

2.

The CONSCIOUS
and
the UNCONSCIOUS

in customer's decision

Which of these is resulting the most intensive response for the brain?



- ▶ *seeing the container*
- ▶ *picking it up*
- ▶ *opening it*
- ▶ *inserting the spoon*
- ▶ *stirring up he fruit*
- ▶ *smelling it*
- ▶ *eating the first spoonful*

Dr.A.K.Pradeep

Pushing the



buttons?

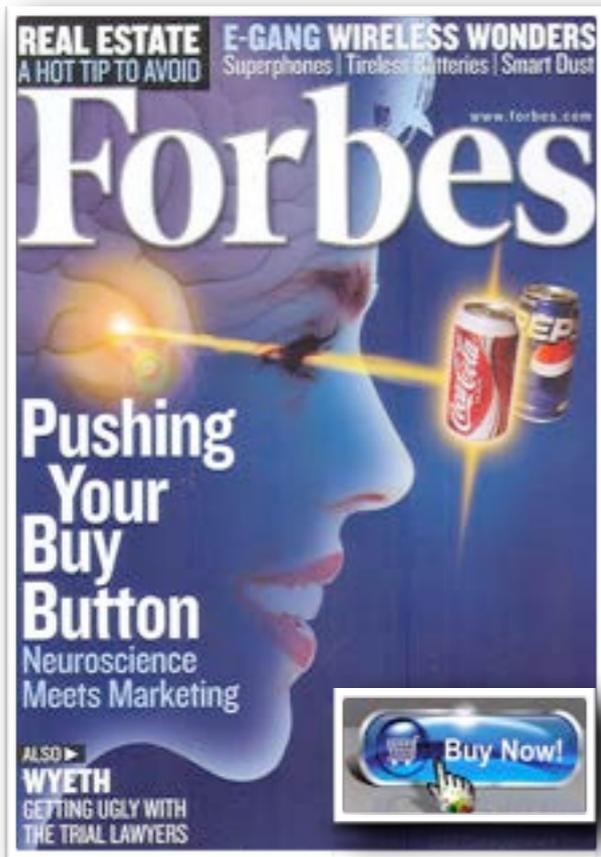


NEUROMARKETING

Pushing the



buttons?



