

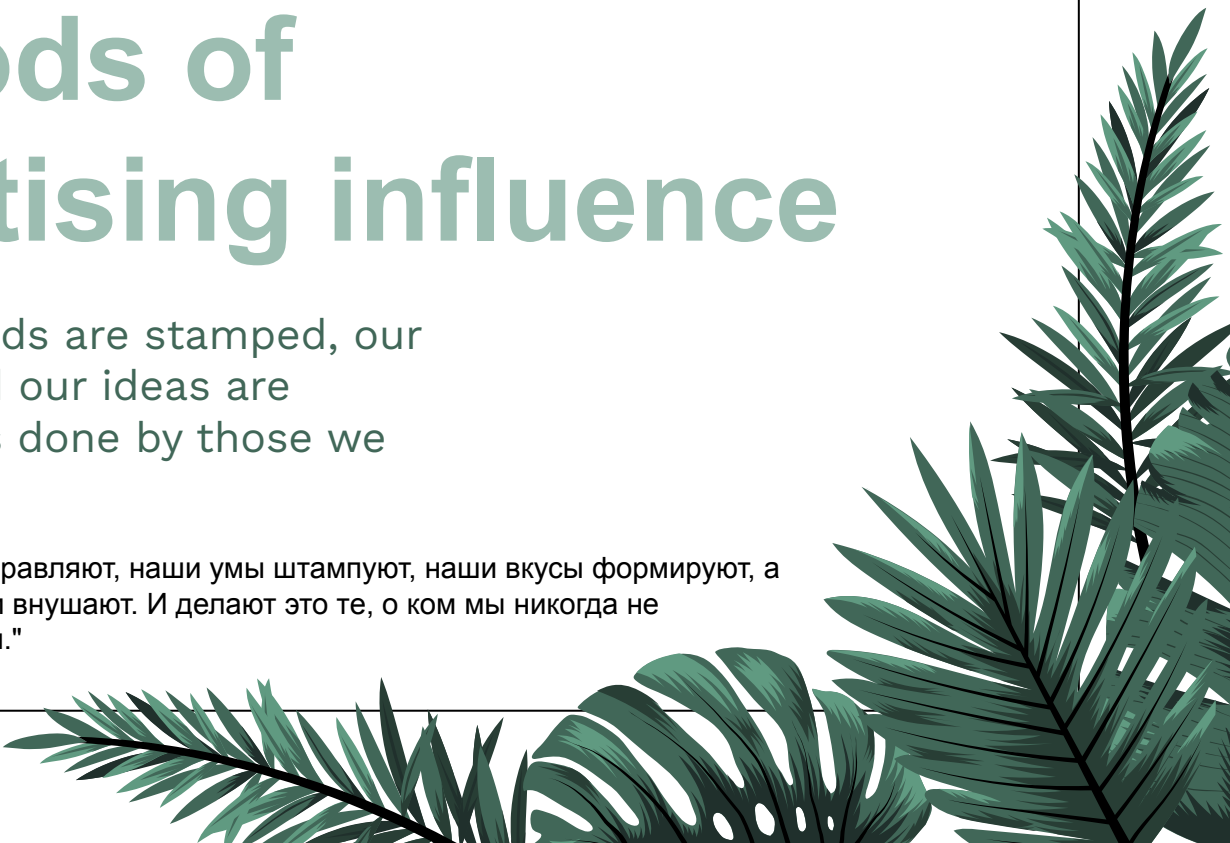


Methods of advertising influence

«We are ruled, our minds are stamped, our tastes are shaped, and our ideas are indoctrinated. And it is done by those we have never heard of.»

E. Bernays

"Нами управляют, наши умы штампуют, наши вкусы формируют, а идеи нам внушают. И делают это те, о ком мы никогда не слышали."



Edward Bernays

Edward Bernays, a man you have probably never heard of. He has been called the pioneer of modern marketing.



