

Advertisers make sure that what they want seen is big and bold.



These big and bold symbols can speak directly to the subconscious.



Subconscious (OED 2nd edition)

- **2B.** *absol. as n. Psychol.* The part of the mind that is not fully conscious but is able to influence actions, etc.

1886 *Encycl. Brit.* XX. 48/1 We cannot fix the limit at which the subconscious becomes the absolutely unconscious. **1890** J. M. Baldwin *Handbk. Psychol.* (ed. 2) iv. 57 This whole field in its relation to consciousness has been well called the sub-conscious, from the fact that images formerly in consciousness have now fallen below the threshold, but may rise again+when the stimulation of the centres is sufficient.

The subconscious appeal works like this:

- We may often push hopes and fears that seem painful or unattainable into our subconscious minds;
- Linking a product symbol to one of these repressed hopes or fears may lead to a conscious desire for the symbolized product;
- For example, want to escape but can't, maybe lighting up a _____ will satisfy that need to escape, if only for a minute.

What promise is made in these mid-1970s SALEM ads?

A color photograph of a woman with long, wavy brown hair and blue eyes, wearing a brown jacket. She is holding a pack of Salem Longs cigarettes in her right hand. The background is a soft-focus outdoor scene with green foliage.

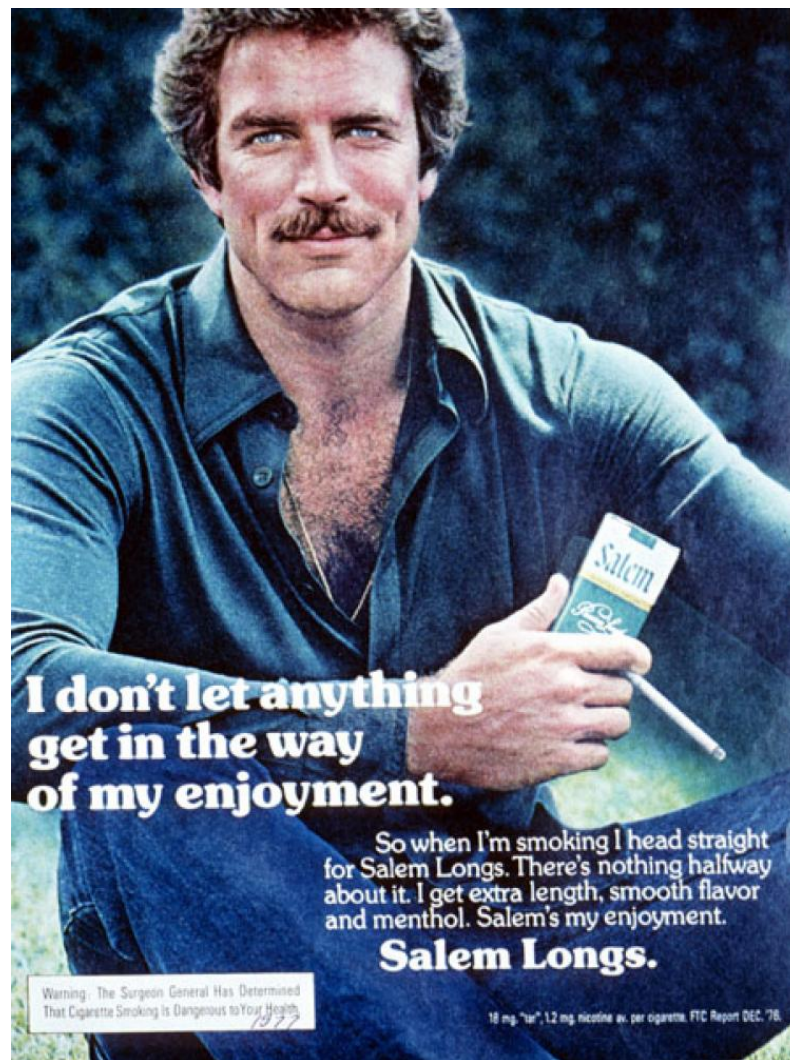
We all smoke for enjoyment. Remember?

