

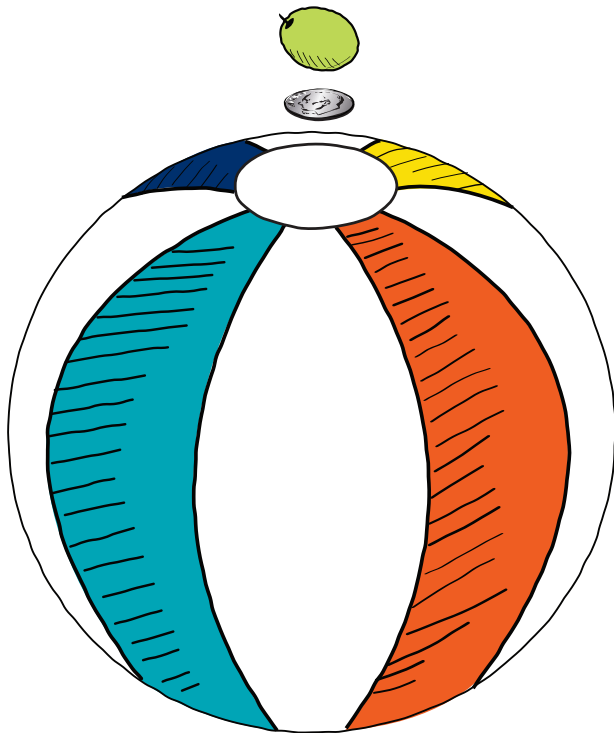
# The Grape, The Dime, and the Beach Ball

Jekyll+Hyde  
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# The Grape, the Dime, and the Beach Ball

When we think about communicating with people about our products, we tend to focus on what we believe is obvious. Things like what our product is made from, what it does, or how it solves a problem. But this is not how the human mind fully operates.

For a moment, imagine a green grape.  
This grape is sitting on a thin dime, and both  
are sitting on top of a beach ball.



- The grape represents  
**YOUR CONSCIOUS MIND**
- The dime represents  
CRITICAL FACULTY
- The beach ball represents  
**YOUR UNCONSCIOUS MIND**

# The Grape, the Dime, and the Beach Ball

## THE GRAPE – THE CONSCIOUS MIND

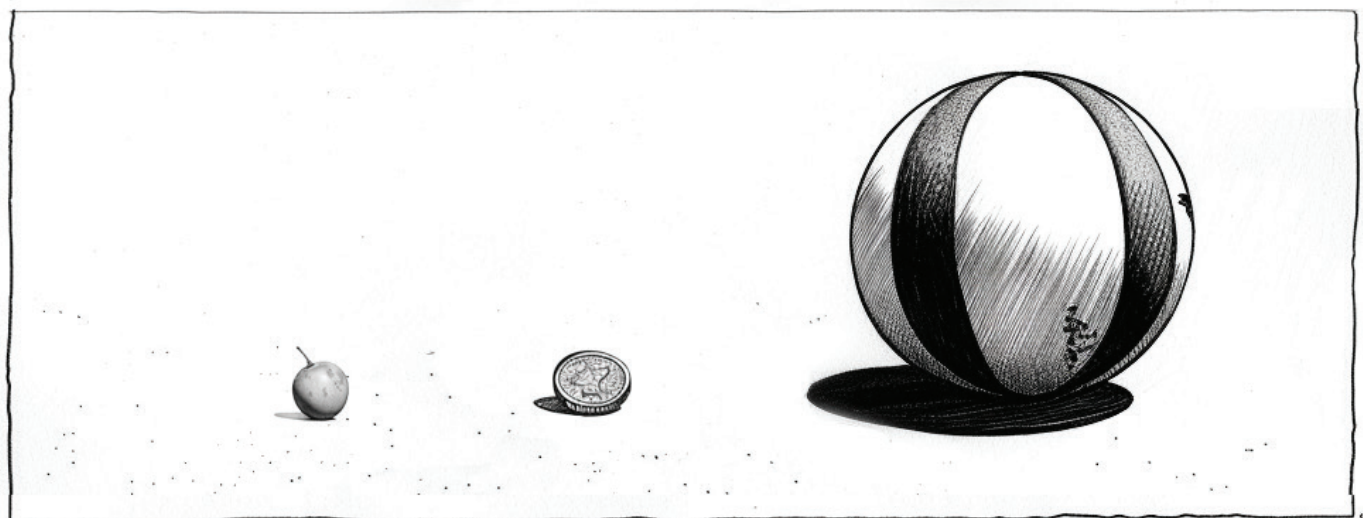
The grape represents the conscious mind, which can process seven bits of information per second, plus or minus seven. This is why telephone numbers are seven digits; it is the average of what most people can quickly remember and process. In fact, years ago, France tried to go to eight digit phone numbers, and there was nearly a revolt!

## THE DIME – CRITICAL FACULTY

Now what about the dime? This little thin dime represents your critical faculty. This is your mind's ability to both process - and limit - what information passes from the conscious mind to the unconscious mind. It acts not only as a conduit, but as a filter, sorting information it allows to pass through to the beachball.

## THE BEACH BALL – THE UNCONSCIOUS MIND

The beach ball is really where all the action is. While our little grape can only handle seven bits of information per second, the beachball can handle thousands of bits of data per second. It is in the beachball – your unconscious mind - where nearly all buying decisions are made.



