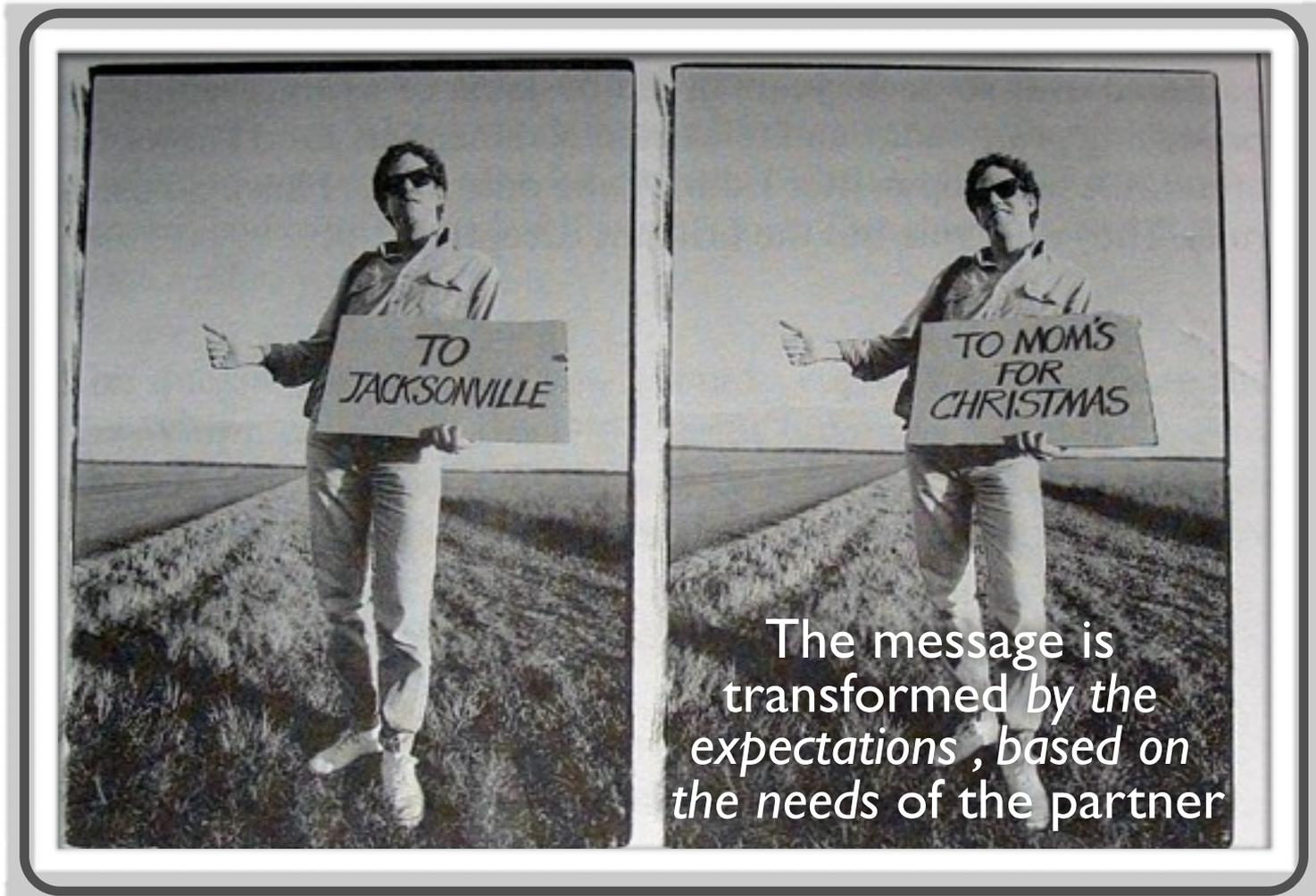


3.
The ART
OF INFLUENCE

Persuasion or manipulation?

Advertising is: Encryption



Sales.

Marketing.

Advertising is: Encryption



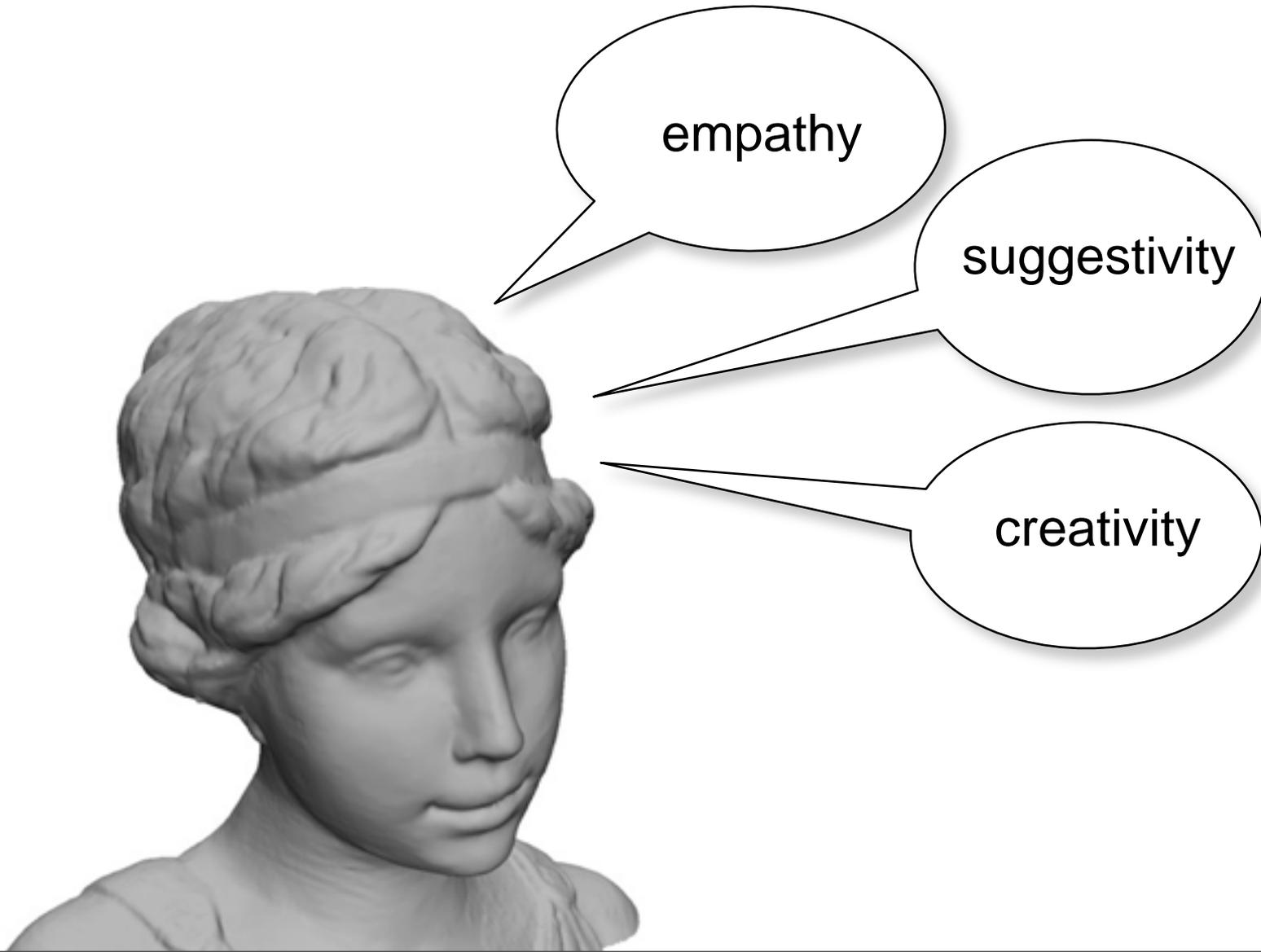
Information

Message

Sales.

