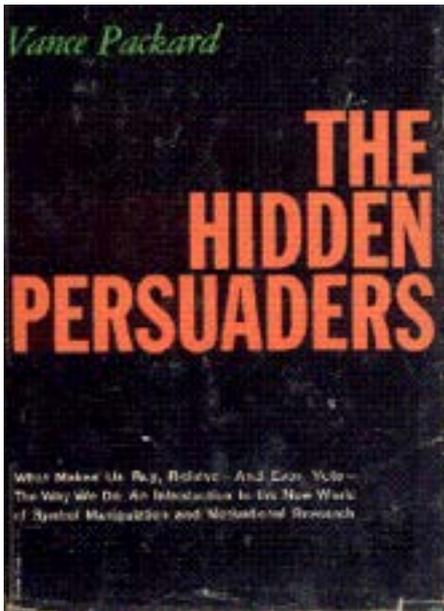


ADVERTISING PSYCHOLOGY

7.

MOTIVATION





Vance Packard: The Hidden Persuaders (1970)

Lashing the advertisements, the businessman found himself in the wilderness of subconscious...

Ernest Dichter: 1962
“Institute for Motivational
Research”

Motivational research and other psychological techniques, (including **depth psychology and subliminal tactics**,) try to manipulate expectations and induce desire for products.

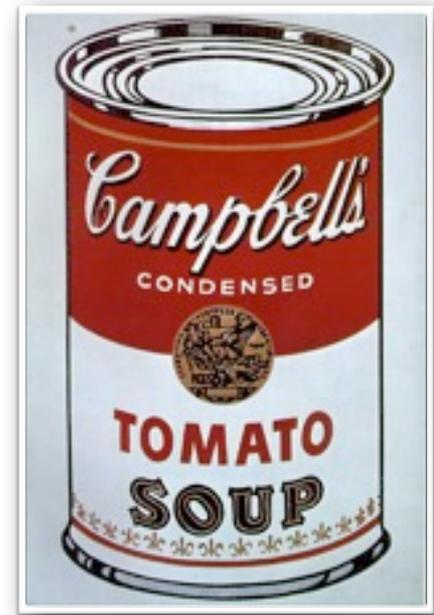


Exploration
of consumer
anxieties,
fears,
desires

Motivational Research

MOTIVATION: (DRIVE)

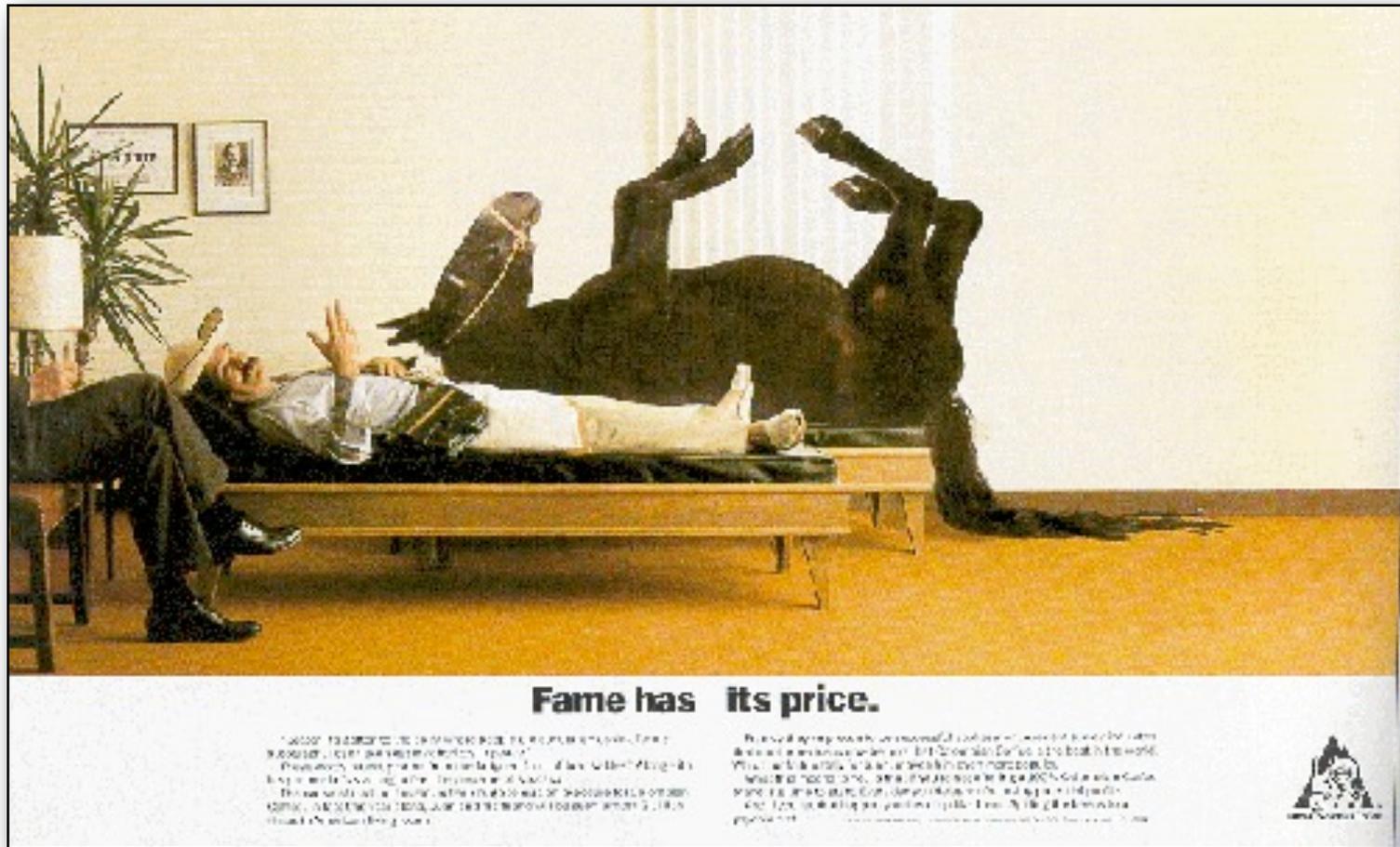
A MOVING STRENGTH
that pushes you to a direction



