

Het beste van What's Next in Retail Tech: Roeland Dietvorst

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The **visual depiction effect** in advertising.

Orientation	Match	Mismatch
Positive (Match Orientation)	6.59	5.33
Negative (Mismatch Orientation)	3.02	4.08

The "Visual Depiction Effect" in Advertising: Facilitating Embodied Mental Simulation through Product Orientation, Elder et al., JCR 2011

Gedachtelezen is geen sciencefiction meer. Daar weet Roeland Dietvorst, neurowetenschapper- en marketeer, alles van.