

PROVING THE VALUE OF DESIGN WITH SCIENCE.



Adam Morgan | Executive Creative Director, Adobe

SEVEN YEARS AGO

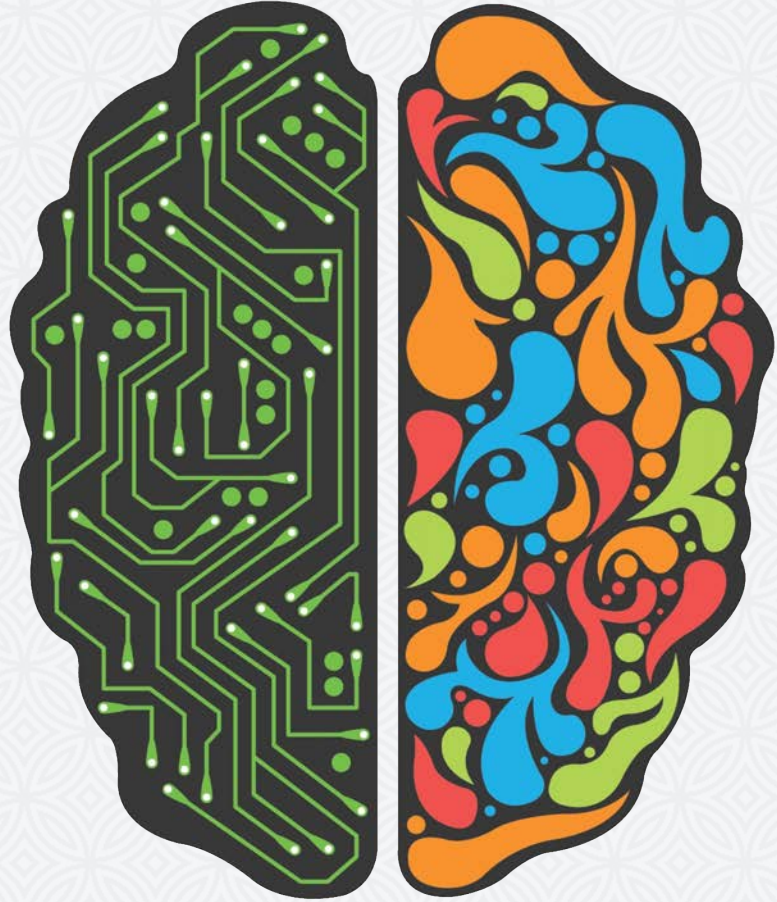
Russell Fisher asked me a question.

The background of the image is a dense, repeating pattern of concentric circles in a light gray color. The circles are arranged in a staggered grid, creating a textured, organic feel. The text is centered horizontally and vertically over this pattern.

