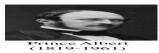


## II<sup>nd</sup> Principle?









CREATE AN
EMOTIONAL
FAVORABLE
STATE





Objective = to act upon the subconscient



So that in the **future** when comparing **several similar** (**in price**, **etc.**) brands, I don't know why but I sympathize with brand x

CREATE A FAVORABLE EMOTIONAL STATE									
Straightforward funny					Affectiveness				
△ Self	f-esteem	Anti-reality			Children	Romance (love	8. Esthetic	9. Family	10. Friendship
1.		Unexpected	Oversta tement/ridicule	5. Hidden/ subtle	(children rule the world)	makes the world go around)	(ideal/ high)	(nest/ basis)	(security/ alliances)