Salem Longs never let me forget. They've got the good tobacco taste and menthol I enjoy. That's all I have to remember to enjoy smoking.

Salem Longs.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

19 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report APR. '76.

A color photograph of a man with a mustache and curly brown hair, wearing a blue button-down shirt. He is holding a pack of Salem Longs cigarettes in his right hand and a lit cigarette in his left. The background is a soft-focus outdoor scene with green foliage.

I don't let anything get in the way of my enjoyment.

So when I'm smoking I head straight for Salem Longs. There's nothing halfway about it. I get extra length, smooth flavor and menthol. Salem's my enjoyment.

Salem Longs.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report DEC. '76.

Read what the campaign's creator said about these ads in 1976. ([The Soft-Core Hard Sell](#))



A woman with long, wavy brown hair and blue eyes, wearing a brown jacket, is holding a pack of Salem Longs cigarettes. She is looking directly at the camera with a slight smile. The background is a soft-focus outdoor scene with green foliage.

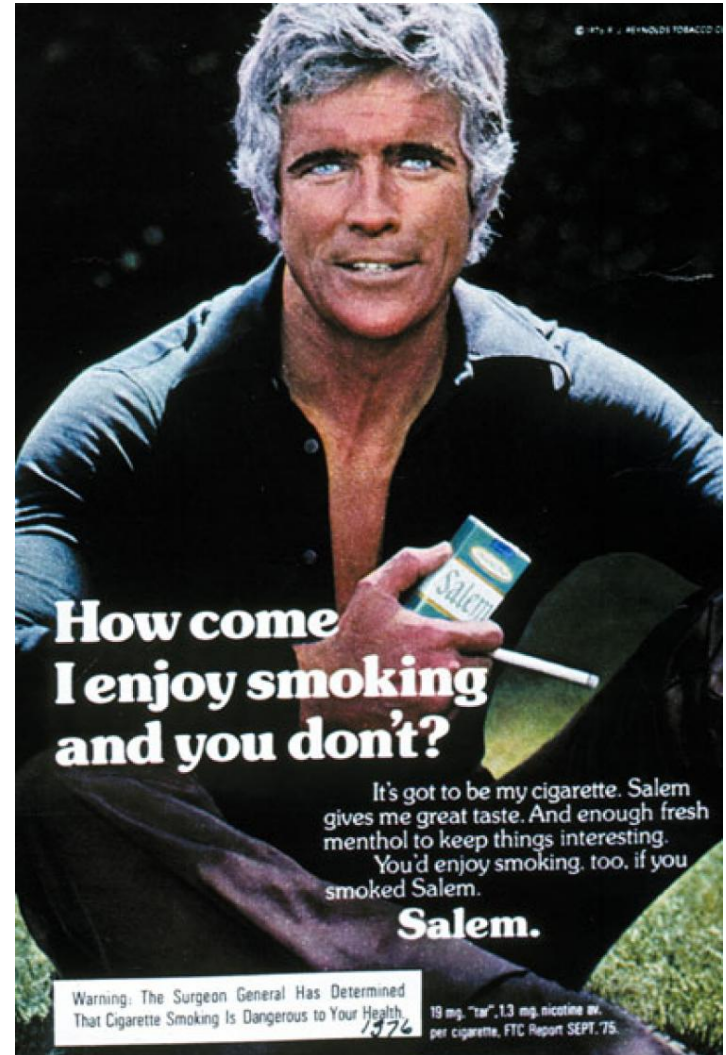
We all smoke for enjoyment. Remember?

Salem Longs never let me forget. They've got the good tobacco taste and menthol I enjoy. That's all I have to remember to enjoy smoking.

Salem Longs.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

19 mg. "tar", 1.2 mg. nicotine av. per cigarette. FTC Report APR. 76.



A man with short, wavy grey hair and a slight smile, wearing a dark shirt, is holding a pack of Salem cigarettes. He is looking directly at the camera. The background is a soft-focus outdoor scene with green foliage.

How come I enjoy smoking and you don't?

