

MKT 3505-601
Consumer Behavior
Assignment #2
Due on: Thursday, October 16, 2007

Find one print ad for a product that addresses each of Maslow's five levels of need. **Do not make the mistake of presenting one ad and telling me how the product meets all five needs.** One product can fill a need on more than one level, so what you're looking for is ***how the ad communicates the product's ability to fulfill a particular need***, and not your own ideas about how the product *can* fill it. In order to complete this exercise successfully, you will need to cite evidence ***in the ad*** that supports the need in question. It may be found in the copy (the written text) and/or in the visuals.

Here is how I want you to format your work:

- On a typewritten page, include your name, the class (MKT 3505) and the assignment number (#2).
- Then, in bold type, list Maslow's needs (starting from the bottom of the pyramid to the top), followed by the name of the product in the ad.
- In regular type, follow each entry with the evidence that supports the need in question. If it takes more than one line, double-space it.
- Staple your ads to this sheet in the same order that they appear on your list. If you're using full-page magazine ads, trim them so that there are no jagged edges and they are not larger than the 8.5 x11 sheet on top. Trim from an edge that doesn't contain anything of material importance in terms of evidence. If your ads are smaller than this size, glue or tape them to a regular sheet of 8.5 x 11 printer paper.

Remember, if you don't follow these instructions, you'll lose 10% of your score (1 point out of a possible 10).