



However, it was supraliminal and subliminal as the customers heard the music clearly. Subliminal messages do affect our behavior. A theory based on semantics network suggests the same. We all have semantically related webs of concepts in our brain which are connected by many nodes. If someone hears the word apple; he might think of iPhone leading to a specific model or leading to Steve Jobs. Both the nodes are independent of each other and they might lead to further independent nodes thus forming a network. On the other hand a person might think apple as a fruit and can start forming a network by nodes such as fat free food or Newton's theory. In 2008 experiment, subjects were uncovered to 30 milliseconds of the Apple emblem, which caused the association with creativity.

## II. Literature Review

Marketing with subliminal messages aims to encourage the purchase of the product through subtle effects that are not normally visible to the naked eye. It's not only the images that are used to get into your head; sounds and other techniques are also used to help the message sink into your subconscious. Subliminal advertising involves what your senses can perceive consciously or subconsciously. By passing messages right by a person's conscious awareness and straight to his subconscious, it is possible to directly influence him to do what the message wants him to do.

### Past Experiments

#### A] James Vicary, 1956

In this well-known test conducted with 45,699 moviegoers in a brand new Jersey theater, James Vicary flashed "consume Popcorn" and "Drink Coke" for  $\frac{1}{3}$  of a millisecond in the course of a movie to look if sales of Coca-Cola and popcorn might increase. While Vicary claimed sale of popcorn expanded with the aid of 57.5% and Coca-Cola by means of 18.1% due to the test, he later confessed that these numbers were fabricated. Some speculated that Vicary's confession become to rid subliminal message of its horrific popularity.

#### B] WAAF, Chicago 1958

WAAF a radio station in Chicago sold "sub-audible" commercials, after testing whispered messages such as "Drink 7 Up" and "Buy Oklahoma Oil."

#### C] In-Flight Motion Pictures, Inc.; 1971

They announced in The New York Times that it would begin selling subliminal commercials embedded in the movies they would distribute to all the major airlines.

#### D] G. W. Bush Marketing Campaign, 2000

In 2000, the word "RATS" was used in George W. Bush marketing campaign ad. On this controversial 30-2d Republican campaign video, white block letters spelling out the phrase "RATS" flashed for  $\frac{1}{30}$  of a 2nd while playing grievance of Al Gore's healthcare plan, observed by using a fragmented look of the phrase "Bureaucrats"

#### E] Johan C. Karremans, Wolfgang Stroebe, and Jasper Claus; 2006

In 2006, Lipton Ice brand preference experiment by Johan C. Karremans, Wolfgang Stroebe, and Jasper Claus. The check group watched a clip which covered subliminal flashes of the phrase Lipton. The control group watched a clip without any flashes. The participants have been then asked whether they desired to drink Lipton iced tea or mineral water. In the check group 46 % chose Lipton, 54% water whereas in the control group, 37% Lipton and 63% water. Outcomes subtle to exclude folks who might virtually have selected Lipton, or who could really no longer have selected it. In the check group (refined) 53% Lipton, 47% water. Whereas in the control group 61% Lipton, 39% water experts agreed the differences have been now not statistically massive.





















