

The Psychology of Today's Magazine Advertising

By

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Advertising is a form of mass communication which has the power to reach people at levels deeper than those of rational understanding. Advertisers use psychology to communicate subjective meanings beyond the utilitarian functions which products actually perform. Knowledge of consumers' motivations enables advertising designers to create more effective advertisements. Successful magazine advertisers direct appeals to basic needs for survival, affection, esteem and self-actualization, enhancing these needs by using skillful design techniques.

Principles of psychological appeals will be illustrated in this article by advertisement examples. The advertisements also show that either positive or negative appeals can produce results. Positive advertising convinces by creating favorable images. Negative advertising is directed at consumers' worries about threats to their survival, ego status or other anxiety.

Some advertisers appeal to survival needs related to health and wellbeing. Adequate food, clothing and shelter are among the basic needs essential for survival. Others appeal to safety needs. Protection from sickness, death, loss or other threats are basic human concerns. Other basic needs which advertisers appeal to effectively are affection, esteem and self-realization. Implied love or affection is a theme for many advertisements. Advertisers also make capital of the compelling need for self-esteem and the esteem of others. Self-actualization drives are also subjects in advertising. Individual ambitions, desires to achieve potentials and other ego drives are tied to various products by advertisers.

Psychologist A. H. Maslow says that psychological needs are never distinctly divided.¹ These drives often blend and replace each other in efforts to achieve satisfaction. Mothers often seek and show love by fixing favorite foods for families. Some people try to gain esteem by wearing particular clothing styles. Cars represent forms of self-realization for other people.

Knowledge of relationships among motivations, associations and behaviors proves important to successful advertising design. Through proper coordination of pictures, colors, wording and other elements the designer creates advertisements which motivate readers.

Most magazine advertisers use pictures, headlines and texts. Creative combinations produce intended responses from readers. Each element is important to promotion of depicted products or services. In the design of successful ads pictures usually command initial interest. Headlines then add extra interest and drive readers to printed texts which persuade through various sales techniques. Designers can emphasize or delete ad elements to create advertisements for specific consumer groups. Children's advertisements usually have fewer words than ads directed at adults. Ads in professional or technical magazines often feature longer printed texts than family magazine ads.

All pictures attract interest but most people find photos more interesting than drawings. Therefore, ad designers try to use photos featuring appealing models, colors and scenes to attract instant reader attention.

¹Abraham H. Maslow, Motivation and Personality (New York: Harper & Rowe, 1954), pp. 82-97.

Properly composed pictures often deliver messages without relying on words. Human models often communicate meanings by facial expressions, body language or other means which convey meanings to readers. Models' clothing, hair style and other features can sway reader's reception of ads. Most readers respond by associating pictures with personal experiences.

Color choice is important in pictures and throughout the ad. Colors have symbolic connotations and associated emotional effects on readers. As Faber Birren explains in Telling Color To People gold evokes visions of wealth. Gray is considered a gloomy color. For product packaging, women love red while men prefer blue.² Colors affect moods and the manner in which advertisements are accepted. Therefore, color choice is a prime factor in creating an effective advertisement.

Headlines and texts reinforce pictures to complete effective advertisements. Without appealing headlines to back up pictures readers tend to bypass ad texts. Using interesting headlines which capture reader attention insures more ad reading completions.

Designers consider prior conditioning when they create ads. Previous association and ad repetition reinforces attitudes about ads. Foamy water in green forests reminds readers of Kool Cigarettes. Other smokers have learned from advertising to associate cowboys with Marlboro Cigarettes.

An analysis of magazine advertisements offers a better understanding of modern advertising methods. A series of critiqued ads from current American magazines accompanies this article to illustrate the appeals of magazine advertising to consumers.

²Faber Birren, Telling Color to People (New York: University Books. 1956). 82-97.

Promoting Food Through Affection and Esteem

Campbell's Soups sells products by artfully combining nutrition needs with homemaker's desires for affection and esteem.

The Campbell's ad on the following page is composed to emphasize combined family affection and admiring esteem for a mother using Campbell's Soup. Mother also radiates an attitude of attaining her self-realization goal.

Viewing these family models causes women readers to associate their families with the photographed family. Desires to imitate the staged performance of family affection, esteem and self-realization induces housewives to purchase Campbell's Soup.

Through expert photo composition the soup dominates the foreground. The red soup contrasts with scattered white tones throughout the photo to repeat the basic red and white motif of Campbell's Soup cans. Naturally red colored soup was evidently selected because studies show that red has special appeal to women.

The accompanying recipes are a popular method to induce homemakers to use more Campbell's Soup. Housewives clip and save appealing recipes, adding extra life to the advertisement. Recipes are effective for advertising promotion of food products.

Campbell's adds some repetition with the cans of soup at the lower righthand corner along with the slogan "Give me the Campbell Life."

Campbell's Soup is the product, but hints of affection, esteem and self-actualization combine with the picture and other advertising elements to produce a well-designed example of advertising psychology.

"Give me some new ideas for old-fashioned main-dish soups."



The secret of their great taste is the Campbell's Soups you start them with.

YANKEE DOODLE BEEF MAIN-DISH SOUP

1 pound ground beef
¼ teaspoon onion salt
2 tablespoons shortening
1 can (10¾ ounces) Campbell's Tomato Soup
1 can Campbell's Old Fashioned Vegetable Soup
1½ soup cans water
2 cups cooked spiral-shaped macaroni
2 tablespoons chopped parsley
¼ teaspoon oregano leaves, crushed
Grated Parmesan cheese

Mix thoroughly beef and onion salt; shape into 24 meatballs. In large saucepan, brown meatballs in shortening; pour off fat. Add remaining ingredients except cheese. Bring to boil; reduce heat. Simmer 10 minutes or until done; stir occasionally. Serve with cheese. Makes about 6 cups.

