

A New Chapter...on Advertising

Just as in prehistoric cave art and in the art of ancient Egypt, mass advertising today plays an important role in controlling and developing human beings. Advertising tells us how to feel about ourselves. It creates desires in us. It sets our goals. Most of this happens without us even realizing it.

There's a clear problem with this state of affairs. Remember: "Whoever controls your visualizations controls your life." When advertisers control your visualizations, they control your life.

You, not advertisers, should determine whether you like yourself with a few extra pounds. You, not advertisers, should decide what kind of gift should mark your marriage engagement. You, not advertisers, should decide on your career, the books you read, the films you watch and the foods you eat.

At this point you may object to say, "No, advertisers are not manipulating us. Advertising is not that powerful. Advertisements just inform us, and then we make our own decisions."

It's interesting that advertisers themselves make that argument -- and then go out and spend millions more on another 30-second TV advertisement! I think they don't want us to know the extent of their ability to set the goals and desires of large numbers of people. If we realize it, we might avoid advertising even more than we already do. That would hurt their income.

No one denies that advertising can be informative, or that individuals are ultimately responsible for their decisions. But let's take a look at some recent research, facts and figures about big-budget advertising. Afterward I think you'll agree that advertisers are far more powerful than they would like us to believe.

Money Talks. And \$281,600,000,000 (\$281.6 Billion) Says Advertising is Powerful

- Corporations spend an average of \$300,000 to produce a 30-second TV commercial.²
- A 30-second Superbowl advertisement costs more than \$2,500,000.³
- Total advertising spending in the U.S in 2006 (the latest year for which actual totals are available at press time) reached \$281.6 billion⁴.

The conclusions are obvious. No corporation would spend that kind of money on something that doesn't work. Advertising pulls our strings. It influences how we see and think. It influences where we spend our money. In the diamond advertising campaign history (still ongoing) we've seen how it affects the most intimate parts of our lives. It changes the way we think at the deepest levels. That's why corporations spend fortunes on it.

The Science Behind the Power of Advertising -- Images Enter the Subconscious Mind, Where they Control the Conscious Mind

It's common knowledge nowadays that beneath your conscious mind is a subconscious mind.

² SOURCE THIS

³ http://money.cnn.com/2007/01/03/news/funny/superbowl_ads/index.htm

⁴ www.emarketer.com, October 2007, quoting figures from Universal McCann.

Your conscious mind is the part of your mind you think and feel with. The subconscious mind is where your thoughts and feelings are made possible.

The mind is like an ocean. Your conscious mind is a school of fish. The subconscious is the water which sustains the fish.

The subconscious mind is more powerful. If you want to change the health of fish in the ocean, you can't do it by helping the fish directly. Instead you have to improve the water in which they live, and swim, and exist. It's the same with your conscious mind and unconscious mind. If you want to change the way you think and feel, change your unconscious mind. It is in the unconscious mind that your conscious thoughts live, and swim and exist.

Is it possible to change the unconscious mind? Of course it is. Prayer does it. Affirmations do it. Visualizations do it. But most of all, visualizations that use actual images do it. Advertisers use images to manipulate our subconscious minds all the time. Only, of course, they don't do it for our benefit. Naturally, they do it for their own benefit -- to sell us more stuff so they'll make more money. Remember from Chapter 1 how, beginning in 1938, De Beers Consolidated Mines changed the image of diamonds in our subconscious minds? Remember how they deliberately made a diamond ring "a psychological necessity" for serious courtship in America? They did so with powerful images of love and diamonds that profoundly changed our subconscious minds. Every time a man or woman saw (or sees -- open a general-interest magazine and see how quickly you spot a diamond advertisement) one of these images, a visualization occurred. Visualization works quickly. One visualization is enough to change the subconscious mind of some individuals. But repeated images will definitely change even the most resistant individuals. That's why advertisements repeat, repeat, repeat. Even if you think you are immune, you aren't. In three years, right through the first part of World War II and a raging economic depression, repeated visualizations of diamonds and love made diamond sales rocket up 55% in America.

Powerful imagery repeated over and over -- that's how the most powerful technique for changing the subconscious mind works. The diamond industry doesn't own the technique. We all can use it for ourselves -- to achieve all the money, love and happiness you want.

First let's look at two parables. They will illustrate how the subconscious mind influences the conscious mind, which determines action, which determines results. Both of our examples here will focus on the result of making more money, since making money is the simplest and easiest of all possible goals to reach.

