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*Seducing the Subconscious: The Psychology of Emotional Influence in Advertising* Whether it's on TV or billboards, mobile phones or in magazines, advertising is part of our everyday life. But, while we are all aware of it, and may even secretly admire a particular campaign, most of us would likely say that we don't pay much attention to it when it comes to making a decision.

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*Seducing the subconscious : the psychology of emotional influence in advertising* / Robert Heath. p. cm. Summary: "Seducing the Subconscious reveals how this brave new advertising world works, using illustrative examples of advertising campaigns that have been hugely successful without

ciou *Seducing the SubconSciouS - Startseite*

By understanding the emotional impact of creative advertising and how attention-grabbing messaging affects our attitudes towards brands, agencies can take back control and create advertising that seduces and ultimately, sells. Source: *Seducing the Subconscious: The Psychology of Emotional Influence in Advertising*

The Science Behind How Brands Seduce Our Subconscious

*Seducing the Subconscious* appears to have two objectives. First, it aims to expose how advertising works. First, it aims to expose how advertising works. Second, it describes a host of advertising case studies from our recent and not-so-recent past and considers how they succeeded or failed, and it is here that Robert Heath is at his best.

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As with his earlier monograph, *The Hidden Power of Advertising*, *Seducing The Subconscious* provides a rigorous yet conversational review of psychology, neuroscience, and emotions along with a steady stream of case studies.

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But perhaps the best example of subconscious seduction came from a famous advert which had no message whatsoever, didn't even show the product, yet managed to achieve a 10% increase in sales across the firm's entire range. That's millions of chocolate bars sold to customers — all subconsciously seduced by a gorilla playing the drums.

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