Exploration
of consumer
anxieties,
fears,
desires

Motivational Research

MOTIVATION (DRIVE) = A MOVING STRENGTH



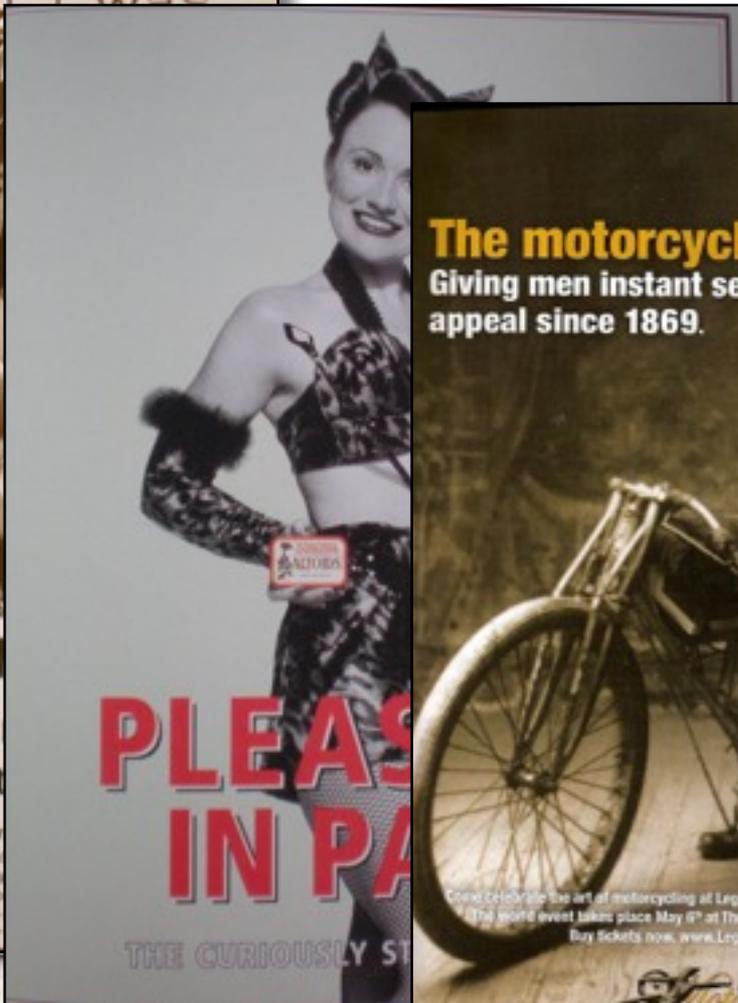
A significant portion of human behavior is energized and directed by unconscious motives.

I dreamed I was



WAN
in my Maiden

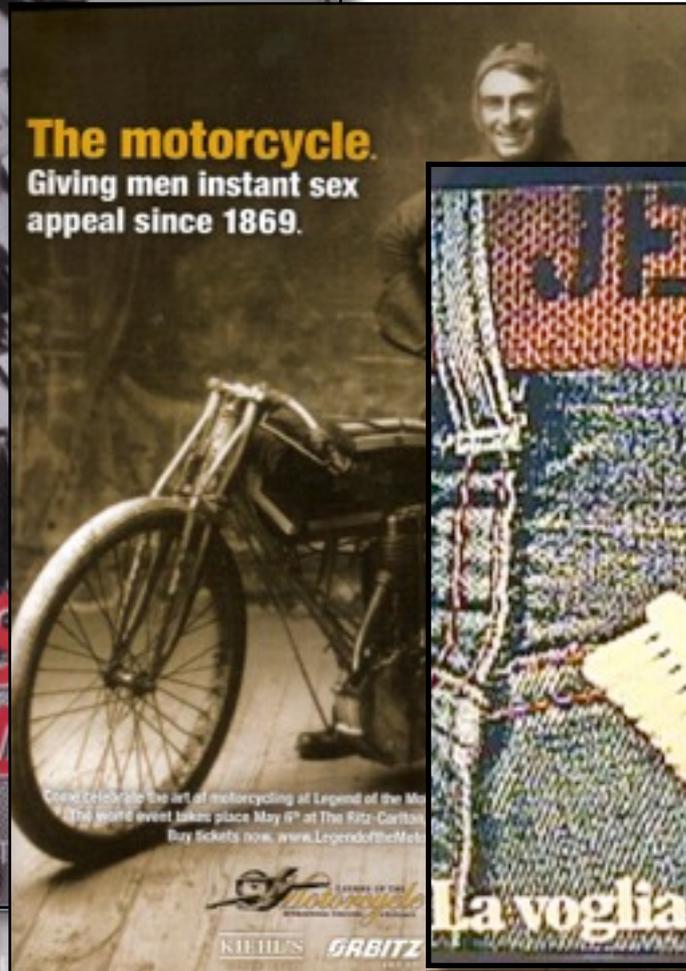
"FRAME-UP" new bra with 3-w
Embroidered panels frame, outline and
cups. Extra-firm supports at the sides p
uplift. Stretch band at the bottom keep
and securely in place. It's a "Frame-up"



**PLEASE
IN PA**

THE CURIOUSLY STRANGE

The motorcycle.
Giving men instant sex
appeal since 1869.



