


The background features a repeating pattern of hexagons in various shades of yellow, orange, and grey. A large, glowing sphere with a metallic, reflective surface is positioned on the right side, partially overlapping the hexagonal pattern. The sphere has a bright highlight on its top and a dark shadow on its bottom, giving it a three-dimensional appearance.

# Advertising affects our behavior

Aldiyar Samatov

# Advertisements have become our traditions and habits

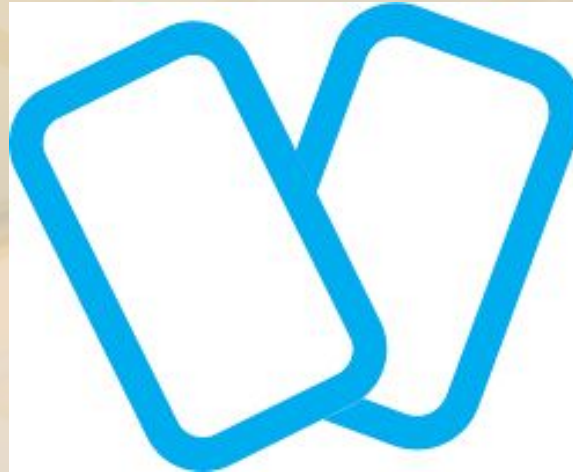
How can you make  
two months' salary last forever?



The Diamond Engagement Ring.

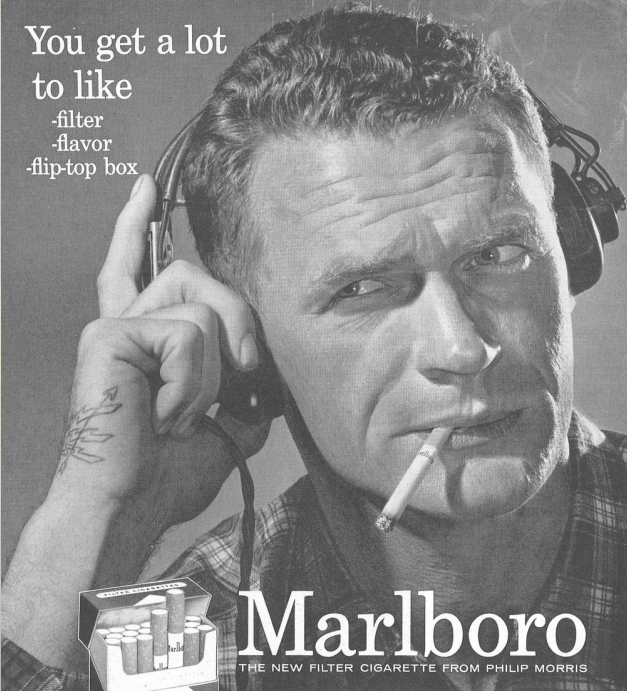
When you've found the woman of your dreams, give her the diamond of her dreams. The two months' salary guideline helps you find a diamond of quality, brilliance and breath-taking beauty. For other tips on buying, and the 4Cs—cut, color, clarity and carat weight—consult your jeweler. Or call 1-800-FOREVER for a free diamond buying guide. [www.adiamondisforever.com](http://www.adiamondisforever.com)

*A diamond is forever.*  
**De Beers**




You get a lot  
to like

- filter
- flavor
- flip-top box



**Marlboro**  
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS



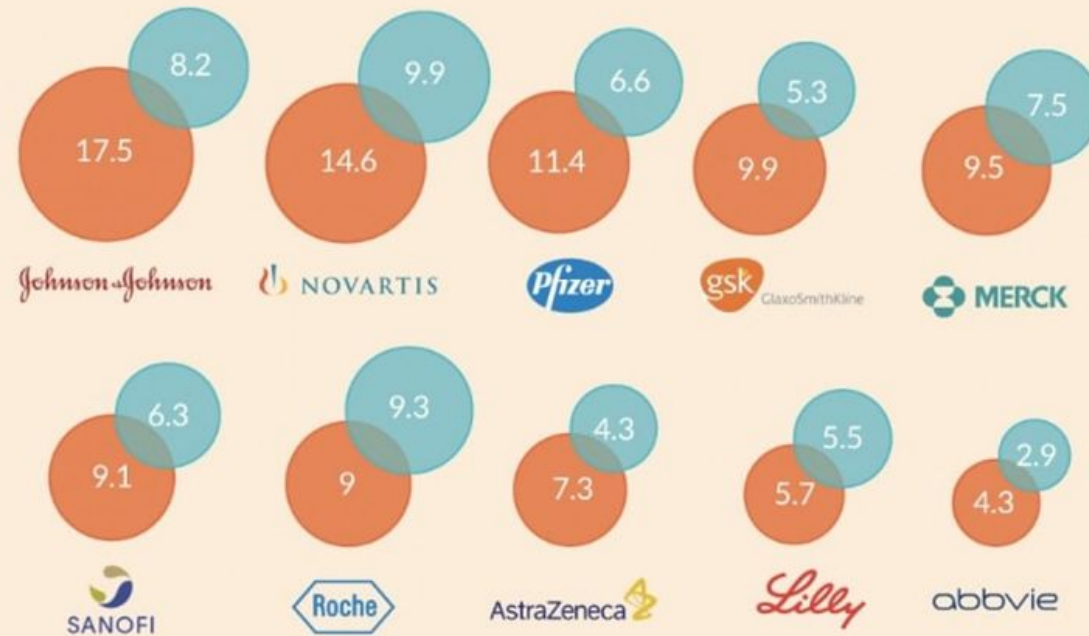
NEW  
FLIP-TOP BOX  
Firm to keep  
cigarettes from  
crushing.  
No tobacco in  
your pocket.

Thank a new recipe for the man-size flavor. It comes full through the filter with an easy draw. Thank the Flip-Top Box for the neatest cigarette package you ever put in your pocket or purse. Popular filter price.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

Companies do not work for the needs of people, and create these needs themselves

HOW MUCH DOES BIG PHARMA SPEND ON:  
SALES & MARKETING vs. RESEARCH & DEVELOPMENT



IN US \$ BILLION, FOR 2013

# Awareness



We can't control our mind



Disable advertising



AdBlock

YOU MAKE YOUR OWN  
**CHOICES**



**Thank you for your attention!!!**