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T-SHIRTS WITH BRAINS, OR IS NLP MAGIC?

Bachelor's Thesis 2009

## ABSTRACT

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T-Shirts with Brains, or Is NLP Magic?

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This thesis deals with Neuro-Linguistic Programming techniques in advertising. NLP is a study that claims close interrelation between the brain, language and behavior. It claims that persuading people is possible through using the definite code of language - a number of techniques that appeal to many people. That is why advertising and social media is a good platform for NLP techniques and that is why this topic was accepted by the advertising agency Aptual.

It was decided by the company to concentrate the research on advertising through social media and to integrate this thesis into the so called Crackin Tee project – a project of establishing a web-shopping service on Facebook.

Literature from different fields, as marketing communications, social media marketing, psychology of advertising, language of advertising and Neuro-Linguistic programming, was used. Those texts were written by American NLP gurus, Russian scientists, British NLP practitioners, etc.

For the research examples of brand and retail advertising were gathered, method of associations was used for checking the brand name Crackin Tee, and modeling was used for creating a slogan and an introductory note for the service, using the NLP formulas. At the present moment the project is ready for the Venture Cup competition on the best business plan.

# TABLE OF CONTENTS

## ABSTRACT

1 INTRODUCTION .....	5
2 CONCEPTS.....	7
2.1 Neuro-Linguistic Programming .....	7
2.2 Persuasion in Advertising .....	10
2.2.1 Ethos, pathos and logos.....	11
2.3 Advertising Discourse .....	13
2.3.1 Elements of advertising discourse .....	13
2.3.2 Blocks in advertising .....	15
2.4 Social media .....	16
3 NLP TECHNIQUES .....	19
3.1 The Meta Model.....	19
3.2 The Milton Model .....	21
3.3 Rational Appeal .....	21
3.4 Emotional Appeal.....	27
4 CRACKIN TEE PROJECT – T-SHIRTS WEB-SHOP ON FACEBOOK.....	36
4.1 Advertising Agency Aptual .....	36
4.2 Concept of the Crackin Tee .....	38
4.3 Potential Tools of Marketing on Facebook.....	39
4.4 Language Aspect of the Crackin Tee Project.....	41
4.4.1 Choice of NLP techniques.....	41
4.4.2 Practical fulfillment .....	44
5 CONCLUSIONS .....	48
6 CRACKIN TEE IN THE FUTURE.....	50

## REFERENCES

## LIST OF FIGURES

Figure 1 Communication scheme .....	8
Figure 2 Structure of advertising discourse .....	13
Figure 3 Communication scheme with feedback .....	18
Figure 4 Structure of the advertising discourse with feedback.....	19
Figure 5 The Meta Model .....	20
Figure 6 Fazer logo .....	22
Figure 7 Optician's shop advertisement .....	24
Figure 8 Design centric community .....	25
Figure 9 James Boag .....	26
Figure 10 Schweppes advertisement .....	29
Figure 11 Sun group ad.....	30
Figure 12 Armani Code advertisement .....	31
Figure 13 Miss Dior advertisement .....	32
Figure 14 Lindt advertisement .....	33
Figure 15 Muffins in Bloom supermarket .....	34

## LIST OF TABLES

Table 1 Versions of the introductory note .....	46
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## 1 INTRODUCTION

Neuro-Linguistic Programming is a comparatively new study. Dilts (1999) informs that it was first mentioned by John Grinder, a linguist, and Richard Bandler, a specialist in mathematics and Gestalt psychology, in 1975. They talked about brain, language and body as closely related and functioning in collaboration. (Dilts 1999.) Since then, NLP has acquired a lot of followers in different areas: psychotherapy, education, law, counselling, creative work, management, sales, and leadership. The business world uses NLP techniques to model the desired skills and transfer them to employees. NLP interpretation of people's behaviour and communication is widely and successfully applied to raise business effectiveness of the customer service, sales, management, leadership, HR, market research, networking and advertising. (Freeth 2008.)

The purpose of this thesis is to research the possibilities of the NLP techniques in a social medium as an advertising channel. In particular the research is a part of the Crackin Tee project that is introducing a new shopping service into Facebook. The web-shop will sell T-shirts with fashionable design prints and it should become a web-community of designers, customers and textile printing services. The advertising agency Aptual has generated the idea of the project and has engaged three students from the design, technology and business departments for its fulfilment. Therefore, the precise aim of this thesis is to work out a slogan for this web-service and an introductory advertising message that would be persuasive enough to make people interested in the service and to make them further increase the network of the Crackin Tee web-community. It is clear that NLP techniques, with emotional or rational appeals, might serve well taking into account the peculiarity of the project and Facebook.

The research question requires discussing the following concepts: NLP, persuasion in advertising, advertising discourse and social media. The first part will be concentrated on defining these concepts. The second part bears a practical character, introducing the advertising agency Aptual, discussing marketing tools in social media, introducing the Crackin Tee project,

describing the process of arriving at the final variant of the slogan and introductory message and analysing the future of the project.

In the process of fulfilment of the research various methods were used. Working with sources and reading about particular NLP tools, it was important to think over the business fields where they might be used and to find good examples of advertising in magazines and in the internet for their illustration. Aptual mentioned that it would be reasonable to have examples of both brand and retail advertising, so in the chapter about NLP techniques one can find advertisements of both types.

While working out the slogan and the introductory message for the Crackin Tee service, a minor survey was held among representatives of different nationalities that were chosen randomly with the question "What is your association with the Crackin Tee?" That was done with the aim of seeing if the name is misleading, if the slogan should open the essence of the service to the customers. While making variants of the slogan and the advertising message, modelling was used. It is a method mostly favoured among NLP practitioners, when the already existing techniques that proved to be successful are modelled in a new situation.

## 2 CONCEPTS

### 2.1 Neuro-Linguistic Programming

The assumptions that form the basis of the Neuro-Linguistic programming are not new; they were traced and used already by the ancient philosophers and rulers. Still, as O'Connor (2008a, 3) mentions, the first attempt to bring these ideas into system and to make an independent study out of them was made by John Grinder, a linguist, and Richard Bandler, a specialist in mathematics and Gestalt psychology in 1975.

The name of the theory reflects its essence. Neuro-Linguistic Programming includes neurology, language and programming that create a basis for the human activity. *Neurology* stands for the body movement and behaviour that is explained by neurological processes. (Gray 1991, 11-17.) Through *language* thoughts are presented, behaviour is ordered and communication is possible. *Programming* puts all the elements together, organises them into a certain way to achieve specific results in behaviour (O'Connor 2008a, 3).

In other words, NLP technology helps to understand what is behind the human behaviour, its cognitive essence. It creates a certain system of beliefs about the human being, about his behaviour and his communication. (Dilts 1999a.) It is a technology of influence on the internal and external processes with the aim of achieving certain changes in behaviour (Gray 1991, 11-17). This becomes possible because body, language and brain are closely related and form unity (O'Connor 2008a, 3).

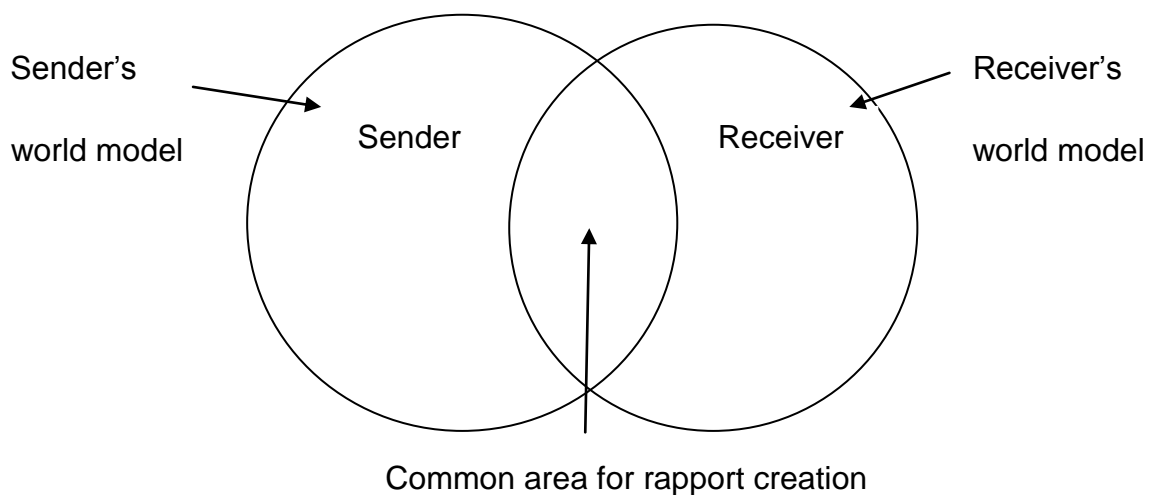
One of the main NLP assumptions is that reality does not exist, i.e. each person does not know actual reality but has a certain reflection of it through perception (Dilts 1999a). Each person has their own experiences, and each understands the world in a different way, because any message that a person receives first goes through external environment and then is processed internally (Skinner & Stephens 2003, 179).

The difference mentioned above causes misunderstandings in communication. To overcome them NLP followers talk about rapport. It is a situation when the

parties of communication feel free and open; they start to trust one another and manage to create a common model of the world. Rapport surrounds the words and improves effectiveness of communication in any context. (Gray 1991, 11-17.)

