



How advertising works

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Goals

The lecture is intended to show how advertising influences us every day, what research there is to help advertising be even better received by the consumer. It will make clear why, therefore, adherence to the International Code of Marketing of Breast-Milk Substitutes is so important. Suggestions will be made during the lecture for how we as IBCLCs can deal with this in order to support mother and baby optimally and what our task is according to the ethics standards for IBCLC lactation consultants.

Abstract

Advertising is important – for those who want to sell something. This is why there's a lot of research on advertising and how it works. By contrast to sports – where there are three medals – in selling and the search for the favorite brand there is only one winner. Even in second place, as a vendor you are a loser! Neuro-marketing shows how advertising works. Brain scanners are used for this – perhaps next there will also be mobile microscopes that can examine the brain? Researchers have developed a mobile microscope so small that it can be fitted to the head of a rat. In this way, the researchers can, for the first time, follow the way in which the brain cells behave in an animal that is exploring its environment – a study from November 2009 describes it thus. “What moves us while shopping, with the selection – conscious decisions or intuition? Is the buyer happier with a large selection? Economists research under what conditions people buy the most.” What role does this play in our workaday life? What do we need to know in order to confront this and be able to advise young families well?