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# Conclusions

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*Persuasive Advertising* is the result of 16 years of gathering and analyzing evidence on persuasiveness in advertising, and presenting it in such a way that it can be useful to others.

I have assumed that anyone involved in purchasing, creating, or evaluating advertising can be more effective by using evidence-based principles. To accomplish this, they must have easy access to principles. In effect, this book provides a map designed specifically for those purposes.

Practitioners will continue to produce new ideas on persuasion, and research by academicians will continue to be the major source of evidence on the effectiveness of the principles.

While the analysis of non-experimental data has contributed to the development of advertising principles to date, it has outlived its usefulness. Further progress will depend heavily on lab and field experiments, quasi-experimental research, and meta-analyses. The Internet and direct-response advertising offer opportunities for conducting such experiments. Advertising research firms should join in this effort by providing quasi-experimental and experimental data to test and refine the principles. In short, as in the case for medical treatments, progress in persuasive advertising depends upon the development and communication of evidence-based techniques and principles.

As the field continues to expand, new discoveries will be reported on [advertisingprinciples.com](http://advertisingprinciples.com) (AdPrin.com). I hope that many people will contribute to this effort to summarize all useful knowledge about persuasion through advertising.

Advertising's ultimate objectives are to persuade people to buy a product, donate time or money to a cause, or support an idea. But the principles underlying what works in advertising also apply to persuasion in other areas of life.