Naturally, people belonging to the same culture, having the same interests and hobbies, preferences and ideas, beliefs and values create rapport automatically (O'Connor 2008a, 23). For people having different world models it works in a different way. It is necessary to understand the very process of communication. The process includes at least two parties and these parties are exchanging messages. In communication theory they are called *sender* and *receiver*. The sender encodes information and sends it through a channel (usually overcoming some barriers), the receiver decodes information and reacts in a certain way, and his reaction is sent back to the sender. (Skinner & Stephens 2003, 178.)

According to O'Connor (2008a, 18) communication is a cycle where parties influence each other while exchanging messages. In this process the world models of both parties play an important role, because communication is effective only when the world models have a common area (Skinner & Stephens 2003, 178). This statement and the traditional model of the communication process may be seen in Figure 1.



**Figure 1 Communication scheme** based on Skinner and Stephens (2003, 178)



In this common area rapport is created – the atmosphere of trust, confidence, participation, empathy and freedom for participants of communication (O'Connor 2008a, 19). Skinner and Stephens (2003) with reference to the founders of NLP, Bandler and Grinder (1975), continue that in the process of receiving information from the external environment people tend to use social, cultural and personal filters in order to distract and classify the needed information.

Apart from the social, cultural and personal filters that were mentioned above there is another group of levers that are used by people to represent the external processes. They were named *sensory modalities*, or *sensory representation systems*. Experiments in the field of NLP have found out that each person uses this or that preferred representation system for knowledge structures: either it is *visual* (pictures dominate as a coding medium), or *auditory* (sounds are used for coding the information), or *kinaesthetic* (feelings are the coding tools). There are two more representation systems: of taste and of smell, but for simplicity of classification and market segmentation they are included into the kinaesthetic sensory modality. The preferred representation systems are reflected in the language. The visuals see the messages, the auditory persons – hear them, while the kinaesthetic ones grasp the information, they feel it. It means that for creating rapport participants of communication should speak the same sensory language. (Skinner & Stephens 2003, 180.)

From NLP point of view target market segmentation is not enough, because each segment contains groups of people with different sensory languages. It is important for the companies to effectively reach everyone within a segment. This is where NLP techniques come to the foreground. They help to understand communication process better and point out ways of increasing excellence in the sphere of marketing communications (Skinner & Stephens 2003, 180.)

## 2.2 Persuasion in Advertising

The central phenomenon of NLP is persuasion. Through skilful use of language it is possible to create the mass-consciousness. According to one definition, persuasion is a language influence that is used for concealed penetration into the object's psyche for creating wishes, aims, attitudes that do not coincide with his own (Bikova 1999, 99, quoted in Popova 2000, 276). This does not mean that persuasive techniques would mislead or deceive.

In case of advertising information is presented in such a way that customers make their conclusions by themselves on the basis of this information, the presented knowledge is considered to be their own, they criticize less and trust more. (Bernadskaya 2008, 109-110.)

Dediuhin (2006, 6) defines persuasion in advertising differently. In his opinion persuasion is a special method of prescribing audience a certain scenario of buying behaviour. The main idea is possible through a special vocabulary, composition, carefully planned content: what should be explicit (either verbal or visual) and what should be left on the implicit layer of the message. This implicit layer is one of the main characteristics of the advertising communication. Its meaning is to be reconstructed through the background knowledge, inward and outward contexts, symbolic meaning of the used images in the advertisements (that will be described in the next chapter). There is an opinion that without implicit information advertising texts would lose their persuasive power. (Dediuhin 2006, 6-12.)

From the psychological point of view advertising belongs to the sphere of sensorial communication. This type of communication does not demand consciousness to be active. In the contemporary world, when the amount of information is growing at fast pace, human brain aims at subconscious behaviour. The subconscious cannot decipher arriving signals; it wakes up the consciousness for analysing the information. It is a wrong assumption that the subconscious advertising can hypnotise and make addressees buy the products. The core of the subconscious advertisements is to attract attention, create reaction and memorise it automatically. (Zenev 2007, 35-39.)

Theory of persuasion has been created already in the ancient times and contemporary techniques of NLP have their sources in this ancient theory. It says that language of persuasion is based on three appeals: *ethos*, *pathos* and *logos* (Biber 2007, 121-132).

### 2.2.1 *Ethos, pathos and logos*

*Ethos* should create a positive character of the company and make it trustworthy, reliable and unfailing (Biber 2007, 121-132). It is built out of the company's image, reputation and expertise (Larson 2000, 54). This thesis will concentrate on the other two appeals that would be described in detail further on.

*Pathos* is based on psychological processes, human emotions and instincts, emotional drives that understate behaviour, though are not always perceived (Biber 2007, 121-132). Everyone has a certain set of individual needs; persuasion becomes effective when aimed at meeting these psychological needs of people. Attitudes that cause certain evaluative responses also play an important role in persuasion: they are about approval and disapproval, favour and disfavour, likes and dislikes, etc. They predict behaviour in a certain way and may be used for effective influence as well. Opinions and beliefs fall under the same category with one difference – opinions change quickly, they are not constant. (Larson 2000, 144.)

Advertising persuasion is either to change a negative opinion or keep a positive opinion about a product for a long term. People feel comfortable when life runs consistently, when events happen according to expectations. If this does not happen, people try to return the world into a state of balance, so that they could feel emotional balance themselves, physical and psychological comfort. On the whole, *pathos* should set a customer into a specific emotional state, because all decisions of people are caused by some feelings. (Biber 2007, 121-132.)

The brain determines itself the level of importance of sensorial signals. That is why the importance of information is determined by the power of the emotional

appeal. This cannot be regulated by will of the person. Only the information that has caused a strong emotional reaction will be kept in memory. It was also proved that positive emotions entail trust in the information (for example advertised product), while negative emotions entail more criticism and repulsiveness. That is why it is important to create positive emotions towards an advertised product, it does not mean that people will buy it immediately, but at least they will have positive attitude towards it. (Zenev 2007, 39.)

*Logos* stipulates using rational arguments, facts, statistics that provide appeal to the reasonable side of the customers (Biber 2007, 121-132). It deals with people's ability to think, rationally make decisions, analyse. Certain logical patterns are assumed over time. They are in the mind of audience and persuasion based on them brings the audience to a certain conclusion. (Larson 2000, 160-165.) For that different elements are used.

Among these elements there is argumentation, making conclusions, logical movement from one idea to another, contemplation, proof of the truth. All of them should bring enough evidence to persuade typical audience representatives to follow and believe some information. Different types of evidence vary in persuasive power: statistics, pictures, narratives about other people's experiences. (Bernadskaya 2008, 127-132.)

Reasoning brings elements of evidence together. For example, induction, deduction and analogy are used. Induction makes a general conclusion using separate example. In advertising some features of a product are described and then it is concluded that this product is worthy as a whole. It is often used in advertising cafes, restaurants, where the story starts with the interior and menu, and ends with proof that everyone should visit this or that restaurant. (Bernadskaya 2008, 133.)

Deduction is built on the logic chain from the whole to particularities. Sometimes cosmetics are advertised according to this scheme. Some ingredient is said to be healthy and then a concrete cream or gel is said to be healthy as well, because it contains this ingredient. (Bernadskaya 2008, 133-140.)

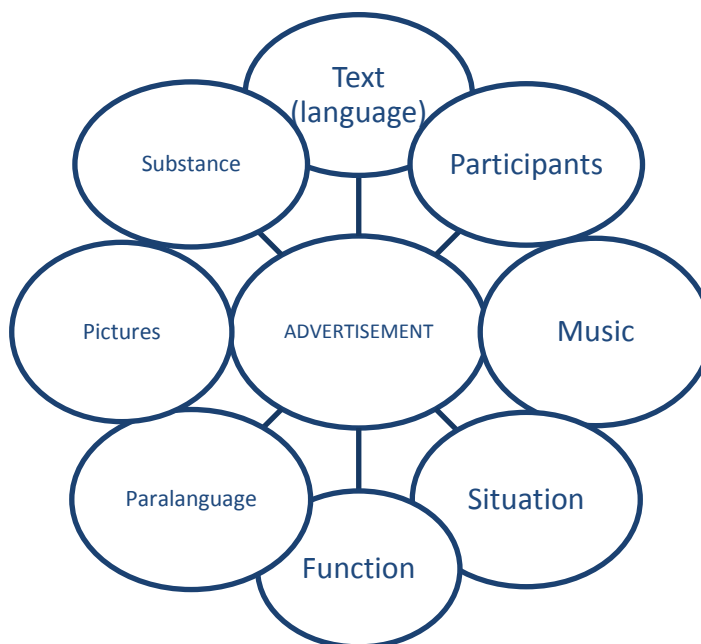
Analogy points to the similarities of objects. When a new product is brought to the market and the producer is famous, the already created positive image is used for the new product as well. (Bernadskaya 2008, 133-140.)

On the whole, logical patterns are assumed over time and their usage makes customers draw steady sensible conclusions (Larson 2000, 160-161).

## 2.3 Advertising Discourse

### 2.3.1 Elements of advertising discourse

The structure of the advertising discourse is depicted in Figure 2 that is a variation of Cook's (2004, 3) figure. Each advertisement is not just a written text, it includes other elements: the sender and the receiver of the advertising message (further on for convenience, they will be called a company and a customer); social and cultural situation, medium used, music and pictures, because everything influences the meaning of the textual message. All these elements form context. Text and context function together and their interaction is called advertising discourse. (Cook 2004, 6.)