Marketing.

Required skills to persuade others



empathy

suggestivity

creativity

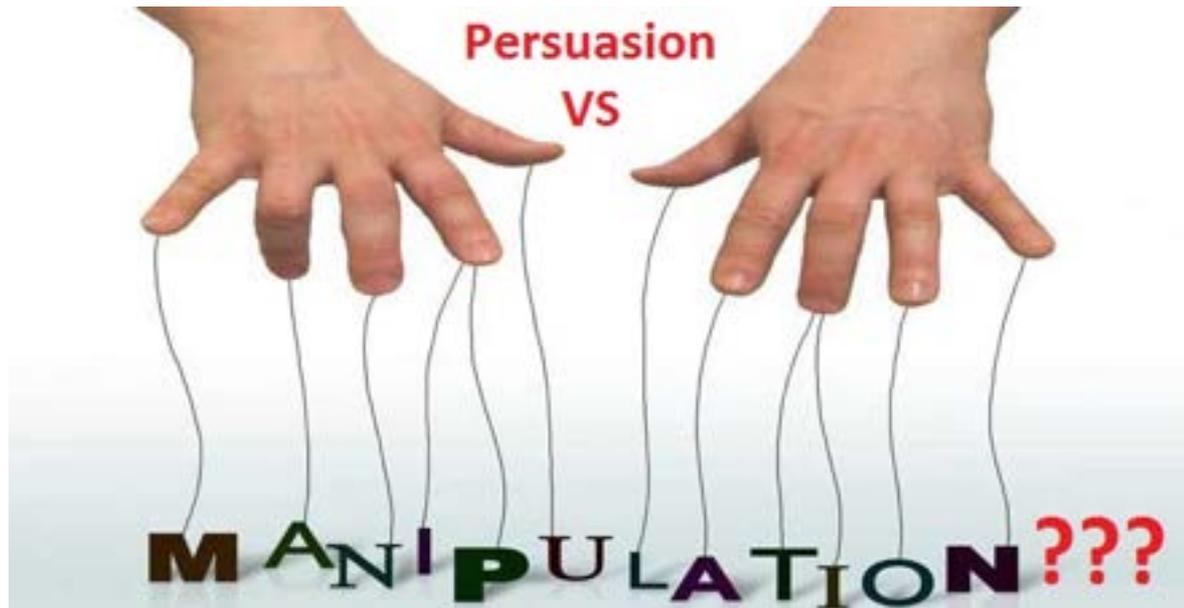
WHAT DO WE WANT?

To generate shopping!

But, what is the psychological goal of the ads?

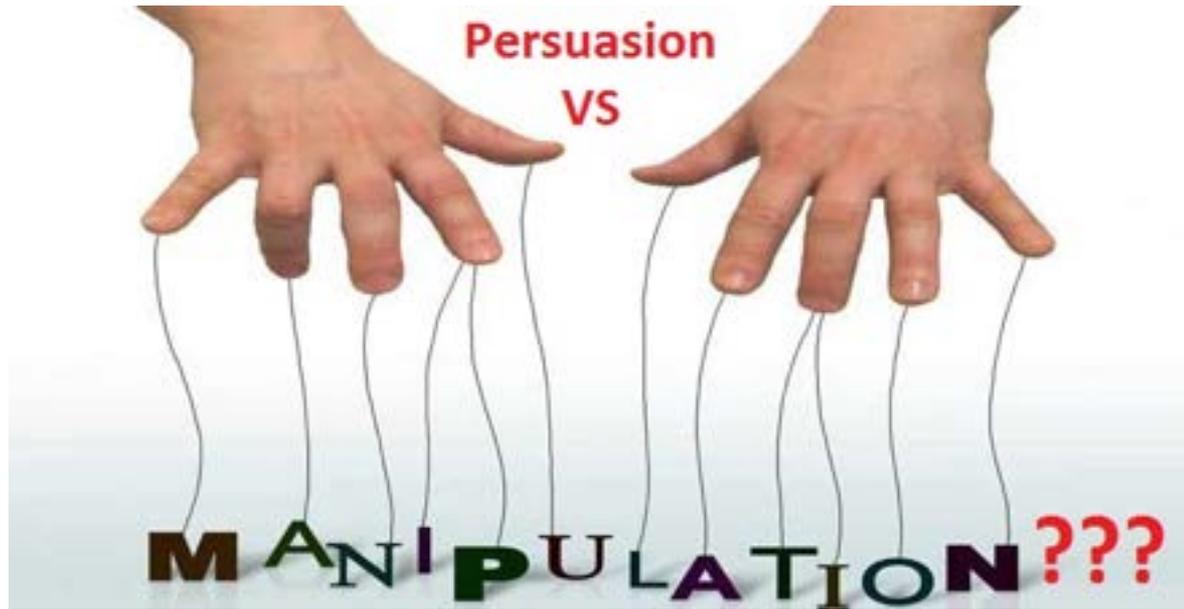


**Advertising is:
manipulation of
consumer's needs,
attitudes and behavior
in favor of
shopping**



Joseph Kirschner: About manipulation:

Each time someone talks to someone else, their only purpose is to manipulate them.



MANIPULATION!

1. Intentional (malicious) deceit, mystification
2. Persuading (argument, reasoning, motivation)

*Purposeful abuse of information-redundancy,
- Lie, untruth, crap, hoax*

*Realignment of the information.
“Packaging”. Direct or hidden
intention for exercising influence*

MANIPULATION?

Desire

*Ad:
glorifies
embellishes
cosmeticises
exalts*

Reality



**Advertising is: manipulation
of consumer's needs
attitudes and behavior in
favor of shopping**

**but the presence of the
entire advertising business
has a consequence for the
entire society**



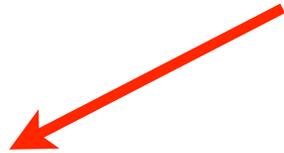
Advertisements
don't lie!
Advertisements
don't tell the truth!

Advertisements advertise!