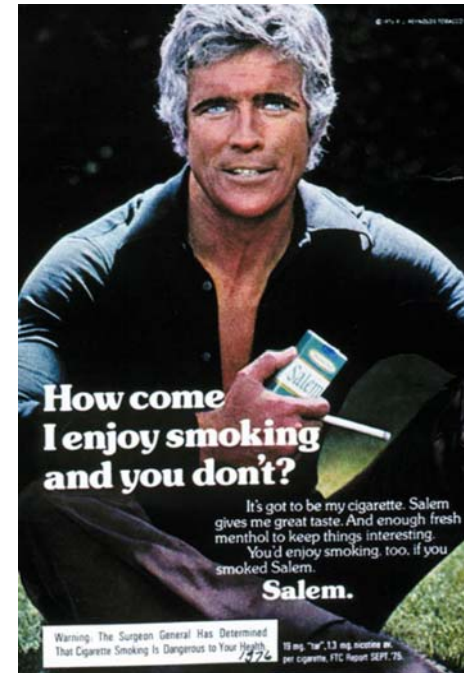
It's got to be my cigarette. Salem gives me great taste. And enough fresh menthol to keep things interesting. You'd enjoy smoking, too, if you smoked Salem.

Salem.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

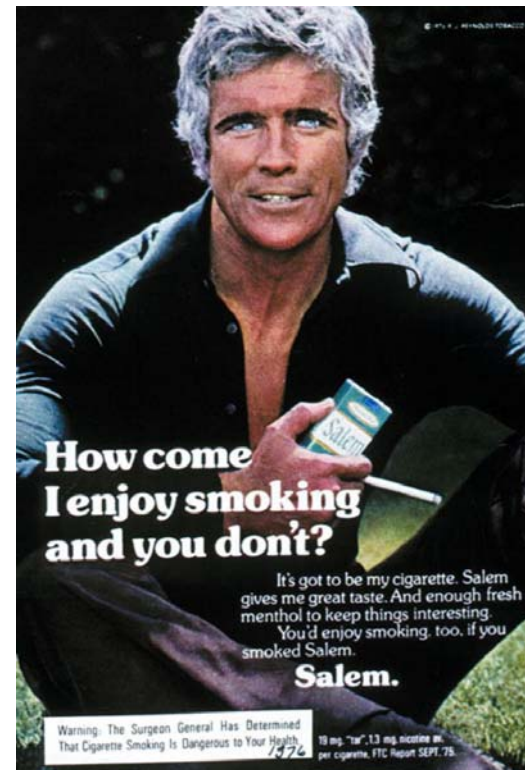
19 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report SEPT. 75.

Pat Fanelli's office at the William Esty Agency is lined with portraits of Salem people. There's "Chuck," the silver-haired, open-shirted Californian whose portrait gets run far more frequently - 168 times this year - than Bond Gideon and all the others combined. There are also ethnic Salem people, inner city Salem people, cold weather Salem people - all in the same cross-legged affable pose. "That pose is very important," Fanelli told me. "Notice how it's all based on triangles - there's a lot of use of body language for subliminal communication there." *The Soft-Core Hard-Sell*, **MORE**, July/August 1976



Pat Fanelli is the art director who designed the whole Salem campaign. Listen as he explains the skin's function in the ad: "One way the ad works is that with her shirt open like that your eye travels down the 'V of flesh,' which is like an arrow, to the headline of the ad. Then your eyes travel down a bit and dwell in that area down there where the shadows make the body of the copy stand out, then around and up to where the cigarette is outlined against the grass." However, Fanelli defends the unbuttoning against any narrow interpretation. "It didn't start out as a sex gimmick," he told me. "If it's become that on the page, then you're missing the philosophy of the ad."

