UNB CAMPUS ENTERTAINMENT

presents

Dr. Wilson Bryan Key



Author of the Signet bestsellers . . .

Subliminal Seduction
Media Sexploitation
The Clam-Plate Orgy

Presents... The Subliminal Dimension -

A Mind-Bending Probe of The Ad-Media



From *Time Magazine*

What is growing upward from Tanqueray's emerald?

Live Presentation!

TUESDAY, NOVEMBER 24
7:30 p.m.
MacLaggan, Rm. 105

ADMISSION: $3.00 UNB Students (with I.D.)
$4.00 UNB Faculty & Staff; & General Public

The evidence is astounding. Dr. Key's slide presentation is filled with examples of subliminal manipulation. They include male and female genitalia hidden in ice cubes and cake frostings, orgy scenes in fried clam plates, grotesque death and self-destructive imagery in artist's representations of alcohol, tobacco, and drug products, and — perhaps most disturbing — the word SEX lightly embedded in everything from crackers to political candidates. You will instantly recognize these ads. They are not taken from obscure publications. These are the national advertising campaigns for household name products. They are ads you have seen many times, but now you will view them in a new way. More importantly, you will look at all ad-media differently after this important presentation.

Dr. Key has a PhD in Communication Studies; taught at the universities of Denver, Kansas, Boston, Puerto Rico, and Western Ontario; headed his own international research and business consulting group; produced over 300 research studies for government and corporation clients; and lectured widely throughout the world on communication techniques and strategies. He is the best-selling author of *Subliminal Seduction, Media Sexploitation, and* The Clam-Plate Orgy.

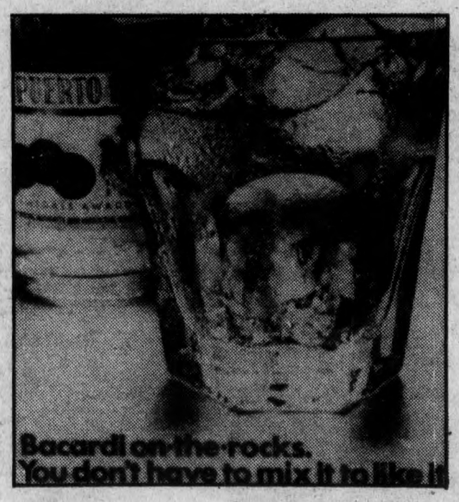
FACT: Research reveals it may be impossible to resist subliminal suggestions.

FACT: Most, if not all, psychosomatic illness originates from subliminal stimuli.

FACT: U.S. advertising agencies invested over $80 Billion during 1984 in media — a preponderance of which contained subliminal messages.

If these facts do not disturb you, then consider that these same ad agencies will subliminally sell you political candidates much in the same way you have been sold toilet paper, underarm deodorants, and breakfast cereals.

Dr. Wilson Bryan Key is the world's leading authority on Subliminal Seduction in advertising media. He explains the technology of mind manipulation and its implications in an unsettling Orwellian vision of 1984. Most compelling are the cases that he will cite from newspapers, magazines, television, radio, billboards, and other influences which manage our purchasing, reproductive, interpersonal, and political behaviors.



From Playboy Magazine

Find the Bacardi Skull At The Bottom of the Glass

Presented by the U.N.B. S.U.

Labatt's *Live*