95%

OF CUSTOMER'S
DECISIONS
OCCURS ON
UNCONSCIOUS
LEVEL

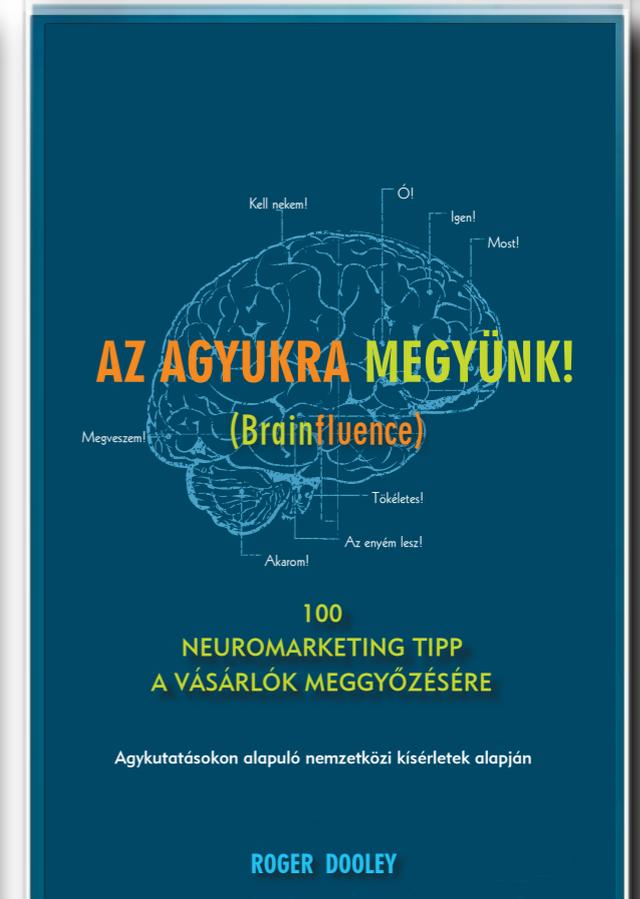
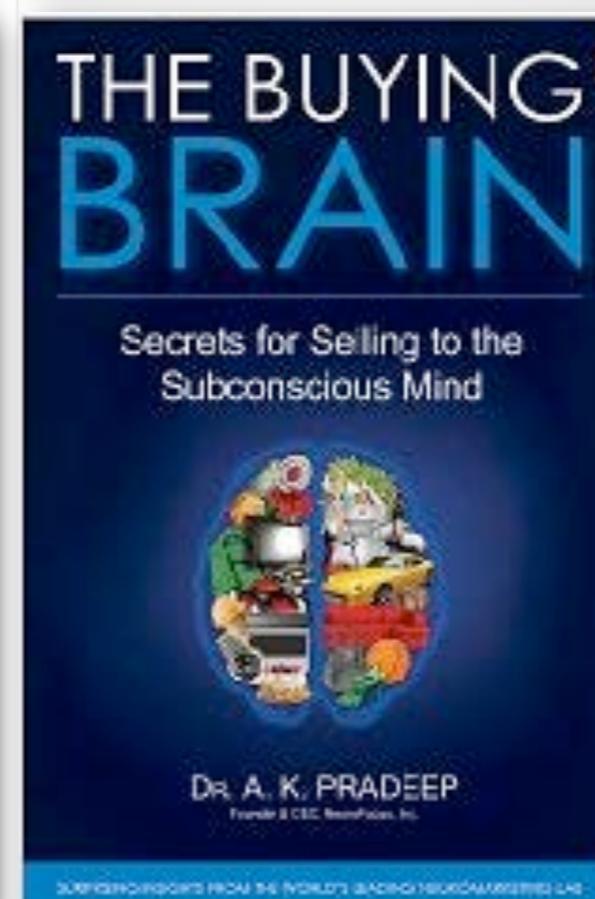
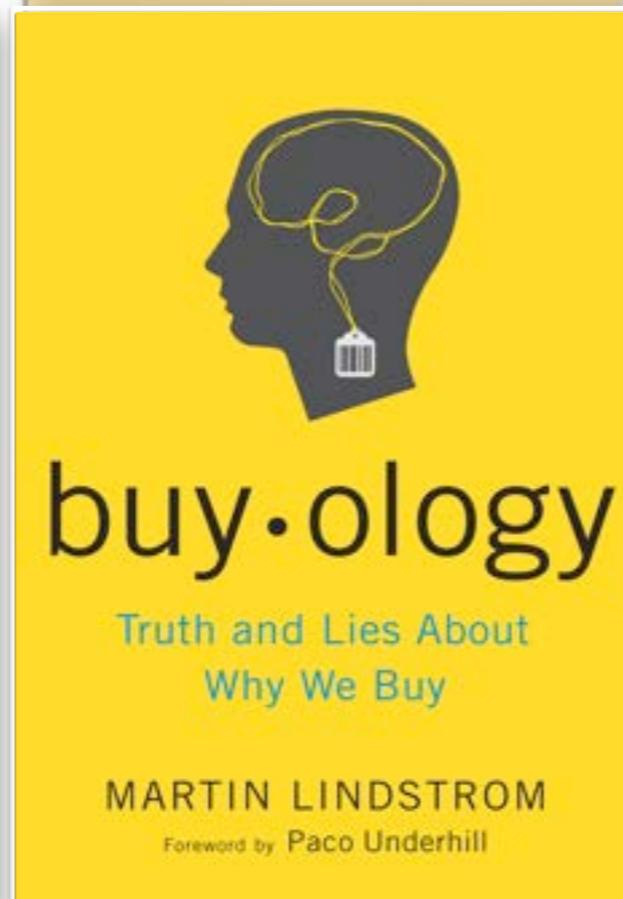
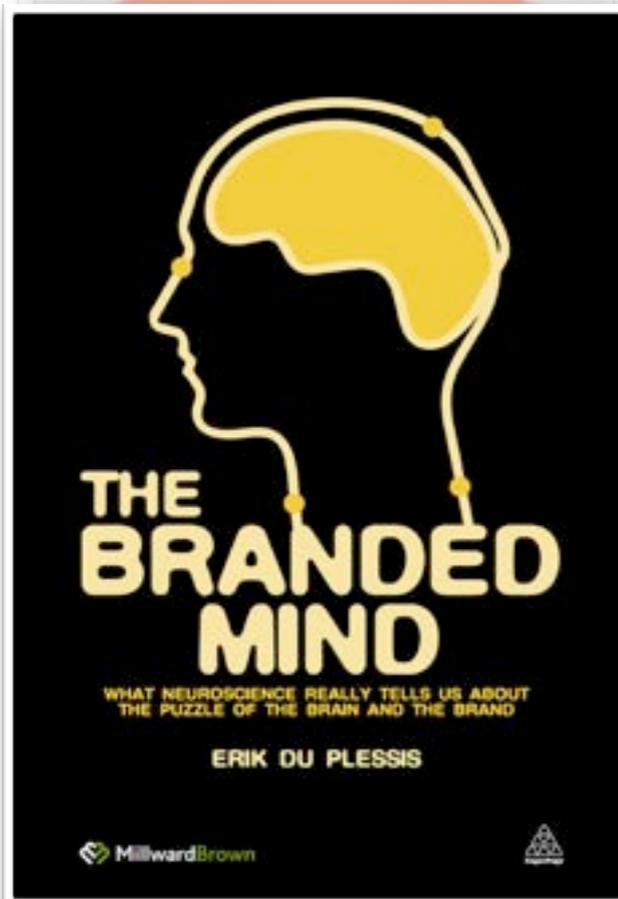
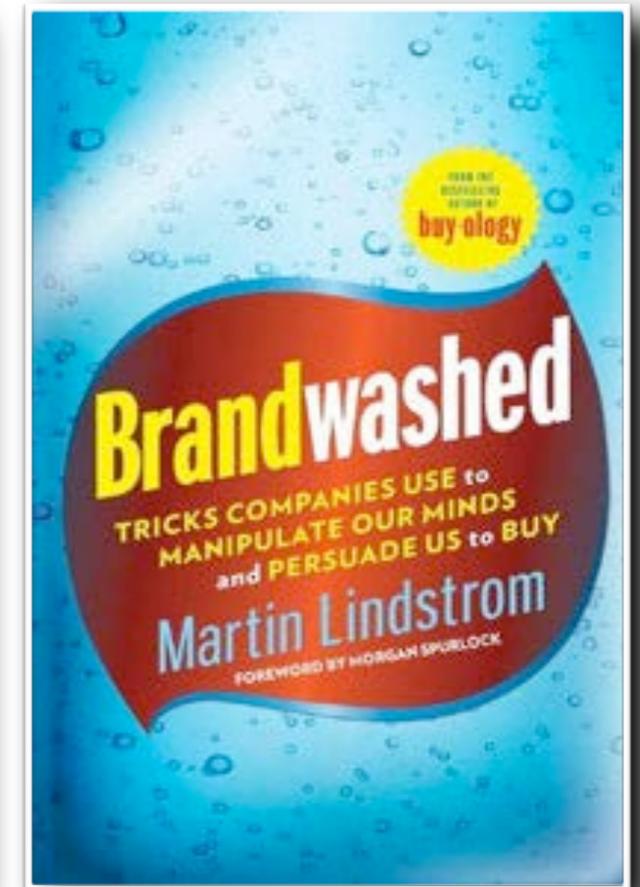
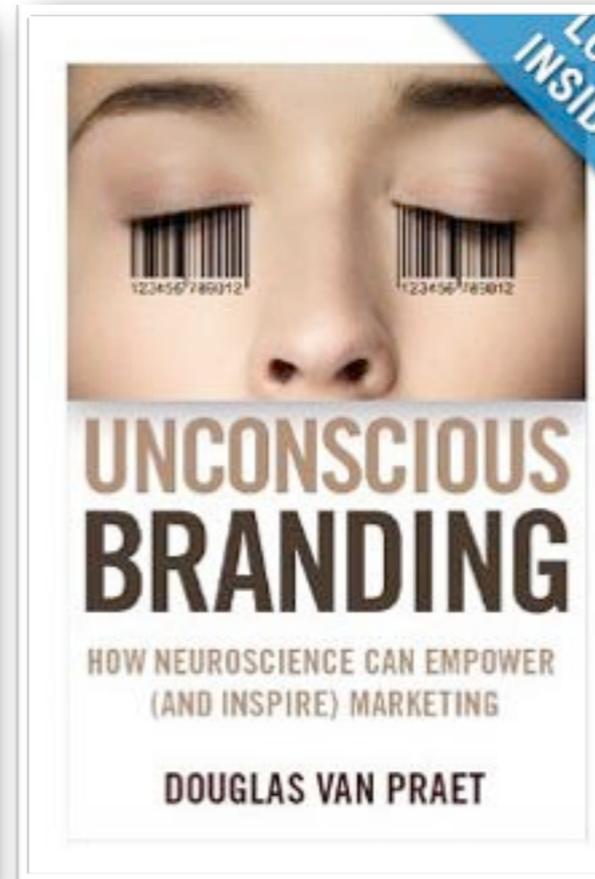
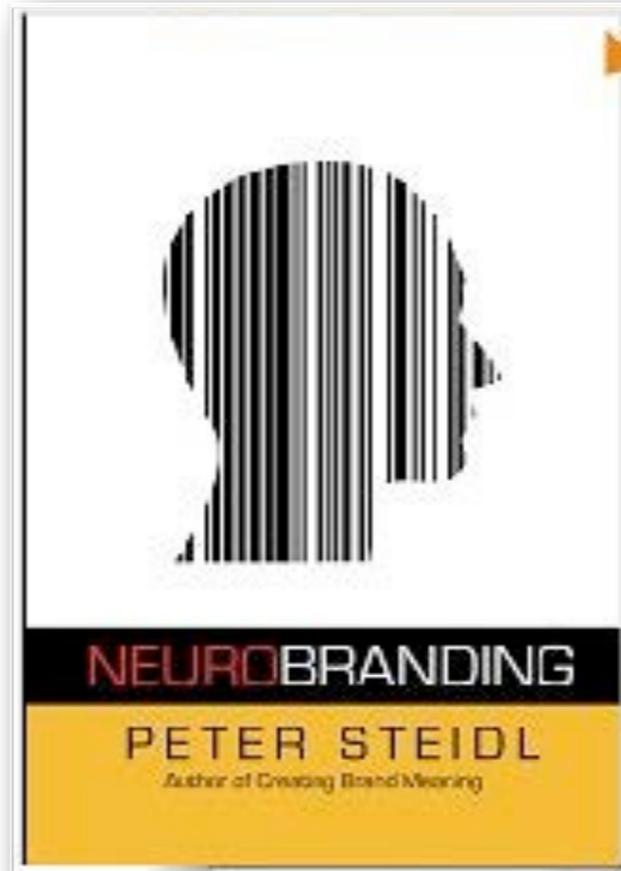
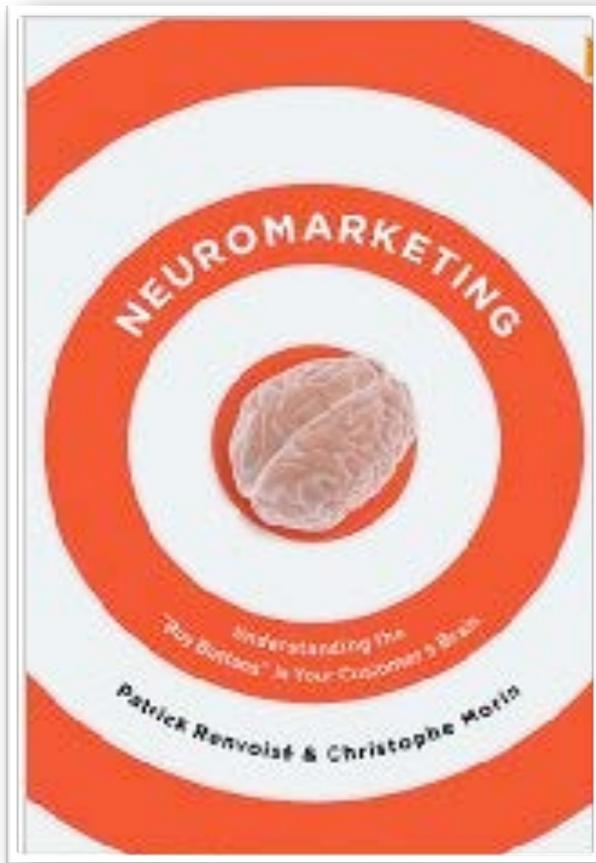
THE BRAIN
"KNOWS"
THE DECISION

