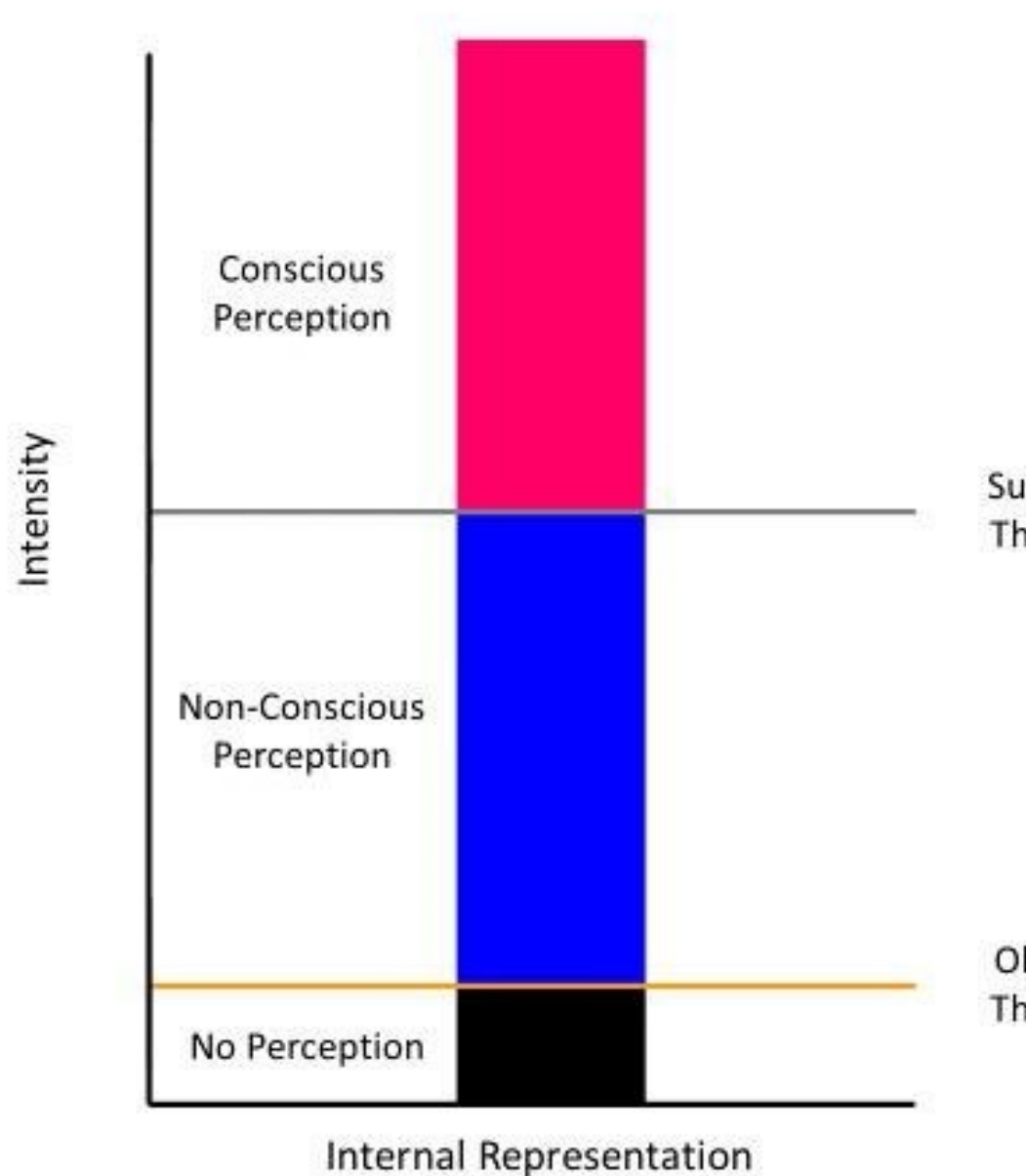


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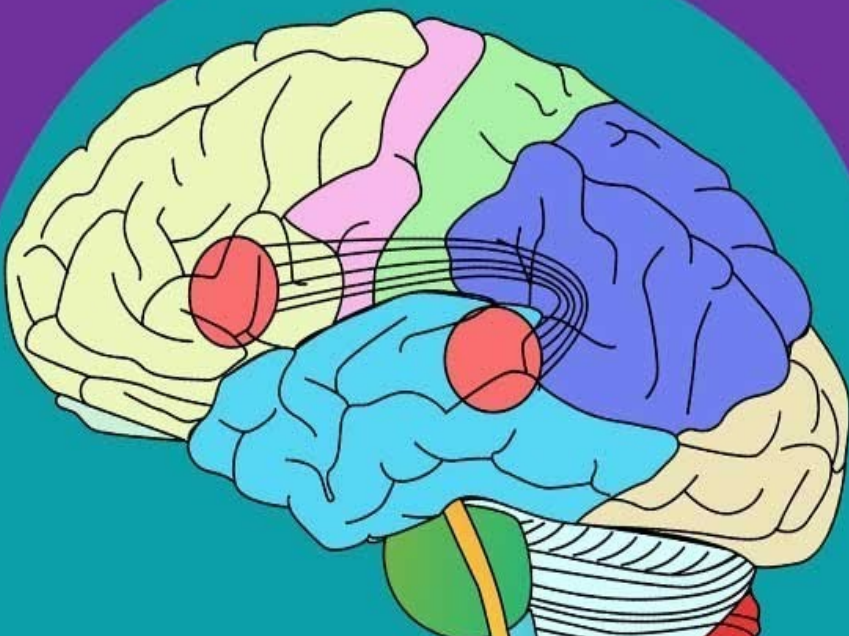


