

Conditioning in Advertising Examples

Example 1



(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____

Example 2



(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____

Example 3

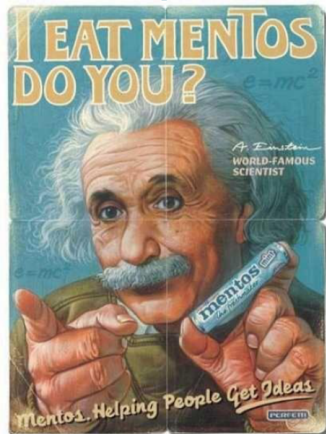


(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____

Conditioning in Advertising Examples

Example 4



(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____

Example 5



- Video clip: Search youtube: "KitKat Greenpeace"

(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____

Example 6



U.S. Government WWII Propaganda

(NS) _____ + (UCS) _____ → (UCR) _____

(CS) _____ → (CR) _____