3-4

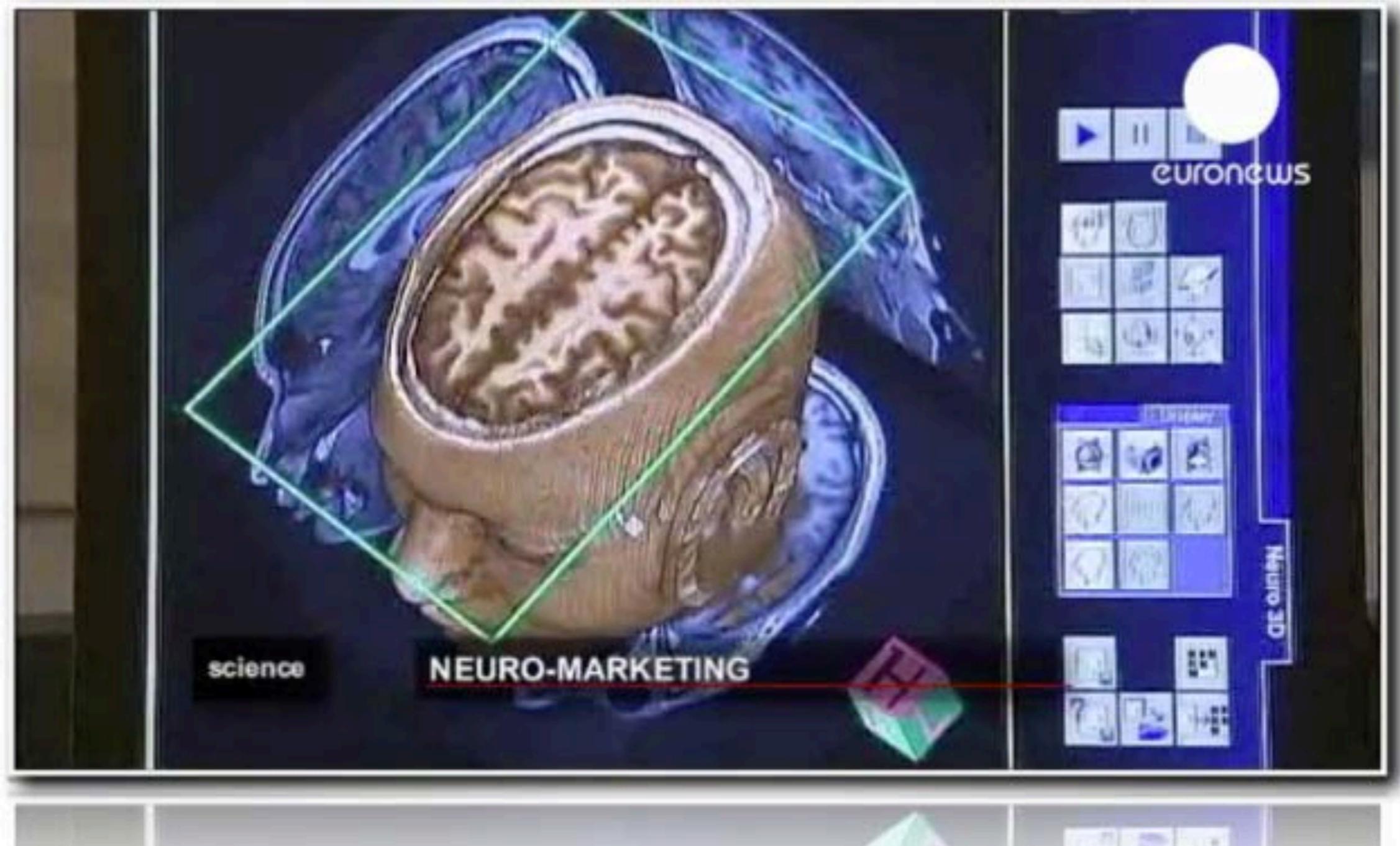
SEC. BEFORE

IT HAS BEEN
MANIFESTED

How to push the “Buy Button”?