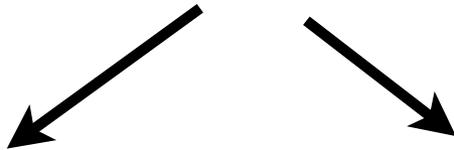
They “promote” by
“packaging” and “encrypting”

“THE ART OF PERSUASION”

1.

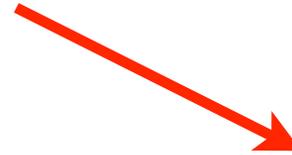


MESSAGES



Open and Hidden

2.



PROMISES



Direct and Indirect

“THE ART OF PERSUASION”

I.

Open and Hidden

MESSAGES

www.q110.de

Q110

Die Deutsche Bank der Zukunft

Um eine Bank mit anderen Augen zu sehen, muss die Bank auch anders sein. Q110 – die Deutsche Bank der Zukunft – ist erlebbar anders. Starten Sie mit uns in ein neues Zeitalter des Bankings und besuchen Sie uns in der Friedrichstraße 181, Berlin-Mitte. Öffnungszeiten: Mo., Di., Do. – Sa. 10.00 – 20.00 Uhr, Mi. 10.00 – 18.00 Uhr. Wir freuen uns auf Sie.



Leistung aus Leidenschaft.

Deutsche Bank



leistung aus leidenschaft.

deutsche bank



Open
Message

Hidden Message

www.q110.de

Q110

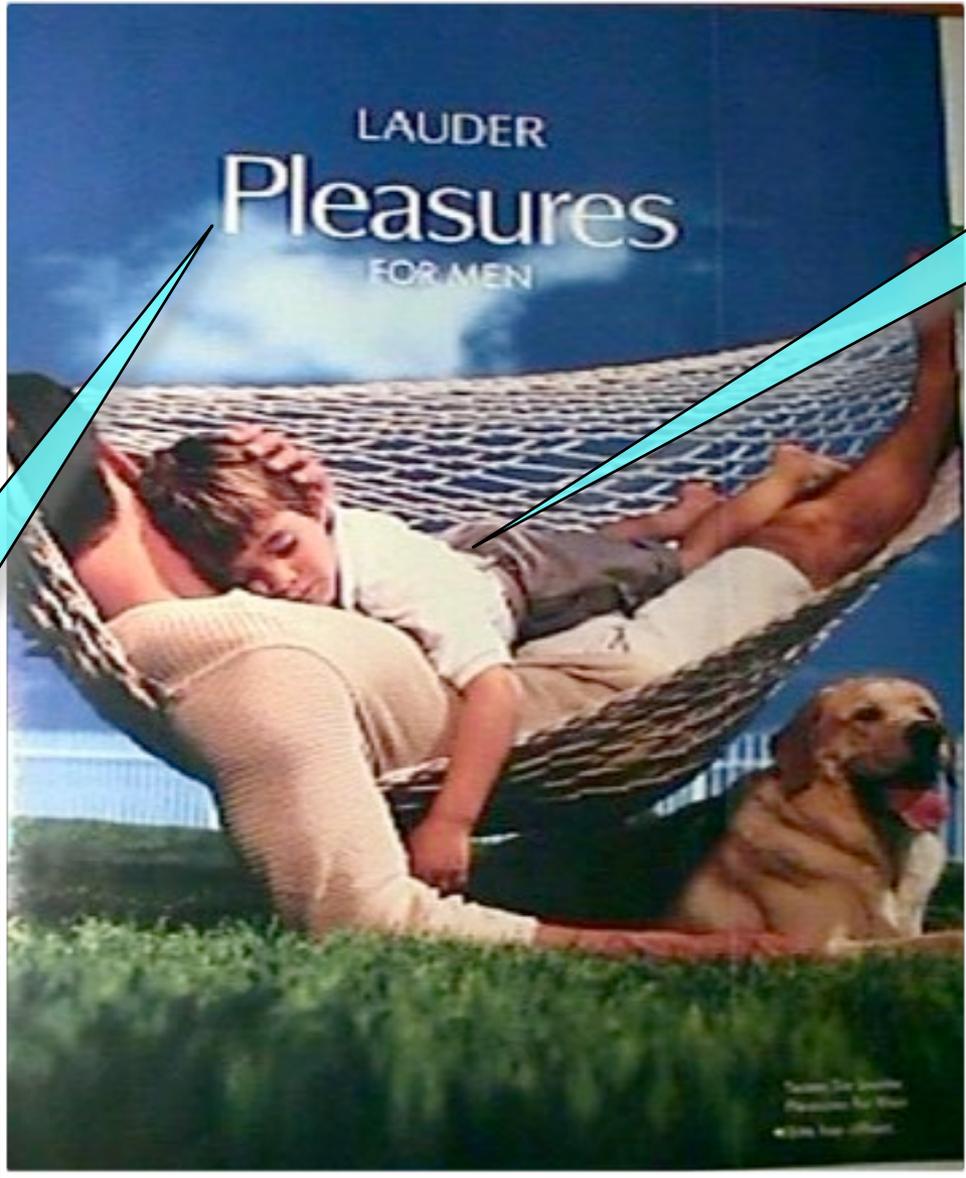
Die Deutsche Bank der Zukunft

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Leistung aus Leidenschaft. Deutsche Bank

Open Message

Leistung aus Leidenschaft. Deutsche Bank



Open
Message

Hidden
Message

THE “ART OF PERSUASION”

Why is creativity so important in the advertising benchmark?