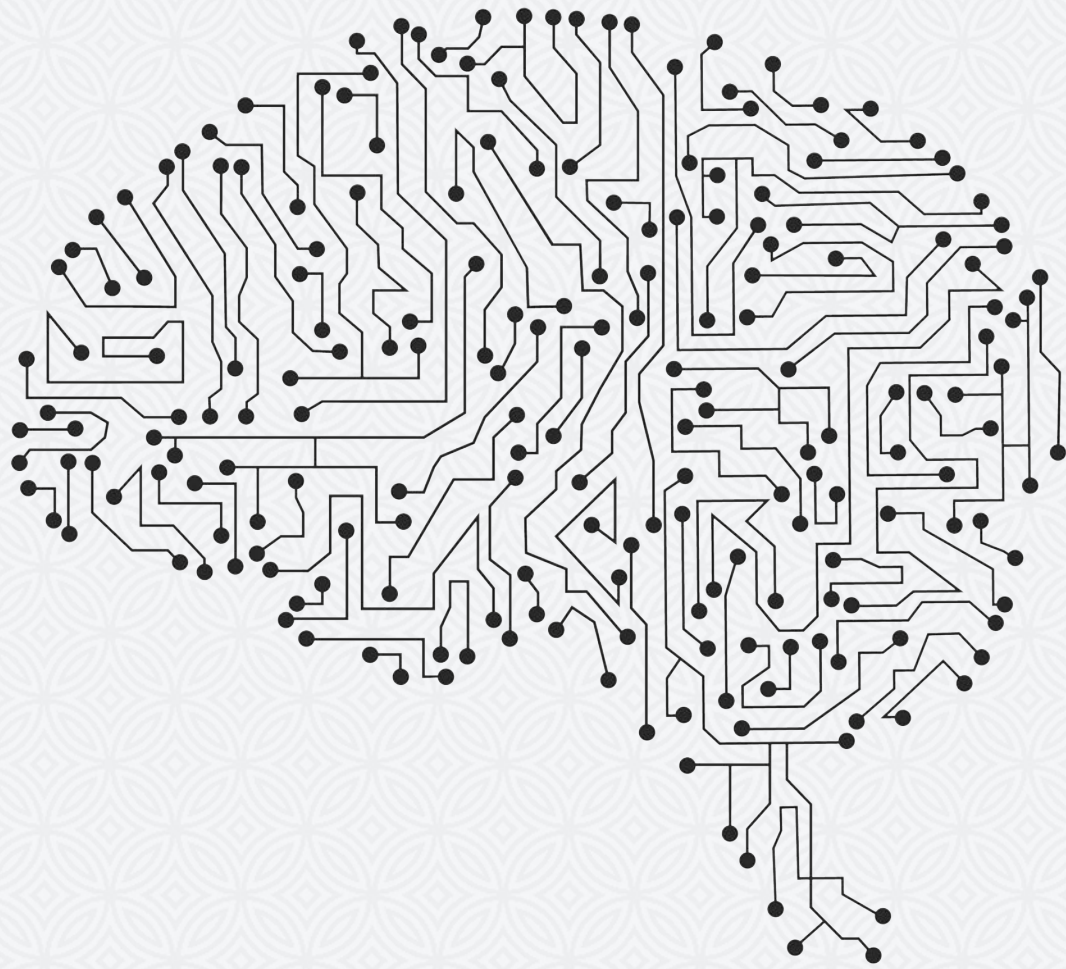
**DO CREATIVE IDEAS
WORK BETTER?**

Creative idea = Emotional

THE SCIENCE BEHIND CREATIVE MARKETING







LOGIC VS EMOTION

Do you place more value
ON LOGIC OR EMOTION?