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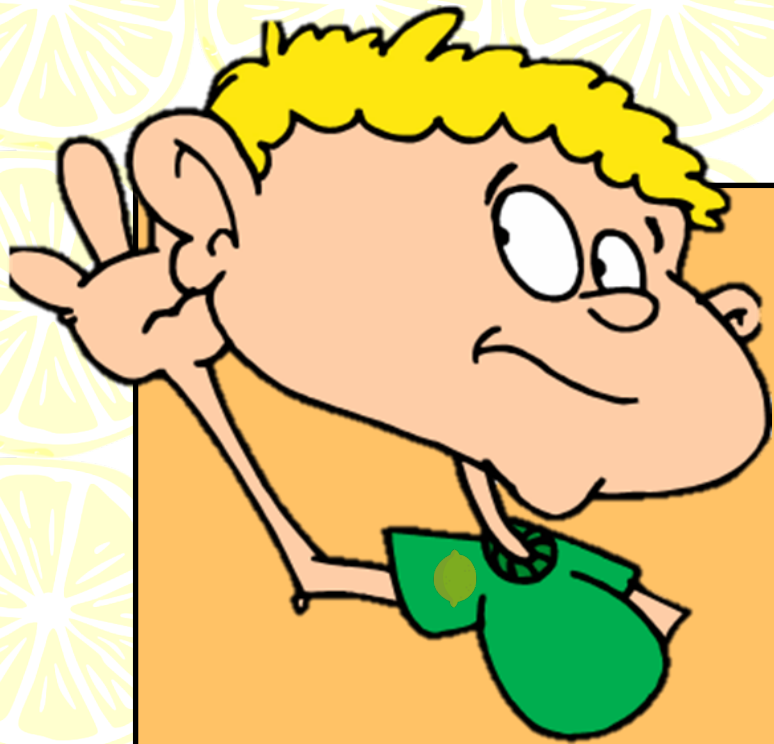
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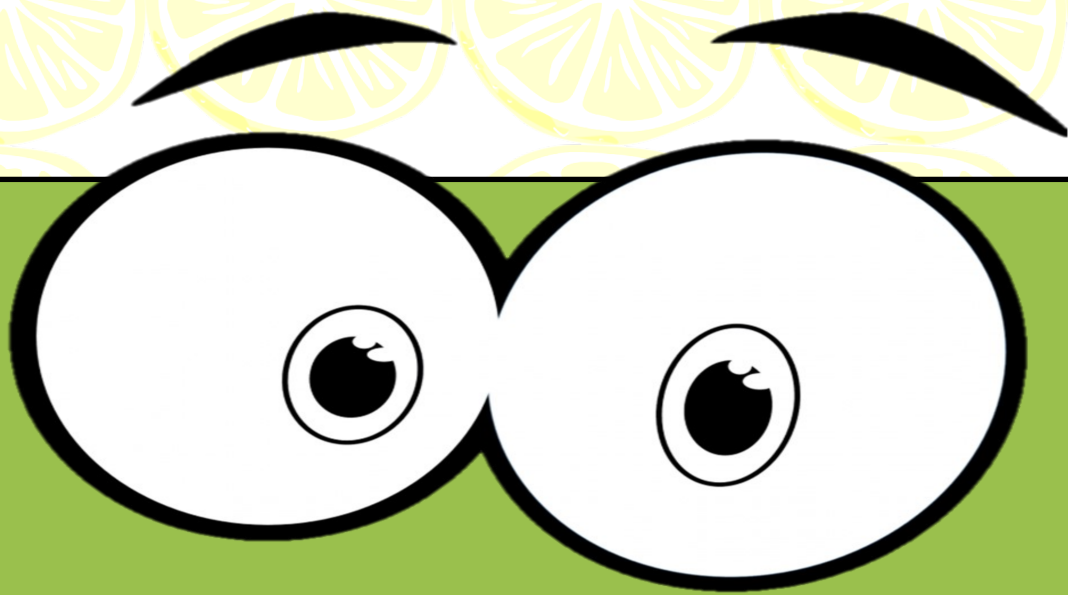


