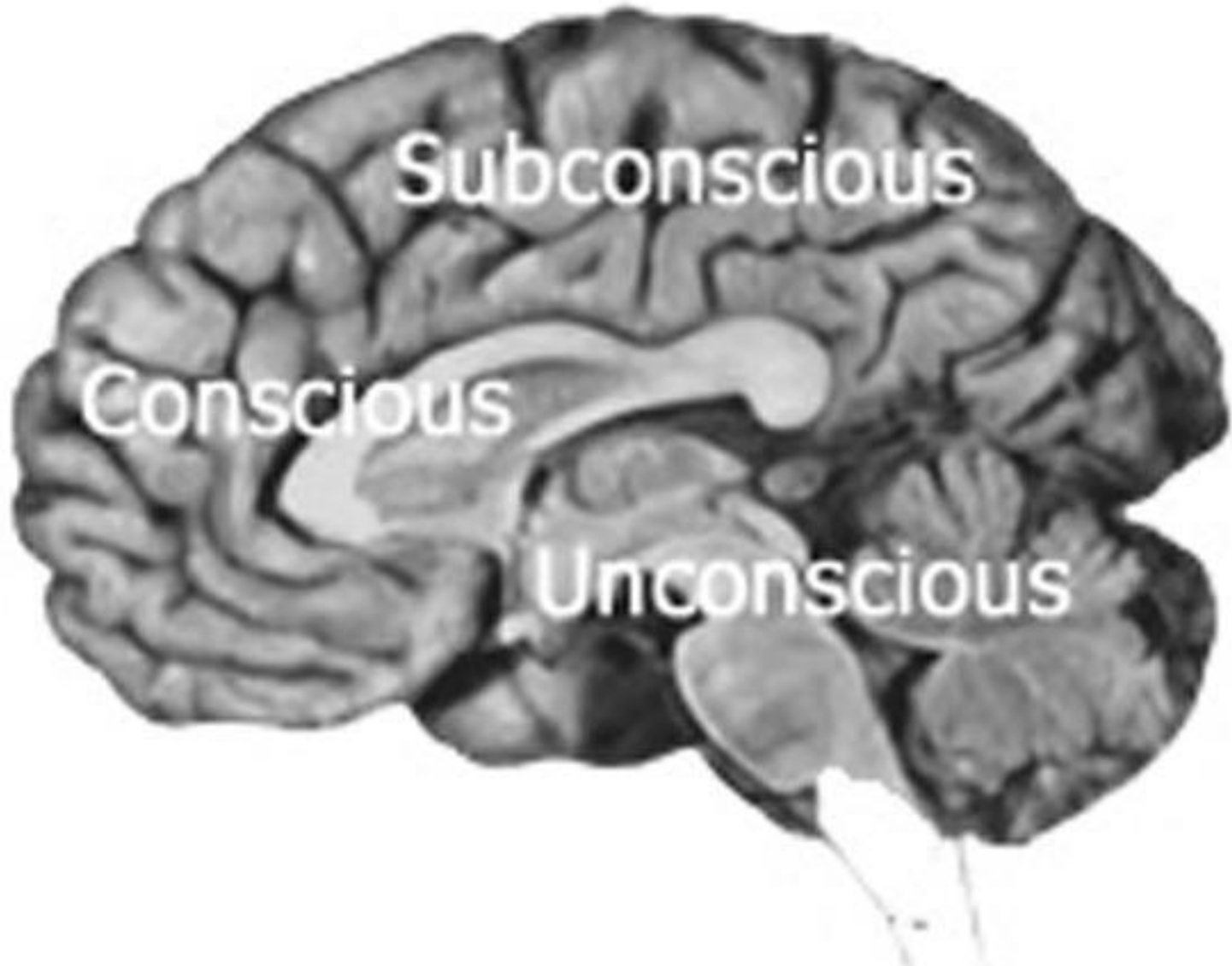


Hal Goldberg – [www.hypnosisfocusgroups.com](http://www.hypnosisfocusgroups.com)  
Laguna Woods, California

# How Hypnosis Focus Groups Provide New Insights Versus Traditional “Awake” Groups

Hal Goldberg – [www.hypnosisfocusgroups.com](http://www.hypnosisfocusgroups.com)  
Laguna Woods, California