These celebrate the art of motorcycling at Legend of the Me
The world event takes place May 6th at The Fitz-Carroll
Buy tickets now. www.LegendoftheMe

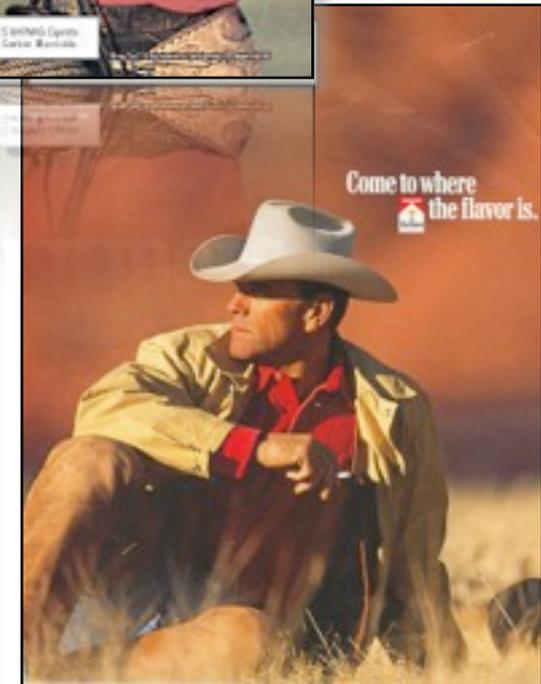
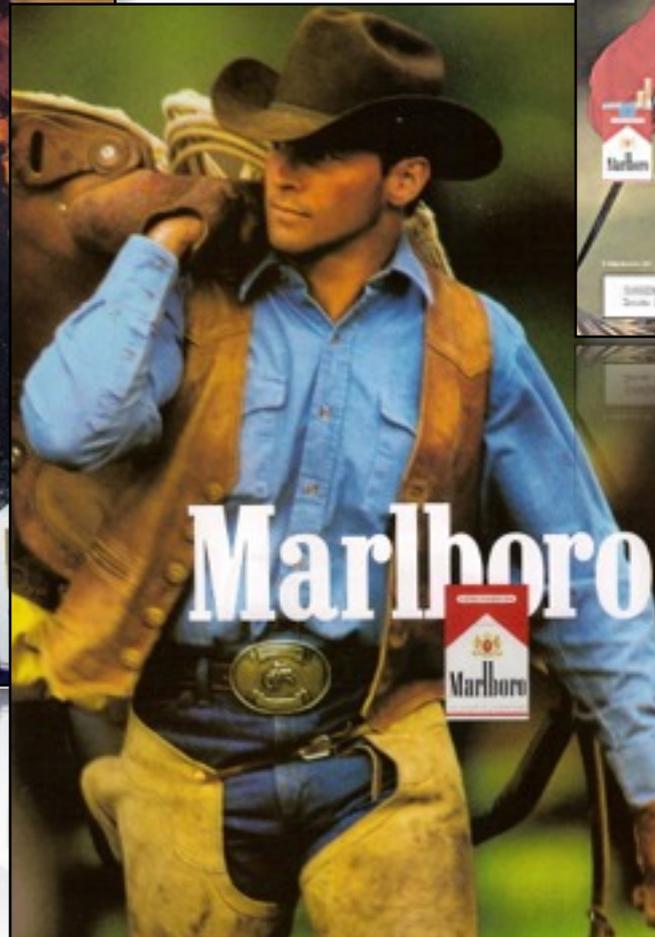
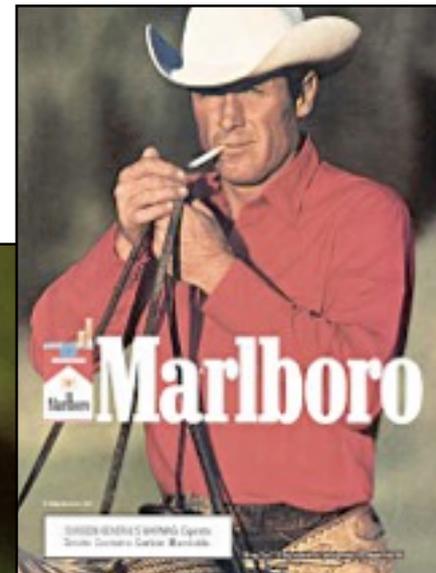
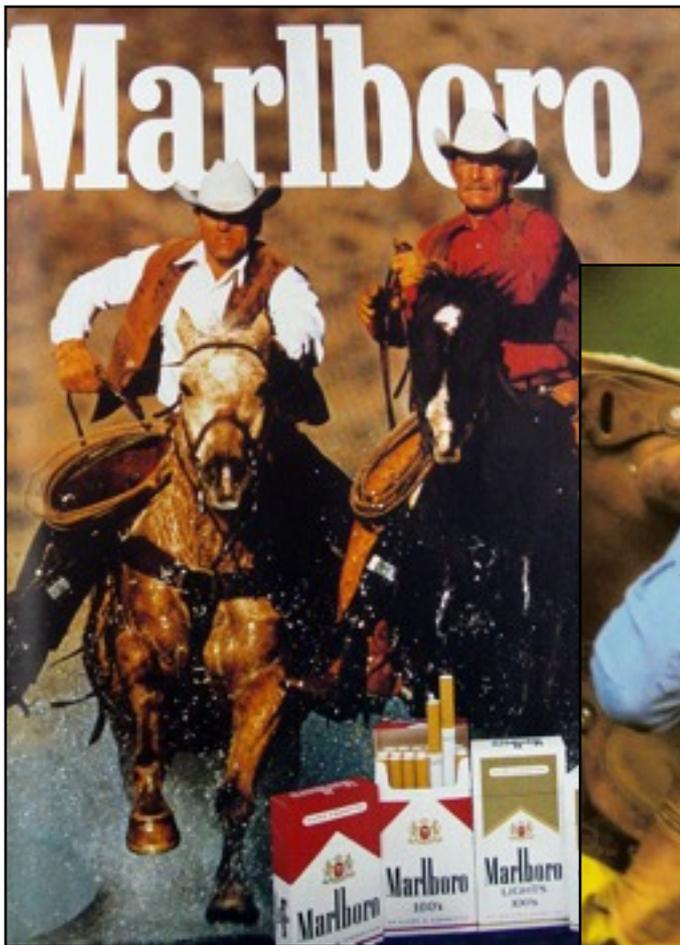
KIEHL'S GABBITZ

