# **YEAR 10 CAEP**

# **What is Gruen Transfer?**

The Gruen Transfer is an interesting psychological phenomenon which strikes people in certain environments, making them more susceptible to making impulse buys or purchases which they might regret later. The classic signs that someone is experiencing this phenomenon are a dropped jaw, slightly glazed eyes, and a hazy, confused feeling; many people also begin to walk more slowly as this peculiar mental state sets in. Some psychologists have described the Gruen Transfer as an almost paralytic state, where the mind ceases to function because it is experiencing too much input.

A number of factors come together to create the Gruen Transfer, with almost all of the senses being stimulated in a classic reaction. The use of specific lighting and sound cues plays a role, as do ambient noise and the spatial arrangements of stores and displays. Even the temperature and humidity can interact with the Gruen Transfer, as can things like mirrors and windows.

Modern mall and store designers are well aware of the phenomenon, and they deliberately create spaces which are designed to trigger this mental state, as many visitors to malls have noticed. Many malls are deliberately very difficult to navigate, with exits and routes obfuscated so that consumers often wind up back in a store when they mean to be leaving. Individual stores also have layouts which promote longer stays, and arrange enticing items very deliberately so that people are urged to pick them up on impulse.

The Gruen Transfer today is an important part of advertising and industrial architecture.

It can be hard to avoid the Gruen Transfer, since malls are deliberately designed to trigger it.

If you find yourself picking up an item that isn't on your list, or struggling to make a purchase decision, you may want to step away and take a break to clear your head.

*(Source:* [*http://www.wisegeek.com/what-is-the-gruen-transfer.htm#didyouknowout*](http://www.wisegeek.com/what-is-the-gruen-transfer.htm#didyouknowout)*)*

**TASK 1 Sell the unsellable (market the unmarketable)**

**Brainstorming and Persuasion via a Power Point and a Class Presentation**

Think of a product or item that isn't usually sellable or people wouldn't buy.

Come up with a script or material to persuade and convince the class that it is worth buying. Do this as a power point presentation.

Ideas such as:

* Watermelon as the ideal gift for your partner on Valentine’s Day!
* Using dog poop as fertilizer!
* Selling bottles of your pee as face wash!

*(Optional) The class then analyse and vote for the product/item they were sold on.*

**TASK 2 ANALYSIS**

**SELLING THE UNSELLABLE (The Gruen Transfer Video Clips)**

*The Gruen Transfer* is also an Australian television program focusing on advertising, which debuted on ABC on 28 May 2008.

The 3 you tube links provided below have two advertising companies given a brief to create an advertisement for an "unsellable" product. An experts panel then selects which one they found to be more effective (on votes).

**Clip 1**

<https://www.youtube.com/watch?v=Iv8bkYKbMo0&list=RDIv8bkYKbMo0#t=55>

**Clip 2**

<https://www.youtube.com/watch?v=VmKSc8269vU&list=RDIv8bkYKbMo0&index=2>

**Clip 3**

<https://www.youtube.com/watch?v=I9aYT-GrG0s>

**VIDEO ANALYSIS QUESTIONS**

*The responses you provide are more of your opinions and hence are open-ended. There are no definite or right and wrong answers here……just thoughtful responses.*

1. Describe some techniques and tactics that the advertisers use to appeal to people’s emotions, or stopped you from skipping the ads.
2. The videos, by “trying to sell an unsellable item” actually provides an insight on how people can be manipulated whilst sitting on their couches watching a TV advertisement.

Explain how the 3 clips expose the secrets of advertising.

1. How does the episodes make you more alert and aware of advertising that you encounter on a daily basis?
2. Using one advertisement as an example, describe how the person went about the task of making the ad.

**Email the completed power point from Task 1 and the analysis of Task 2 to** **hutchison.lloyd.d@edumail.vic.gov.au**