**Figure 2 Structure of advertising discourse** based on Cook (2004, 3)

It is necessary to define each element of the discourse in particular. First of all, *advertising text* is a means of transferring certain information to a customer through a certain communication channel (Romat 1996, 82-83). *Substance* is the physical material carrying the text, e.g. billboard, newspaper, etc. (Cook 2004, 44-45).

*Music and pictures* are always in relation to the main text. Music does not have semantics that would be equally understood by all the members of the society, but its use is effective in terms of the implications it has. In other words, it creates a certain mood, a reference to certain people or places. On one side, it is easy to presuppose the listeners' reaction to a definite piece of music, but on another side it is unpredictable. One piece of music can be generally cheerful or generally sad; another would be interpreted in a different way by representatives of different social groups, nations, ages. Pop songs of the 50s -60s will evoke nostalgia feelings in the middle-aged people, but will cause irritation among teenagers. Advertising makers, especially those who follow NLP principles are keen on using tools that are influential and vague in their meaning at the same time. That is why music is so much favoured in creating TV-and radio-ads, and advertising web-sites too. One can predict the reaction to a melody, but one can never be one hundred per cent sure that this reaction will arise in all the listeners. Everyone gets their own associations and often it is difficult for people to express in words the impact a certain piece of music has on them, but this unconscious understanding is enough for an advertiser. Emotions are created, attention is drawn, and the advertisement and the product are memorised. (Cook 2004, 44-45.)

Text is always supported by *images*, but the image should not become a background – otherwise the attention will be diffused – the reader would not be able to concentrate either on the picture, or on the text. The general rules to be followed are that 4/5 of the picture should be free from the text and if the product is depicted – then 9/10 of the product should be also left without textual surface. (Zenev 2007, 196-197.) Still even if recently it was claimed that picture can tell as much as hundred words, it is evident that it is not true. One cannot learn only from pictures, no one can do without the words that will explain it, picture is just a way to improve use of words, to make them noticeable and powerful. (Johnson 2002, 267-268.)

*Paralanguage* contains everything that accompanies the words: behaviour, voices of the characters in TV or radio advertising, typeface and letter size in written advertisements. *Situation* in the reality bears coherence to the cultural and social environment. *Participants* of the discourse are the company and the customers, for which the advertisement is created. The relations between them and the customers' attitude towards the company and the products have their reflection in the discourse. The objective of the advertising message - to persuade, to inform, to entertain, etc. - is called in the structure as *Function*. (Cook 2004, 6-7.)

### 2.3.2 Blocks in advertising

Advertising is a complex phenomenon that is characterised by dynamics; communicative, situational and pragmatic essence; orientation on a human being; social and cultural sources. It contains a lot of means that are united into several functional blocks. (Goihman 2008, 18.) Advertising is always pragmatic: it has a concrete goal of the need generation in the customers and everything is directed onto this goal. Advertising activity is a communication process. Influence on a customer is greater when there is an exchange of phrases, at least an illusion of dialogue with a customer. That creates an effect of feedback and close relations between a company and customers. (Goihman 2008, 18-25.) Advertising gives the name of the product, the company, and sometimes describes their features, in other words it informs. Depending on the genre of the advertising message informative block can grow in importance. (Goihman 2008, 25-27.)

Semiotic block includes a wide range of signs. There are video and audio signs, signs-models (like a Christmas tree in a shop window), drawings, photos and symbols. All the means of the semiotic block reinforce other means; they are aimed at increasing attractiveness of the objects and effectiveness of the advertising. (Goihman 2008, 28-30.)

There is no advertisement without linguistic means. Advertising style has its own linguistic basis: phonetic and graphic peculiarities, its own vocabulary,

morphology and syntax, its own semantic and phraseology units, and word combinations. Linguistic norms are violated in graphics, phonetics and word formation, words are used in unusual meanings, in unusual combinations; syntax is simplified. (Goihman 2008, 30-35.)

Different researchers in the field of advertising tend to emphasise the importance of this or that component. Usually text is considered to be the central factor (Cook 2004, 8). But the meaning of the textual message is reconstructed through the background knowledge, inward and outward contexts, symbolic meaning of the used images, in other words through all the components of the discourse (Dediuhin 2006, 6-12). Cook (2004, 8) suggests putting interaction of the components at the centre. The main tendency in the advertising language of today is to make the textual space as compressed as possible. Because of this the very aim of persuasion that every ad is set to achieve might suffer. In all persuasive genres, like sermon or election speeches, any spatial restrictions or limitations might cause failure. (Bruthiaux 2005, 135-151.)

Everything mentioned above brings to the following conclusion: to make the text more powerful, linguistic means are interrelated with the contextual pressures that would be understood in the same way by the author and the addressee. The advertising texts are aimed at a wide audience with different backgrounds and worldviews; that is why reactions at the first step can be only guessed. A company's task is to draw customer's attention to the given offer and at the same time to show why this offer is better than of the competitors. (Bruthiaux 2005, 135-151.) Further on NLP techniques studied in this thesis will be researched taking into consideration all the elements of the advertising discourse.

## 2.4 Social media

As far as this thesis is a part of the Crackin Tee web-shop project designed for Facebook, the concept of social media becomes essential. Social media is a type of online media where people actively share information, build networks,



leave comments, discuss. It allows participation of different interest groups. The main features are the two-way information flow (social media always encourage feedback) and continuous connection to other resources: from one person to another, from link to link, etc. (Jones 2009a.) In business life social media means momentary link to the customers, either existing or potential, that happens in the form of casual conversation. In other words, it is building relationship (Foster 2009).

The frequent forms of social media are blogs, podcasts, forums, wikis, etc. Jones (2009b) divides social media into the following categories according to their specification:

- Social news where people find new topics, comment and possibly vote for the favourite articles.
- Social sharing where people upload photos and videos, and share them with others.
- Social networking that links people to one another. It allows access to the contact information, interests, posts, memory notes, it opens the world.
- Social bookmarking means finding and bookmarking interesting information and web-sites, sharing it with others, accessing it from any place on earth.

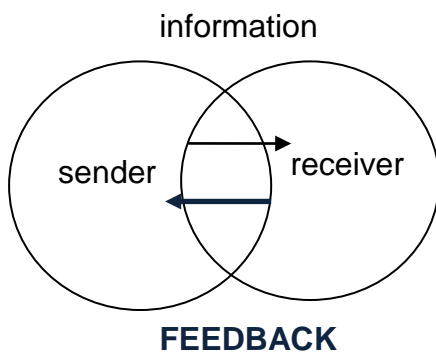
Social media reaches the widest audience. The possibilities of using audio and video materials adds richness and variety, in general it should guarantee permanence, awareness, interest and excitement in the customers. That is why the content should be socially relevant. Except networking, building up new contacts, it also opens space for sharing knowledge with other professionals. Even though someone can have a biased view on it, the influence of social media is far-reaching and it is becoming one of the important tools in building a company's image and reputation. (Foster 2009.)

Facebook is one of the most popular social networking tools, used both by businesses and individuals. Facebook gives a wide range of opportunities for marketers. Tools and methods remain different and diverse and do not follow general rules. All depends on the purpose, creativity, and situation as a whole. (Clifford 2009). In the empirical part of the thesis Facebook as a convenient

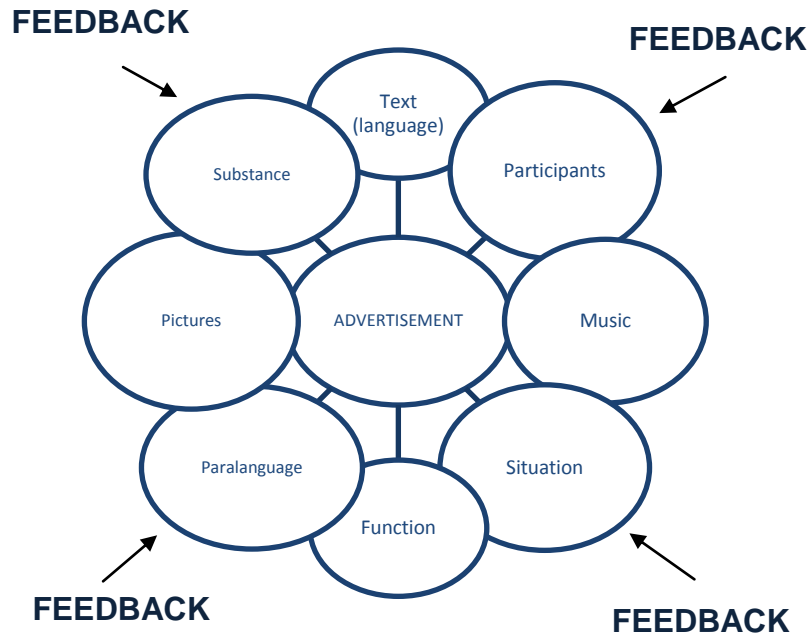
and promising marketing channel will be discussed more in connection with establishing Crackin Tee web-shop service.