JESUS

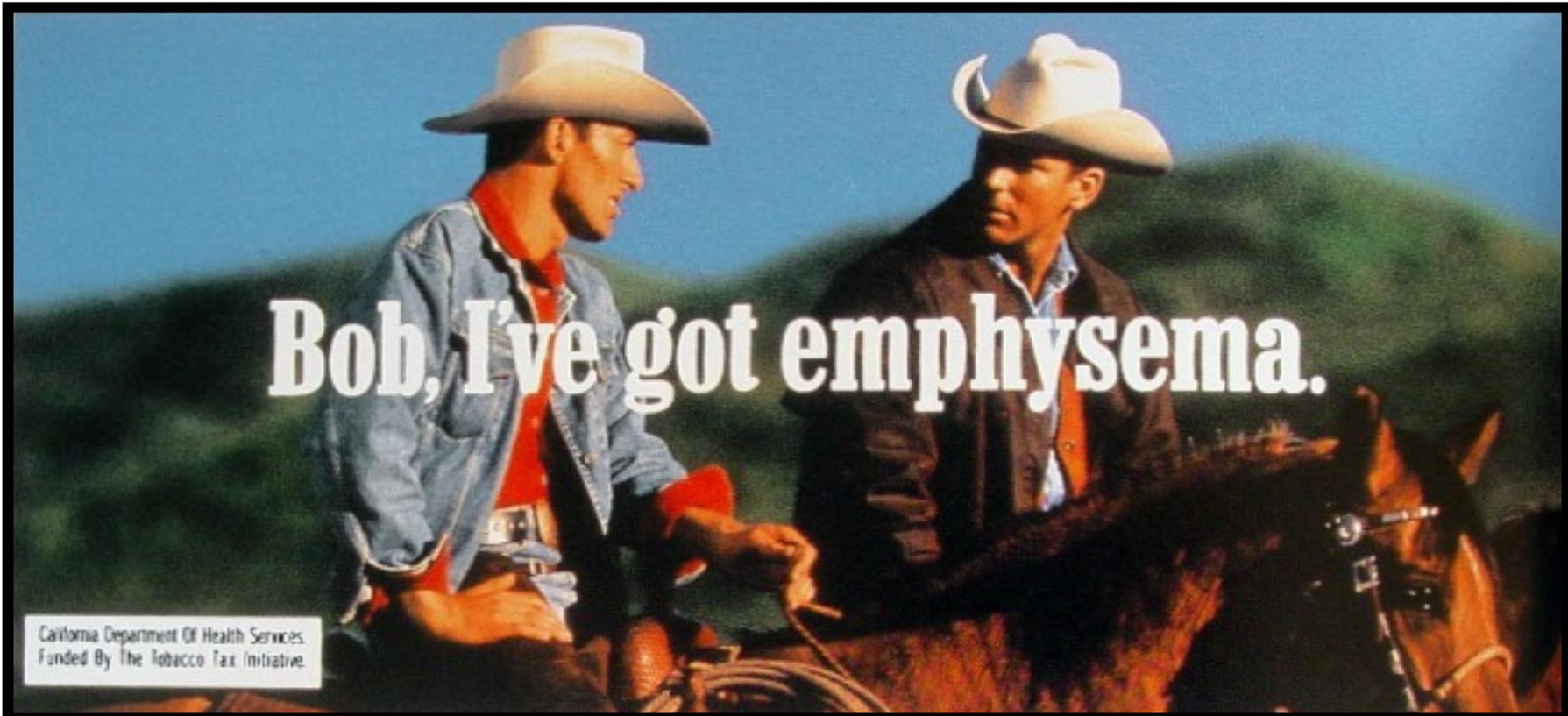


La voglia di andare.

A significant portion of human behavior is energized and directed by unconscious motives.



The “touch of wild west” is a motivating power (a moving strength) to direct you to Marlboro products



Bob, I've got emphysema.

California Department Of Health Services.
Funded By The Tobacco Tax Initiative.



California Department Of Health Services.
Funded By The Tobacco Tax Initiative.

The “touch of fear” is a motivating power (a moving strength) to reject Marlboro products

does live a predator in you?



RENAULT MÉGANE *RS* 265 HP.

DRIVE THE CHANGE



Motivating is fulfilling one's secret desires

does live a predator in you?



Motivating is fulfilling one's secret desires

Motivation

The questions concerning the motivation are focussing on WHY's? of behavior.

The strength or power that moves the consumer to a direction.... *G.Katona*

Incentive theory: A consideration (scaling): between the advantages and disadvantages - to be profitable.

Vroom

THE STRENGTH

that pushes you to a direction
(or turns from a direction)