BECAUSE IT DEPENDS
ON THE SUCCESS OF THE
CODING-AND-DECODING
PROCESS

OPEN MESSAGE

THE NEW PIRELLI CINTURATO 7 SERIES - INNOVATION FOR SECURITY



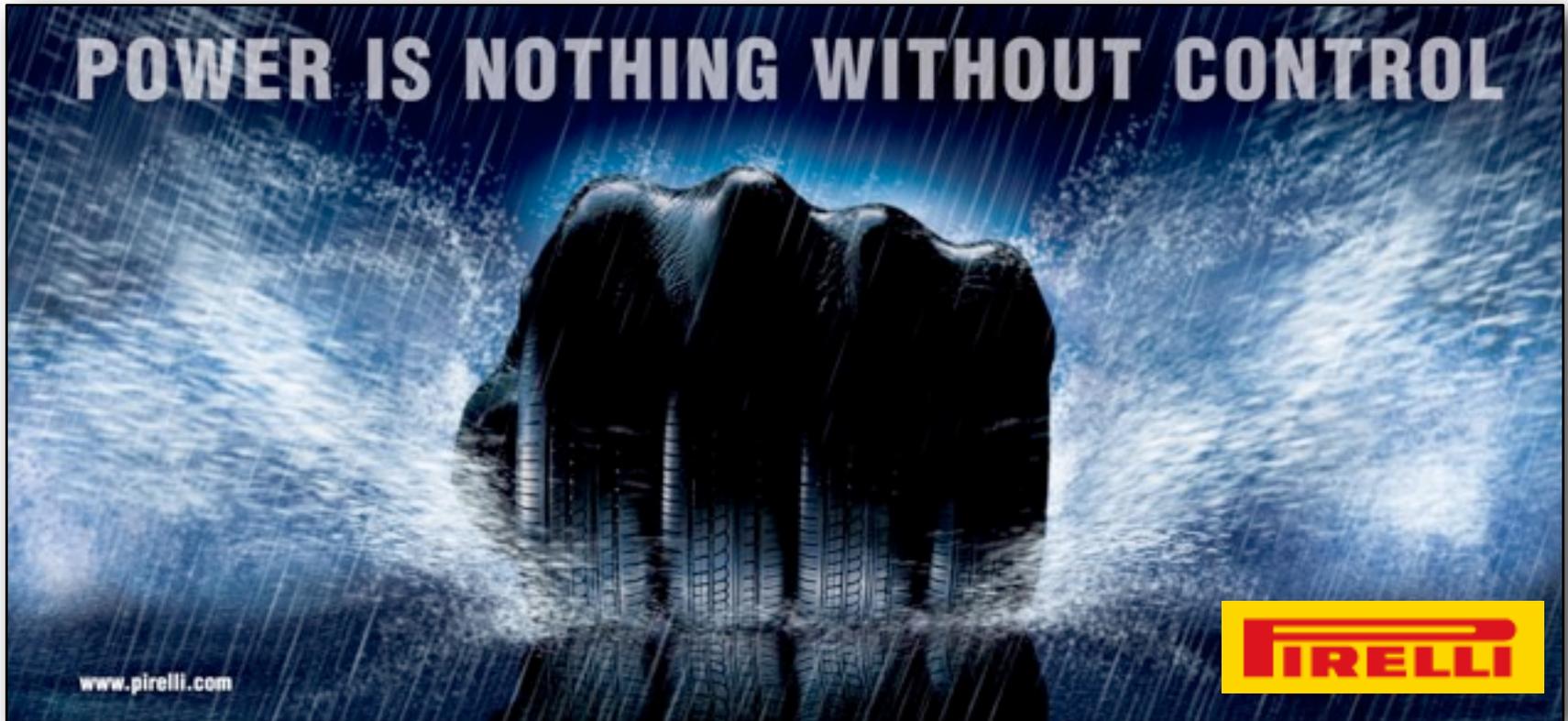
Ensuring high performance levels and reduced fuel consumption.



Open Message

information = facts = arguments

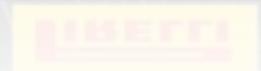
HIDDEN MESSAGE



www.pirelli.com



www.pirelli.com



Advertising psychology: the science of motivating consumers

HIDDEN MESSAGE

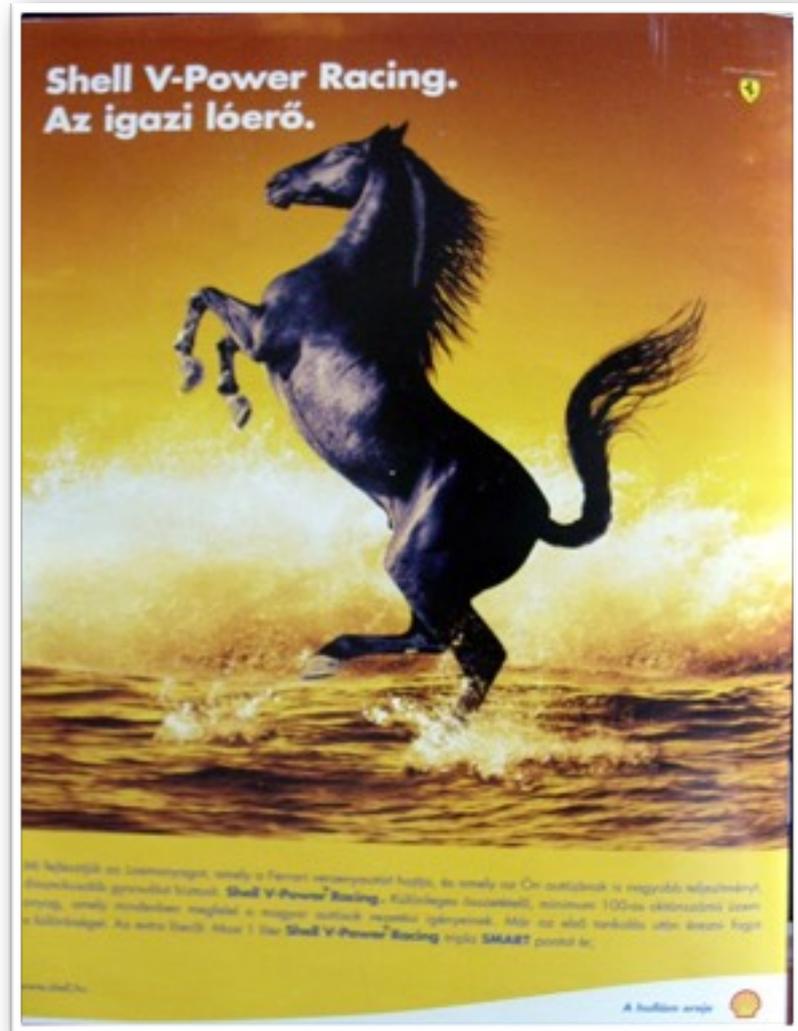


www.osram.com



Advertising psychology: the science of motivating consumers

Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



Whirlpool
A HÍVHATÓAN ALTI SZER

ÉRZÉKELI A TÖKÉLETES TISZTASÁGOT...

A Hívható Észek elektronikus vezérlésű innovatív technológiájának köszönhetően a Whirlpool új mosógépeivel azonnal kikapcsolnak, amint megérzik, hogy elérte a tökéletes tisztaságot. Lehet a mosógépről az engedélyezett mosóanyagot az edény mosóanyagát kímélve, a Whirlpool Hívható Észek mosógépe akár 30% időt, vizet és energiát spórol meg. Hívható Észek mosógépe a Whirlpooltól. Észeként azt jelölik, hogy egy kis extra mindent megtesznek az Ön érdekében.

EGYEDÜLLŐ MATHODIK ÉRZÉK, MELY IDŐT ÉS ENERGIÁT TAKARÍT MEG.

A Whirlpool márkájú Whirlpool S.S.A. tulajdonos vállalat.