Some examples of ho



McKendrick, Hargreaves and North proved subliminal messages were effective through sound during their supermarket experiment in 1999. They played German and French music on alternating days to see if this had any effect on the customers purchasing

How the brain can be stimulated



Vicary's popcorn experiment in 1957 concerned placing 0.03 second frames into a movie containing phrases like 'Hungry? Eat Popcorn'.

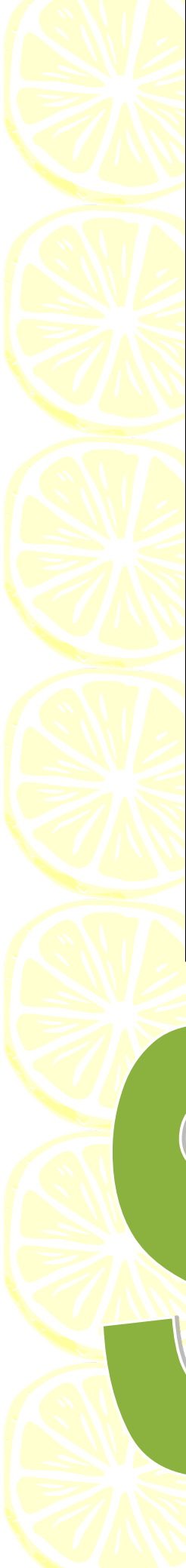
Vicary claimed this increased popcorn sales by 57.5% and although the whole

ed by the senses are....