In general, social media is often titled as new media, because according to Brian Solis (2007), it is based on the change in the way people search for, find, read and transfer information. It is a mix of sociological issues and technological innovations that turns a monolog into a dialog. Thus, Brian Solis (2007) emphasises the idea of the two-way information flow. Social media is a good tool for listening to people. That's why returning to the concepts described earlier (communication model and advertising discourse) one should add one more element: feedback. Communication is interactive; it succeeds only if understanding of the message is returned to the initial sender. Advertising discourse, being a type of communication, also involves feedback. Feedback can change other elements of the discourse, especially in case of social media.

From this point of view, the structure of communication and advertising discourse will change as can be seen in Figure 3 and 4, depicting the importance of the feedback.



**Figure 3 Communication scheme with feedback**



**Figure 4 Structure of the advertising discourse with feedback**

### 3 NLP TECHNIQUES

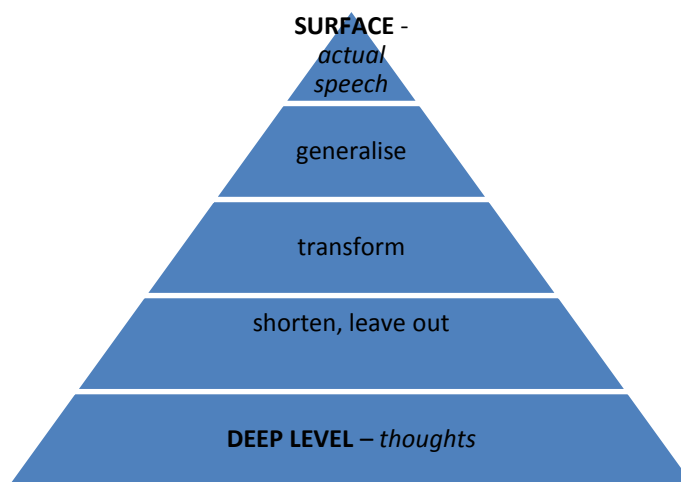
Before turning to particular NLP techniques, one should discuss some basic assumptions of the study. As it was evident from the definition, NLP deals with communication and the power of language. It is about being aware of what people mean by words, how they understand one another, whether their meanings coincide. Words always bear images, sounds, feelings, moods, experiences. There are two patterns in NLP that explain connection between language and experience. (O'Connor 2002b, 132-141.)

#### 3.1 The Meta Model

This model shows how thoughts are transformed into words. Words inside people are symbols of the world map people have. They make a scheme of reality. Words do not always correspond to the real world, they distort, some

details may be omitted, others – are grouped, generalised or changed. (Bodenhamer & Hall 2005, 171-190.)

Thinking process never stops, it is wide, quick and diversified. It is called “deep structure”. A person shortens this “deep level”, generalises, changes the structure, and leaves out some ideas in order to make a clear speech. (O’Connor 2008b, 140-141.) It helps to understand the process of turning thoughts into words. Deep level is the inner images, feelings and sounds, stored on the neurological unconscious level. What a person actually says is called “a surface”. (Bavister 2004, 204-214.)



**Figure 5 The Meta Model** (O’Connor 2008b, 140).

Figure 5 shows that the way from *depth* to *surface* includes 3 steps: First of all, people omit some information, they perform selection. The brain receives millions of informative pieces. Not to be overwhelmed with that and not to go crazy, people should automatically delete something. The second step is simplification. Whenever that happens it causes also distortion of meaning and structure. This is the process that lets people enjoy the music, art and literature, have dreams and fantasies about the future. Then, people generalise. When new knowledge enters the brain, it compares the new information with the settled one. Existing terms are used for the new knowledge. (Bodenhammer & Hall 2005, 171-190.) One creates classes, groups and categories and uses the same classes to process new information, to compare and to contrast (Bavister 2004, 204-214).

In the same way, the customer should dispel the distortions, deletions and generalisation; the missing information should be added and logic – restored in order to catch the right meaning of the words. People have different world models and one cannot know precisely what the other means. This model helps to gather information, clarify the meaning and identify limits in persons' thinking. (O'Connor 2008a, 87-89.)

### 3.2 The Milton Model

The Milton Model is a complement and contrast of the Meta Model, its reflection. Its idea is about vague ways of using language in order to make all people receive the meaning that seems to be the most suitable and appropriate for them. This model teaches to construct messages with distortions, deletions and generalisations, so that every receiver could add his own details based on his own experiences to make the message complete. Sentences are open for interpretation. It is more about creating context, when it is done, the receiver will put his content into it, will fill it with a meaning. The information is left out and the conscious mind is busy with searching for addition from its memory. (O'Connor 2008b, 176-180.) Language of the Milton Model is useful in bringing changes into people's life and behaviour. It is efficient in influencing and persuading (Bavister 2004, 293).

NLP persuasive techniques that will be discussed further are based on these two models. For convenience and following the goals of the research these tools will be divided into two groups: techniques based on rational appeal and techniques based on emotional appeal.

### 3.3 Rational Appeal

In this block there are techniques that should make advertising messages sound reasonable for the customers, should bring enough evidence of the quality, expertise, reliability, etc. It is based on the customers' need for

thorough analysis and truth of the information. That is why the main characteristic of the messages based on these techniques is creating image of precision, confidence, verification and trust.

### *Permanence*

*Language of permanence* technique refers to prospects of the products and long-lasting results through using the following words: lasting, stable, remaining, secure, stay with, day after day, constant, enduring, etc. (Larsen 2008a). The Finnish radio company writes: Joka päivä kanssasi (each day with you) or Fazer puts on its logo the year of the company's foundation 1891 as one can see in Figure 6.



**Figure 6 Fazer logo** (Fazer Makeiset 2009)

### *Expertise*

The advertisers often like to refer to some people having expertise in this or that field (this techniques is called **knowledge from experts**). This does not mean that they have met in face or spoken with these experts personally. One might take it from a video, a seminar or a book. Anyway, it is important to choose a relevant expert to this or that product, definitely Vidal Sassoon cannot advise about cars and usually living experts are referenced. (Larsen 2008c.)

Another way to show expertise – is to saturate the message with professional description. It is full of special terminology that is given for the addressees who need the special information. This is scientific information that is proved

by the true research data, like numeric indices, some statistics, etc. (Dediuhin 2006, 20-23.) For example, *83% of the Russian women having tried OLAY total effects 7x recommend it to their friends* (Biografia (*Biography*) 2007, 120).

### *Equivalence*

The advertisers like to use **complex equivalence** and say that one thing means something else. One talks about states or events as if they are the same. Equity of two statements is established. In other words: if one statement is true then the other is also true. Usually such patterns as *means, must mean, are the same as* and *tells that* are used. (Larsen 2007c.) For example, Coca-Cola gives an easy formula: "Continuous Quality is Quality you trust" (Coca Cola old ads 2008).

### *Recognition*

To show the importance of a product, its wide recognition, the advertising uses rating systems, hit parades, prizes. Usually the car advertising is keen on using this technique. The psychological basis of it is making a person follow the product-leader and make a choice in its favour, helping the customer orientate in the variety of products more quickly. In addition to that possessing the product-leader is a good sign for one's social status and image. (Zenev 2007, 146-149.)

### *Cause and effect*

This technique is used to show that something may entail some definite results. The formulas for this technique: Action/Feeling → Outcome, or Quality → Outcome (Larsen 2007a). It is always persuasive and stimulates people to move in the direction of the desired behaviour. If the first part sounds reasonable, the second part is taken for granted (Bavister 2004, 204-214).

A campaign for an optician's shop in Belgium (Figure 7) has the following ad, showing that without the glasses and because of the bad eyesight the customer cannot read the advertisement and should come for a test.



**Figure 7 Optician's shop advertisement** (Puppies and Flowers 2008)

### *Quotation*

To add importance and weight to the words, one can include quotations into speech (Bavister 2004, 293-306) as shown in Figure 8. Quotations are used also with the aim to distract attention. They draw attention from the company, making the customer concentrate on the quote and be inwardly focused on getting the meaning. In ads they bring evidence to the message in the form of vicarious experience, exactly what is needed for the rational perception. (Bodenhammer & Hall 2005, 243-286.)



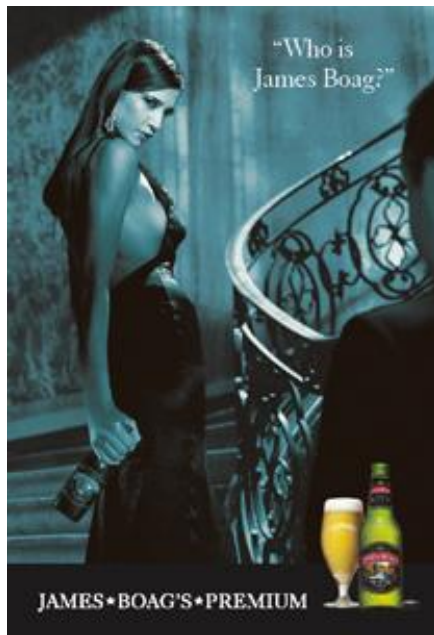


**Figure 8 Design centric community** (Apartment therapy 2009)

### *Ambiguity*

This tool is also based on distracting customers' attention. It is based on reframing. Frames are limits for determination of experiences. If a person reframes, it means he can see an event from another point of view. Humour is an example of reframing – jokes start, but are finished in an unexpected way, crossing the frames. (Bavister 2004, 293-306.) When using it, the advertisers are free to experiment. They transform the words, form nonexistent words, use puns, allusions towards famous phrases and set expressions (Harris 1989).