THE STRENGTH
that pushes you to a direction

stresszoldás

FÜRDŐORSZÁG
Magyarország

www.itthon.hu

WELLNESSHÉTVÉGÉK ITTHON

WELLNESSHÉTVÉGÉK ITTHON

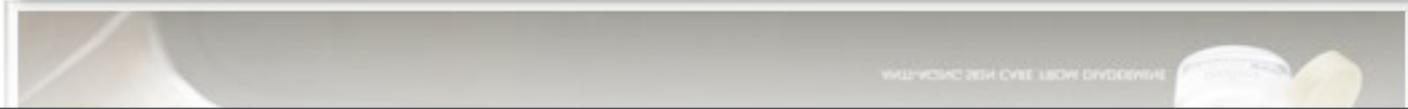
www.itthon.hu

THE STRENGTH

that pushes you to a direction



ANTI-AGING SKIN CARE FROM DIADERMINE



ANTI-AGING SKIN CARE FROM DIADERMINE

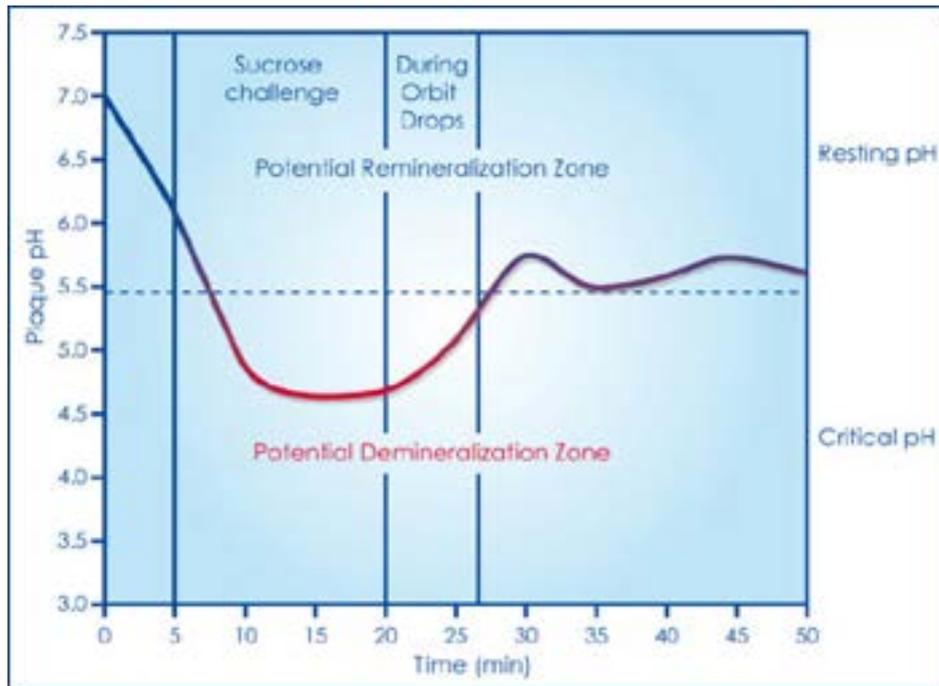


THE MISSION OF ADVERTISING

...TO EXCAVATE MOTIFS

...TO SATISFY MOTIFS

...TO GENERATE NEW MOTIFS



Helps to keep teeth healthy as it restores maximum pH levels in the mouth



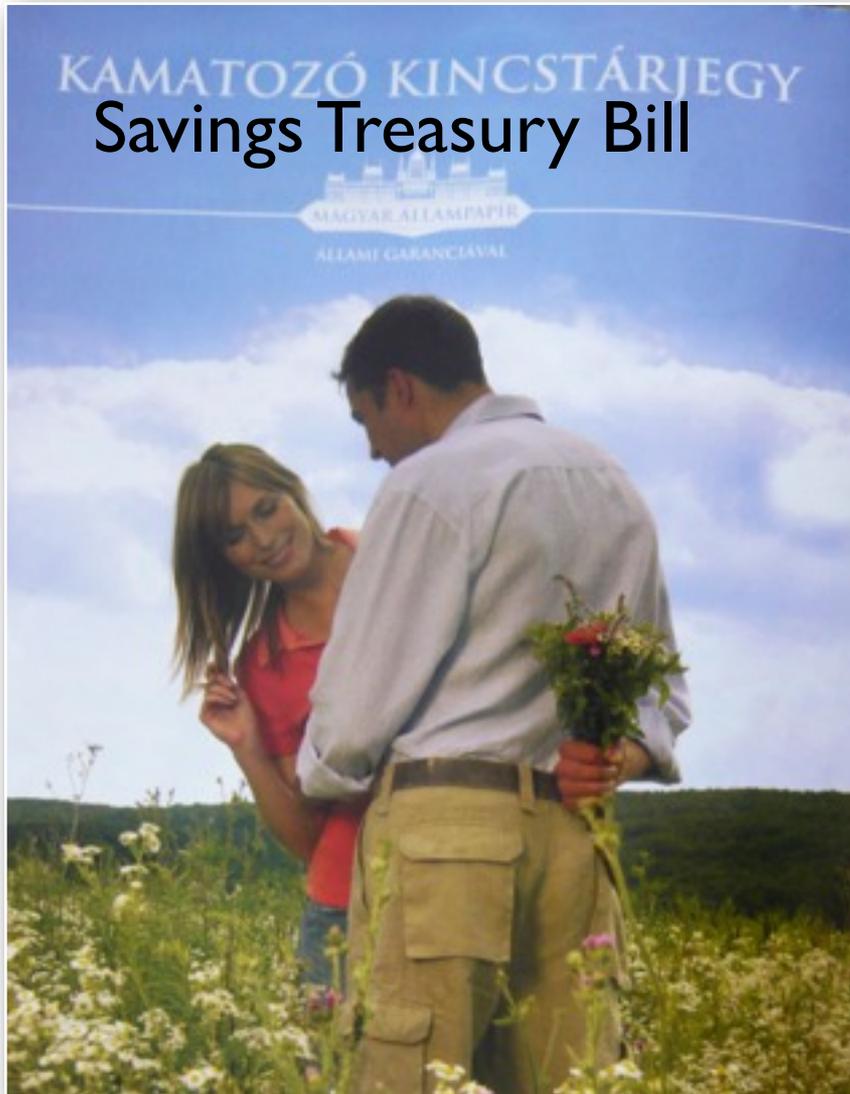
MOTIVATION = PACKAGING



KAMATOZÓ KINCSTÁRIEGY

Savings Treasury Bill

MAGYAR ÁLLAMPAPÍR
ÁLLAMI GARANCIÁVAL





MOTÍVÁLÁS = Befolyásolás = Csomagolás

SLIMMER
HAPPIER

9 KILÓVAL VAGYOK BOLDOGABB

ELŐTTE



Az

**ULTRA
Diet Quick**

segítségével 9 kg-ot fogytam
és azóta is tartom a súlyom.
Egy finom turmix reggelire,
egy másik ebédre
és egy ésszerűen összeállított
harmadik étkezés.
Eredeti amerikai termék.

Kapható csokoládé, vanília és eper ízekben

**ULTRA
Diet Quick**

Egészséges, vitamindús és finom

UTÁNA





**Egy egyszerű
lépés, hogy
jól érezd magad**

Ha teszel azért, hogy nap mint nap jól érezd magad...
Az ásványi anyagokkal dúsított Bonagua folyékonyan
gondoskodik szervezeted megfelelő működéséről.

Szabályozott ásványianyag-tartalma révén kordában
tartja a természetes élezhőmérsékletet a friss, tiszta víz.