The Soft-Core Hard-Sell, MORE, July/August 1976



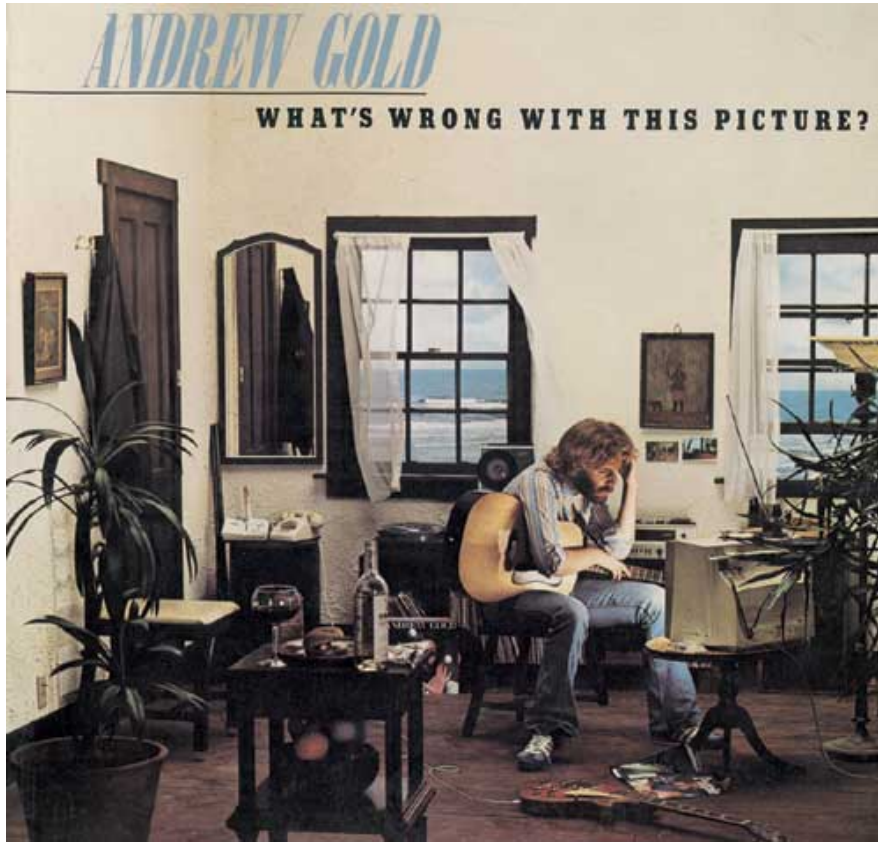
“The Salem people are doing something very interesting. They're not trying to associate their cigarette with a sex object, a material object, or even with the outdoor nature objects that many brands use to confer the spirit of health upon the image of tobacco smoking. Instead, they're selling something immaterial but more valuable - inner well-being, *spiritual* health.”