The subconscious mind parable of the two cold-callers

One man in his **conscious mind** feels discouraged when a sales prospect is rude. He thinks he can't possibly make another cold call. "I hate cold-calling. I shouldn't have to

do it. I should be given a list of qualified leads. Cold-calling is a stupid way to do sales.” He decides to check his email instead of making another cold call. Soon he goes home for the night. Within a few months he quits his sales job and sits at home watching the news and brooding. He feels very down on himself and his life. How does this happen? Why does he think and feel negatively in his **conscious mind**? Because of his **subconscious mind**. His subconscious vision of cold-calling is negative. He can’t see cold-calling as fun or interesting. He sees cold-calling as a chore.

Another man at the same company feels encouraged when a sales prospect is rude. In his **conscious mind** he feels ready to make ten more calls right away. “Cold-calling is great. Everyone knows it’s a numbers game, so I’m one call closer to a sale. It’s like playing a slot-machine for free. You never know when you’ll hit a jackpot.” He makes ten more calls, and gets one more appointment for the following day. Next day, he meets the prospect and eventually makes a sale -- hundreds of more dollars in his pocket. He keeps his job. He becomes a sales manager in two years. This man in his **conscious mind** thought positively about the rude prospect. Why? Because he has in his **subconscious mind** a vision of cold-calling as a game that pays money.

The subconscious mind parable of the millionaire and the pensioner

A financial adviser once was visited by two sisters who were in their mid-twenties. She gave the same advice to each. “You’re both cops and you’re good at what you do. You’ve told me you plan on staying with the police department until retirement. You can have over half a million dollars at retirement if you do what I tell you next.”

“Just the facts, ma’am,” replied the two cops. “We’ll take it from there.”

The adviser explained. “You each have a car payment of \$400 a month. Sell your expensive cars. Buy cheap used ones for cash. Save \$400 a month until you’re sixty. At just 9% compounding interest, you’ll have \$1,128,598.00. You’ll each have over a million dollars.”

One sister followed the advice. “I can see myself with a million bucks, and I like what I see,” she said. She saved \$400 a month for 35 years and retired a millionaire. Even better, over the course of her life she bought four very nice cars for cash. She used some of the money she saved, all right. But she earned interest, not paid it.

The other sister didn’t follow the advice. She couldn’t bring herself to give up her nice car -- or her car payment. “I just can’t see myself in an old Toyota,” she laughed. She borrowed money five more times to buy five more nice cars over the course of her life. And at retirement, she has only her pension -- and a nice car with a car payment.

What’s the difference between the two sisters? They both used their **conscious minds** to understand how to make a million dollars. They did not both use that information to make a million dollars. The difference was in their **subconscious minds**. The one who

was wise with her money could visualize herself a millionaire at 60. The other one couldn't -- because advertisers had filled her with images of herself in new cars.

The power of advertising is the same as the power of the subconscious

Visualization is the most powerful tool for gaining mastery over your life. Advertisers know this. You should too. Images are crucial to visualization. Advertisers know it, and you should too. As you read about the power advertisers have and use, remember again: Whoever controls your visualizations controls your life.

Observe here the power of advertising. Be amazed! And get ready to seize that power and use it freely for your own benefit, not theirs.

The Power of Advertising: TV Ads Make Kids Eat 134% More!

Psychologists at the University of Liverpool conducted a study to see if TV advertisements of food have any effect on children. You might easily guess the answer was a clear "yes." But the extent of the difference might knock you back onto the couch. It's no cartoon. The kids ranged in age from nine to eleven. Some were obese. Some were merely overweight. Some were at a normal weight.

The psychologists then turned on the TVs. The little guinea kids were shown either food advertisements followed by a cartoon or else toy advertisements followed by a cartoon. Then food was made available. The kids who saw the food advertisements ate more. A lot more. Obese kids ate 134% more. Merely overweight kids ate 101% more. Kids at a normal weight ate 101% more. ⁵

Why do you think the children ate so much more after seeing TV advertisements of food? It was a subconscious appeal. You can feel it yourself. Go into a restaurant and stare at beautiful images of desserts. Notice the urge that arises to eat one. That's your unconscious mind. It's pure desire. There's nothing rational about it. Your conscious mind can no more resist it than fish can resist an ocean current. You can try to think rationally all you want, but if you keep staring at that dessert menu, and especially if you start watching videos of delicious desserts and people enjoying them, you'll be spooning up the superchocofudgeaholic cake yourself.

Solution? Speak to your subconscious mind with images. Look at images of health. Look at images of delicious healthy food. Put those into your subconscious and you'll be one of those people who honestly say, "Sweets just don't really tempt me."

⁵ University of Liverpool (2007, April 25). TV Food Advertisements Increase Obese Children's Appetite By 134 Percent. ScienceDaily. Retrieved December 9, 2007, from <http://www.sciencedaily.com/releases/2007/04/070424130951.htm>

For those who need further proof of the unseen effects of advertising's power to use visualization to alter the subconscious

Some people need detailed proof that visualization works before they will

- A) see that advertising is affecting many aspects of their lives negatively, and
- B) begin to use visualization to improve their lives.