The



**The Subconscious:** *the driving force behind brand choices*

**No "dominant" respondents**



**No "dominant" respondents**

***No lie-detectors needed***



***No lie-detectors needed***

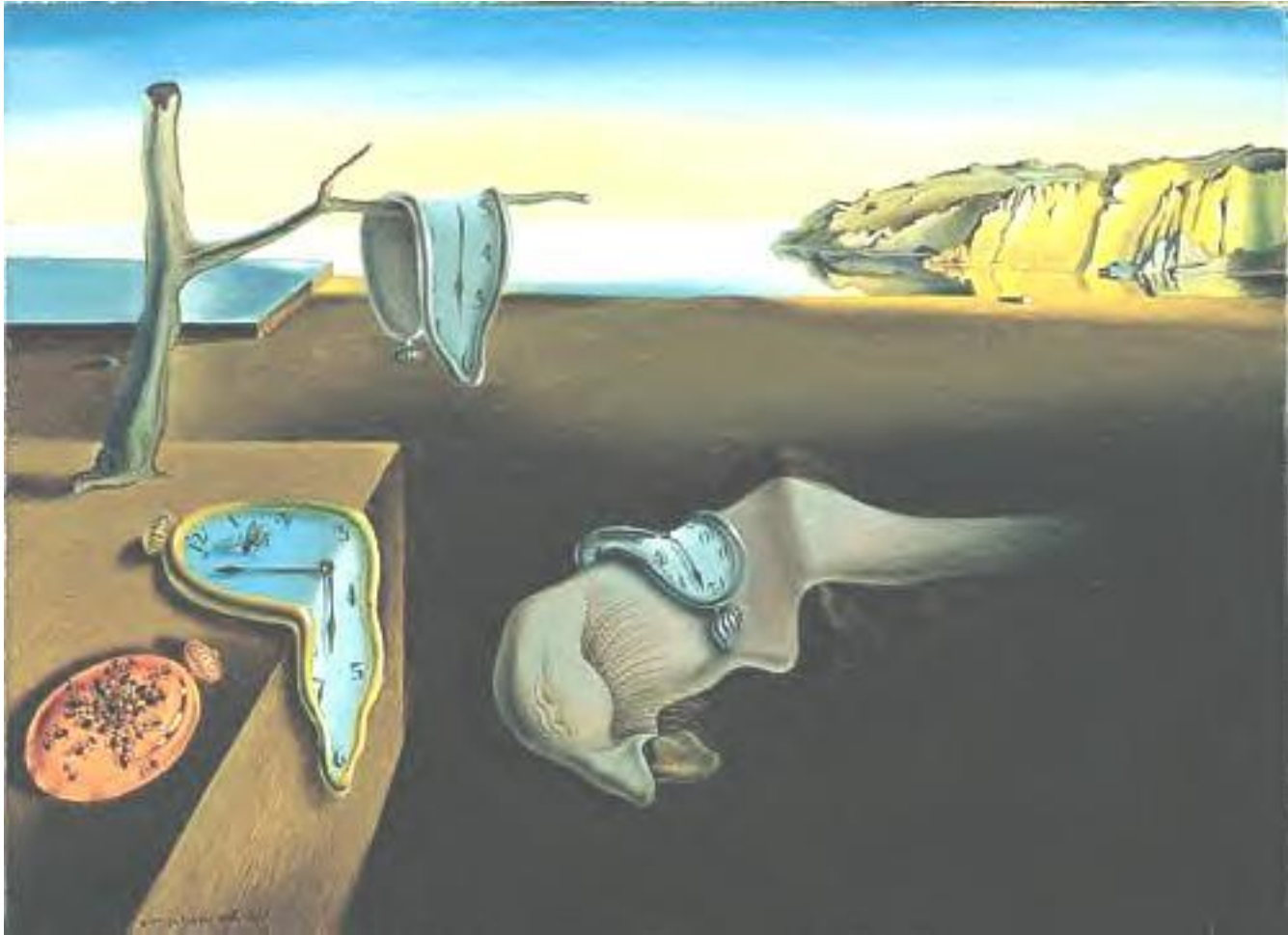
***“The Kiss”***

•



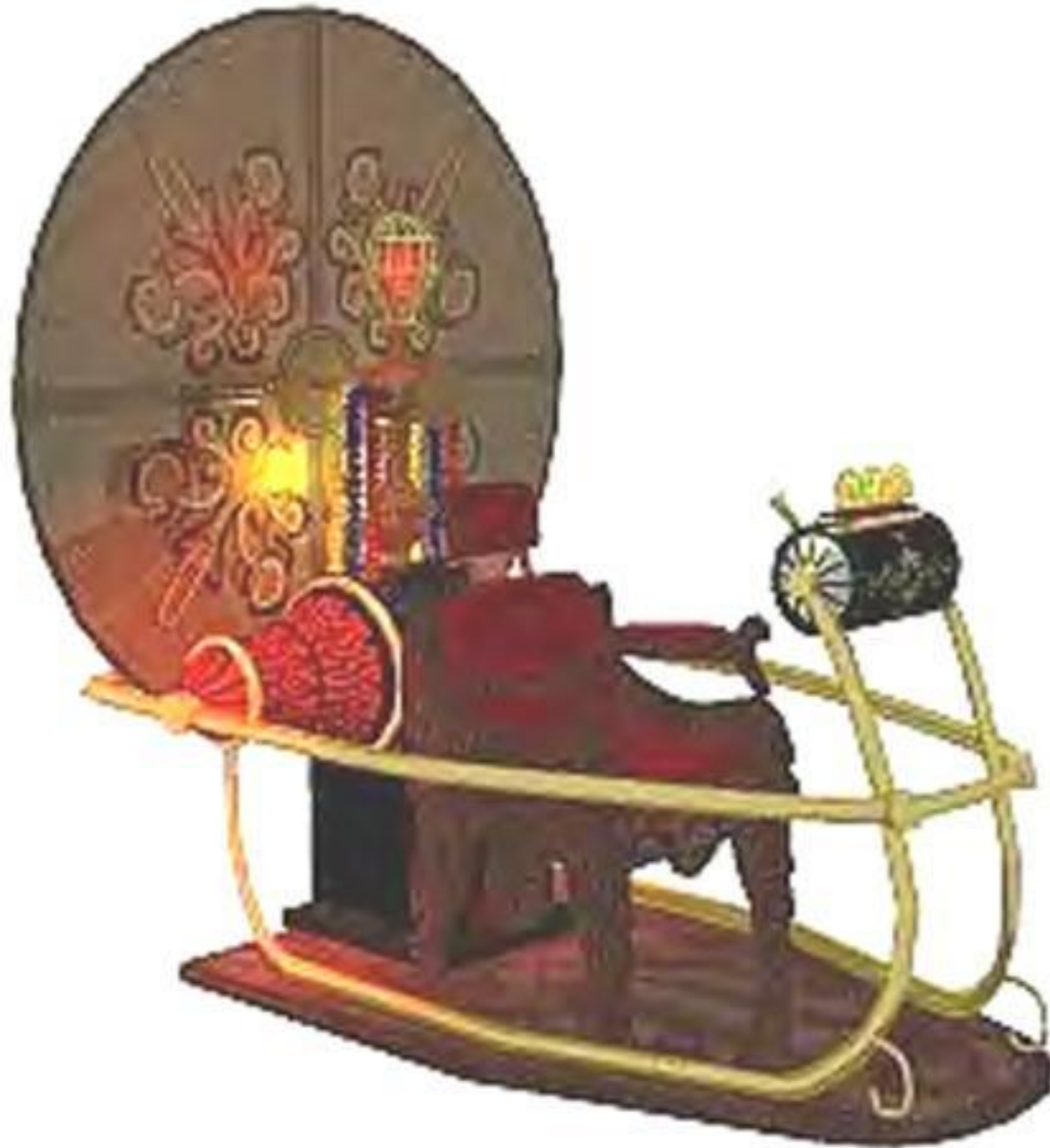
***“The Kiss”***

## *The Persistence Of Memory*



*The Persistence Of Memory*

***H.G. Wells' Time Machine***



***H.G. Wells' Time Machine***

***Konrad Lorenz's discovery of "imprinting"***



***Konrad Lorenz's discovery of "imprinting"***



***Projecting into the future***



***Projecting into the future***

***Every respondent a  
potential Leonardo***



