

Why We Buy – Secrets of Consumer Seduction

What does the perfect vacuum cleaner noise sound like? What does the smell of a hotel room have to do with the Swiss mountains? And why are we suddenly buying white cars – a colour, which a couple of years ago could not be imagined in the auto industry? Coincidence or magic? Especially in difficult economic times the companies are searching for ingenious methods, for how to seduce us to consume. Market researchers are focused on our unconscious behaviours. Corporations are investing millions in the sensual appeal of their products. But how should things smell and sound in order to improve sales? And who decides which colours will be on the market in the years to come? In this documentary, we accompany three sense experts that will show the world their colours, their sounds, and their scents. We get rare insight into the world of secret seducers, and experience behind normally closed doors how colourful our world will be in the future.



Angriff auf die Sinne – Wie wir Verbraucher verführt werden

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