Egyszerű, nem?

bonagua
Jó neked

Arousal

The promise of happiness”



The promise of happiness”



Murray's 27 motifs: Nurturance, Defendance, Affiliation, Dominance, Autonomy, Achievement,

Motifs are battling.

The stronger motivation wins.

THE STRONGER MOTIVATION WINS.

Rationality? - Emotionality?

The advertisement features a close-up of a woman's smiling face on the right side, showing her teeth. On the left side, there is a light blue background with the Med-Dental logo (a white circle above a green smile) and the text 'Med-Dental'. Below the logo, there is a dark blue speech bubble pointing to the woman's teeth containing the text 'Emotional motivum'. At the bottom left, there is text in German: 'Zahnersatz und schöne Zähne zu attraktiven Niedrigpreisen mit Kassenzuzahlung.' A dark blue speech bubble at the bottom right points to this text and contains the text 'Rational motivum'.

Med-Dental

Emotional motivum

Zahnersatz und schöne Zähne zu attraktiven Niedrigpreisen mit Kassenzuzahlung.

Rational motivum

Rational

Mixed

Emotional



Érezze magát biztonságban



Egy Yarisban.

AZ ÉV AUTÓJA EURÓPA LEGBIZTONSÁGOSABB

...k, hogy egy kisautó kevésbé biztonságos, mint a nagyok. A YARIS most minden, hiszen az EuroNCAP* legutóbbi tesztjeiben 83%-os eredménnyel egyénileg legjobb tesztelt produkció (29 pont), de az EuroNCAP történelmének legjobb eredményét érte el, a felül-létező kategória limityait a baléknival. A 1.6i VTEC motorok, amelyek „Az Év Autója 2000” cím elnyerésében is jelentős szerepet játszottak, előzőleg felül-munkavégzési készséget és rendkívül gazdaságos üzemzettel bírók. A YARIS az autókészség és -ápolás egy új irányvonalát képviseli, melynek kiindulópontja a biztonság.



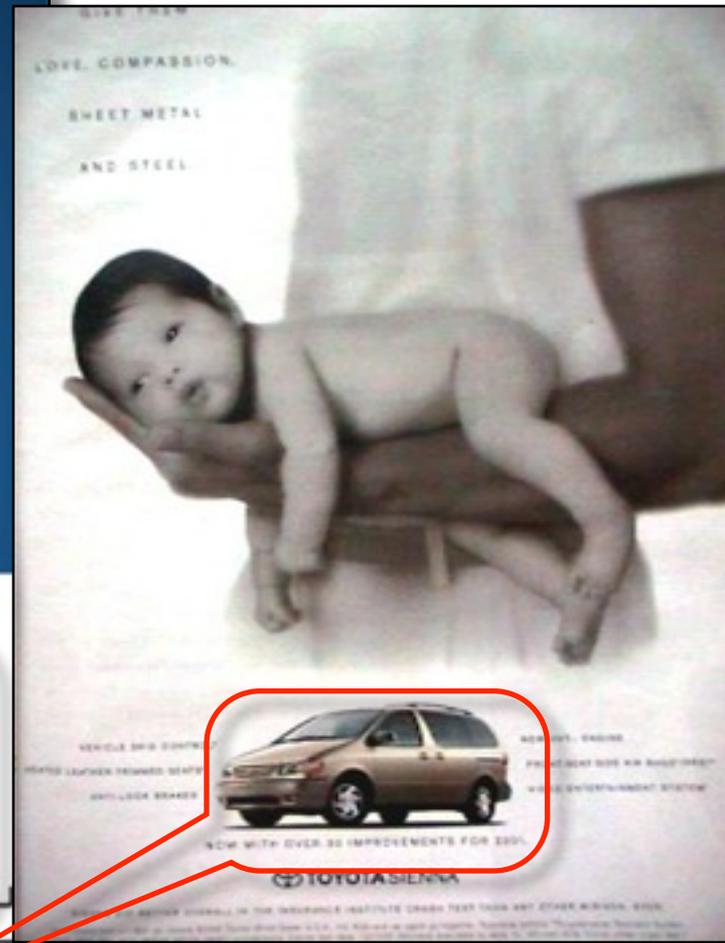
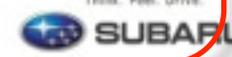
YO TRABAJO PARA SUBARU ¿Y TÚ?



LA ÚNICA MARCA CON LAS CALIFICACIONES MÁS ALTAS EN PRUEBAS DE IMPACTO PARA CADA MODELO. ESTO ES LO QUE HACE A UN SUBARU, UN SUBARU.



Think. Feel. Drive.



LOVE, COMPASSION, SHEET METAL AND STEEL.



VEHICLE AND DRIVER SEAT LEATHER TRIMMED SEAT WITH LOCK REAR SEAT



NEW WITH OVER 30 IMPROVEMENTS FOR 2001.



Rational message

RATIONAL OR EMOTIONAL ?



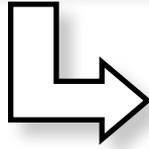
Dodge Charger commercial 2013

SELL THE NEED - NOT THE PRODUCT!

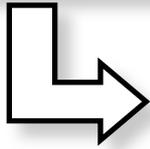
- Sell youth - instead of cosmetics!
- Sell virility - instead of razor!
- Sell health - instead of food!
- Sell comfort - instead of furniture!
- Sell identity - instead of clothes!
- Sell experience - instead of travel!
- Sell harmony - instead of homes!