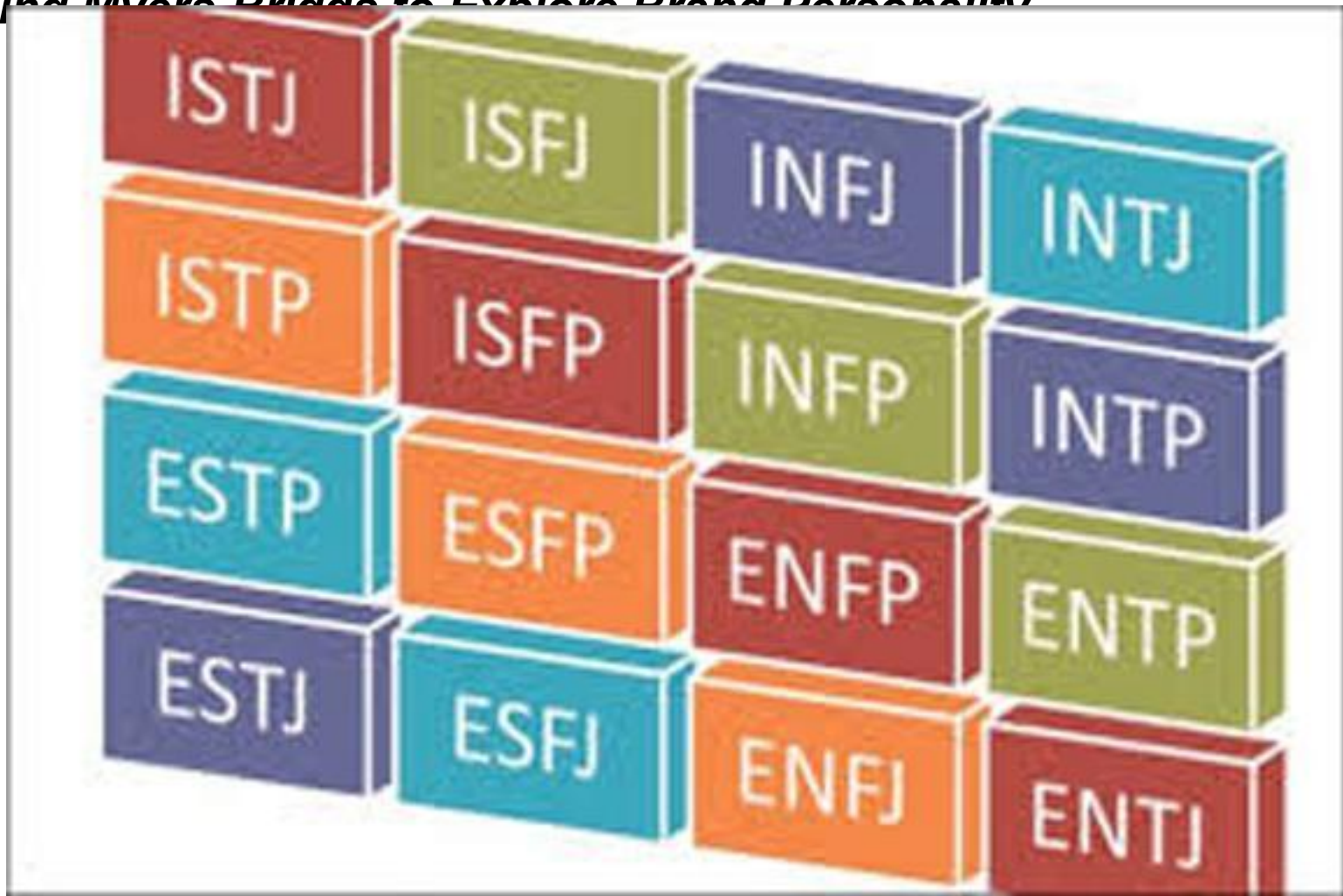
***Every respondent a  
potential Leonardo***

***Writing on "imaginary" blackboard***



***Writing on "imaginary" blackboard***

***Using Myers-Briggs to Explore Brand Personality***



***Using Myers-Briggs to Explore Brand Personality***

***Marie goes  
Shopping with  
Hypno-Synect***

***Marie goes  
Shopping with  
Hypno-Synectics***



# EXAMPLES OF PROJECTS USING HYPNOSIS FOCUS GROUPS

advertising strategy

market planning

agency new business

media research

brainstorming

pricing

brand equity extension

positioning

brand planning

package design

concept development

product testing

consumer satisfaction

public relations

copy testing

signage

ethnography

# SOME CATEGORIES WHERE HYPNOSIS FOCUS GROUPS HAVE BEEN USED

airlines	financial services	restaurant chains
automobiles	foot care	retail cosmetic chains
beer	frozen foods	satellite radio
cable TV	gasoline	stop smoking products
candy	hotels	snack chips
cigarettes	ice cream	software
computers	insurance	telecommunications
cookies	internet services	television sets
cosmetics	men's clothing	toys
credit cards	liquor	vitamins
deodorants	luggage	weight loss programs
diet products	men's hair care	wine
dry packaged foods	milk	women's hair care
fast food	pharmaceuticals	