WHITEN YOUR SMILE WHILE YOU DREAM

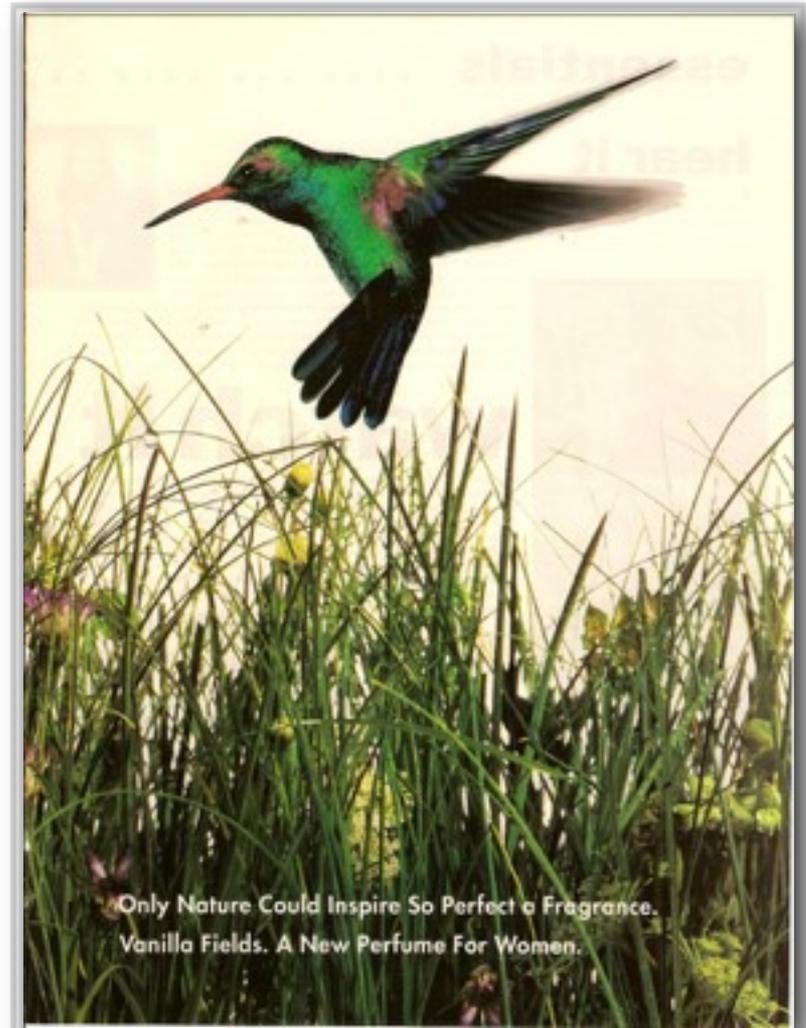
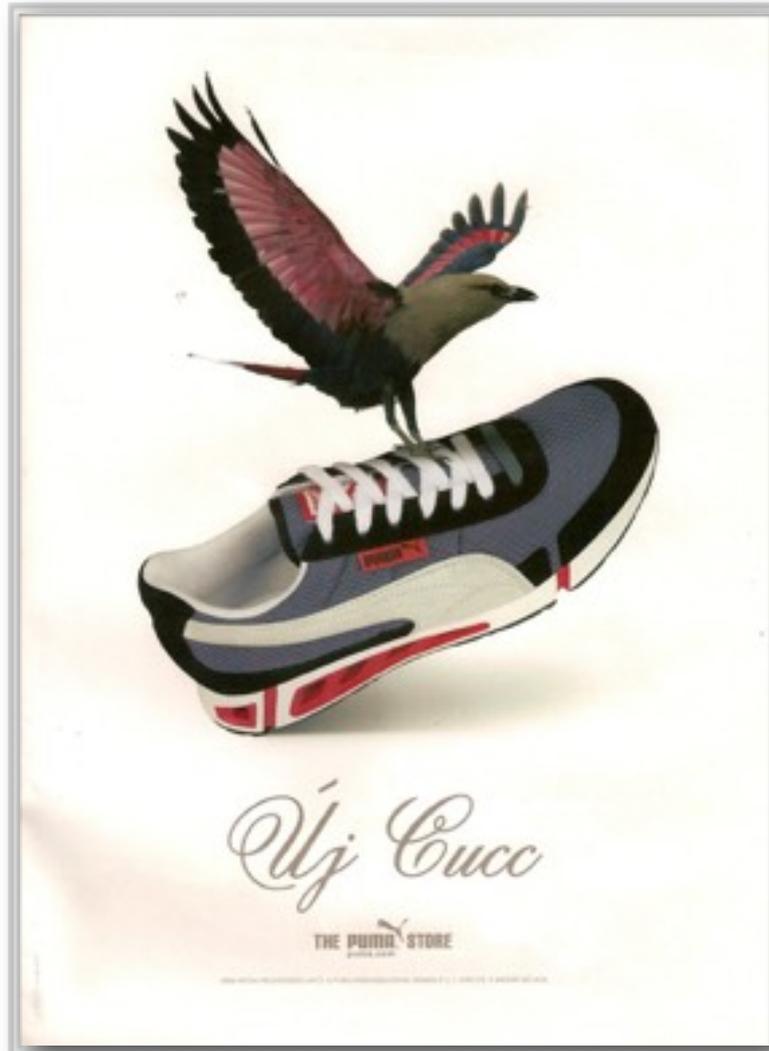
New Crest Vivid White Night toothpaste. Its whitening coat stays on your teeth, removing surface stains to help you smile. Brush away in the morning so you can get a white smile in 14 nights.

Another part of the Crest Dental Plan.  Healthy. Beautiful Smiles for Life.

VIVID WHITE NIGHT

Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



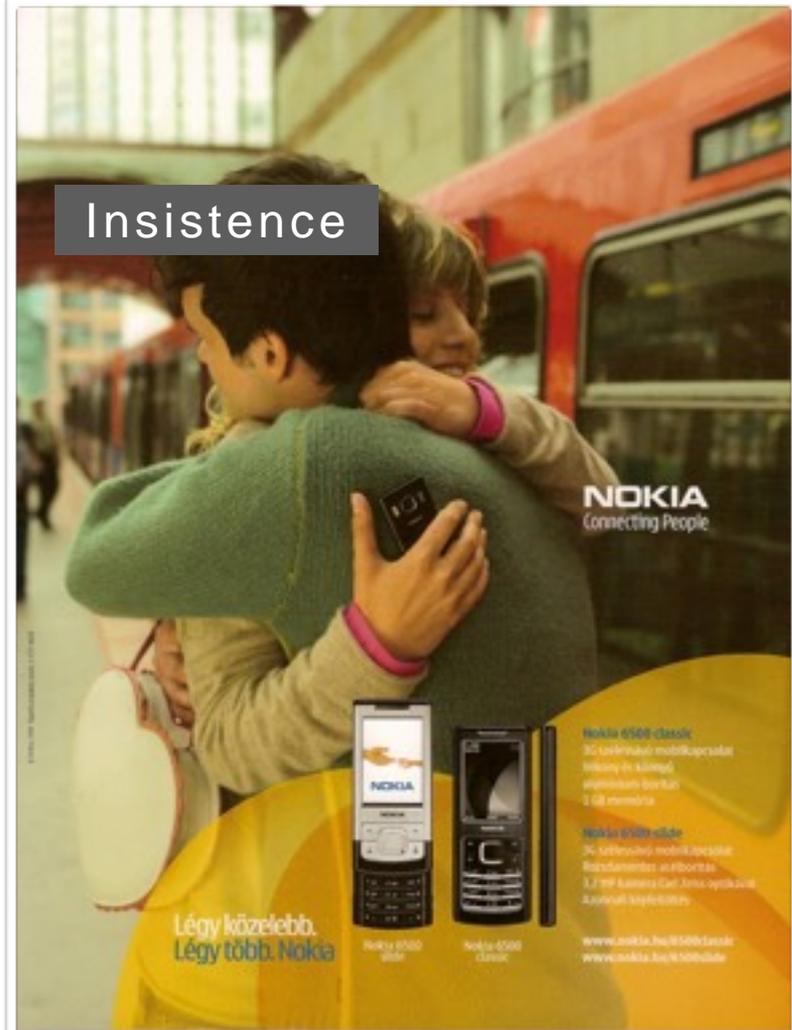
Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

