

Why Sexy Images Sell Products

Did you ever wonder why some marketing message work so well and others don't? It usually comes down to which ad, brochure, flyer etc engaged your emotions and created a compelling reason to act. To understand this better, we have to take a quick look at how our brains process information

Our eyes are our primary source of gaining information about the world. Visual data is sent faster to our brain than information gained through our other senses. When data leaves our eyes, it first goes to the part of our brain that controls our emotions (amygdala). This part of our brain also helps us read facial expression and body language. After passing through the emotion center, the data goes on to the part of our brain that deals with logic (the cortex).

Our emotions are engaged BEFORE logic kicks in. This means we start to respond emotional before we can think things through. This is a great benefit when seeing a raging saber tooth tiger coning at us to engage our fight or flight response. It also means that we have an emotional reaction when we seeing a photo of a luscious ice cream cone or a group of cool looking male buddies gathered in a bar holding ice cold glasses of beer having a good time. It is possible that our emotional preferences can develop faster than we can consciously recognize the objects that evoke the response.

By understanding this link between vision and emotion, you can create more effect advertising messages. Strong impact is achieved by combining the primary visual and secondary verbal message. When these messages reinforce each other they can create an emotional response. By getting the consumer to identify with the advertising image and the product you create a link with costumer satisfaction. This means the image has to structured specifically enough in attract consumer attention and ambiguous enough for the consumer to see themselves in it.

To reach the consumer on an emotional and cognitive level you have to do 4 things. First you have to get their attention. Second, attract interest and/or likeability through involvement. Third, offer a solution to the problem and lastly have a strong call to action. (Be clear on how they can engage your services and or obtain your product.)

By engaging the potential customer personally in the cause, subject or problem by your message will have a lasting effect and increase the likeliness of the customer to take the desired action (buying your service or product, call go to the internet etc). With this approach your advertisement, brochure, flyer etc has a very good chance of getting you the results you want.

So when you combine a sexy model any product people, need or want we can easy picture ourselves in that situation. An emotional response is elicited and if we can see ourselves in the situation we are more likely to form a favorable impression of the product and want the product. Now it is also true that logic will kick in and ask questions like do we need this, can I afford this, etc. but there is no avoiding that first, very fast emotional trigger.



This is a postcard designed to sell products that protect computer data. Let's see how it works.

With this postcard your attention is first drawn the photo of a very concerned looking businessman. Your eyes slide immediately to the copy on the right. This copy makes the blood run cold in any person who works on computers. There is nothing worse than the thought of loosing data. The look of horror on his face is something we can all relate to if our data were lost or stolen. The photo and the verbal message reinforce each other. The orange type offers a solution and call to action. We close with a logo of the company that is going to be your salvation.