

# Making promises

“I have become very interested in the neurochemical consequences of making a promise, because of a research project I have spent a lot of the last year working on with my colleague Jann Schwarz and my strategy hero Roger Martin. We looked at over 2,000 ad campaigns and found that campaigns that make a promise to the customer perform better on brand and commercial metrics than campaigns that don't make a promise. So that's where I started. Making a promise essentially triggers a lot of social and emotional cues and heuristics.”



The Monday Media Diet with Mimi Turner

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