

## How, Why, and When Advertising Works



### Discussion Questions

Do you have a story about a purchase you made where you were influenced by advertising and has elements of mental availability and physical availability? If so, please share it.

Are you familiar with Bob Hoffman (the Ad Contrarian) and his thinking? What do you know about him.

Have you spent any time following up on Byron Scott's work? If so, what else do you know about him and his ideas?

In Lytle's story, did he get the point across about the role of physical and mental availability? Does the story help you remember the concepts.

Watch YouTube "short" with Byron Sharp. Which of your clients need to see this too? <https://www.youtube.com/shorts/Ah5l01UXE70>

What action(s) will you take?