Since the goal of this book is to promote visualization as a tool for improving your personal world, I'm happy to provide proof of the power of visualization.

Fortunately there is ample proof of the vast power of visualization. The whole world is proof, if you know how to look for it. The entire universe comes into being through the eyes of sentient beings.

There are down-to-earth proofs, too. I'll give two kinds of down-to-earth proofs here: personal experience and scientific proof.

Some people need to be convinced of visualization's power by personal experience. I saw this happen in my own life as a high school basketball player. I did not have more than average strength. I did not have exceptional jumping skills. I was 5 feet 10 inches tall. I had never come closer than 2 inches to touching the rim of the basketball goal. My older brother ordered a booklet from the back of Boy's Life magazine: Basketball Cybernetics. It was illustrated with stick figures. It was cheaply printed. But the author (whose name I can't remember, unfortunately) made an outlandish claim. He said the techniques in the book would give me the magical ability IN MINUTES to leap high enough to grab the rim. "Right," I thought. "No pain, no gain." Nevertheless I tried the prescribed visualizations. I closed my eyes and imagined grabbing the rim. I visualized just how it would feel to grab the rim -- the hard cold metal in the crooks of my fingers, the nylon net on the inside of my wrist. I imagined it over and over, replaying it in my mind like an annoying TV advertisement. I convinced myself that I could grab the rim. Then I put the book down and went to the gym. I stood at one end of the free-throw line and again replayed the visualization. I intently tried to believe that I could. And in the moment that I did achieve that belief, I ran forward, leapt and ...I grabbed the rim. Convinced me.

Other people like to have additional proof -- scientific proof. Rational people trust scientific proof because it is based on experience that is carefully measured and observed. Scientists are not ordinary people. Of course in their ordinary lives they are ordinary humans like the rest of us. But in their activity as scientists, they strive to be objective, rational and without bias. They generally succeed. They study scientific traditions which teach them how to be objective, rational and without bias. They hold each other accountable in peer-reviewed publications. This gives their reports much more weight than the testimony of nonscientists.

So let's have a look at three recent scientific studies that show the stunning power of visualization as used (or misused) in advertisements.

Stunning evidence on subliminal messages in advertising

Do subliminal images in advertising affect your subconscious? The question has now been conclusively answered by British scientists using fMRI brain images. The answer is a clear-cut "yes."

fMRI stands for functional magnetic brain imagery. It's one of the newest technologies for seeing what parts of the brain are affected by an image, a sound, an activity, etc. fMRI can measure blood flow in areas as small as a cubic millimeter. Blood flow indicates neural activity -- neurons firing. So by measuring blood flow with fMRI, scientists can pinpoint what parts of the brain are being affected by an image, a sound, an activity, etc.

Scientists from the University College of London Cognitive Neuroscience department and the UCL Department of Psychology designed an experiment. In the experiment, individuals were given a task of picking out a letter from a series of letters. While the participants concentrated on picking out letters, images of tools were quickly flashed in front of them. The subjects were not consciously aware of the flashed images of tools. But the fMRI showed their visual cortexes reacting to the images on a subconscious level.

Dr. Bahador Bahrami commented to Science Daily on March 9, 2007, " We show that there is a brain response in the primary visual cortex to subliminal images that attract our attention -- without us having the impression of having seen anything.

What it means

It's further proof that the subconscious mind exists, and that even subliminal images can affect it. The experiment was not designed to test whether subliminal advertising affects our behavior. That would be speculation right now. But in Dr. Bahrami's opinion expressed in the same Science Daily interview above, "it's likely." Of course it's likely. Otherwise advertisers wouldn't use subliminal advertising. Nor would subliminal advertising be banned in the United Kingdom. (It's not banned in the United States -- yet.)

The larger point is about advertising images in general.

Stunning scientific evidence on banner ads

What it means

Stunning scientific evidence on political ads

What it means

-Political Advertising: THE 2004 CAMPAIGN: ADVERTISING; Using M.R.I.'s To See Politics On the Brain (from NY Times)

-Banner Ads Work -- Even If You Don't Notice Them At All (from ScienceDaily (May 11, 2007)

-First Ever Physiological Evidence Proving Subliminal Messages Register in the Brain Using fMRI, the study looked at whether an image you aren't aware of --- but one that reaches the retina -- has an impact on brain activity in the primary visual cortex, part of the occipital lobe. Subjects' brains did respond to the object even when they were not conscious of having seen it. (from the journal *Current Biology*)

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