

# The Power of Suggestion

No secret here. The power of advertising is to suggest that you need something. Sometimes you didn't even know you needed that something. Such is the case in some types of medical advertising. Is your skin red and flushed looking? It might be rosacea! Trouble falling asleep? Get some Ambien! On MSNBC.com today there is an article about Requip, the medicine for "restless legs syndrome." Apparently, since the drug got approved in 2005, the company has been advertising and inquiries about the "syndrome" and the drug have increased dramatically. However, the drug is just about to go generic, and thus, Requip will no longer be advertised as heavily. They are expecting a drop in people with "restless legs syndrome." Read the story here <http://www.msnbc.msn.com/id/24603237/>

In any case, this speaks volumes about the power of suggestion (and persuasion). And really, about the power of advertising. We tend to believe what we see on TV. And we are concerned about our health, so advertising on TV about our health seems to be very effective.