As in the Toyota Corolla ad (Smotri.com, 2008) when two cars are dancing tango "A Perfect Performance" is mentioned. It is used in both meanings: as a dancing performance and as the car's running. Nissan Terrano II car is advertised as "Terrano II by Nissan airlines", though of course "airlines" cannot be understood directly, they just emphasise the speed and power. In Figure 9 that is the ad of James Boag beer there is a question "Who is James Boag?" that alludes to the famous secret agent James Bond (The Inspiration room 2007).



**Figure 9 James Boag** (The Inspiration room 2007)

### *“Help”*

The word *help* is one of the favourites in the list of NLP tricks. It is neutral in its meaning, because it only means assistance or aid and can take after itself any other expression that will be emphasised for the customers' attention. Advertisers tell truth about a product, they do not lie, but due to this neutrally coloured word *help* as a link, the client believes in the uniqueness of the description. The phrase about the toothpaste *Helps prevent caries* does not actually promise anything, because caries is controlled through brushing the teeth, flossing, eating less sugar, etc. But this phrase makes the reader believe in the magic that this toothpaste will perform. In the same group with *help*, there is *act*, *work* and *can be* that entail the same effect. (Lutz 1995: 74-78.)

### *FUSE technique*

FUSE is deciphered as fast, unique, simple and effective. This means that the ad tells first how fast results can be expected from the

product or services, how different the product is from the competitors' ones, everything is said in an easy form and proved by using quotes, testimonials, statistical data. (Larsen 2008b.) Antidandruff shampoo Clear "removes dandruff and prevents it from coming back" (Kikay Kits, 2007).

### *Colloquial postulates*

These sentences are imperative in their character (O'Connor 2008b, 176-185). But they are presented in a form of questions that lead conversation. This is a very convenient tool to present information in the form of a pseudo-talk with the customer. Following the questions of the company the client answers them and disputes internally and in the end should come to the same opinion as the company foregrounds. Questions may be simple, modal, when they just require an abrupt positive answer Yes, or questions may build a certain image of a product giving additional information, describing what happiness, what luck it is to have the product; they guarantee an agreement of the addressee to possess this product. (Dediuhin 2006, 13-17.) Buick car producers ask in their slogan "Isn't it time for a real car?", the answer is left opened for everyone but it is still expected to be positive (Textart.ru 2008).

## 3.4 Emotional Appeal

Every day during the whole life people move from one emotional state to another. Some are positive (happiness, confidence), others are negative (anger, sadness). They change under outward circumstances, for example, because of other people. At the same time each person creates his mood through his own perception of the world, he can control the brain. (Bavister 2004, 132-150.) NLP practitioners use their own terms to describe skills of influencing own or other people's states of mind.

First of all, there is *elicitation* – a process of bringing a person into particular mood by words, tones, gestures, looks, etc. The desired emotion may be cause through expressiveness that matches completely the expected

emotional response; it should transfer the same shades of feelings as in the desired state. (O'Connor 2008a, 51.)

NLP points out *calibration* – ability to determine people's moods. Mostly calibration happens unconsciously because people's moods are not on the surface. Not always what we hear and see in people correspond to their actual inner states. This skill of intuitive detection is precious in the process of persuading. (Bavister 2004, 171-175.)

After elicitation and calibration are possible, it is important to manage emotional states, stabilize them, and bring them into balance. For this purpose there is a skill of *anchoring*. It makes possible to re-experience certain emotional states through some association. Everyone has associations that immediately return him to the past moments: some piece of music, an evocative smell, pictures, etc. Impetus that is connected to and brings to a particular psychological state is called *anchor*. (Bodenhamer and Hall, 289-295.)

Anchors can appear naturally or under artificially special conditions; they are memorised either through repetition (the same signal appears in the same situation several times – learning occurs and anchor becomes set), or through connection of strong emotions and right timing. Thus, to create an anchor one should carefully think about emotional state and then find a suitable stimulus that could be easily linked to this state. (Bodenhamer and Hall, 289-295.)

Further, a description of the more frequent techniques used by NLP with emphasis on emotions will follow. It is important to mention, that in all the emotional advertisements text does not mean anything without the picture. Sometimes they share the meaning, sometimes they are separated but are linked by the goal.

### *Playing with motives*

This technique is a very difficult technique because it stipulates dealing with the inner needs. Through that advertising controls the customer's thoughts, feelings, behaviour, tastes and attitudes towards the

product. They take into consideration the usual formula of the activities: Need - Motive - Action - Result. Motive is a push towards certain actions through understanding the needs. The advertiser realises which of the motives may be the most powerful and takes it as the basis for persuasion. Traditionally Maslow's hierarchy of the motives is used. (Popova 2002, 276-288.)

Fowles (1994, 23-24) refers to the American psychologist Henry A. Murray (1938), who made a more thorough analysis of the human needs. As a result fifteen appeals were distinguished. On the basis of this classification, it is possible to find examples of advertisements appealing to this or that need in the list, the research will be built around the most prominent ones.

Even if a person is extremely individualistic, a need for a company, for communication with others is in the gens from our predecessors. So many goods and services are described as means to find a good company. The first type of affiliation is romance; desire to be in a couple. Usually there is a man and a woman enjoying time together as in Figure 10. Though Schweppes ads first of all draw acoustic parallels between the first sound in the brand name, the sound of the bottle opening and the sound of the Schweppes bubbles in the bottle, people are present often in pairs or in groups. Another type is depicting family love, family ties. Friendship is favoured by advertisers as well. In all cases advertising uses the inner wish of every person for positive emotions, warm feelings, interaction with other people around them. (Fowles 1994, 236.)



**Figure 10 Schweppes advertisement (UTALKMARKETING 2007)**

Some advertisements are based on the genetically acquired *need to take care of*, support, feed, comfort and heal small creatures – children and pets. As soon as one faces the image of something cute or pretty, this motive comes to the fore. More often these kinds of ads are aimed at women with their strong motherly instincts. (Fowles 1994, 237.)

*Need for care* is a need of each person to be protected and guided. Usually this kind of ads are designed in the form of advice, recommendation and the characters used for that bear parent like look, that makes people trust and follow. (Fowles 1994, 237.) CircuitCity online electronics shop used to have a slogan “We’re with you” in 2003.

Some of the products are connected with winning or success, with *need for achievement*. People struggle in their lives, overcome obstacles, cope with difficulties, compete and win. Everyone aims at a high level. That is why advertising uses famous sportsmen as personification of success, and superlatives to show it linguistically (Fowles 1994, 239). Use of superlatives, words *unique, different, special, there’s nothing like* create the image of superiority in the readers’ mind (Schrank 1994, 252) as it is done in Figure 11.

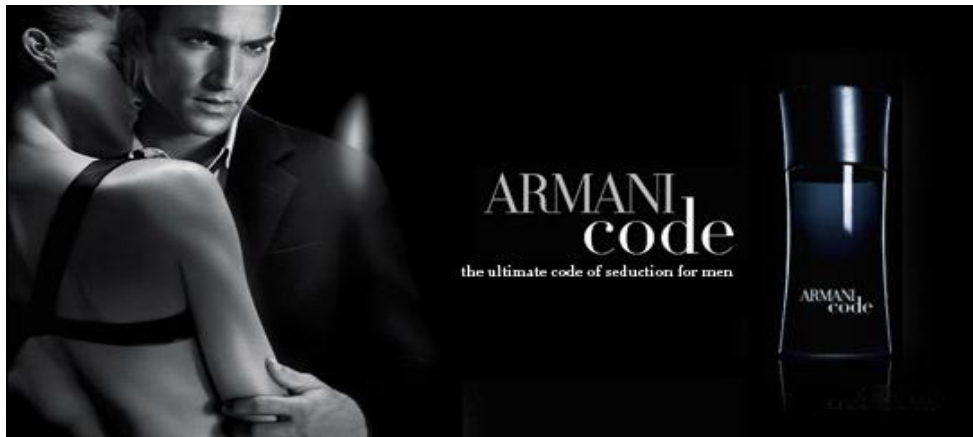


**Figure 11 Sun group ad** (Sun group 2009)

*Need to dominate, to be prominent and to draw attention* interrelate and often it is not easy to distinguish one from another. The domination need stipulates striving for power, control and coordination. Prominence means admiration, respect, prestige and high social status. The most often words that are used are *crown, tsar, emperor, royal*. Attention is needed for everyone; people want

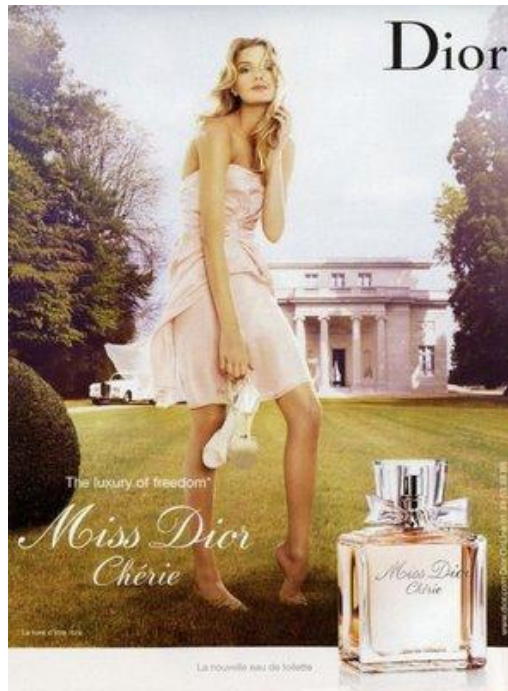
to be looked at. This motive is the main tool in the clothing and cosmetics industries that care about people's appearance. (Fowles 1994, 240.)