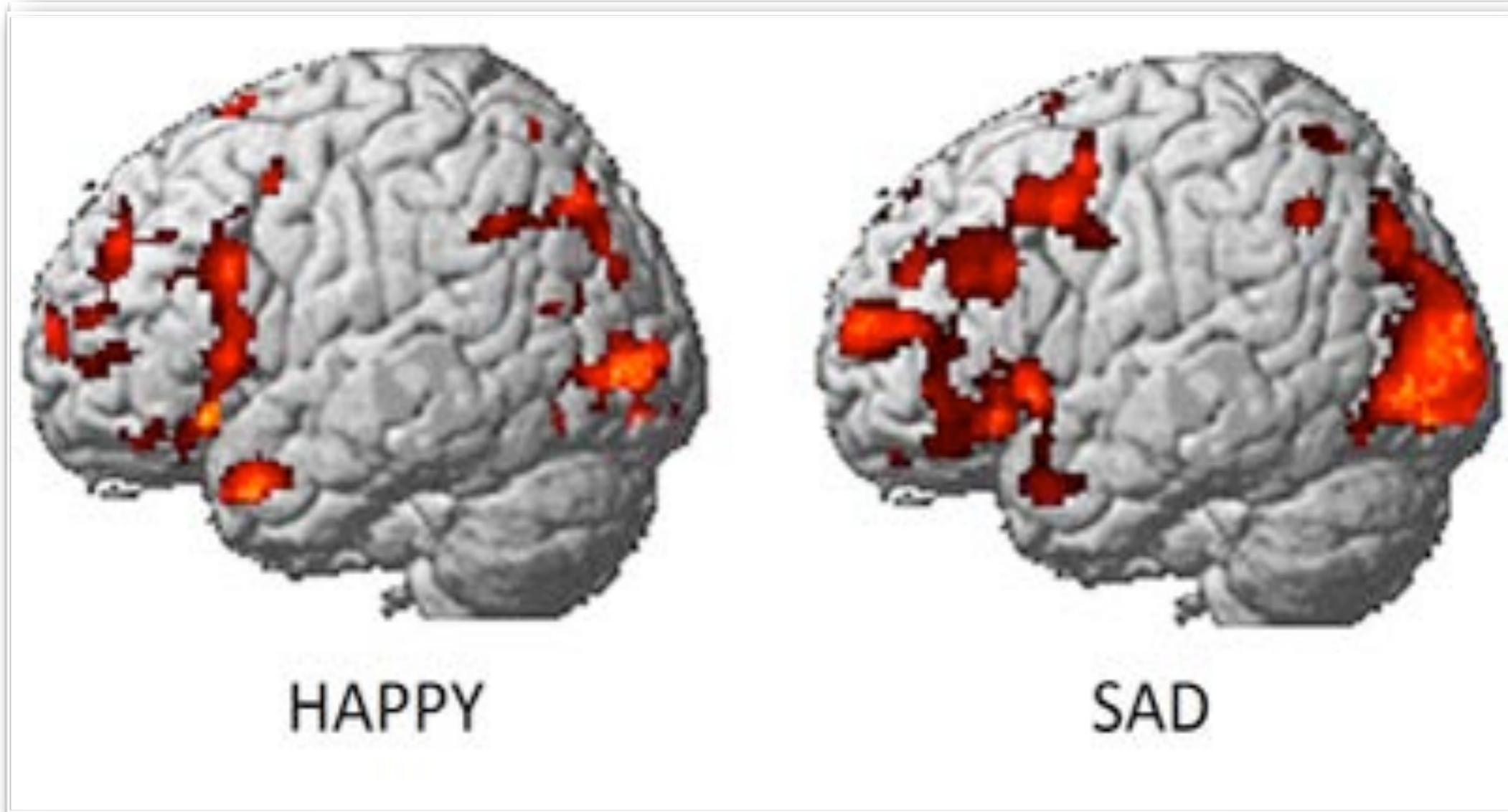


How to push the “Buy Button”?



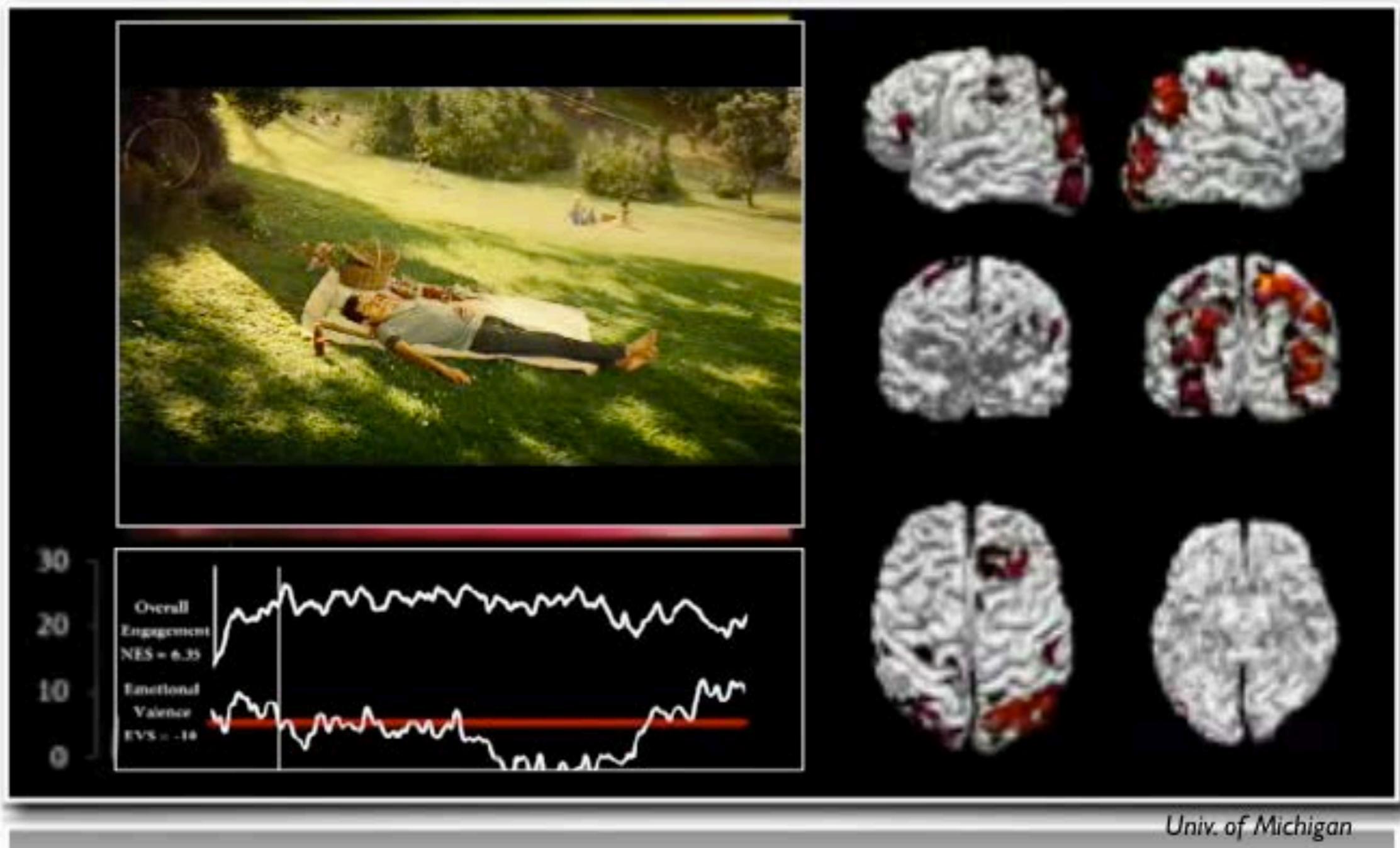
<https://www.youtube.com/watch?v=rEFKDPaWfeQ>

