Consumer products and service companies regularly use pareidolia and anthropomorphism to persuade consumers in their advertising messages. Pareidolia is a psychological phenomenon in which the human brain recognizes a human face in an inanimate object. Human beings are social animals and are thus conditioned to see themselves in almost everything. The brain is constantly interpreting a variety of shapes and forms to “see” a human face in pictorial messages, whether one is obviously there or not. Anthropomorphism refers to non-human objects exhibiting human characteristics in their shape and form. When anthropomorphism occurs, humans become more emotionally attached to those objects because they resemble humans. Companies exploit this emotional connection in their advertising and business appeals to prospective consumers. They frequently use both pareidolia and anthropomorphism in their advertisements to persuade potential customers to buy their products or services. Target consumers viewing these advertisements become more emotionally attached to the products or services being offered to them, even if they don’t consciously realize it. Their subconscious makes emotional attachments and connections with the product being sold by connecting it to what they are perceiving as humans. Because of this connection created by the brain, consumers feel an urge to consider the product or service. Three examples of advertisements using pareidolia and/or anthropomorphism are those by Heineken beer, the website Amazon, and Tostitos chips. By placing hidden images of smiles and smiling faces within their logos and advertisements, viewers are more likely to become emotionally attached to their products and then consider a purchase. Marketers study psychology to leverage techniques like both pareidolia and anthropomorphism, hoping to create an emotional appeal and persuade consumers with their advertising.