

Psychological Types and Advertising Effectiveness

By Gerald Klodt

The ad industry is ignoring science and technology at its own peril. Currently, the ad industry and the ad creatives assume that all consumers are the same albeit some demographic differences. If one simply acknowledges that not everyone thinks the same or their purchasing behavior the same, then a paradigm shift in the industry would occur. Marketers and creatives tend to think similarly and cluster in the **word** row (there are four physiological output rows: body, hand, word, and mind) and develop ads that appeal to themselves such as a funny story or an absurd situation. This leaves three-quarters of the consumer population who do not enjoy the same kind of advertising and buy products in spite of the ad campaigns. The truck driver (body), mechanic (hand), writer (word), and engineer (mind) do not think the same but either translate the advertising into their way of thinking or ignore it entirely (most likely the later).

Xyte Inc's cognographics allows marketers/creatives to cognitively understand others and tailor ads to them also known as addressable advertising. A simple analysis of the market (called cognostics) would identify "who is the profit consumer of a defined product and why they purchase." Now, the marketers and creatives can address their profit customer as if speaking directly to them through preferred physiological output, media channels, buying habits, input senses, and marketing preferences. Instead of marketing addressing one-quarter of the market, they can now address one hundred percent of the market and the lift should improve considerably.