

Discussion questions – Topic 8

1. Consumers have both innate and acquired needs. Give examples of each kind of need and show how the same purchase can fulfill either kind of need or both kinds.
2. Specify the innate and/or acquired needs that would be useful for developing promotional strategies for:
 - global positioning systems in cars
 - jeans that can be customized online
 - a new version of the Samsung tablet
 - recruiting university graduates to work for a company in the clothing industry
3. You are a member of an advertising team assembled to develop a promotional campaign for a new heating system. Develop three slogans for this campaign, each based on one of the levels in Maslow's needs hierarchy.
4. Explain briefly the needs for power, affiliation and achievement. Find three advertisements for different products that are designed to appeal to these needs.
5. Identify two adverts in which a company points out that its products (or services) reduce some of the perceived risks mentioned in class.
6. Below are a number of slogans that have been used by different organizations. Indicate which of the needs identified by motivational theorists each slogan best represents:
 - "Because I'm worth it." (L'Oreal)
 - "Just do it" (Nike)
 - "Impossible is nothing" (Adidas)
 - "Taste the feeling" (Coca Cola)
 - "Think different" (Apple)