


The background features a repeating hexagonal pattern in shades of yellow and orange. A large, glowing sphere with a textured, metallic surface is positioned on the right side, partially overlapping the hexagonal pattern. The sphere has a bright light source on its right side, creating a strong gradient and highlighting its curved surface.

Advertising affects our behavior

Aldiyar Samatov

Advertisements have become our traditions and habits

How can you make
two months' salary last forever?



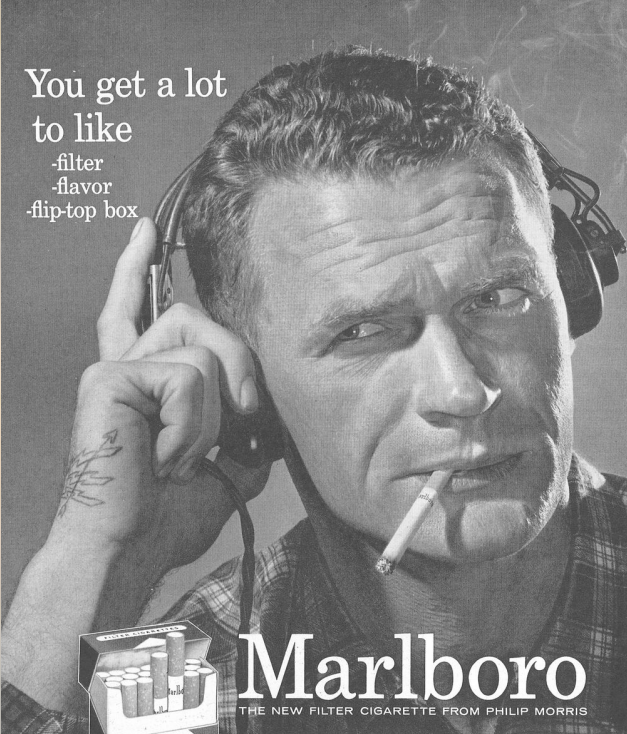
The Diamond Engagement Ring.

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

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

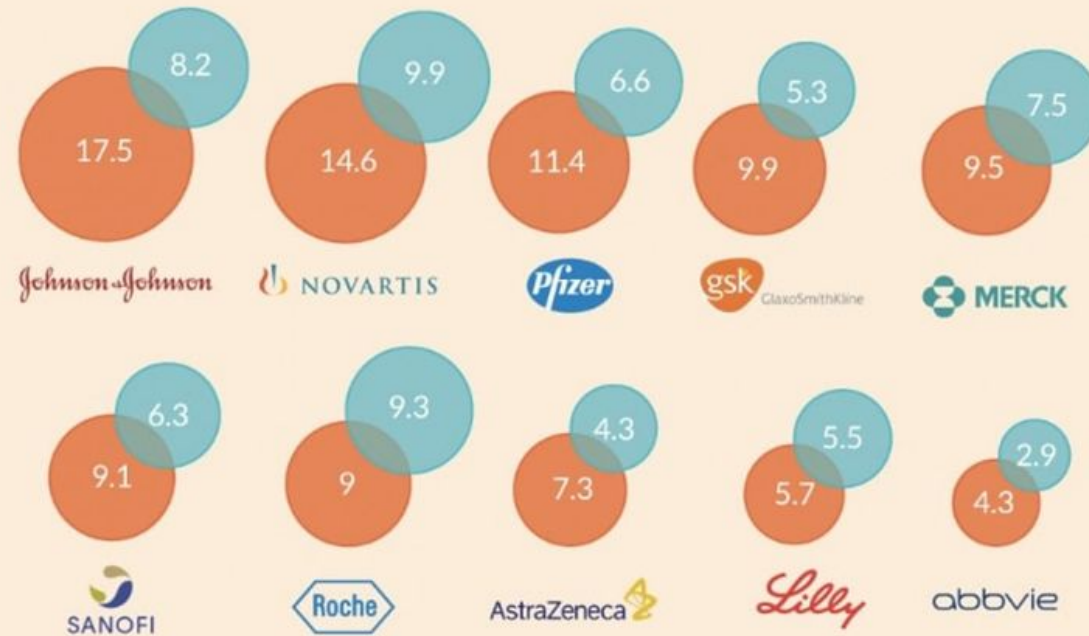
NEW
FLIP-TOP BOX
Firm to keep
cigarette from
crushing.
No tobacco in
your pocket.

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

The background features a repeating hexagonal pattern in shades of yellow and orange. Overlaid on this pattern is a blurred image of a person's hand, possibly holding a pen or stylus, which adds a sense of motion or activity to the design.

Thank you for your attention!!!