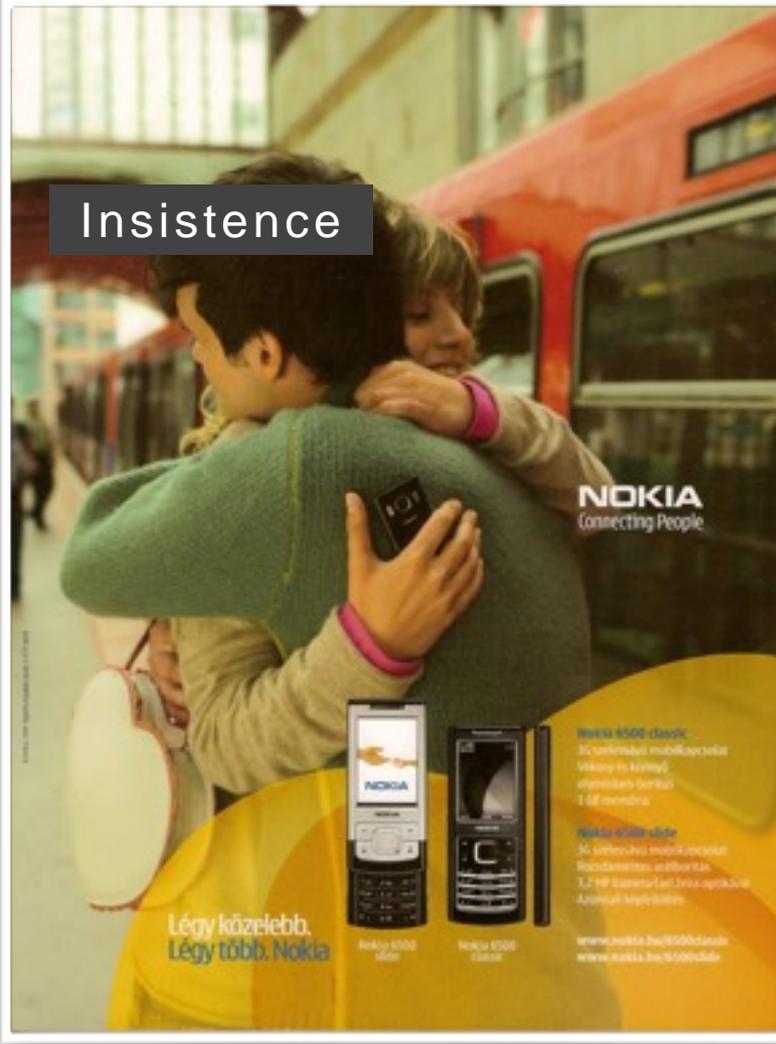
Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

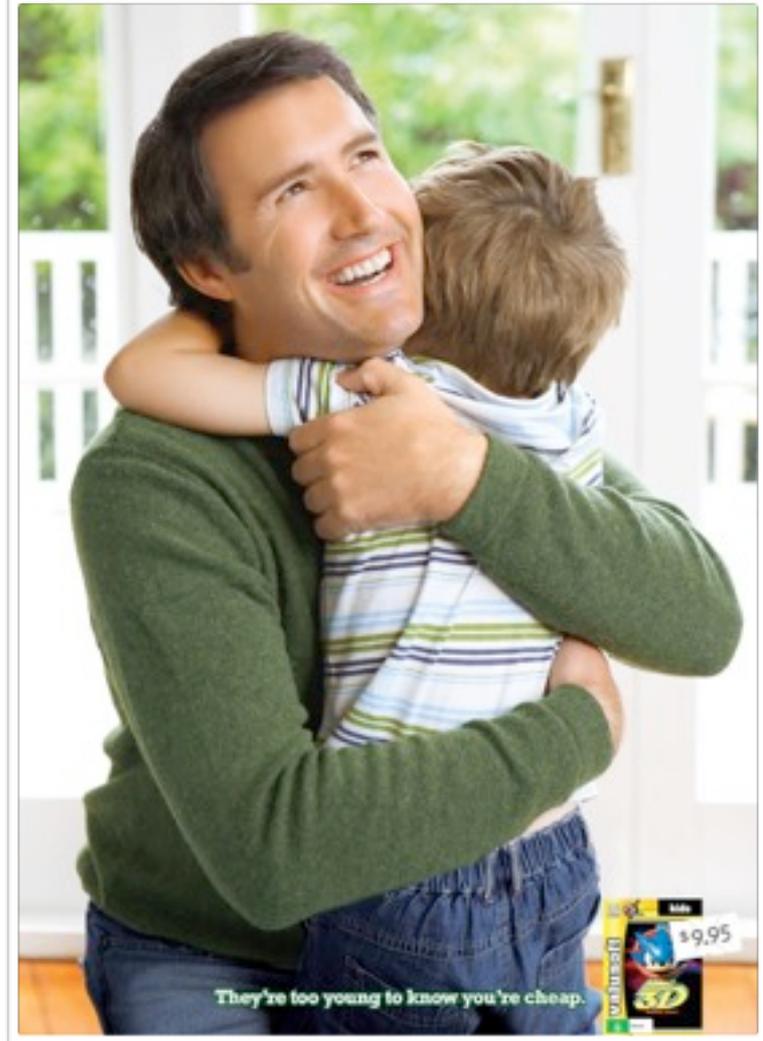
Hiding and converting the real intention with the tools of communication

Insistence



Hidden Message = Encryption = Association = Connotation

Hiding and converting the real intention with the tools of communication



Hidden Message = Encryption = Association = Connotation

Advertisements try to make connotations,
attach feelings, desires, or rewards to the subject



**HIDDEN (ENCRYPTED) MESSAGE
THAT'S WHAT REALLY WORKS!**

“THE ART OF PERSUASION”

1.