**SELL HAPPINESS
- INSTEAD OF GOODS!**

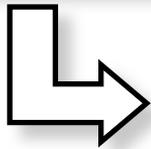
GAP



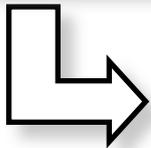
TENSION



DRIVE



GOAL

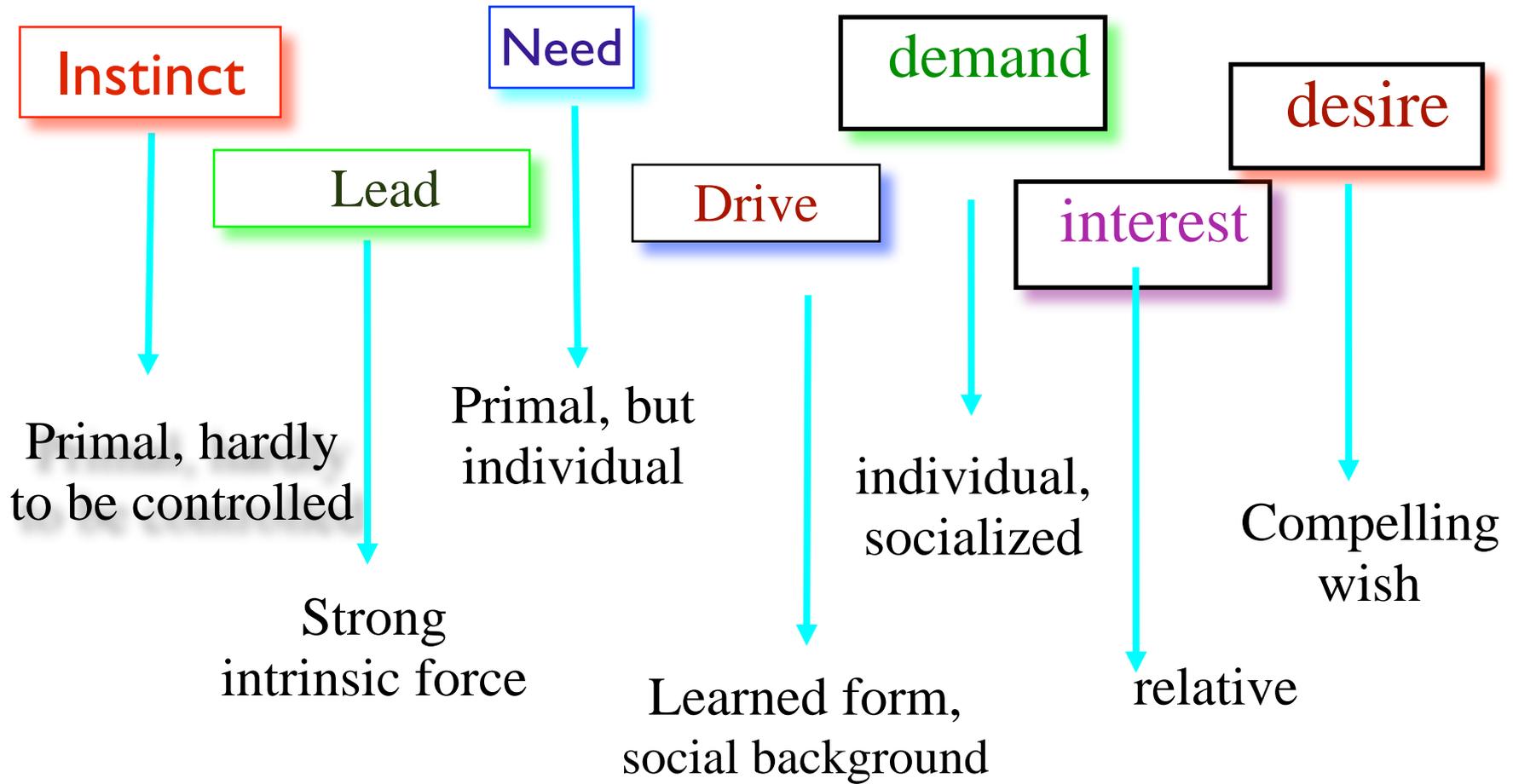


ACTION

Motivation:

**After have been satisfied,
the motif vanishes.**

Motivating factors by strength



I.By effect

```
graph TD; A[I.By effect] --> B(stretching motivation); A --> C(sedative motivation); B --- D[Swelling, needs, drives, desires]; C --- E[Reduces, or disables fears and anxieties]; D --- F[How can you live without it?]; E --- G[Because you deserve it!];
```

stretching
motivation

Swelling, needs,
drives, desires

How can you live without it?

sedative
motivation

Reduces, or
disables fears
and anxieties

Because you deserve it!

2.By origin

Intrinsik
drive

attendance, indiscretion,
desire, hedonism

*Discover it!
Taste it! Enjoy it!*

Extrinsik
drive

self-esteem, success-
wish, incentive..

*Just do it!
Show yourself!*

3.By orientation



to avoid! to escape!
to prevent!! to survive!