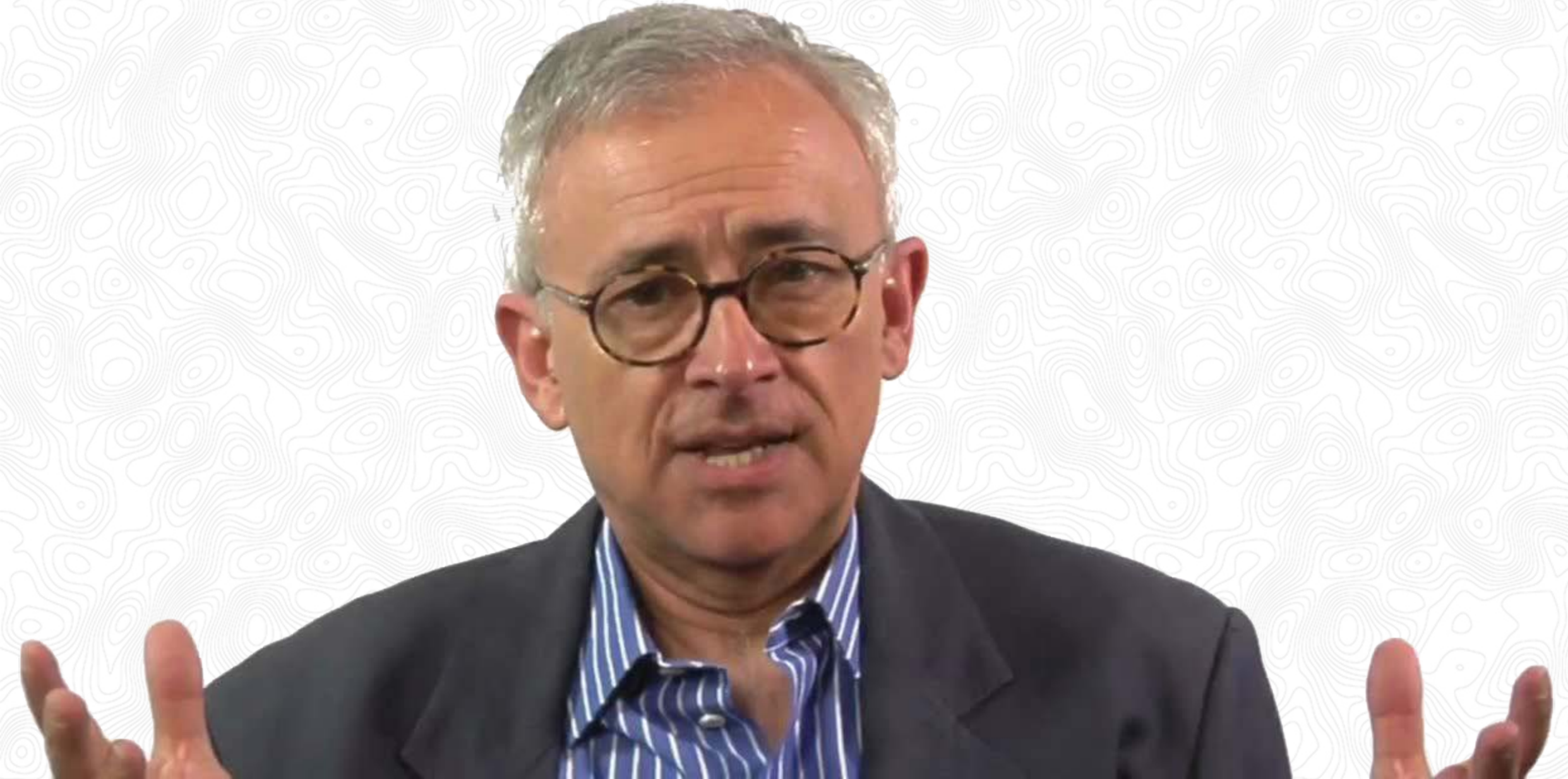
BETTER UNDERSTAND

the relationship between

LOGIC AND EMOTION



Antonio Damasio



**EMOTIONS ARE NOT
JUST ANIMAL INSTINCTS.**



*Emotions are what
makes us human.*

TWO SYSTEMS ONE BRAIN

Conscious

Slow

Cognitive

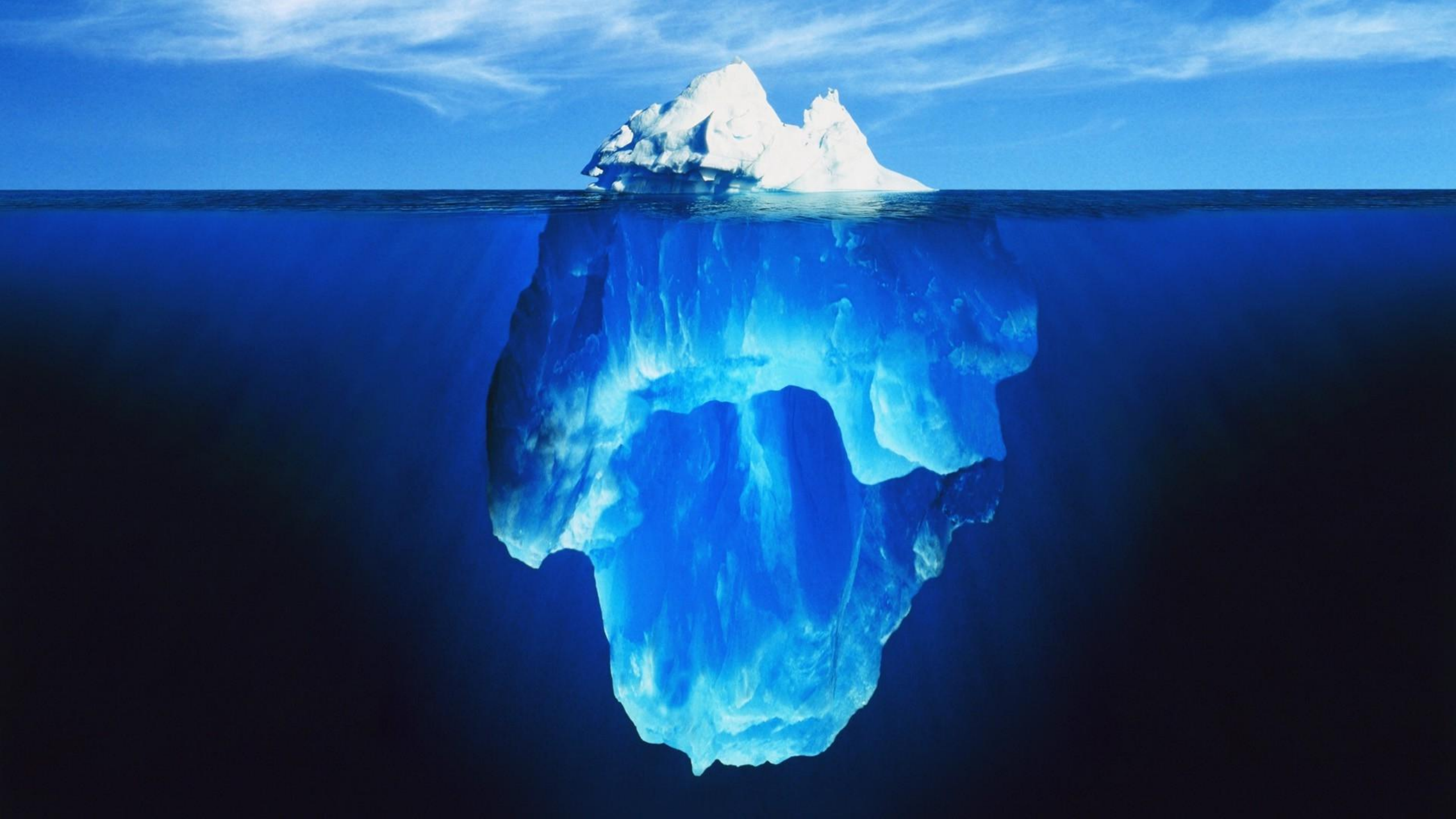
Rational

Subconscious

Fast

Automatic

Emotional



Conscious only holds 4-7 variables.

Subconscious holds the internet.

The background of the image is a dense, repeating pattern of concentric circles. Each circle is composed of multiple thin, light gray lines, creating a textured, ripple-like effect across the entire frame. The circles are arranged in a staggered, overlapping grid.

