Motivation in Ads

Do a Google search of Internet ads, and select 2 very different types of ads. Download the image. *(Let's keep these ad selections appropriate for a school project).* At the bottom of the **Unit 2** page of your ePortfolio, I would like to you post a blog entry with the following components:

Title: Motivation in Ads

Part 1:

- ✤ A picture of each ad (total 2)
- ✤ A brief description of each ad, and identify the needs that each ad attempts to satisfy.
- For each need, identify where it fits into Abraham Maslow's hierarchy.
- Describe which ad you think is most effective and why.

Additionally, I would like you to answer the following questions. These questions are not connect to the ads in Part 1:

Part 2:

1) Which needs are most powerful in motivation someone to buy a product? How do advertisers connect those needs to their products?

2) Why do some advertisers appeal to our needs? Do you think this is ethical?

3) Name other situations (in daily life) in which our needs are deliberately used by others to motivate us to do something.

You will have 2 classes to work on this. It is due at the end of class on ______