS, and was doing my pre-interview homework to learn more about the company, its business and its values. While I never made it through the HR screening interview, I'm delighted I read John Hallward's book.My background and skills are very much in the analytical and strategic realm, but within advertising I've worked most heavily in media planning. My knowledge of creative, and what makes good creative,

has been a gap. Until recently I worked for a QSR (quick service restaurant) chain. There I had identified the demographics of the core customer, but with the product being very much part of the customer's meal repertoire I was always keen to understand more about what drove our product's selection for any particular occasion ... and then across all occasions. John Hallward correctly goes beyond the desire to track brand awareness to preach the need to understand why the customer buys. This is refreshing. It is interesting to see some evidence that where choices are similar, as they are in any repertoire, that advertising becomes a more important brand discriminator. Having struggled with advertising's impact on the brand as a whole, as opposed to pushing a particular product or service, I particularly appreciated the discussion of the IPSOS 'EmotiScape' model. The book continues to stress other advertising features to drive the brand, in particular for advertising to be evolutionary rather than revolutionary. There has to be both a consistency and a freshness. Hallward illustrates his text both with specific examples and charts representing aggregate data collected at IPSOS. I strongly recommend 'Gimme! The Human Nature of Successful Marketing' to anyone who wants to better understand what drives a consumer's purchase choice, and to improve messaging. As Hallward stresses, creative is king. His insights on media planning are spot on too.

In Gimme!, advertising research expert John Hallward shows you how the most effective advertising campaigns tap into our most basic, primal emotions to convince consumers to buy. For marketers and advertisers, this book looks at the human nature of consumers and presents the proven tactics, techniques, and arguments that best motivate the human animal to buy.

"...contains anecdotes with intriguing implications for those of us in research...an interesting book" (Research magazine, August 2007) "Gimme! is a must-read for the marketing professional. Hallward brings together robust data, a deep understanding of consumer values, a knowledge of advertising, and great insights that make Gimme! an indispensable resource for marketing executives everywhere." —Tracy Hampton, Senior Vice President, Research Services, Visa USA "Gimme! is a fun and very practical read. It shares over twenty years of Hallward's research experience, studying, and reading. You won't agree with it all, but you will find it all thoughtful and thought provoking. What more can you ask from a book?" —Bob Barocci, President and CEO, The Advertising Research Foundation "Gimme! is a fascinating book and compelling reading for anyone interested in any aspect of why we do what we do. The combination of real data, personal experience, and genetic evolutionary theory is unique in its ability to help us learn how to do better in the future." —Kate Sirkin, Executive Vice President and Global Research Director, Starcom Media Group "Gimme! is a breakthrough collection of research showing how marketing follows our evolutionary features, and how marketers can better leverage human nature. In simple and evocative language, backed by solid data and decades of experience, Hallward explains how you can apply the insights of human nature to make marketing—and advertising—work better. Much better." —Didier Truchot, Co-Chairman, Ipsos
For too long, marketers have ignored the basics of how human beings are wired and how they work emotionally. And as a result, the effectiveness of their marketing and advertising suffers. Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. Gimme! explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success. In Gimme!, advertising research expert John Hallward explains how the most effective advertising campaigns tap into these evolutionary traits and emotions to move consumers to buy. As a senior leader at the international advertising research firm Ipsos ASI, Hallward knows more about how advertising and marketing really work than almost anyone else. Based on the thousands of surveys and closely tracked advertising campaigns that Ipsos ASI has logged, this book reveals what really, truly works—and what doesn't. Gimme! argues that our true nature is self-centered. We have desires and we want them fulfilled. Great advertising pushes that "gimme" button, hitting on those self-centered desires that we often sublimate. The rational part of the brain might want a fuel-efficient car, but the self-centered, evolutionary part of the brain wants a car that makes the neighbors envious. Quite often, the latter gets what it wants. This book proves to marketers, advertisers, and brand managers that consumers really are driven by genetic characteristics—even if they don't know it. Backed by unassailable evidence and reams of data, Gimme! not only reveals the true human nature of consumers, but also the proven tactics, techniques, and arguments that best motivate the human animal to buy.