It is enough to read "Mazda Fighter. Men only" (Textart.ru 2008) and realise that there is no place for women-drivers in this car, so this is for those who want to be real men. "The ultimate code of seduction for men" in Armani Code ad (Figure 12) is deciphered to discover in oneself the reputation of being tempting.



**Figure 12 Armani Code advertisement** (Giorgio Armani Beauty 2009)

*Need for escape* is about desire to be alone, to forget about obligations and responsibilities, to have rest, to forget about everything and to start adventurous journey. Freedom becomes the emphasised value. The customer is offered to forsake his everyday life and his worries, and start carefree journeys, usually having the advertised product in hand. (Fowles 1994, 242.) In the advertisement shown in Figure 13 the girl escapes from a high-society party and feels free now. The statement "Luxury of freedom" explains her choice.



**Figure 13 Miss Dior advertisement** (Fashioniche 2008)

People look for safe existence, without threats and flops. That is why advertising points to the long life of the products, reliability and safety. For example, customers choose Volvo as a safe car, buy insurances, alarm systems, doors, medicines, telephone connections and choose low-fat lactose free food as the guarantee of their health and long life. (Fowles 1994, 242.) For example, Volvo's slogan runs as follows: "Volvo. For life" (Textart.ru 2009).

Physiological needs include people's needs in sleeping, eating and drinking. The art to show food from such a tempting view is so profound, that the addressee starts to feel hungry, he can even feel the smell, and the liquor poured into a glass becomes a temptation that is not possible to overcome. (Fowles 1994, 243.) Often chocolate advertisements are really tempting, like Lindt ad in Figure 14.





**Figure 14 Lindt advertisement** (The Inspiration Room 2006)

### *Shortage principle*

If a person sees the information that it is difficult to get something, there is lack of something, the more he wants to have it. That is why advertising often pretends that there is shortage of something. For example, ads often create time limits of special campaigns, discounts or prizes, or limitations of customers' age (it is not sold to persons under 16), or special image of the product that is rare, popular and quickly disappearing from the shops. (Zenev 2007, 101-104.) Esprit shop in Kouvola had a campaign: a coupon that promised 30% of discount for each purchase before 30<sup>th</sup> April.

### *Sleight of mouth*

Using ***sleight of mouth*** technique the advertisers point to the situation of the addressee that may be problematic and show how it may be improved to the desired state by the product. It effectively changes person's beliefs in what is possible (Larsen 2007b.) Usually this kind of ads, are based on the structure “before” – “after” like in the ad of the Bloom supermarket in Figure 15.



**Figure 15 Muffins in Bloom supermarket (Adland 2006)**

### *Switching the emphasis*

Another type of the emotional tactics is *switching the emphasis*. It means moving the secondary, side effect facts to the foreground and they should play the main role in creating the necessary perception. These secondary facts take the customer's attention from the real state of affairs. In the advertising they give only part of the information that makes the image of the product positive, so they emphasise only certain sides of the product that might play favourable role in forming an illusive image, and the negative sides are kept in secret. So, the image that becomes distorted, decorated and even symbolic is

given as true and real. Sometimes the persuaders do not offer the very product but the lifestyle it might guarantee. (Popova 2002, 276-288.)

This tactic provides the product with advantages and sparkling dignity. It has no cons, no golden mean. This unilateralism in the material presentation gives opportunities for deception that is never revealed. (Popova 2002, 276-288.) For example in an advertisement of the Acme Beer aimed at women audience there is a message: "...and dietetically it's non-fattening" (Brewery Gems 2009), i.e. its low fat content is moved to the foreground.

### *Promising something new*

*NEW* products are issued only with the aim to keep up interest of the customers to these products. And actually it is more about new variations, new forms or new packages – not the products themselves. The key word that has a power is *NEW*. It influences the customer without exceptions: new means something that they do not have. (Zenev 2007, 99-100.)

For example, this technique is often used in Finland by owners of the night clubs, when they change the name and interior in 1-2 years to keep up the customers' interest. The essence of the services is the same: the same owners, the same vision, the same music, but a *NEW* name brings additional value.

### *Increasing dose*

It is a known fact that everything that is being advertised now is better than the previous versions. Adjectives are put into comparative degree to show the improved result; everywhere the customer can see: *more, better, stronger, more reliable*. The formula is easy: dose is being increased; emotions are becoming stronger. (Zenev 2007, 166-167.) For example, Rimmel mascara promises *70% more vertical lashes* (The Insider 2007).

### *Unfinished comparison*

Unfinished phrases turn to be effective as well. The battery is claimed to function “twice as long”, but the comparison is not revealed completely, it does not have basis. It is done intentionally to make the customers continue the phrases by themselves, individually, in the way they want. This kind of unfinished comparison even can promise more than any ready-made phrase, because the advertised product or service will become suitable for all people, not only for a limited amount with a single promise. (Lutz 1995, 80-81.) Aldi chain claims that in their shops one can make *smarter shopping* (Aldi 2009).

### *“Like..”.*

Another technique is the word *like*. It allows advertisers to transfer clients’ attention from the product itself to some attractive characteristic of it. Whenever wine is described “like taking a trip to France”, it means that the advertisers want readers to think about something pleasant, romantic, far away from the humdrum life. The word *like* opens the door to imagination and pleasant experience and achieves the desired effect upon the consumers. (Lutz 1995, 78-79.)

## 4 CRACKIN TEE PROJECT – T-SHIRTS WEB-SHOP ON FACEBOOK

### 4.1 Advertising Agency Aptual

Any advertising agency has a unique position in the marketplace. It should be aware of the tools that allow access to the audience and it should know marketing data of the products. It mediates communication for selling to satisfy the customer. (Leiss 1997, 81.) More thoroughly work of an advertising agency will be discussed on the pattern of Aptual, an advertising agency based in Kouvola.

Aptual advertising agency was founded in 2000. At the very beginning the main area of the company’s activities was Internet-communication and

marketing. In the year 2002 Aptual joined with Bytech Computing, and as a result all the Bytech Computing web business activities were transferred to Aptual and at the same time Aptual began to pay more attention to the spheres of research and development. By the end of 2003 Aptual extends its knowledge to the sphere of graphical planning and implementation of communication. Already in 2005 the company comprised of the high-level staff specialised in marketing, Internet-communications and printed advertising and could boast of the developed knowledge and expertise in the mentioned areas.

Today the mission of the company is to be a decisive partner for businesses in high-quality sales and marketing communications. It offers flexible and competitive decisions in the communication services and is known for its qualitative, creative and talented work in the web world and other types of advertising. Its core value is a customer, his wishes and hopes. Though having years of experience, Aptual still belongs to the developing enterprises and the future built on innovations can be achieved through gradual progress and learning. Already today profits made by the company tell about the customer satisfaction and skilful work.

Understanding the growing popularity of the social media Aptual has integrated them into the system of channels of connection with customers and general public as well. Their presence on Facebook and Twitter is distinguished at once at the company's web-site.

As far as the whole idea of the social medium is to be personable, Aptual lets people know there are human beings behind their business and work life. They put amusing facts about current issues in their company, their history, introduce the staff, etc. The introductory note on the website already sets the atmosphere of openness and close relations "Hauska tutustua! Aptualin väki on viihtyy toistensa seurassa niin työ- kuin vapaa-aikana". Customers or general public are welcome to see the insight of the company.

On Facebook the company has a page where readers can get basic information, become fans of the business, see the photos, write messages on the wall, and get acquainted with the projects that take place and issues that interest the staff of the company.

In addition to that Aptual is highly interested in the innovative ideas, new trends and are ready to different experiments and projects. They welcome students to make practical training and write theses within their walls. Continuing to explore social media possibilities Aptual decided to start a project named Crackin Tee and engaging three students from the design, technological and business departments of the Kymenlaakso University of Applied Sciences.

#### 4.2 Concept of the Crackin Tee

The whole idea about the Crackin Tee is printing service of design T-shirts operating through the web-networking on Facebook. The intention of the project is to build inside Facebook a different web-community concentrating on the Crackin-Tee services. This web-community is supposed to unite representatives of three fields: designers, customers and printing houses.

All the T-shirts with design prints ordered through this service will have the Crackin-Tee logo on the back of the collar. This name is to become a brand based on the values of design quality, web-community and ecology. Customers determine the design quality through the estimation program built into the service. There it is possible to estimate T-shirts with design prints, designers and printing services on the scale from 1 to 5. The target group of the Crackin Tee web-community is limited by the age from 18 to 45. Ecological aspect is present in the web-service goal to connect customers, designers and printing services around it. If the service succeeds, it is planned to include designers and printing services all around the world. That means that the ordered T-shirts will be printed as close as possible to the customer, so that the delivery would cause the least harm to the environment.