“Pushing the Buy Button”



Emotions are represented in the brain
in form of bioelectronic matrices

Emotions are represented in the brain in form of bioelectronic matrices



Real time visualizing of emotions recorded upon a commercial

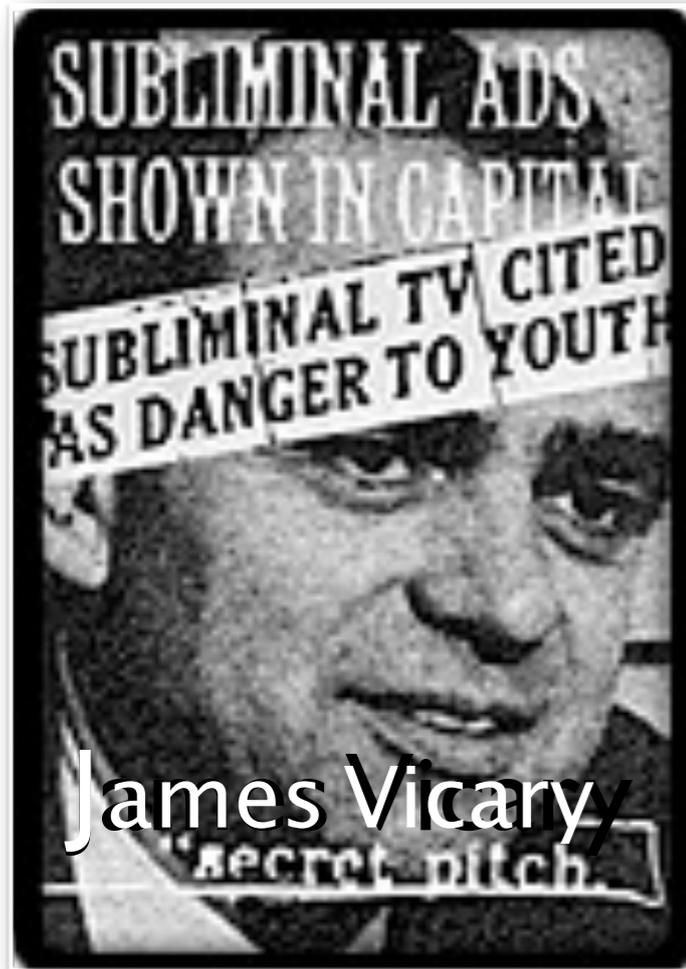
Myth of the subliminal persuasion

**IS OUR
BEHAVIOR
UNDER
CONSCIOUS
CONTROL?**

Myth of the subliminal persuasion

or: **Can we
communicate
directly
with the
unconscious brain?**

Subliminal messages (Stimuli under the limen)



James Vicary

1957



- Popcorn sales had risen by 57%
- Coca Cola sales rose by 18.1%

Subliminal Messages

a topic in the 80's

THE AGE OF MANIPULATION

THE CON IN CONFIDENCE

THE SIN IN SINCERE

The world's foremost authority on subliminal persuasion reveals how the media manage your mind – in commercials, print ads, music, – and how you can protect yourself.

WILSON BRYAN KEY, PH.D.

The Clam-Plate Orgy: And Other Subliminal Techniques for Manipulating Your Behavior (1980)

Ad Media's Manipulation of a Not So Innocent America (1974)

Media Sexploitation (1986)

Subliminal Messages

a topic of the 80's

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TELEVISION

A STATE OF MIND

Subliminal Advertising, Invisible to Viewer, Stirs Doubt and Debate

By JACK GOULD

SUBLIMINAL television, the idea of secretly tickling a viewer's subconscious so that he will be hypnotically impelled to cozy up to Big Brother or, even better, buy the king-sized package, threat-

subliminal ad, the flashing hand will show it up. If this argument goes much further, we'll all be back talking about sequential color television. . . James Vicary, who normally spends his time doing research

On 12 September, 1957, at a studio in New York, a market researcher in the Mad Men mould called a press conference, he declared the concept of "subliminal advertising".