MESSAGE

Open és Hidden

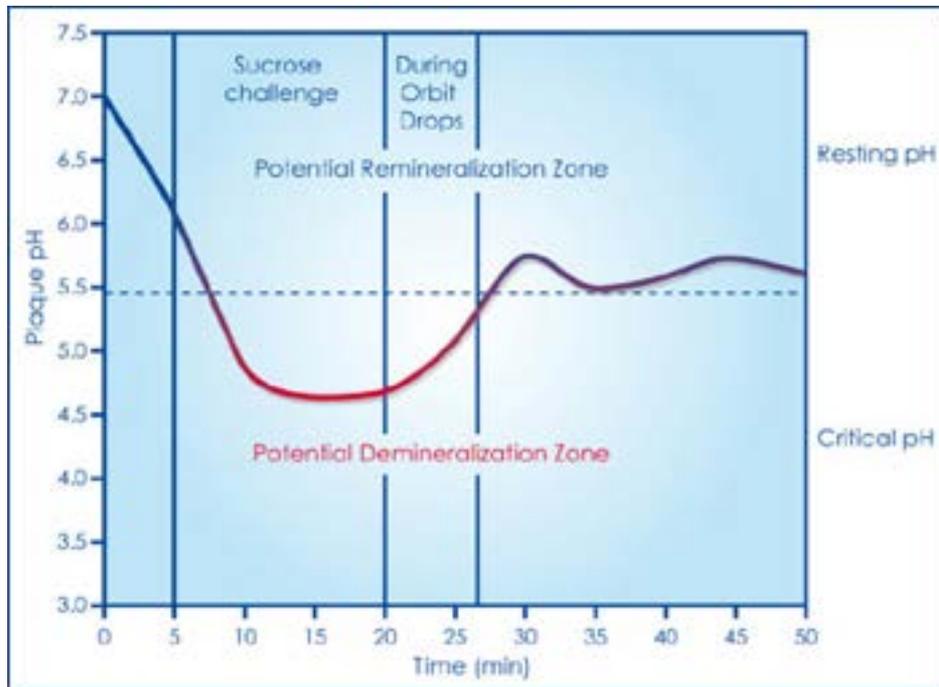
2.

PROMISE

Direct és Indirect

The more indirect the better

DIRECT PROMISE



Helps to keep teeth healthy as it restores maximum pH levels in the mouth

Each ad DO PROMISES that you
will be HAPPIER in your life owning the product



The target No.1 of promises is the HAPPIENESS

Customer Expectations and Promises

The AUTHENTIC promise?



Új! **head & shoulders**
Citrus Fresh

Nincs többé korpásodás, se zsírosodás - csak gyönyörű haj.



ÚJ! Válassz magadnak mert m

- metiszt - gyönyör
- rörke - vágyakozás
- ék - hűdtés
- erke - kihívás
- lid - szemvéde
- at, eöz - csáblás
- szényebarna - lángolás

AKCIÓ & ...AJÁNDÉK
FreshLook® 120 ml-es ápolószer
kontaktlencse vásárlásakor

CIBA Vision

Fré Color

KÖZMETIKAI KONTAKT



Ez az érzés hosszú távra szól.

Új! **Labello** Classic

Úgy ápol, mint senki más.
A legjobb Labello Classic, amit valaha próbáltál.

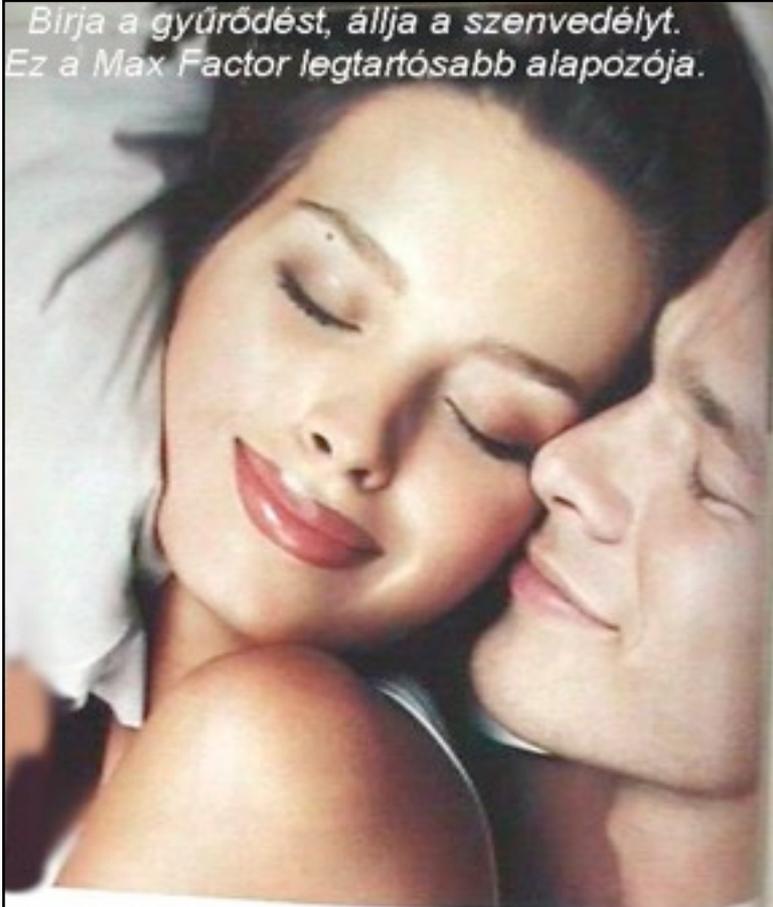
Úgy csókol, mint senki más.

Labello LIP CARE

Customer Expectations and Promises

The AUTHENTIC promise?

*Birja a gyűrődést, állja a szenvedélyt.
Ez a Max Factor legtartósabb alapozója.*

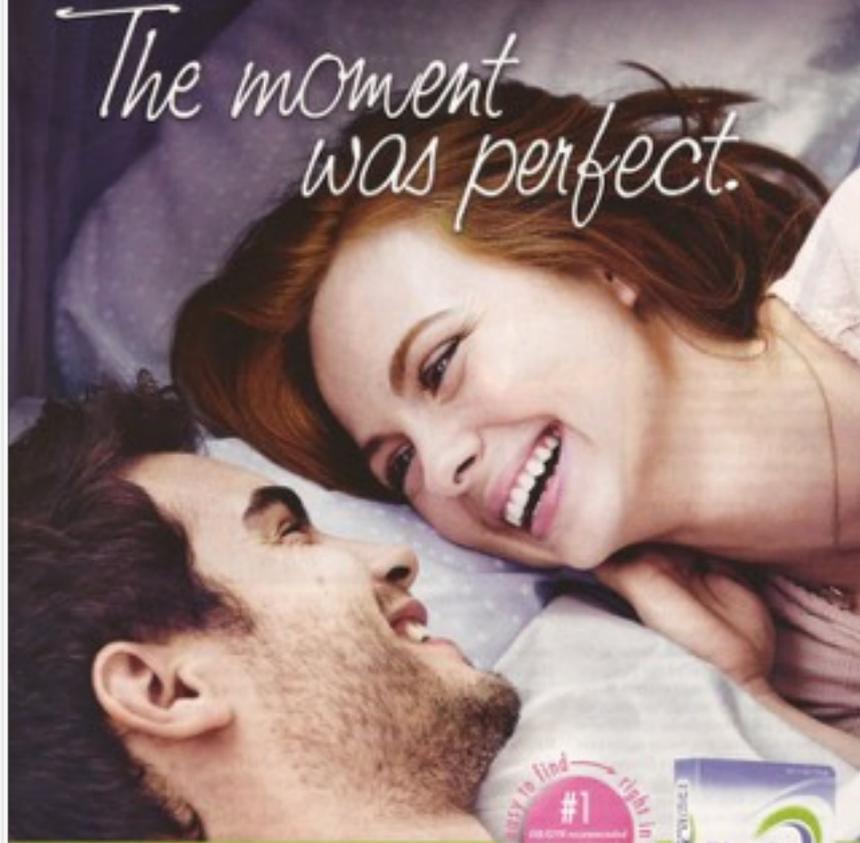


It perfectly balances natural skin texture, softens, and provides a flawless, long-lasting finish. It's the #1 dermatologist-recommended foundation for all skin types.