Designers create T-shirts with the tools of the web-service. First they choose a particular model of a T-shirt, and then they set a print on a 3-D model of the T-shirt. In the end a designer adds data about the design and saves the work to the web-service. Customers can leave an order in the system. It is printing services' turn to abandon or accept it. After that the customer receives

confirmation of the order and pays for that, and the order is forwarded to the production. The printing service sends a ready T-shirt to the customer.

The price of the design print T-shirt ordered through the web-service is calculated by the four participants (a designer, printing service, web-service and PayPal) and the VAT. Designers and printing services determine the price according to their work, web-service receives 10% of the prices determined by the first two ones, VAT is 22% and PayPal takes 4% for the transaction.

The Crackin Tee fulfills the trendy idea of smart shopping. According to Henriette Couet (2009), "Intelligent shopping is a trend that came to stay". It is all about well-informed customers who know what they want. They care about everything: design and its quality, they try to save money (for example, by investing more into things that last longer), and they try to make green shopping: again through long-lasting and environment friendly goods (Couet 2009).

Jarkka Salminen, the design student, was working out the whole concept and was generating the procedures within the Crackin Tee service. Iiris Sihvola, a technological student, was researching the forms of introducing the service to the Facebook users. My part, following the specifics of this thesis, was concentrated on the language part. I was supposed to work out a slogan and an introductory message for the Crackin Tee web application on Facebook.

Before turning to the language content of the project, general Facebook marketing tools will be discussed.

#### 4.3 Potential Tools of Marketing on Facebook

The Crackin Tee target group and the concept make Facebook the most suitable channel for operating. What can be stated to support this idea? For example, Facebook is a place for personal and professional networking (Mittra 2009), or it was proved that middle aged people spend more hours online (Wood 2009) and that Facebook is for older, more mature users than, for example, MySpace (Clifford 2009).

On Facebook marketers can make a profile, grow a network (that will be in case of the Crackin Tee), contact the network continuously with updates later, open a page of fans, etc. Companies starting to operate on Facebook aim at opening up a dialogue with the customers. Two-way information is important. Posting an interesting message on the wall, placing photos or videos – social media allow customers to comment upon any kind of content and customers do that eagerly. (Clifford 2009.)

This is the field where marketers cannot control all the contents and that is one of the threats on Facebook. Advertisement might be placed on the page with risky images or users' criticism of the company. But it is possible to make an opportunity out of this. Connely (2008) describes one case that happened to Jeep. One not flattering message appeared on the company's page and the brand managers were worried and ready to fix it. Instead they waited and in five minutes dozens of posts were opposing the critical meaning. Nothing could have fixed it better.

A company can create a group whose members would have the quickest access to the news. For example, PINK Victoria's Secret group delivers messages about the sales or the new products arriving to its shelves. (Larson, 2009.) The company can create an event. For example, Frito Lay Canada in spring 2009 launched an 11-week campaign that asked Canadians to invent a new catchy name and a 30-second commercial for a new tortilla-chip flavor. The prize was 25,000 dollars and 1% of the future net sales of the product. The contest got 30,000 fans on its page, 1,5 million visitors to its YouTube page and more than 2,000 video entries. That was a smart way to use social media. (Leung 2009.)

Nowadays advertisers examine the connections and friendships on Facebook with emphasis on the interactions and not the general friend lists. They trace those with whom users share videos, chat, whose page they visit, etc. They trace people who are friends with their customers. According to the social media consultants, people who are connected are often similar in terms of what they click and purchase online. (Wood 2009.) This is also the principle that may be used by the Crackin Tee service.



Further advice is that an ad on a social medium is better to place next to the users' actions. Then it will be visible for the friends as well. If someone changes the status to "Dana has just bought a rockin' pair of red high heels", the seller of shoes might be targeting "red high heels" in case some of Dana's friends would be envious and would also like to purchase a pair. (Larson, 2009.) The same principle would suit the Crackin Tee service, whenever a T-shirt topic is raised.

So far, the Crackin Tee project is being under trial. Not all of the tools are applicable at once in this case. But definitely slogan and introductory note are important to attract people and become memorable.

#### 4.4 Language Aspect of the Crackin Tee Project

##### 4.4.1 Choice of NLP techniques

Having opened the discussion of the general principles of marketing through Facebook, the idea of the research is now to check what kind of techniques, belonging to which appeals could be most effective in a social medium. All the tools anyway are expressed through language and the success depends on the persuasively formulated messages a lot.

The Crackin Tee project is taken as a platform for this research. The task is to make an attractive and persuasive message in the slogan and on the front page of the Crackin Tee web-community. The customers do their decisions in three steps: think, feel and do (Dillenberger 2009). The Crackin Tee introductory note should be developed around the first "think" component - attracting people and making people aware of the services it gives. Actually the moment of attraction should take place at the point of noticing that someone of the friends have added Crackin Tee application and has placed an order with the service. This is where NLP techniques might be of assistance. The Crackin Tee needs to target many people from all three fields – designers, printing services and customers - with one short message. What might work in this case?

First, for creating rapport with all the possible visitors of the application it is effective to use appeals to different senses, or in the language of NLP, different representational systems. At least several catchy words from the spheres of sight, hearing and feelings – and people's attention would be caught. Second, in the message people should be significantly informed, the most important aspects should be emphasised and may be even repeated. Thirdly, the attitude should be positive and different readers should feel a positive mood in every word. Forth, the language should be smooth and easy and always it should be kept in mind that there is a psychological basis for everything. (Rogers 1995.)

What kind of appeal might be more effective in social media: rational or emotional? One might doubt that there could be any place for rational appeal in the web applications. I would state an opposite point of view. Punning, or ambiguity, is used often independent of the type of advertising media. This technique includes both emotional and rational sides, but the rational essence of it is the core of the tool, because ambiguity, or punning, is a manner of using words that contain a few meanings within one. Readers need to interpret the meaning that is more relevant in their opinion in the given context. Use of ambiguity can be more popular in one country than in other. For example, English (that is also the main language of the Crackin Tee project) presupposes reach use of word-play. Word-play relaxes readers, helps to avoid boredom, it is a puzzle and solving a puzzle is entertaining and gives positive impressions about one's mental abilities. As far as the main idea of the advertising messages is to attract attention, punning is a master tool for that. If readers would think about the actual meaning, the message would be repeated again and again and would stay longer in memory. (Diaforova 2008, 268.) Rationally used wordplay brings fruits.

As for the emotional appeal, in the first chapter *Playing with motives* technique was discussed in the framework of NLP. Zaltman & Zaltman (2008, 16-25) proved that there are some deep psychological mechanisms that work with people from different nations, different age groups, social classes and genders, different religions and consumer values. After twelve thousand interviews customers from more than thirty countries and in different business fields have proved to be moved by the following inner structures:

- balance means that people search for balance in physical sense, moral and social sphere, etc. They want to have equal opportunities, equal status, equal earnings and peace. If participants decide to invest into the success of the Crackin Tee services either by working out the designs, or placing orders or fulfilling the orders, they expect to get positive outcomes for themselves as well
- transformation is about people's need for changes. The Crackin Tee is a novelty on Facebook that brings new trends in the system of purchasing design print T-shirts. Curiosity to see how it works might be a persuading factor for the decision making of all the participants
- journey is often used as a metaphor to describe life, careers, marriage, relations, etc. Surfing on Facebook is a journey as well; the process of leaving an order with the Crackin Tee is a type of a trip too
- containers establish some boundaries, they are including or excluding, they are opened or closed, for example moods and memories are containers, the Crackin Tee web-community might be referred to as a container as well, including certain interest groups
- connection refers to belonging to a group. People identify themselves with some groups, heroes, celebrities, with teams, brands and friends. That is the need that makes Facebook so popular in general and can make the Crackin Tee community popular in particular
- people need resources for living: support of family and friends, products and services are resources, the Crackin Tee T-shirts are resources as well. It can be a sign of style, good taste, individuality, personal image, etc. Knowledge and information are resources. They influence the decision of acquiring the Crackin Tee application.
- everyone needs to control. Events, habits, addictions, actions, attitudes. While being a part of the Crackin Tee, designers want to control quality, printing services want to control orders, and customers might control environmental impacts of a T-shirt production.

One can notice how two theories overlap and speak about the same inner forces that move people, especially the needs of balance and connection. All the described above might possibly be taken as a basis for the introductory note and slogan.

#### 4.4.2 Practical fulfillment

First of all, it was necessary to decide about the slogan of the campaign. Before making any variants, a survey on a small scale was held among representatives of different nationalities: Finnish, Hungarian, Russian, Turkish, Chilean, Spanish and German. 20 people within target group were chosen randomly and were asked to share their associations with the phrase “Crackin Tee”. Some did not know what on earth that expression can mean. In the majority of cases TEE was mistakenly taken for TEA or the phrase seemed to be too complicated for understanding. That is why it was decided to include the word *T-shirts* into the slogan.

The topic for the slogan was determined by the four possible variants. A list of slogans was worked out, fit for one or another topic.

