

Britney Spears Caught Using Hypnotic Selling in TV Ad

Pop-singer Britney Spears may be using forbidden "hypnotic Selling" methods in her TV commercial promoting her new fragrance.

Austin, TX ([PRWeb](#)) September 28, 2004 -- Austin, TX Pop-singer Britney Spears may be using forbidden "Hypnotic Selling" methods in her TV commercial promoting her new fragrance, "Curious", claims marketing expert Dr. Joe Vitale.

"Her ad plays on sexuality, mystery, and curiosity," explains Vitale, President of Hypnotic Marketing, Inc., in Austin, Texas, and a specialist on hypnotic persuasion methods. He adds, "Even the name of her product invokes the most powerful motivator of all: Curiosity."

Spears announced her new product at Macy's in New York City on September 14th. She's being paid an estimated \$12 million to promote the Elizabeth Arden product.

"Unless her perfume truly stinks, people are going to buy it almost mindlessly," say Vitale, who is giving a webcast on October 5th to alert people to how hypnotic persuasion methods work. See <http://www.HypnoticWritingWebcast.com>

Vitale says the TV commercial featuring Spears begins with images that seem to be a soap opera, but then quickly become a forbidden intimacy fantasy come to life. The ad almost dares you to buy the perfume, he adds.

"People begin watching the commercial because they are attracted to the unknown," explains Vitale. "They're not sure who the cute woman is, or what she is doing. Their minds are being drawn in. Then, when they learn that it is for a new perfume, the name of it gets lodged in the brain, almost without your thinking about it. This is truly hypnotic."

Hypnosis has been used for pain management for more than a hundred years, and was accepted by the American Medical Association back in the 1950s. But using hypnotic techniques in selling is new.

"Anything that can get a message into your mind will be tried by advertisers," says Vitale, who uses what he calls Ethical Hypnosis in selling.

"When is it manipulation and when is it persuasion is the real question," asks Vitale, a certified hypnotherapist as well as author of such books as "Hypnotic Writing."

For more information :

<http://www.HypnoticWritingWebcast.com>

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