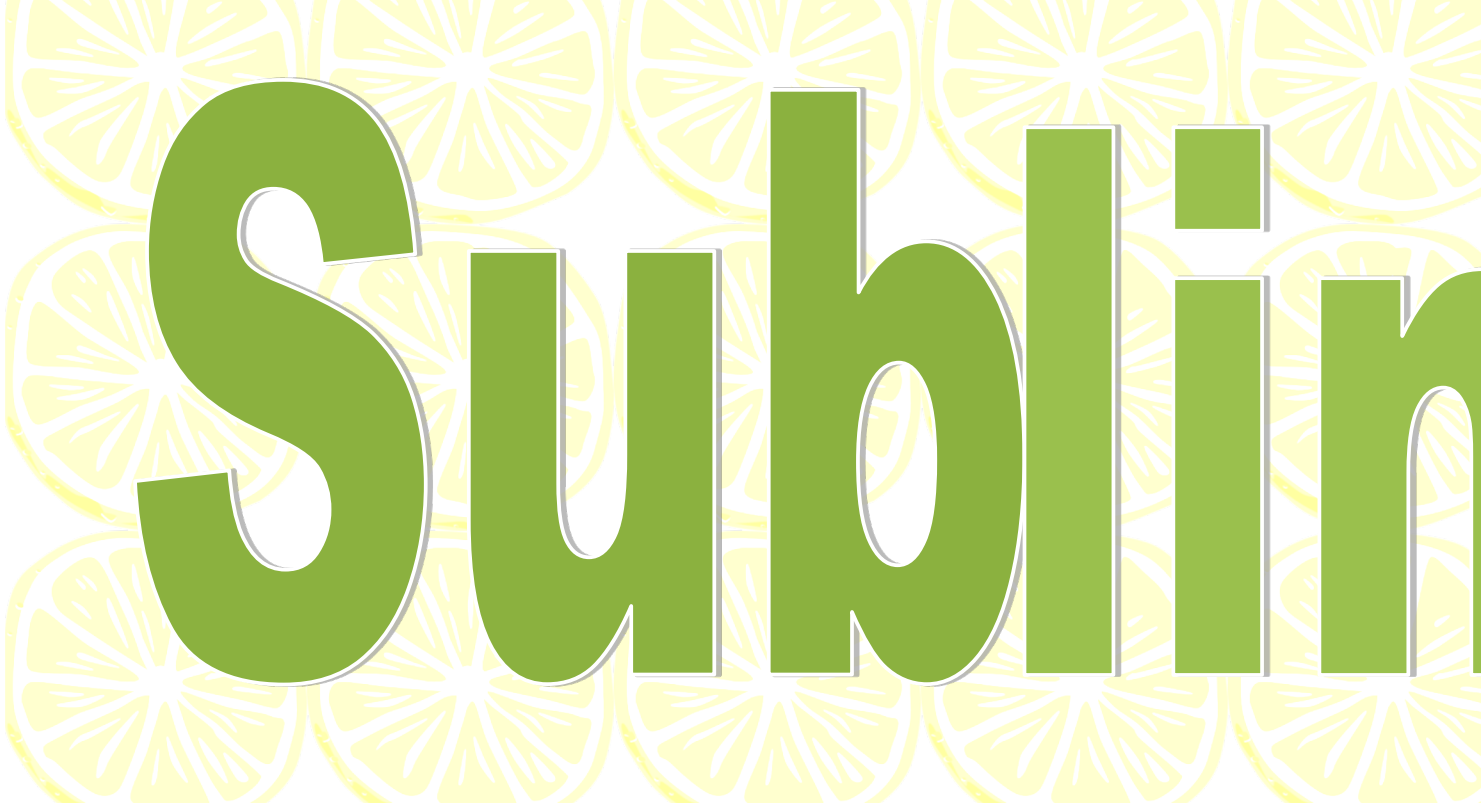
Not all subliminal messages are on purpose. New cars used to be sprayed with oil/leather scents to make them smell familiar and comfortable for buyers, but instead of an increase in sales there was an increase in accidents.

On behalf of the RAC



A vertical column of five lemon slices is positioned on the left side of the slide. The slices are yellow with white outlines and are arranged in a slightly overlapping manner.

habits. On the days of the German music, more German wine was sold and vice versa. The customers who filled out questionnaires at the end revealed that they had no conscious idea on why they elected to buy that wine.

A horizontal row of lemon slices spans the width of the slide, positioned below the text box. The slices are yellow with white outlines and are arranged in a slightly overlapping manner.

Sublin

although the whole experiment was proved fake years later, it was significant in bringing to light the sort of advertising companies were utilising and even sparked a CIA report on 'The Operational Potential of Subliminal Perception' .

Subliminal Perception

Foundation, Conrad King discovered that the oil/leather scents were reminding older customers of the thrill and freedom of their first car, unconsciously causing them to drive in the risk-taking manor of a younger driver.

ception