A LITTLE TEST

$$247 + 331 = \underline{\hspace{2cm}}$$

4397654

**Now add one digit
to each number**

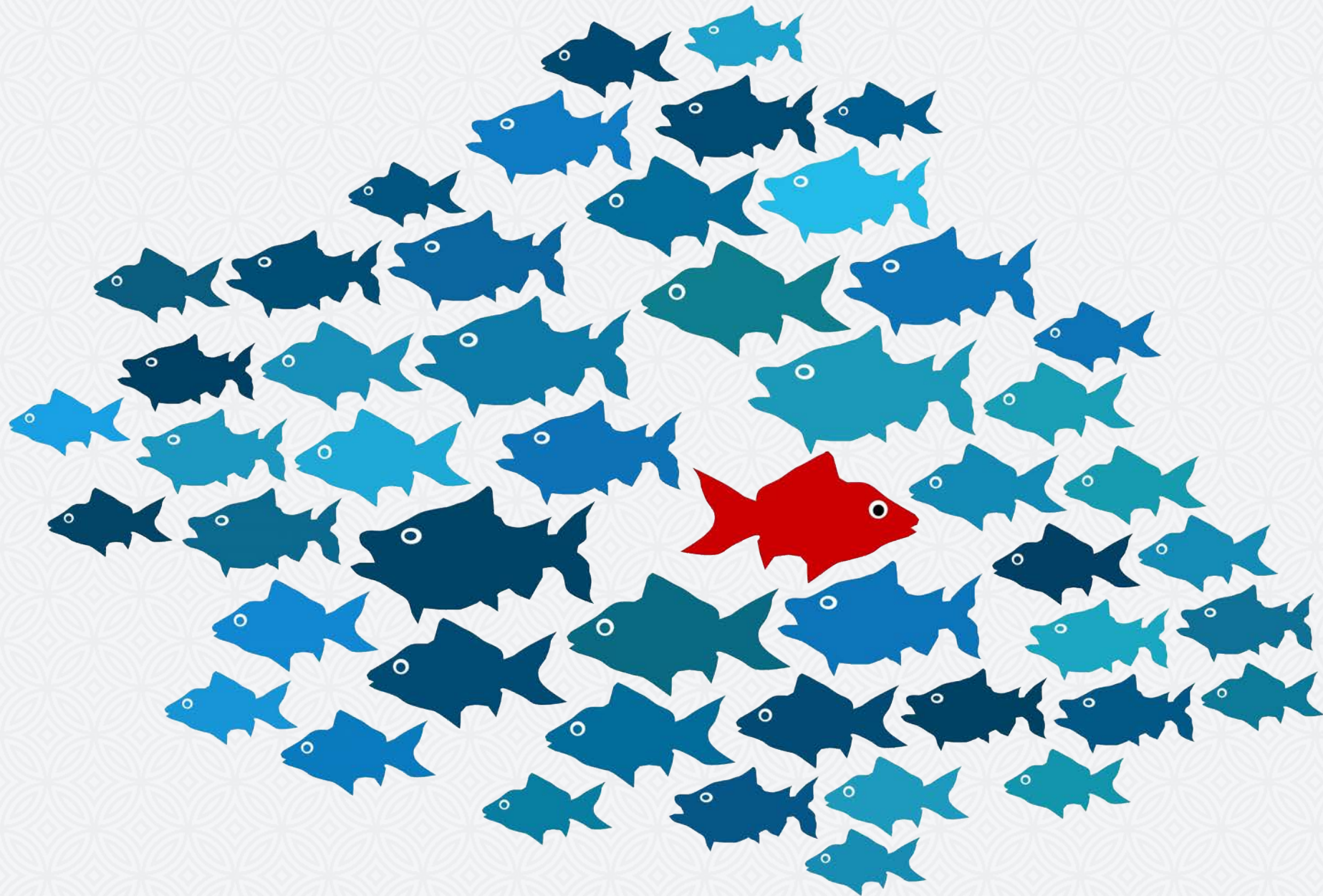


9.11.2001



HOW WE MAKE DECISIONS





“When our brain is doing its job at predicting our surroundings, our subconscious is in control. Only when there is an error or something doesn’t match our predicted reality, does the conscious brain kick in. Only then do we become aware and notice the element that’s different.”

Dr. Scott Steffensen



IF WE FIND A MATCH

we feel a flood of emotion.



IF NO MATCH, WE NOTIFY THE CEO

and make a new memory.



TO BURN A NEW MEMORY

Anomaly detection + neurochemicals (emotions)