Ron Rosenbaum, *The Soft-Core Hard-Sell*, MORE, July/August 1976

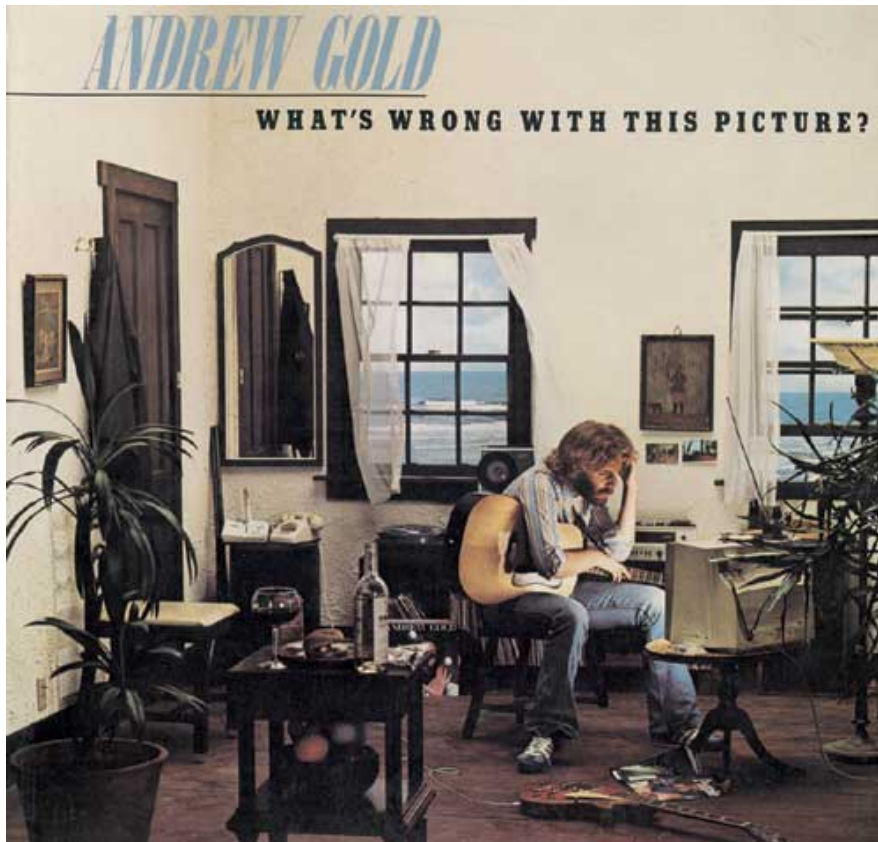
ANDREW GOLD

WHAT'S WRONG WITH THIS PICTURE?





- **Things you should be able to see easily.**
 - The curtains in front of the closed window are blowing in the wind, while those in front of the open window are hanging straight.
 - The horizon visible through the left window is higher than that visible through the right one.
 - The waves visible through the left window cannot be seen through the right one.
 - The door frame is not square. The top piece extends too far to the left.
 - The legs on the chair next to the door are not touching the floor.
 - The cord leading from the electric guitar on the floor runs to the telephone instead of a wall jack.
 - The wine glass contains red wine, while the wine bottle contains white wine.
 - The left front leg of the guitarist's chair doesn't touch the floor.
 - The open window sashes are upside down.



- **Things that are a bit more difficult to see:**
 - The white candle beneath the mirror is "melting" dark wax.
 - The calendar in front of the candle shows the date as November 31; but November only contains 30 days.
 - The wall plug on the wall next to the "floating chair" has a plug with no wire connected to it.
 - The guitarist's right shoelace is tied just above his toes rather than next to his ankle.
 - The game board beneath the open window has chessmen lined up on the left side, and checkers on the right.
 - The reel to reel tape deck in front of the closed window has a 45 rpm record instead of a reel of tape.
 - The turntable beneath the closed window contains a reel of tape instead of a 33 rpm record.
 - The mirrored reflection of the hanging coat shows the initials AG, but they should appear as a "mirror image".
 - In addition to an orange and two apples, the fruit bowl on the bottom shelf of the table containing the wine appears to hold a softball.
 - The unused coat hook on the wall next to the door is mounted upside down.
 - The hamburger bun between the wine glass and the wine bottle contains a hotdog.
 - The doorbell is on the interior door frame rather than outside the room.

Why couldn't you see what was wrong with the picture before the problems were pointed out?

- We see what we expect to see, especially when something is similar to what we've seen before.
- If something is missing, we automatically fill in the blanks so that it appears to us as it "should".
- If something doesn't belong, we remove it without thinking.

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Were you able to see the double “it” before it was pointed out? If you are like most of us, the answer is “No.” Unless we are exceptionally perceptive, we see what we expect to see. In this case we are educated to know that the same word used twice in succession is a mistake, so we ignore it; especially when it ends one line and begins the next.

As we've seen, advertisers depend on these traits to reach our subconscious minds. What is the subconscious message here? What symbols are used to transmit it?

There's more to choosing a low-tar cigarette than just picking a number.



Any low-tar cigarette will give you a low-tar number. But there's something else that you should consider. We call it "filter feedback."



As you smoke, tar builds up on the tip of your cigarette filter. That's "filter feedback." Ordinary flush-tipped filters put that tar buildup flat against your lips.

And that's where low-tar Parliament has the advantage. Parliament's filter is recessed to keep tar buildup from touching your lips. So there's no "filter feedback." All you get is that smooth Parliament taste.