# DAVID OGILVY AWARDS

Presented by the Advertising Research Foundation

*From the ARF Award case study:*

## **Getting beneath the surface:**

“In order to get insight into the deep commitment of the BMW 5 Series and Mercedes E-Class [owners] and to understand what it was that made these two vehicles the prestige leaders in the segment, we needed to find a research approach that got beyond surface reasons. To do this we employed hypnosis focus groups - this let us get into the respondent’s subconscious and get to their true reasons for making decisions.”





**NEW LOOK**  
SAME AMOUNT OF PRODUCT

**NABISCO**  
**100**cal



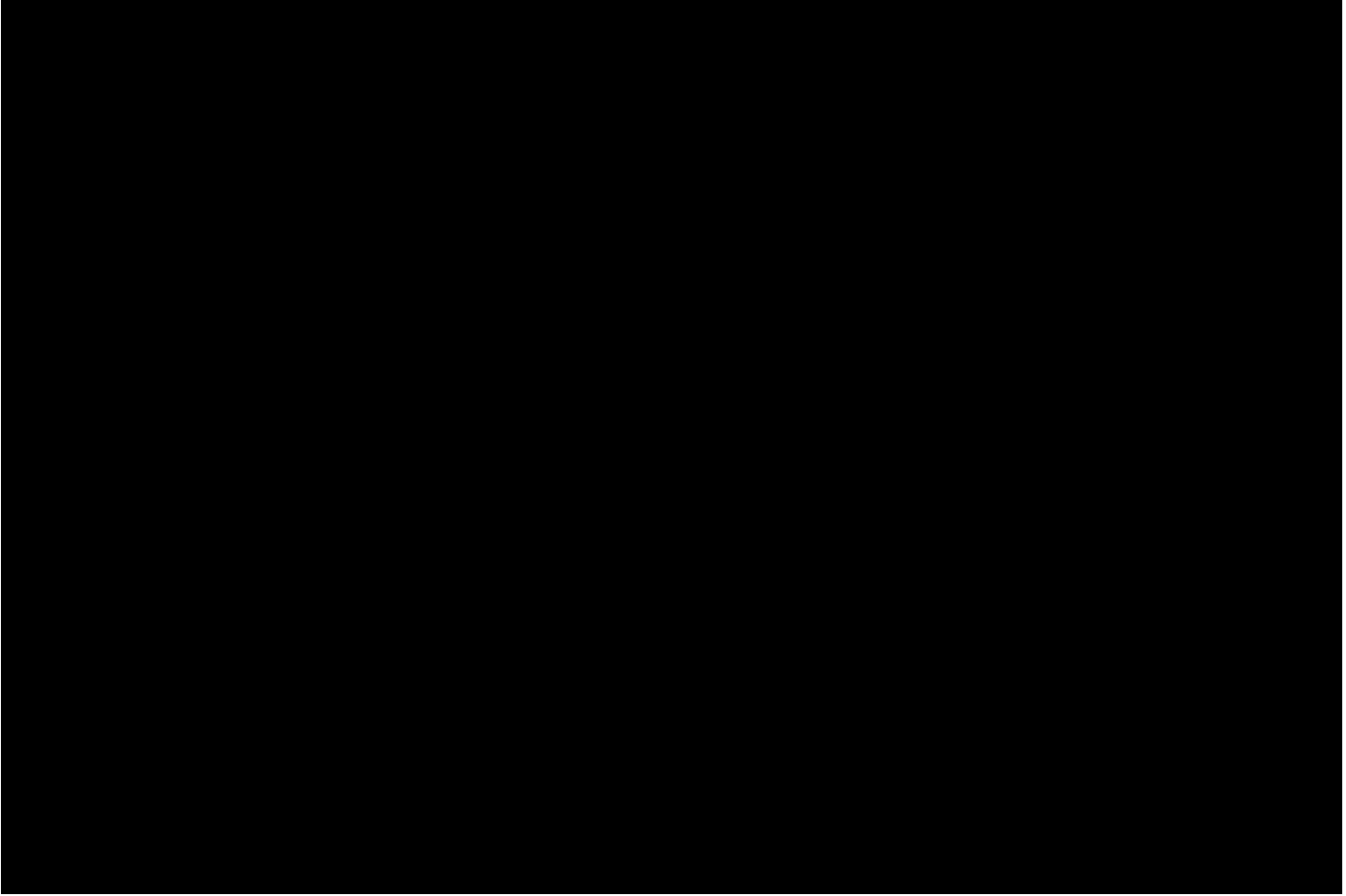
**OREO**

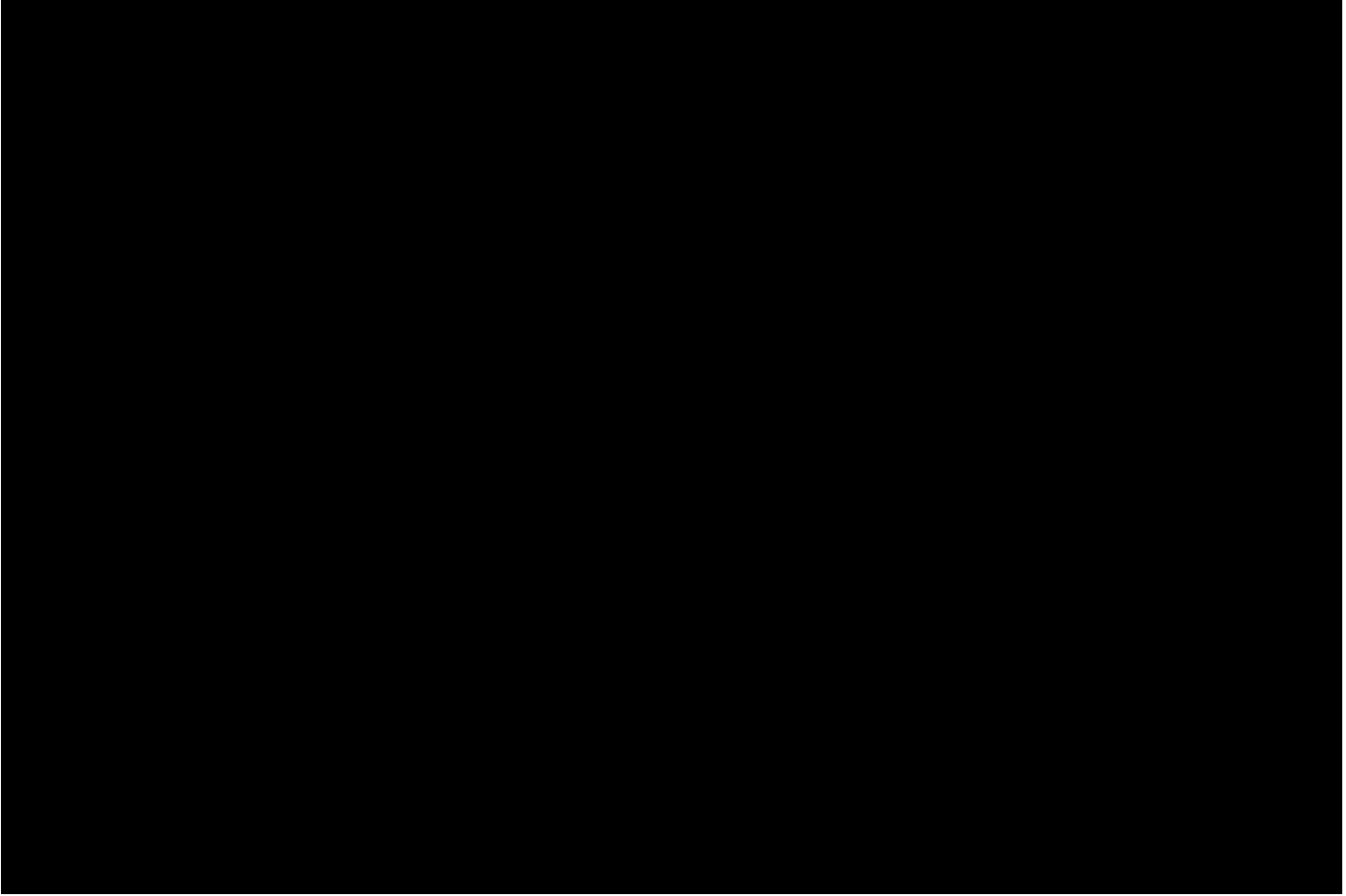
**Thin Crisps**  
BAKED CHOCOLATE  
WAFFER SNACKS

