

## Excerpts - Ernest Dichter's "Creative Memo on Lay's Products" (1957):

Excerpt #1:1. "You Can't Stop Eating Them"

However much children and adults alike may complain about rules, most people have a deep fear of being completely without limits, of being in a situation where there seems to be the possibility or danger of loss of control.

We found that to a great extent, potato chips tend to arouse this fear. Consumer after consumer speak of their resentment at not being able to stop eating potato chips once they started.

2. "They're Fattening ... They're Not Good for You"

This resistance was revealed frequently by consumers who told us they didn't want "to have potato chips and such things around" even though they liked them because "Neither of us wants to gain weight;" "They're so fattening;" "There goes another diet shot to hell."

In addition there is the feeling that they are "hard to digest", just not good for you, and not good for your skin. While consumers could not remember having gotten sick from eating potato chips, and were vague about its harmfulness, they were very definite in their feelings that such products keep you from eating "real food", good food, and make you feel uncomfortably heavy and full.

Excerpt #2:

Americans who still have some residue of their Puritan inheritance, to eat them regularly, without some special justification, seems a form of self-indulgence, even vaguely sinful.

This feeling gives rise to other irrational notions, like the notion that one is likely to be punished if he yields to the temptation to eat heartily of these products.

These irrational ideas help explain the paradoxical way that people talk about potato chips and related products. They also help to define the direction for future advertising and sales promotion.

The principal ways to accomplish this are:

1. Promote mealtime use of the products where possible
2. Promote other uses about which there will be a minimum of guilt
3. Emphasize the particular qualities of the products which will cause consumer's to regard them as regular foods and quiet the kind of fears which surround snacks
4. Promote use in restaurants
5. Build in elements of reassurance against the fear of letting oneself go.

Source: <http://teachinghistory.org/best-practices/examples-of-historical-thinking/22890>