

What Advertising Does

Marketing

The mechanism, stated honestly.

The persuasion model

- Presents a rational argument
- Changes beliefs, then behaviour
- Assumes attention and engagement
- Works for high-involvement purchases
- Underpins most creative briefs

The memory model

- Builds and refreshes associations
- Works at low attention
- Effect accumulates over years
- Explains long-run brand growth
- Fits low-involvement categories

THE DIFFERENCE THAT MATTERS

For everyday goods, being remembered in the buying moment matters far more than being argued into a preference.

This is why consistency over years outperforms a new campaign each year: memory compounds, and restarting discards it.