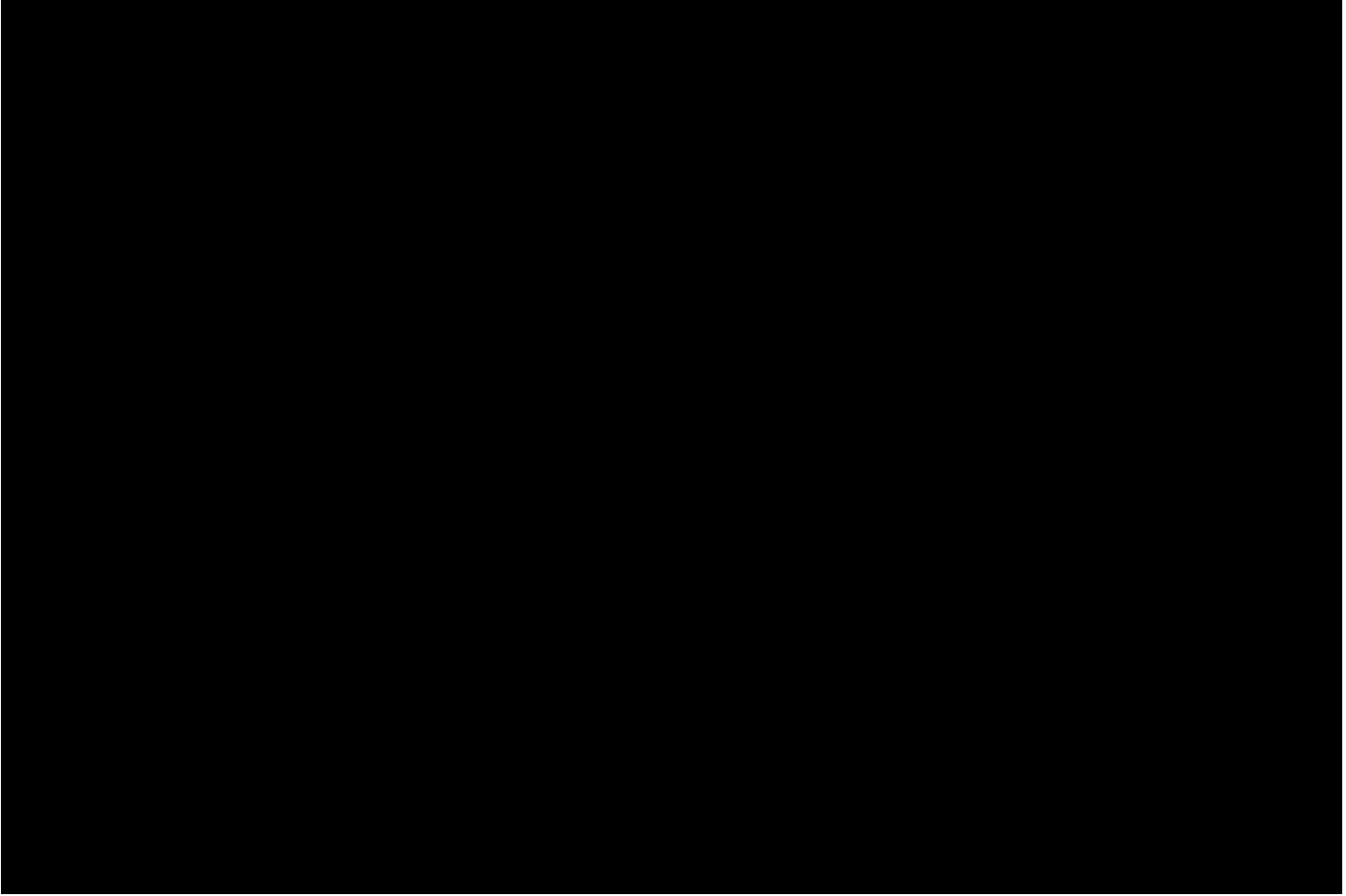
• No High Fructose Corn Syrup  
• Big Taste for