1. “not usual T-shirts, T-shirts that make intelligent shopping possible, more than T-shirts”
  - a. T-shirts with IQ
  - b. Let the T-shirts be wise
  - c. clever T-shirts for clever purposes
  - d. Do T-shirts have brains? (a form of the question is interactive)
  - e. T-shirts with brains (sounds funny and memorable when translated into different languages )
  - f. The mission is possible (reference to the famous movie name, that is used as a saying nowadays)
  - g. T-shirts with expertise
  - h. Community of Competent T-shirts
  - i. High Resolution T-shirts (puns, playing with words)
  - j. High-Fidelity T-shirts (usually about some technical things, but here is used as a pun)
  - k. T-shirts with capacity
  
2. “T-shirts that make sense”
  - a. T-shirts take on meaning
  - b. T-shirts that count
  - c. T-shirts that matter

- d. when T-shirts wanted
  - e. T-shirts convey
  - f. T-shirts plea
  - g. T-shirts assert
  - h. T-shirts aspire
3. “T-shirts that connect, emphasizing community side”
- a. Uniting T-shirts Community (community feature is also included, plus sounds like a serious world organization)
  - b. T-shirts that manage
  - c. T-shirts contribute
  - d. T-shirts wire-up (like connect with a cable, in our case by using networking)
  - e. Unlocking Universe or The key to Universe
  - f. T-shirts and bonding (because bonding – is special connection between people when they understand one another quickly)
4. “Breaking the code of T-shirts” (more metaphorical meaning)
- a. breaking the code of casualty (puns, playing with words)
  - b. The code is detected
  - c. T-shirts quested (to get the final point, a lot had been solved and cracked)
  - d. The code of bonding

In the end the most favored variants were “T-shirts wire-up” and “T-shirts with brains”. The first one might mislead in case of the new futuristic clothing with sewn-in devices. The second one was accepted. It hints to smart shopping and at the same time it is built on punning. “Do the T-shirts have brains or do customers make their decisions rationally?” That kind of questions might appear in mind of the customers and the answer depends wholly on them. Ambiguity is present and opens the phrase for interpretation.

The introductory note is supposed to make customers interested and persuade them to try the Crackin Tee services. The introductory note also had several versions before the final slogan was chosen.

**Table 1 Versions of the introductory note**

First version	Second Version	Final Version
<p>Welcome to the Crackin Tee community</p> <p>Right here T-shirts with visible design prints can be found,</p> <p>Right here designers create T-shirts of high quality,</p> <p>Right here customers choose designers to their taste,</p> <p>Right here printing services agree to make and deliver T-shirts ready for the customer.</p> <p>Crackin Tee knows how design tastes – never designers have been so close to the customers; listens to the ecological calls – printing services, being next to the customer, manage to fulfill orders with the least influence on environment; sees carefully to smoothness and efficiency of the network - all the interest groups: designers, customers, printing services and ... T-shirts enjoy and win.</p>	<p>Welcome to the Crackin Tee community</p> <p>Right here T-shirts with visible design prints can be found,</p> <p>Right here designers create T-shirts of high quality,</p> <p>Right here customers choose designers to their taste,</p> <p>Right here printing services agree to make and deliver T-shirts ready for the customer.</p> <p>Printing services in the near...</p> <p>Closer designers...</p> <p>More personalized printing services...</p> <p>Ecologically thoughtful production and delivery...</p> <p>Customers, deft with purchasing decision...</p> <p>All in all, Crackin Tee wires us up. Drive your brains in the right direction</p>	<p>Welcome to the Crackin Tee community</p> <p>Right here T-shirts with visible design prints can be found,</p> <p>Right here designers create T-shirts of high quality,</p> <p>Right here customers choose designers to their taste,</p> <p>Right here printing services agree to make and deliver T-shirts ready for the customer.</p> <p>With these T-shirts you will never get bored.</p> <p>Long-term perspective, personalized printing services, conscious designers, curious design lovers and deft purchasing, going eco principle and wallet-saving tools – CRACKIN TEE knows how to wire us up and make intelligent shopping a reality.</p> <p>Drive your brains in the right direction and take</p>

<p>So, invest into common success with your order. Have your friends already done this or will you be the first?</p>	<p>and take part in creating T-shirts with brains</p>	<p>part in creating T-shirts with brains</p>
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It was clear from the beginning what was necessary to mention in it: to clearly state the principles of the web-community, to make accent on its green character, uniting character and on the smart shopping principle using switching the emphasis technique.

The first part that includes 4 lines beginning with the same phrase “Right here...” summarizes the idea of the Crackin Tee project. The four sentences are built with the same syntactical structure that makes them connected, the information, unfolded sentence by sentence, follows the logic of the ordering process and keeps the inner pace of the reading. The next part describes the features of the Crackin Tee campaign through appealing to the inner needs of the people: need to belong to a group, need to feel safe and to be taken care of that correspond to Zaltmans’ (2008, 16-25) *connection* and *balance*.

In addition to that in the phrases *with these T-shirts you will never get bored* and *long-term perspective* the language of permanence is used. In the last phrase the sentence again contains ambiguity that opens space for customers’ attention and interpretation.

Thus, both emotional and rational NLP techniques were included into the message to maximize the possible effect on the customers.

## 5 CONCLUSIONS

The idea of the topic for this thesis came to my mind from my previous studies in the field of linguistics. Several lectures on pragmalinguistics were dedicated to Neuro-Linguistic programming and its linguistic formulas. It didn't develop further but the interest remained. That is why, as a bachelor student in the Kymenlaakso University of Applied Sciences, I decided to study this topic thoroughly through writing this thesis on NLP techniques used in advertising.

A number of international companies based in Finland were contacted till the advertising agency Aptual kindly agreed on this subject. In the process of writing it was decided with the company to concentrate the research on advertising through social media due to the popularity of the latter and to integrate my thesis into the Crackin Tee project – a project of establishing a web-shopping service of T-shirts on Facebook. As far as NLP techniques are a kind of language code, my purpose was to work out a slogan and an introductory note for the Crackin Tee service.

To reach this goal, first it was important to reveal the concepts of Neuro-Linguistic Programming, of persuasion and advertising discourse, as fields closely related to NLP applications. Consequently, the concept of social media was added as well, because the project was created for Facebook, one of the most popular social networking media. Some figures were added to structure the material and to simplify understanding of the theoretical part.

After the main concepts were introduced, particular NLP techniques were to be presented. It was not easy to organize description of these techniques in a logical way. Definitely, the number of NLP tools was shortened. There exist much more formulas to be used in advertising or other business fields. The most outstanding and frequent ones were chosen. After theory of persuasion had been studied, the techniques were classified according to the appeals that lie in the meaning: emotional and rational. To make the description of the techniques still easier, it was necessary to gather examples of advertising where one can find these formulas. Knowing the technique, one could predict the fields where these techniques can be used in advertising: wine, perfume,



watches, cars, etc. By the company's recommendation examples were found both in brand (e.g. Miss Dior) and retail (e.g. Bloom supermarket) advertising.

On the whole the first part of the thesis reveals theoretical assumptions of Neuro-Linguistic Programming in relation to advertising. In the second part the emphasis is drawn to the peculiar applications of NLP. It starts with the particular description of the advertising agency Aptual, its development process and principles of work; particular marketing tools on Facebook and the way Aptual integrates Facebook into the mix of their marketing channels. Gradually the Crackin Tee project comes to the foreground.

Crackin Tee is a service of creating and ordering design print T-shirts on Facebook. Connecting designers, customers and printing houses, it makes the idea of intelligent shopping a reality. The slogan and the introductory note were to be created for this service.

After checking the brand name through the method of associations and realizing that the key-word *T-shirt* should be present in the slogan, I worked out a list of slogans according to the specification of the service. "T-shirts with brains" was chosen. This slogan is based on ambiguity and personification, transfers the idea of intelligent shopping and sounds bright when translated into different languages.

The work over the introductory note was also done in several phases with bringing changes and additions. The final version is structured on the syntactically parallel constructions and both emotional and rational NLP formulas: appeals to the inner needs, language of permanence and ambiguity in order to maximize the effect on the readers.

To check if the expected effect is achieved, a separate research can be planned. So far, I made an attempt to illustrate how NLP techniques are widely used in the advertising sphere even if not noticed at the first sight and how they make advertising texts more vivid, colorful, noticeable and open new levels for the persuasive potential.

## 6 CRACKIN TEE IN THE FUTURE

At the present moment this project is ready to be launched. The leaders of the project decided to participate in the Venturecup competition on the best business ideas. Crackin Tee is supposed to be presented in the form of a business plan and to prove its potential success. In that connection, the language side can be researched further. Its persuasive potential, involving power and motivating ability should be checked through a range of questions and inquiries from random representatives of the target group. A way of entering the Facebook pages must be thoroughly thought about. The right catch phrase comes to the foreground, and here it is again possible to turn to NLP formulas.

The advertising agency Aptual can also take the themes discussed in this thesis into consideration. It was shown in the examples that advertising language is redundant on NLP tricks and these ads attract attention of thousands of people. Aptual is planning to spread its activities in the social media realm, the space where NLP techniques prove to be to the point.

I would also mention that for the business studies in Finland Neuro-Linguistic Programming opportunities might be interesting. Curricula of the Universities of Applied sciences in other European countries, e.g. Germany or Great Britain, contain NLP courses in a wide range. This thesis aimed at discovering basic facts about NLP in the field of advertising. But NLP can be applied on a wider level: business negotiations, leadership, Total Quality Management and Human Resources Management. There, where communication between people takes place, why not give NLP techniques a green light?

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