10 mg. Kings
12 mg. 100's

More than just a low-tar number. **Parliament.**

© Philip Morris Inc. 1997

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 10 mg. "tar," 0.6 mg. nicotine—
100's: 12 mg. "tar," 0.7 mg. nicotine av. per cigarette, FTC Report, Apr. '77.



Death Symbolism

- Black clad men, hanging stiffly and corpse like from numbers that represent cigarette tar levels are being carried off into the heavens;
- The twilight sky represents the death of the day;
- The dark earth shows no signs of life.

These could represent a subconscious promise to those with a death wish, or a promise of rescue to those fearing death from smoking.

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Kings
12 mg.
100's

More than just a low-tar number. **Parliament.**

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 10 mg. "tar," 0.8 mg. nicotine—
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

© Philip Morris Inc. 1997

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Kings: 10 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC Method.
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Death Symbolism

- Men standing stiffly and corpse like at the edge of holes in the ground (again numbers symbolizing cigarette tar levels), appearing to gaze into these grave like holes;
- The setting sun represents the death of the day;
- The earth shows no signs of life.

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**IT TOOK TEN YEARS
TO DEVELOP A "TOTAL SYSTEM"
THAT DELIVERS REAL TASTE
IN A LOW 'TAR' CIGARETTE.**

A low 'tar' cigarette is a complex system of interacting parts. The tobacco. The filter. And even the paper.

Decade is the first low 'tar' in which all the parts have been arranged in perfect balance with each other. This is the Decade "Total System." And this is why Decade is the first low 'tar' with a taste worth smoking.

The Tobacco. "Flavor Packing", plus fifteen tobaccos boost taste.

We've developed a system called "Flavor Packing" that allows us to concentrate a special patented tobacco flavorant in each Decade cigarette.

This is in addition to our special taste blend of fifteen fine tobaccos, including exotic Turkish, full bodied Burley, and Bright, a tobacco known for its smoothness.

The Filter. Unique "Taste Channel" gives first puff impact.

The Decade filter is a combination of modern laser technology, plus our own exclusive research design. Simply, we've created a channel within the filter to give you that first puff impact you've come to expect from only the higher 'tar' cigarettes. Which means you get taste from first puff to last.

The Paper. High porosity paper controls burn rate.

For Decade we use only high porosity cigarette paper. Ordinary paper inhibits the burn rate, which can diminish the taste and create the need to pull harder when you drag. With Decade's high porosity paper however, you get an efficient burn rate that delivers optimum taste with a minimum of 'tar'.

The result. A completely new kind of low 'tar' cigarette.

So try a pack of Decade for yourself. Regular or Menthol. And after one taste we think you'll agree that our last 30 years were well worth the effort.



Only 5 mg. 'tar.'

Regular and Menthol

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

©1989 Decade Inc. 101

5 mg. "tar", 0.5 mg. nicotine av. per cigarette by FTC method.

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 Regular and Menthol.

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©1988 Decade Inc. 101

5 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC method.

Death Symbolism

- A barren earth where the only living thing is a tobacco plant;
- The setting sun represents the death of the day;
- A coffin like object near the right rear with the cigarette brand as a label;
- A pack showing the “Big D”, a phrase often used as a euphemism for death;
- The brand name itself, Decade, pronounced in British English as “decayed”.

These could represent a subconscious promise to those with a death wish, or a promise of rescue to those fearing death from smoking.

**What is the subconscious message here?
What symbols are used to transmit it?**



Here is how primatologist Dennis O'Neil describes estrus:

"In some species of Old World monkeys and apes, adult females have sexual skins or swellings, which are nearly hairless large swollen patches of skin around the genital area that become very prominent when they are in estrus. These areas swell with fluids and turn bright pink or red due to hormonal changes that occur in preparation for ovulation. The sexual skin also produces odors that excite males of the species. They become highly attentive to the females at this time."



If we primates subconsciously recognize the power of female pheromones to excite groups of males, might not an odor be able to create “a major new disturbance.”

Sex and death are two of the great mysteries of human existence. Advertisers often seek to take advantage of our interests, needs and issues surrounding them when making subconscious pitches.