

**A Study on Subliminal advertising in relevance to today's scenario.****Paramjit Singh**

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**Introduction**

The Subliminal Advertising mean using anything like sound, image, animation, sounds or any kind of small hints that consumer conscious mind may not be aware of but targets the subconscious mind. This kind of advertising can be as short as 0.03 Second. This advertising concept was first given by James Vicary in 1957 when he inserted "Eat Popcorn" and "Drink Coca-Cola" into a movie this resulted in increasing sales of Coca-Cola by 18.1 % and Popcorn sales improve by 57.8 %. Now day's market researchers are extensively using subliminal advertisements. In this paper our major focus is to discuss the recent episodes of subliminal advertisement and to discuss the non-ethical practices followed by them.

**Data Collection**

Secondary sources have been used in the collection of data like journals, newspapers, online news websites, previous research papers etc.

**Objective:**

To study the recent episodes of subliminal advertisement.

Is ethical business practice taken for granted while opting for subliminal advertisement?

**Relevance**

This is a very interesting topic for marketers which influence customer behaviour and appeals for the business world. This will show how the marketers from the different fields are extensively using Subliminal Advertisement and their impacts on the different strata of the society.

**Study of Recent Episodes of Subliminal Advertisements and their Effect**

- 1) Disney- Starting with one of the classic examples of Disney. Many experts have a view that a lot of Disney films contain subliminal messages showing sex. For example in movie Aladdin film there is a part in which character says: "Good teenagers take off your clothes". *Reaction by Company* - Disney denied it by saying that it was just bad locution the part of the voice actor.

- 2) Samsung – One of the most popular selfie taken by Ellen Degeneres in the 2014 Oscars award Ceremony that was taken by a Samsung Phone which was having some most popular faces in Hollywood. Reaction by Company- Samsung said that they never planned for that.
- 3) SFX – SFX a sci-fi magazine started in year 1995. The magazine cover science fictional news. In order to attract reader's attention they gave some subliminal messages. Many consumers have complained that SFX logo often appears different when women are on the cover page, which makes the reader view the title as "SEX."
- 4) KFC- In 2008, a clever TV viewer caught something in the advertisement of KFC. There was a dollar bill hidden in the lettuce. KFC certainly again tried to create subliminal message on twitter. In KFC's Twitter profile they just followed 11 accounts: all five former members of British '90s pop sensation, Spice Girls, & 6 guys named Herb. Making it a combination of 11 Herbs and Spices.
- 5) Wendy's – Wendy's one of the biggest fast-food franchises. When Wendy's redesigned there logo, people immediately noticed there is a subtle detail – the inclusion of the word "Mom" in the logo. It's impossible to miss once it's been pointed out to consumers.
- 6) Food Network's – Iron Chef of America - In 2007, in the episode of Iron Chef of America one of the enormously popular cooking show , the image of the McDonald's logo was flashed on screen for a fraction of second- short enough to slip by most viewers unnoticed but long enough for eagle eyed cooking fans to notice that. Company reacted by saying that it was a technical error not a subliminal message.
- 7) Gilbey's Gin - A British distillery Gilbey's lacks the brand recognition compared to Beefeater and Gordon's. In the late '70s when they launched a controversial ad campaign. In this ad they tried to experiment with subliminal advertising for selling more bottles. They inserted the word "SEX" in the ice cubes that were put in the glass kept aside Gilbey's bottle.

## Conclusions

Since this subliminal advertisement attack the unconscious brain so many a time consumer don't even came to know that he/she is the victim of subliminal advertisement.

We can clearly conclude that by using subliminal advertisement there is a significant increase in the probability that the marketer will achieve its motto i.e. increased sales.

From the above discussed examples we can clearly state that while opting for subliminal advertisements the Ethics are taken for granted. Embedment of Vulgar, inappropriate, misleading content is opted in order to gain the customer interest and to achieve the marketer's motto.

## Limitation of the Study

While writing this research paper only secondary data is considered no primary data is being collected that is one of the major limitation.

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