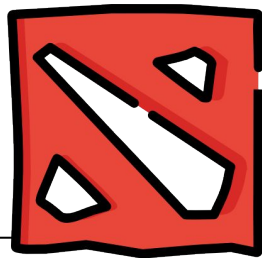
Advertising without manipulation



Machine = hardware



Food = food



Toys = development

DOTA 2



Then PR changed

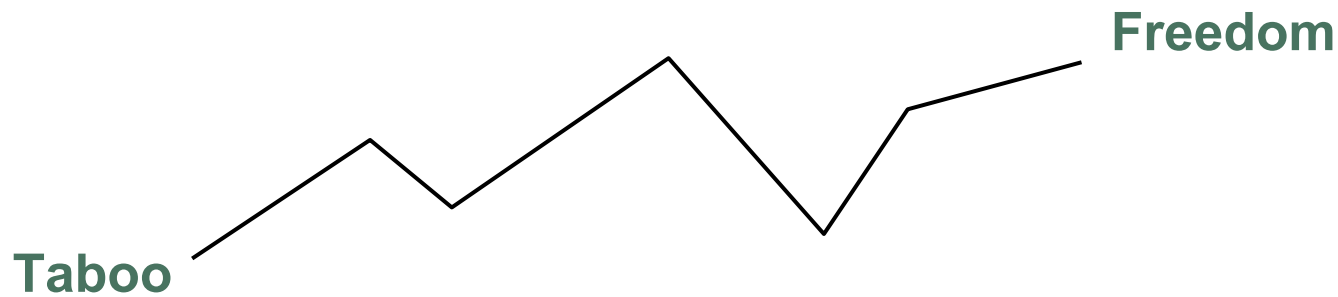
Woman = consumer >>> Ganorar



"Girls, light another torch of freedom. Free yourselves from yet another female taboo."



**1/3 of American women
suddenly learned to smoke**



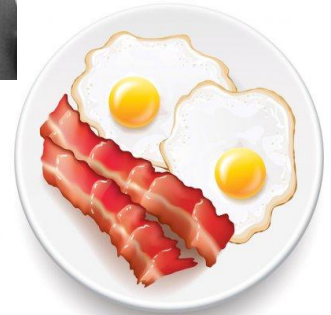
Also...



plus



plus



minus



Propaganda generates demand

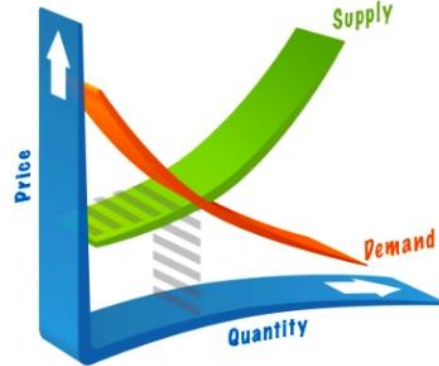
sales monster



gold mine



demand begets supply



For modern marketers, Edward Bernays' principles are a gold mine; they have gone much further: propaganda has turned from a political tool into a sales monster. The golden rule of "demand begets supply" no longer works. **Now propaganda generates demand: you want what they want to sell you.**

You want what they want to sell

Apple



McDonald's



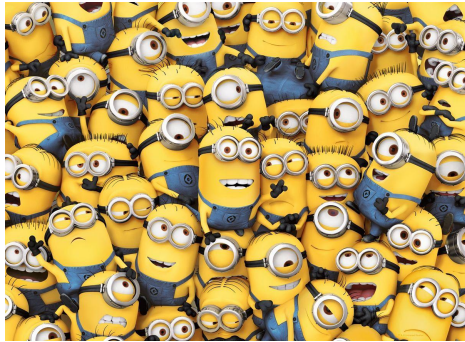
Whiskey and cola



Basics of propaganda

01.

Mass and repetition



You don't need to look for **propaganda**, it is **discussed with great interest by your environment**.

02.

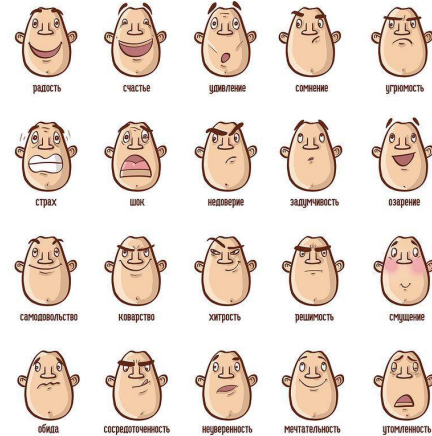
Do you make a choice by yourself?



You have to make **a person believe that she/he is making his/her own choices** based on hundreds of hours of thought.

03.

Emotions



Apple's commercials **associate their product with family, friends, bright colors**, delicious food, joy and carefreeness. It's called mind programming, and it works for everyone.

How to avoid this?

Again, stop being part of mass culture, stop running where others are running. Look around you and consult your common sense.





The presentation was prepared by
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Thanks for attention!

