



IIIrd Principle?



II. CREATE AN EMOTIONAL FAVORABLE STATE



Objective = to act upon the subconscious

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-esteem		Anti-reality			6.	7.	8.	9.	10.	
1.	2.	3.	4.	5.	Children (children rule the world)	Romance (love makes the world go around)	Esthetic (ideal/high)	Family (nest/basis)	Friendship (security/alliances)	
▽ others	△ We	Unex-pected	Oversta-tement/ ridicule	Hidden/ subtle						