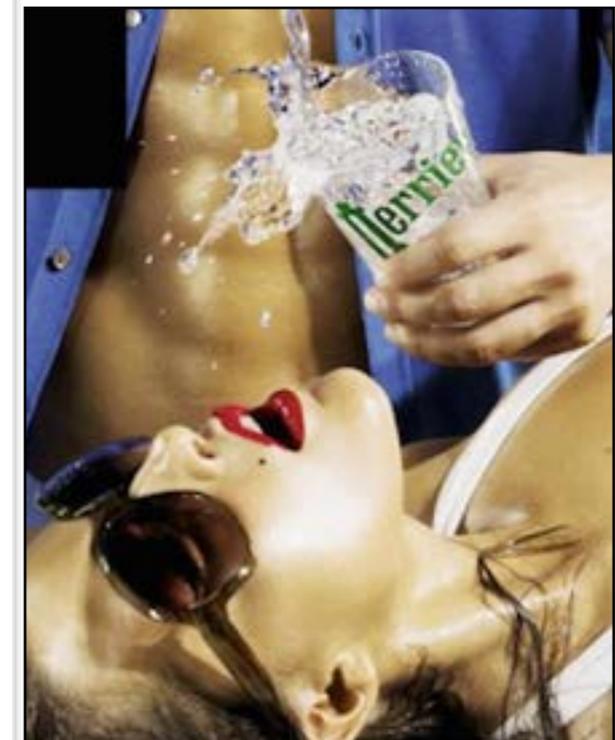
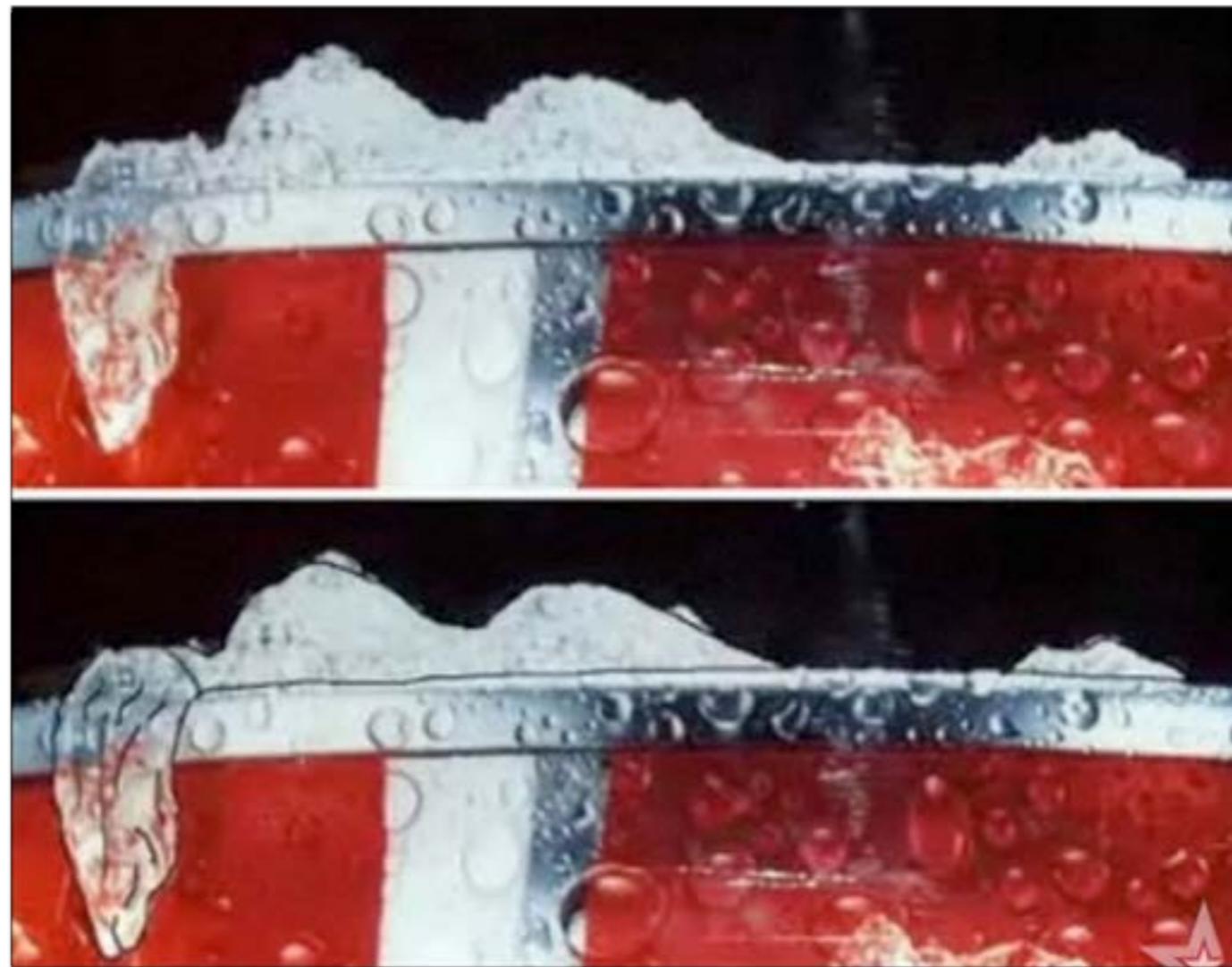
Vicary thought his fellow Americans would cheer this prospect - annoying cinema and TV ads could now be replaced with his imperceptible flashes. But on both sides of the Atlantic, his announcement sparked fear and outrage. "Welcome," cried one American magazine, "to 1984."

**This proceeding has been prohibited according to
Constitution of United States . Citation:
*“nobody can be persuaded unwittingly!”***

His story took a more serious blow when the manager of the cinema involved told Motion Picture Daily that the experiment had had no impact. In 1962, Vicary finally confessed that he hadn't done enough research to go public and that he regretted the whole thing.

Subliminal Messages

a topic of the 80's



An action can be triggered subliminally only if the person already has the specific intention to perform this specific action.



Communication
with the
unconscious

1. Mere Exposure Effect
2. Neurons that fire together
3. Priming
7. Positive Effect
4. Mirrorneurons
6. Iconic Neurological Signs



Communication
with the
unconscious

PRIMING

a “standby” in the brain

Our perception is determined by the anticipation (expectation)

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Priming is a memory effect in which exposure to one stimulus influences the response to another stimulus.



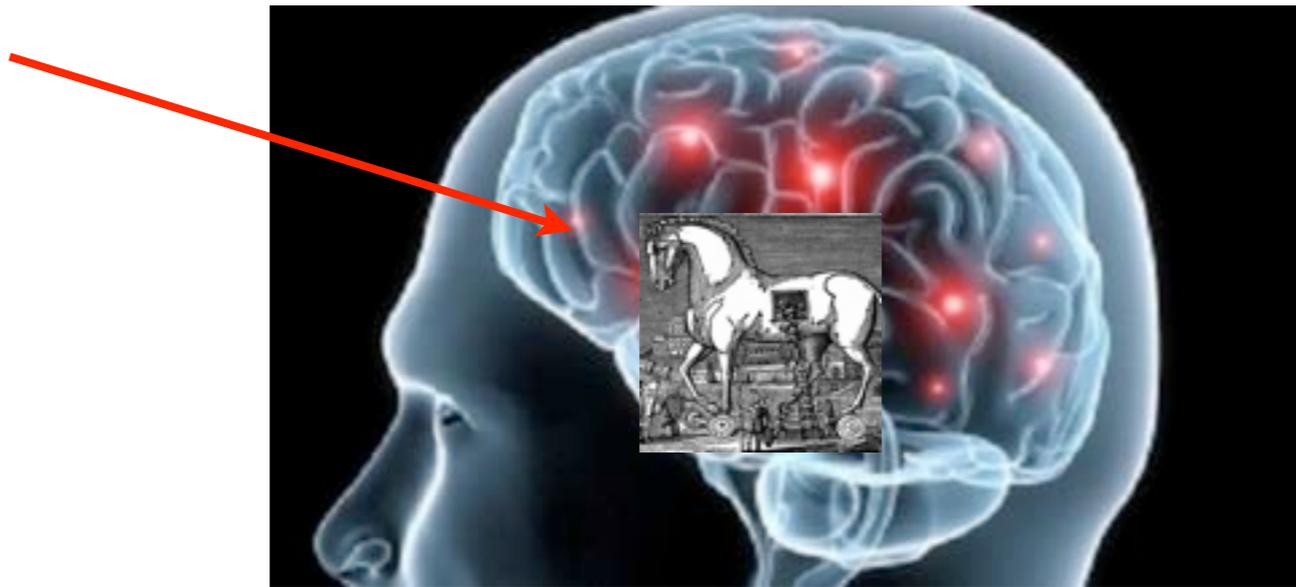
Priming is a nonconscious form of human memory.