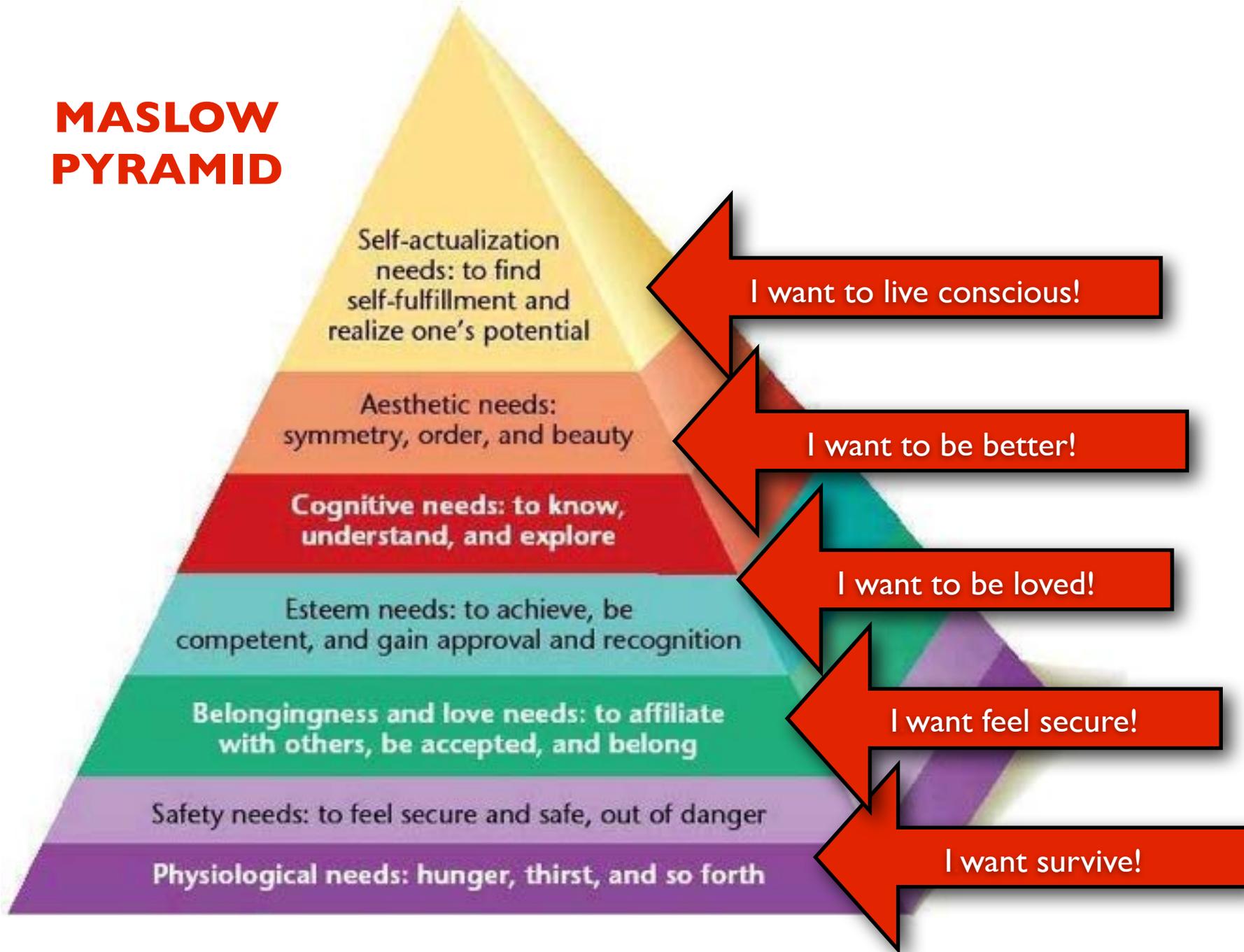
Don't worry!



to reach!, to solve!
to overcome! to excel!

You are simply the best!

MASLOW PYRAMID



Philosophy

Ideas

Self-actualization

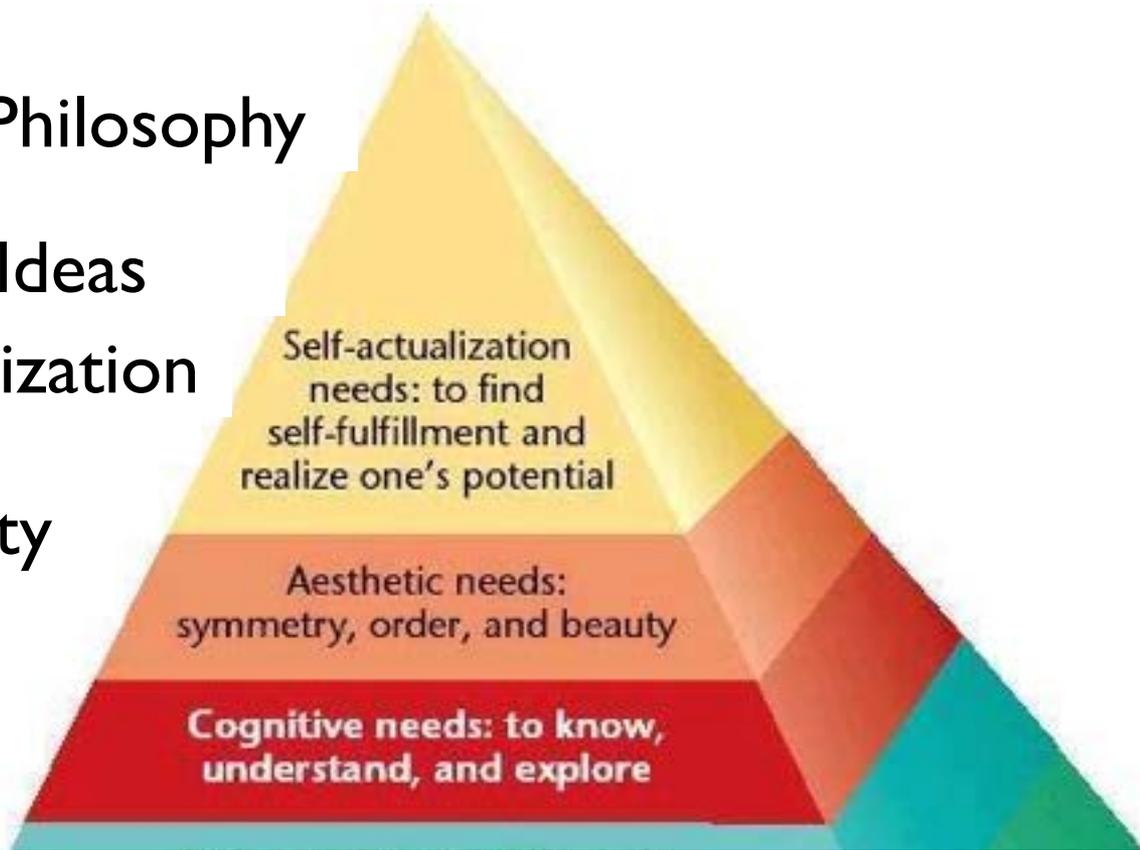
Self-actualization
needs: to find
self-fulfillment and
realize one's potential

Authenticity

Aesthetic needs:
symmetry, order, and beauty

Self-Esteem

Cognitive needs: to know,
understand, and explore



NEW MOTIFS

THRUST ON THE TOP!

**The contemporary advertisements
target the higher needs**



Motivation Haute E'cole



Steve Gleason
Former NFL player

Dad

Microsoft: "Empowering"

Superbowl commercial 2014