

Why We Remember What We Remember

Research has proven that our brain is bombarded daily with over 2,000 messages. The brain copes with all this stimuli received every day, all day, by switching from beta to alpha mode.

Alpha Mode

Alpha mode brain waves produce a hypnotic state. This state runs automatic patterns that allow/enable your brain to habitually perform tasks without conscious thought or involvement. This alpha state is the reason you can arrive at work without remembering the drive, or even driving for that matter. This alpha or hypnotic state enabled you to drive while in an unconscious mode.

In advertising terms, people in alpha brain state see and hear ads with their eyes and ears, but don't register them on a conscious level. If you read a newspaper or magazine, you'll only remember the articles, not the ads. You may have seen them, but you won't remember them. This is why all advertising media requires frequency to break through the alpha state and (eventually) penetrate the conscious state for recall.

Beta Mode

Beta mode brain waves occur when the brain's state of alertness is in an active mode of engagement. Using the drive to work analogy, beta mode is like driving to work during a full-blown thunderstorm. Your hands firmly grip the wheel at 10 and 2 o'clock positions and your pupils are as big as saucers. You're sensitive to every dip in the road, every twist and turn - the very turns you unconsciously make on a normal day (when in alpha mode).

In advertising terms, people in a beta brain state consciously notice your advertising and are open to its suggestions and solutions.

How do you move a prospect from alpha to beta mode?

The key is to shake your prospects out of their subconscious haze and into alert mode where they are conscious and aware of what you're trying to communicate.

This is precisely what happens when a promotional product is properly distributed. Being dimensional, it requires the person to **get involved** (turning from alpha to beta mode) and handle the item. They then notice things like:

- The product's quality
- Functionality
- Your imprinted message

All other mediums are a **by chance** medium. It is pure luck that your Trade Publication, Internet, Radio or TV ad, etc. is seen or heard. You simply have to hope that your customer or prospect is in the right place at the right time. Then, you still have to move them from the alpha mode to the beta mode in order to have them process your information.

Promotional products, when properly selected and presented, will help you break through the alpha mode into the beta mode and give your message an incredibly long life and tremendous advertising exposure.

Click on the link below for a great idea that is sure to move your customers and prospects from their **alpha fog** to a **beta wow state**.

www.strategiesltd.com/betawow



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