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| **#** | **Appeal** | **Description** | **Example** |
| **1** | **Need for Sex** | Focuses on provocative or sexualized images and language. | Axe Body Spray: "The Cleaner you are, the dirtier you get." |
| **2** | **Need for Affiliation/Affection** | Highlights romantic tones or relationships to promote products. | Coca-Cola ad showing a laughing couple drinking Coke. |
| **3** | **Need to Nurture** | Appeals to the desire to protect loved ones, like children or pets. | Pampers ad: Mother and baby bonding in the hospital. |
| **4** | **Need for Guidance** | Offers advice or solutions to navigate life's challenges. | Trident gum ad: "4 out of 5 dentists recommend Trident." |
| **5** | **Need to Aggress** | Channels suppressed aggression in socially acceptable ways. | Nike ad featuring a boxer. |
| **6** | **Need to Achieve** | Focuses on success, wealth, and status symbols. | Maserati ad featuring Måneskin's Damiano David. |
| **7** | **Need to Dominate** | Highlights power and control in dynamic situations. | Skechers ad showing a woman holding down a man. |
| **8** | **Need for Prominence** | Appeals to the desire for luxury and recognition. | Fendi ad with model Winnie Harlow. |
| **9** | **Need for Attention** | Promotes products with the idea of "standing out" or being noticed. | Maybelline ad featuring bold lipstick colors. |
| **10** | **Need for Autonomy** | Encourages individuality and self-expression. | Bed Head hair product: "Stand out. Don’t fit in." |
| **11** | **Need to Escape** | Offers an escape from the mundane, often through luxury or adventure. | Calvin Klein "Escape" perfume ad showing a romantic beach setting. |
| **12** | **Need to Feel Safe** | Plays on fears and reassures safety with the product. | Insurance ad: "Might happen vs. Will happen" scenarios. |
| **13** | **Need for Aesthetic Sensations** | Uses beautiful, artistic imagery to captivate attention. | Dior ad: Woman in an elegant dress holding flowers. |
| **14** | **Need for Aesthetic Perfection** | Focuses on ideal beauty or physical perfection. | Lancome ad featuring Lupita Nyong'o. |
| **15** | **Need to Satisfy Curiosity** | Engages curiosity with intriguing questions or unknowns. | KOA ad: "What’s behind the yellow sign?" |
| **16** | **Physiological Needs** | Appeals to basic human needs like eating, sleeping, and shelter. | Nyquil ad: "Sleep soundly. Wake refreshed." |
| **17** | **Need to Belong** | Promotes camaraderie and inclusion in a group or community. | U.S. Army ad: "This is belonging." |
| **18** | **Need to Help the Helpless** | Appeals to compassion for vulnerable groups, such as children or animals. | Vaccination ad: "Make a child cry. Save his life." |
| **19** | **Need for Victory** | Emphasizes winning, success, or improved performance. | Nike ad featuring Megan Rapinoe. |