It refers to activating particular representations or associations in memory just before carrying out an action or task...

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Priming is a memory effect in which exposure to one stimulus influences the response to another stimulus.



Priming is a “Trojan Horse” sending ahead into the brain in order to open gates for the next, prospective stimuli

PRIMING - a "Standby" in the brain

Communication with the Unconscious



Slow Down GPS by If Insurance (Child Voice Navigation)



If Skadeförsäkring

Feliratkozás 389

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

SMILE as “Priming”

called also: the “Positive Effect”



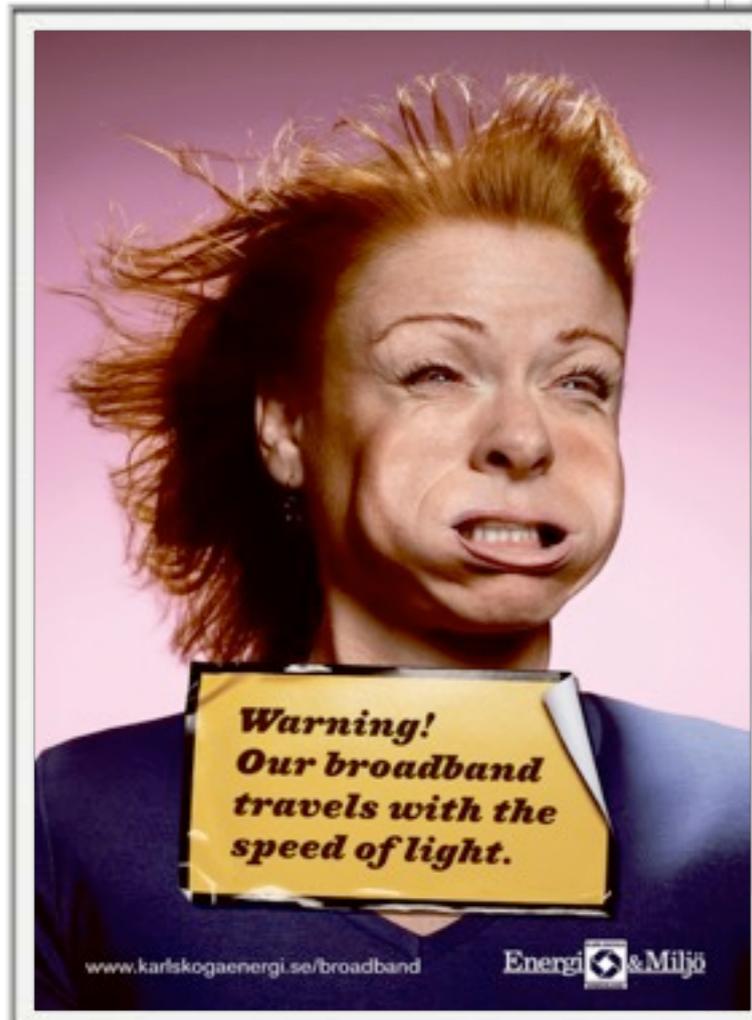
Thirsty people drunk more and they were willing to pay more for drinks if they met a smiling face. In alignment, in waiting rooms ...

Kent C. Berridge

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

DANGER as “Priming”



VISION OF DANGER alarms some specific areas in the brain
and raises the defending standby onto a higher stage

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Activation of DEFENSIVE EGO



Selected and marked persons attribute a higher importance for the information followed by this offensive act...

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Activation of SELFISH EGO



VIEW OF BANKNOTES prepares the “priming” of the selfish EGO. It mobilizes the self-seekers and wolfish attitude. Suggested for pawn shops, lotteries, betting shops, and in the gambling business.

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Activation of EMPHATIC EGO



PERCEPTION OF SOLITUDE and defencelessness mobilizes the primer supporting reflexes, and motherhood instincts. *P. Zak (Univ. of Colorado)*

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Activation of SUPER-EGO



If you collect money or any other form of charity subscription hang a mirror on the wall. Facing with their own visage someones Super-Ego (conscience) will be activated.

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Activation of the Accomodating Self



Sales talks arriving to the RIGHT EAR succeed higher result.
They are PRIMING brain areas which are responsible for empathy and solidarity.

Tomazzi és Marzoli

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Activation of the Trustfulness Self



Warm and cold stimuli spin off on the brain areas controlling the trustfulness and cooperation.
Physical warmness influences our behavior towards to a warm-hearted attitude.

John Bargh, (Yale)

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Waking up the Cooperative Self



Job seekers going upstairs on the stairs arrived with a stronger motivation combined with a higher willing of cooperation...than...

J. Slovic: Decision Research

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Waking up the hidden egoism (Peafowl effect)