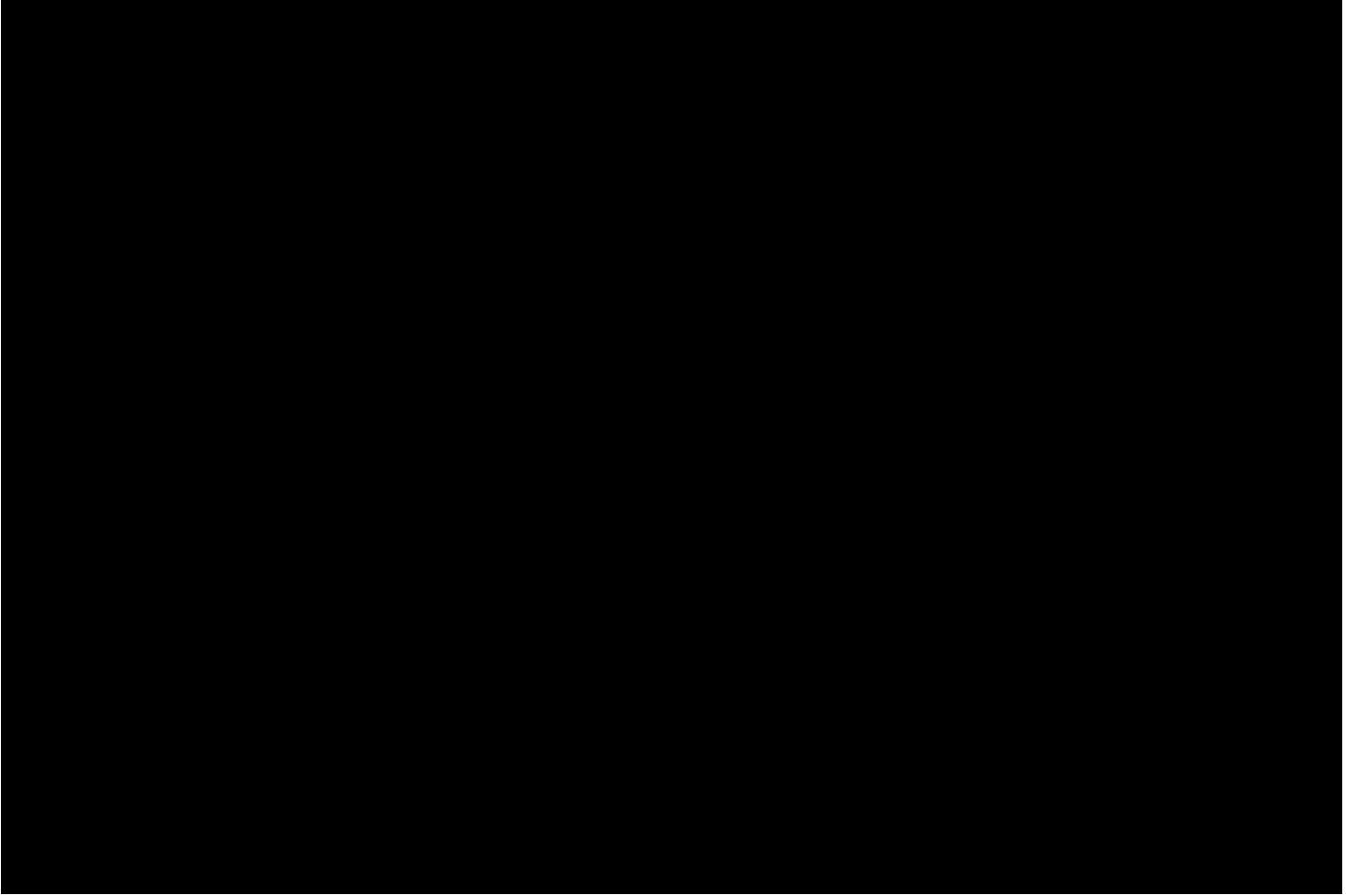
**6**  
PACKS

6 - 0.81 OZ (23g) PACKS / NET WT 4.86 OZ (138g)









[www.hypnosisfocusgroups.com](http://www.hypnosisfocusgroups.com)

