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Research by Erik du Plessis has helped show that the strongest factor predicting an advertisement's success is how much the ad is liked. In The Advertised Mind, du Plessis draws on information about the working of the human brain from psychologists, neurologists and artificial intelligence specialists. He uses this research to suggest why emotion is such an important factor in establishing a firm memory of an advertisement and predisposing consumers to buy the brand that is being advertised.

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Advertising research organizations have been trying for years to measure the effectiveness of advertising. The Advertised Mind draws on the very latest research into the workings of the human brain undertaken by psychologists, neurologists and artificial intelligence specialists.

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