MAX FACTOR
REVEALS YOUR SKIN

*The moment
was perfect.*



easy to find #1 right in the aisle

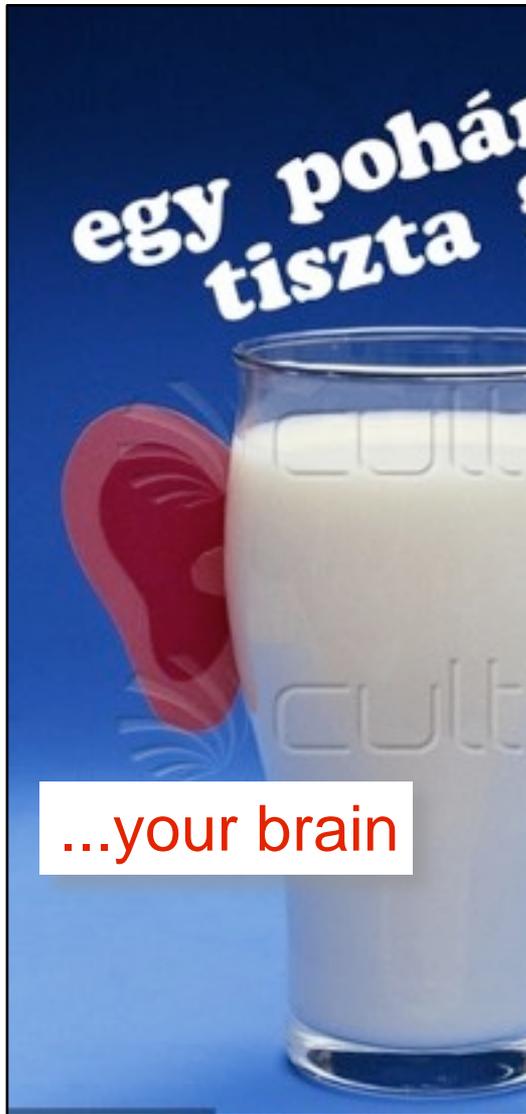
But your plan for birth control wasn't.

When preventing pregnancy doesn't go as perfectly as planned, it's good to know there's Plan B One-Step™. It's the #1 OBGYN recommended emergency contraceptive brand™ chosen by millions of women. Plan B One-Step™ helps prevent pregnancy when used as directed—within 72 hours of unprotected sex or birth control failure. There's no prescription required. It's right in the aisle when you need it. And it won't affect an existing pregnancy.



Use as directed.

What can a glass of milk promise?



...your brain

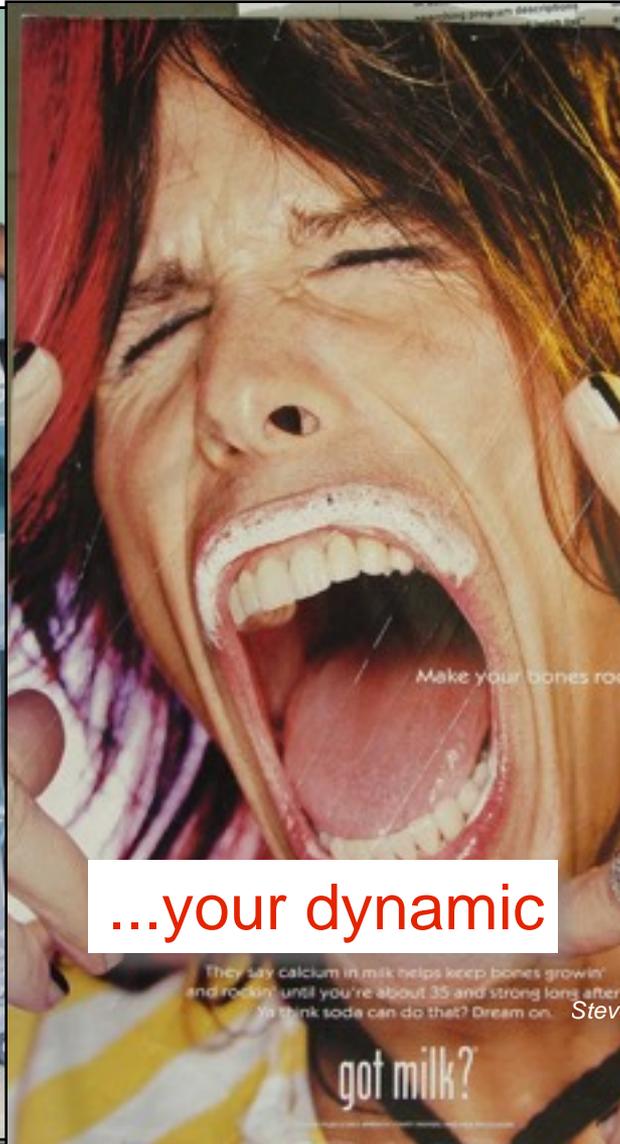


...your body

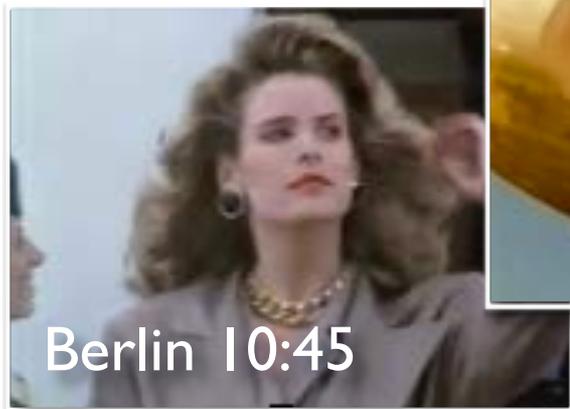


...your potential

What can a glass of milk promise?



A classic promise:



<https://www.youtube.com/watch?v=9AdFxjoKAIQ>

IF:..... THAN

The magical promise.....

(product as a hero)



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

Homework:

- a.) What is the “expire” of promises? (long-time, short time)
- b.) If yes, how have the promises been changed?
- c.) What do contemporary ads promise?
- d.) Find ads of such art, where the promise has “disappeared”!