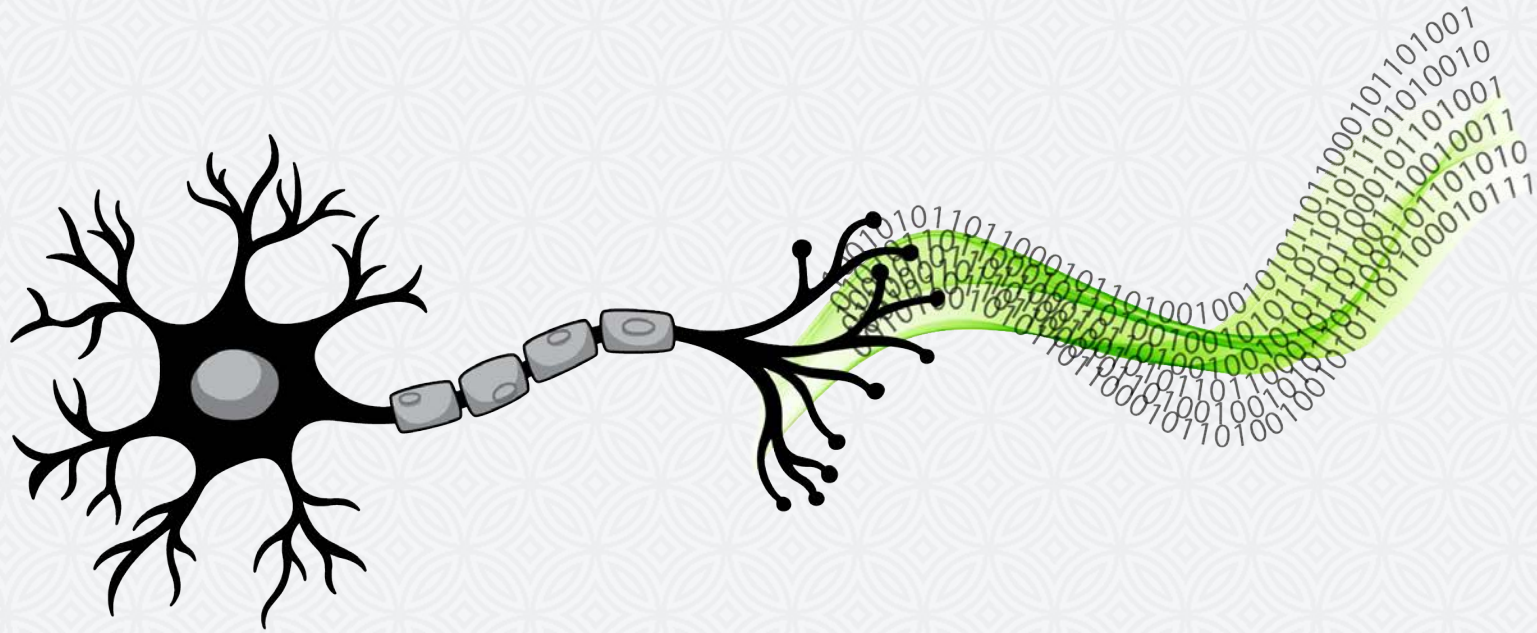


Emotion is critical in making memories.

AND IN RETREIVING MEMORIES.

Emotions are powerful.

More emotion = stronger memory.



Emotions represent a massive amount
OF RATIONAL THOUGHT.



WHEN WE MAKE A DECISION

our brain is flooded with feeling.

*“When making a decision and locking in a memory, **emotions are everything**. In neuroscience, there’s another expression, **‘Neurons that fire together, wire together.’** In other words, the more activity you have in a certain pathway, the more it becomes plastic. And that plasticity is mediated by certain neurotransmitters and chemicals—also known as the regulators of emotion. So when we make a decision, our brains are flooded with feelings.”*

Dr. Scott Steffensen

Do you place more value
ON LOGIC OR EMOTION?

**THE ANSWER
IS BOTH**



Attention span vs anomaly

A. Under radar



B. Prefrontal cortex only



C. Whole brain lights up



The background of the image is a light gray topographic map with intricate contour lines. The text is centered in a bold, blue, sans-serif font.

**THE MARKETING GUT
IS NOT DEAD**

CREATIVE *and* **STRATEGY**
BRAND *and* **DIRECT**
ART *and* **SCIENCE**
RIGHT *and* **LEFT**

Back to Russell's question:

Do creative ideas work better?

THANK YOU

email admorgan@adobe.com

web adamwmorgan/roi