Our brain prefers the familiar and ingratiating impulses

PRIMING - a “Standby” in the brain

Communication with the Unconscious

Waking up the creativity

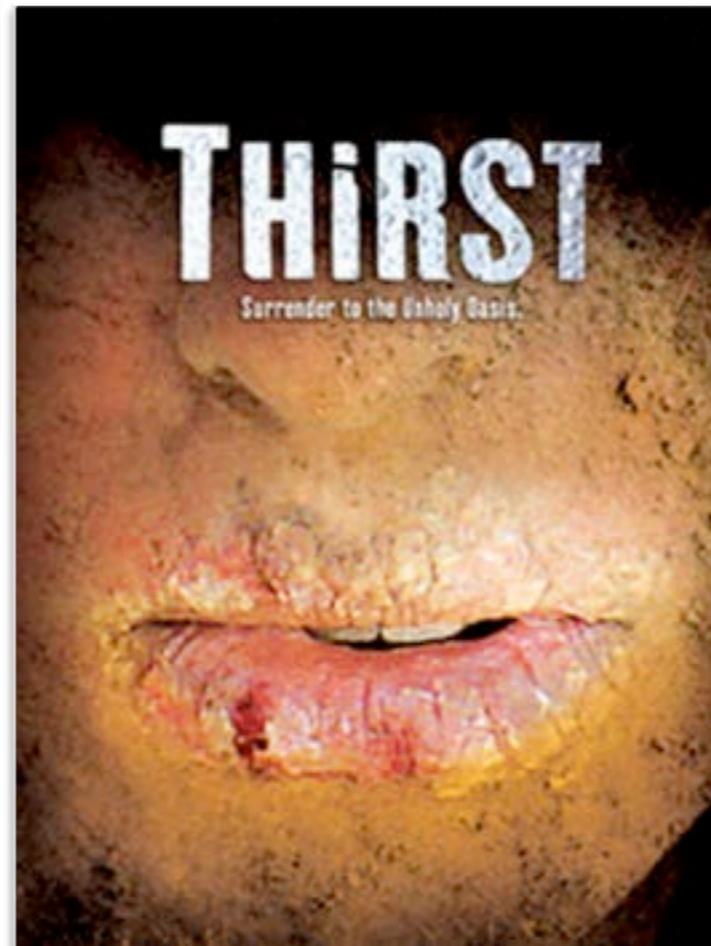


Martin- Goldstein - Cialdini: Principles of influence

PRIMING - a “Standby” in the brain

Our perception is determined by the anticipation

Priming the lack (drive boosting)

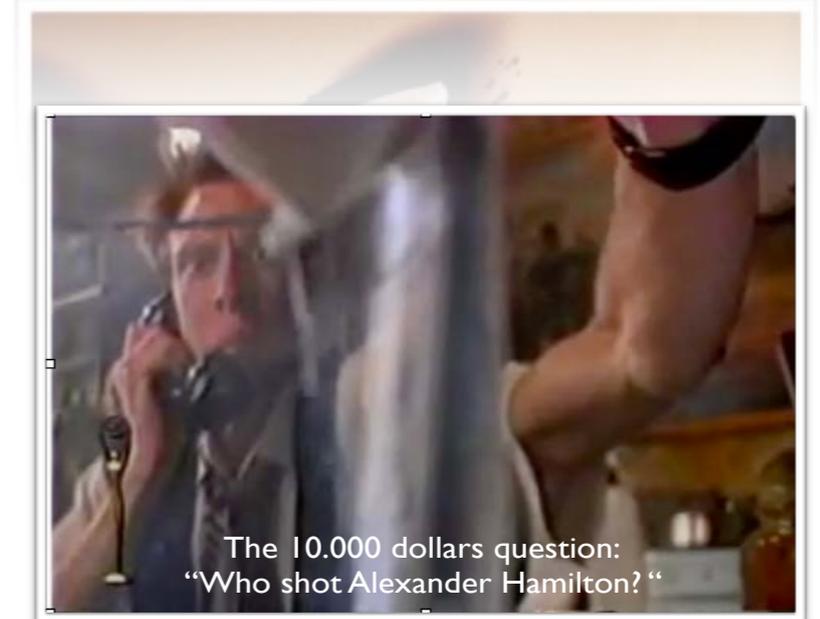
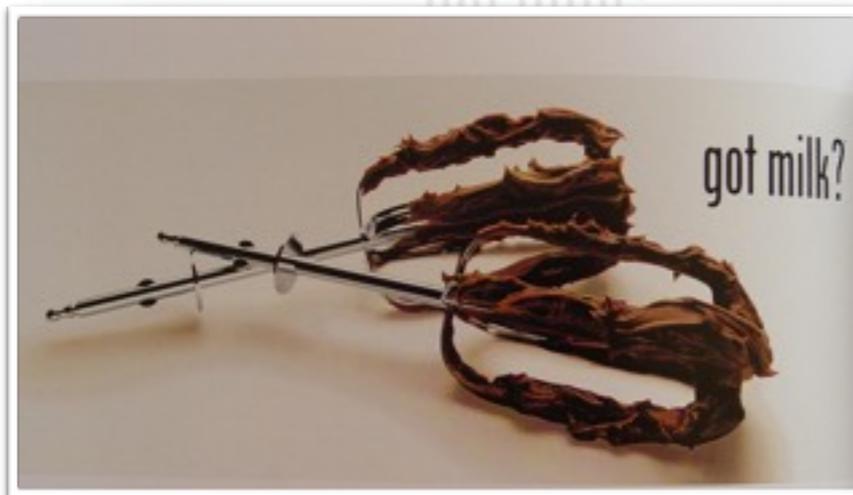
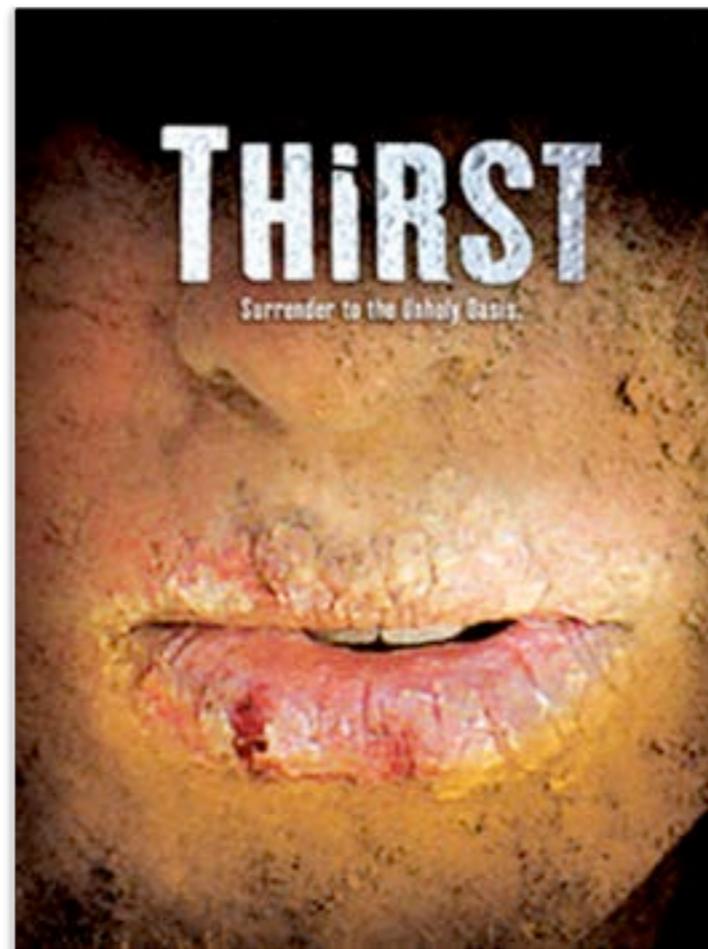


Clark Hull: Drive Reduction Theory:
A RAISING of the WANT is more efficient than its REDUCTION!

PRIMING - a "Standby" in the brain

Our perception is determined by the anticipation

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