# The Grape, the Dime, and the Beach Ball

Imagine you're driving to work; you get in the car, you pull out of the driveway, and you head down the road, making a trip you have made hundreds or thousands of times.

## Think about that process...

When you entered the car, did you have to think of how to start it? Did you have to figure out what the round steering ring-looking thing did? Or how to use the gear shift?

Of course not, because all this data is stored in your unconscious mind.

As you drive down the road, are you even thinking about the process of driving, or are you on a cell phone, or thinking about the tasks of the day? Maybe you are focused on things you need to do tonight after work or singing along with the radio. With all this distraction, you still roll on down the road safely. It is because the beachball is in charge of driving, while the little grape is thinking of those other tasks at this moment.



# The Grape, the Dime, and the Beach Ball



## The MIND and ADVERTISING

How does the grape, the dime, and the beachball processing impact your advertising?

How can they be utilized in your messaging?

Let's talk about cars. In reality, you can buy a nice Chevy Spark for about \$13,000. It is reliable and safe, and will get you to and from work at almost the same speed and time as a McLaren Supercar. So, why would anyone spend \$400,000 on a Supercar when the little Spark will get you to work at about the same time?



If the grape – your conscious mind - were really in charge, you would buy the Spark since it makes the most sense. But the grape is not in charge; the beachball is. The beachball – your unconscious mind - holds internal conversations: What does the car look like? How fast is it? How will I feel behind the wheel? What will people think of me driving a Supercar? Worse yet, what would they think of me if I drove the Chevy Spark?

# The Grape, the Dime, and the Beach Ball

## How do we do it?

Here are the keys to reaching the unconscious mind:

### Use neuro-linguistic patterns and hypnotic language

These modalities allow us to slide beyond the grape and shut down the dime. The dime acts like a spam filter, reducing and limiting the data that crosses over from the grape (the conscious mind/the processor), and gets to the beachball (the unconscious mind/the mind's hard drive). We need to get past the dime. The use of neuro-linguistic patterns and hypnotic language is an effective way to get to the beachball.



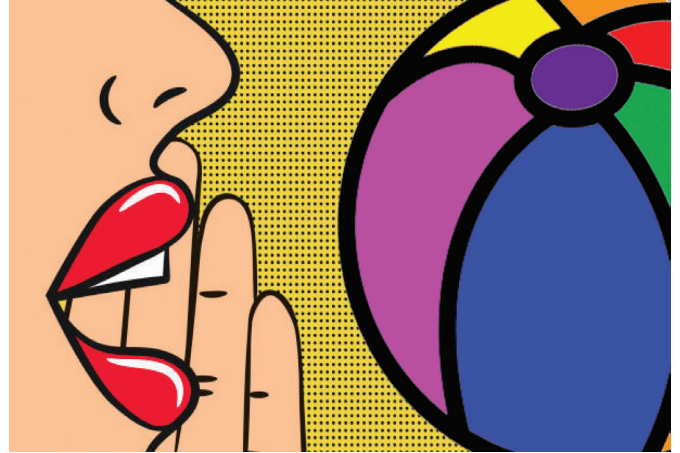
### Use storytelling and metaphors

As humans, we are incapable of communicating without stories and metaphors. Even things as simple as “crushing a tennis serve” or “that quiz was a walk in the park” are metaphors. The quiz wasn’t actually taking a walk in a park!



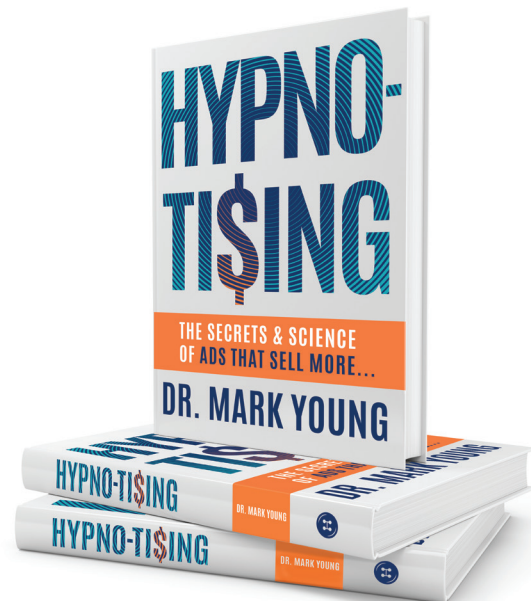
# The Grape, the Dime, and the Beach Ball

Our job as marketers is to find the stories and the metaphors that resonate with our consumers. When they do, and when we apply great science-based language patterns and words, we shut the dime down and take the grape offline, allowing us to speak directly to the beachball, where all the decisions are made.



This is what we do at Jekyll+ Hyde Labs.

We wrote the book on the use of Neuro-Linguistic Programming (NLP) and Hypnosis in creating advertising. To get the complete picture of what this can do for your business, look for Dr. Mark Young's book *Hypno-ti\$ing, the Science and Art of Ads that Sell* on Amazon or other fine booksellers.





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**No advertising agency in America has the depth of knowledge or the connections within the industry that we do. We love entrepreneurs and want to help every brand succeed.**

**If you think you could benefit from learning more about us and what we can do for you, please reach out.**

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