

1. Brief explanation for the concept and theory (your own words)

Subliminal Perception:

Hidden messages focused on stimulating consumers on a level below their level of awareness. This leans on influencing consumers in an unconscious manner. Many subliminal marketing messages are undetectable by the untrained eye, this is because it is targeting below the threshold of recognition.

2. Real world examples

Joe Camel:

Their brand logo is a camel that smokes. The camel is portrayed with “manly” facial features. These features imply that the camel represents a male anatomy. The subliminal message for the consumer can be interpreted that smoking this brand of cigarettes makes you masculine and trendy.

FedEX:

The FedEX logo is a great example of subliminal perception/messaging with the space between the letter E and X. The shape in the space between the letters creates an arrow, giving the impression they are ready to ship anything, anywhere. This is very subtle and can only be noticed if you are focused on the logo.

Baskin Robbins:

Inside the famous Baskin Robin’s logo is subliminal messaging that may go under the radar for most people. The messaging includes the number “31” hidden within the logo. This number is a reference to the 31 flavors of ice cream Baskin Robin’s offers in their ice cream shops. However, this number is disguised as part of the B and R of Baskin Robbins. The only way to spot this is to pay attention to the coloring of each part of the letter to find the hidden number.

Amazon:

There is a very subtle subliminal message placed in the Amazon logo. When you first glance at their famous logo you may assume that they are portraying a smile, but that is not the case. Instead of a smile, this is an arrowhead pointing from the letter A to Z. This is Amazon’s way of showing that they sell everything on their platform.

3. Marketing application idea (solutions, suggestions)

First, subliminal messages can be seen as deceptive or harmful. Most subliminal messages are sexual in nature as discussed in class. Companies can be clever and can leave a positive message with their customers. If a brand wants to add a bit of cleverness to its marketing, they can do so through subliminal messaging.

A possible scenario that may warrant subliminal messaging would come when a company’s branding is lackluster. Their logo may be very generic and doesn’t catch the attention of its consumers. This may lead to less brand awareness and interaction.

The expected outcome for using subliminal messaging would be to increase brand awareness and awareness of product offerings. Our marketing goal is to expand the customers' knowledge about the brand.

Through subliminal messaging, a company can modify its logo to give a better representation of what sort of services they provide. A company can utilize their most sought-after products as a reference when modifying their logo. An example of this would be Gillette, who have placed sharp edges on the “G” and “I” in their logo to represent that they are a shaving brand.

ETC.



Here in the images above, Wendy's changed their logo in 2013 for the first time since 1983, with only minimal changes to add in the word "Mom" located in the shirt of the mascot. This brings a more positive perspective to bring in a more family-oriented consumer. In the second image, Tostitos used subliminal messaging by adding two human-like figures within the letters T, I, and T, sharing their famous chips and salsa. This represents a sense of togetherness brought about by the sharing of chips and salsa, two of their most successful products.