

Psychology 12

Chapter 12: Motivation in Ads

Part 1: Advertisement examples

Advertisement #1: Microsoft

This banner is advertising “Microsoft certification” and how students can earn college credit with it. The ad uses bright solid colours that are associated with the same colour palette as the logo. It uses a photo that would catch the eye of the wanted audience and, paired with the large lettering broadcasting saving money, attracts the desired interest response. This advertisement is attempting to satisfy the need of stability (safety needs), achievement and independence (both esteem needs). Stability is present in the saving money aspect, and achievement/independence in earning credit aspect.

Advertisement #2: Evernote



This banner is advertising the software “Evernote”. The ad uses solid, eye-catching colours with a contrasting border; it also uses simple art, opposed to a picture, to simplify. It includes pictures of various characters and symbols that clearly label what the software is used for. Also present are the words “make everyday smarter” which clearly appeals to the wanted audience. This ad attempts to satisfy the need for achievement and competence (both esteem needs). It is essentially advertising/guaranteeing a way to become smarter which in turn is advertising success.

In my opinion, I believe ad #1 is more effective. This is mainly as it satisfies more needs. Though ad #2 is targeting a larger audience, I believe people would be more motivated to be earning something (in this case college credit) *and* save money versus simply being able to learn something new via a software.

Part 2: Questions/Reflection

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

I believe the needs in which will powerfully motivate someone to buy something highly depend on the person it is being advertised to. If your audience is poorer, advertising saving money, or cheaper items will be more effective in attempting to satisfy needs of security and stability. If your audience is wealthier, advertising items as high-end and expensive attempt to satisfy needs like acceptance, competence and respect.

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

Advertisers try to appeal to the public's needs in order to sell their products. A simple answer on whether or not this technique is ethical is yes. Chances are the audience in which advertisers are trying to appeal to could benefit from the product they are trying to sell, in a general sense. However, this becomes questionable when advertisers manipulate the broadcasting of what they are trying to sell in order to be effective.

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

A situation that deliberately uses *all* needs in order to motivate us is employment.. Having a job and earning money attempts to satisfy the entirety of Maslow's Hierarchy. In order to satisfy biological needs one needs to earn money in order to have shelter and food. Employment also satisfies safety and stability; this is presented by having a secure amount of money to live off of and a stable home to live in. Employment also covers the rest of the levels. Belongingness/love needs, esteem needs and self-actualization needs are all satisfied in not only earning money but also in doing something that gives purpose in one's life. A person doesn't even necessarily have to like doing their job, they still get up in the morning and carry out tasks in order to achieve something which in turn gives purpose.