CHICKEN NOODLE SUPREME MAIN-DISH SOUP

2 cans Campbell's Cream of Chicken Soup
1 can (10¾ ounces) Campbell's Chicken Noodle Soup
2 soup cans water
4 hard-cooked eggs, coarsely chopped
1 can (16 ounces) cream style corn
½ teaspoon rubbed sage
⅓ teaspoon pepper

In large saucepan, combine soups; gradually stir in water. Add remaining ingredients. Heat; stir occasionally. Makes about 8 cups.

Cookbook Offer: Get more than 600 exciting recipes in Campbell's "Cooking with Soup" Cookbook. Send \$1.50 and any two Campbell's Soup labels with your name, address and zip code to: COOKBOOK, BOX 494, Maple Plain, Minn. 55348. Offer good only in U.S.A. May be withdrawn at any time. Void where prohibited or restricted. Allow six weeks for delivery.

Give me the Campbell Life.



Using Love to Sell Products

Love can sell products. In this ad love sells Kool-Aid through association. Love is probably the most frequently exploited emotion found in advertising. Although love is often used to describe feelings which deserve less enthusiastic description, it is still an effective method to promote product sales.

Advertising featuring love themes abound, especially in magazines for women. This Kool-Aid ad from Good Housekeeping on the following page joins a horde of other advertisers promoting sales with love themes.

Kool-Aid's photo implies motherly love and approval. Many women relate this scene with childhood memories of loving affection. The kitchen decor and the models' clothing stirs nostalgic memories of the 1950's.

Young mothers might associate themselves and their mothers with this reenacted scene of homelife in the 1950's.

The red Kool-Aid contrasts sharply with the light hues of the kitchen to attract special interest to the Kool-Aid. Because red is a favorite color of women, it is a better choice than Kool-Aid of another color.

The text uses gentle but persuasive reason to induce housewives to use Kool-Aid. These statements, "You loved it as a kid. You trust it as a mother." associate Kool-Aid with happy memories of childhood. Other parts of the text emphasize Kool-Aid's low price and Vitamin C content.

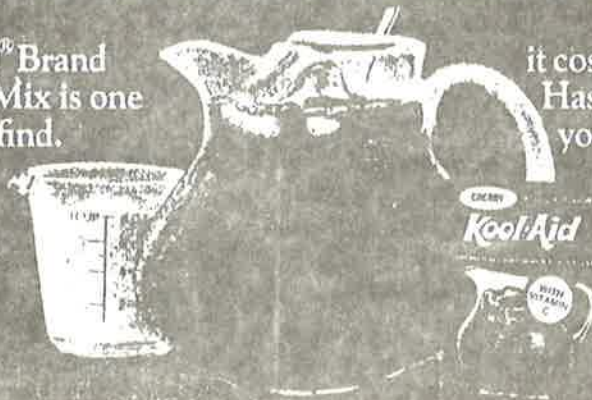
This ad presents Kool-Aid as a nostalgic symbol of love that many women regard as a traditional rite.



You loved it as a kid.
 You trust it as a mother. **Kool-Aid**[®]
 BRAND

Now, as then, Kool-Aid[®] Brand
 Unsweetened Soft Drink Mix is one
 of the best values you can find.
 Made with your sugar,

it costs only about 12¢ a quart.
 Has Vitamin C too. And
 your kids will love the taste
 as much as you did.



Insurance ads appeal to basic human desires for safety. The appeal of these ads is linked with desires to be free of worries associated with harm or material loss. Insurance companies and other advertisers capitalize on fears of people by using negative appeal techniques to aggravate worries.

Fear of financial loss concerns people as much as personal safety. Aggravated fears help induce people to buy products or services as the insurance ad on the next page illustrates. This ad from Forbes magazine is targeted at executives only.

The ad effectively uses a picture of an empaneled jury. Hostile faces, the somber jury box and sobering tones of black and white photography combine to emphasize the seriousness of becoming involved in a law suit.

The forboding faces of the jury indicate that the case is prejudged. The implied threats of the headline get immediate attention from worried executives. Once interested, readers are led on by the logical sequence of the text. By alternately threatening and placating readers, the text is designed to lead business people to mail the attached coupon requesting more information.

Requests for extra information indicate genuine interest and subsequently results in more sales.



IF YOU'RE EVER SUED BY YOUR STOCKHOLDERS, THE LAST THING WE'LL TRY TO GET YOU IS A FAIR TRIAL.

Since 1966, American Home/National Union have handled over 1200 cases involving lawsuits brought against directors and officers all over the country.

In almost every case, we've tried to get the claim settled out of court.

The reason is simple

No matter how fair a trial is, it can be unfair to the director or officer being sued.

A public trial can mean public embarrassment.

It can hurt your reputation. It can even ruin your career.

Because once you go to trial, you could appear guilty, to some people, even if you're not. So even if you win your case, you still lose.

In 95% of the D&O cases we've handled, they've been successfully settled out of court.

And that's a claim probably no other insurance company can make. In fact, you could have a D&O Policy with an insurance company that may never have handled a claim before. Which means they could be learning how to handle a claim at your expense.

After all, it's easy to write a D&O Policy, but knowing how to settle a claim is something else.

That's why we think you should have a D&O Policy with us.

We call it our "Protect Your Privacy" Policy, and it's available for directors and officers, individually or collectively.

Our underwriters are all experienced in counseling any director or officer being sued. And in addition to helping settle claims out of court, they're also capable of organizing and consolidating the defense.

In fact, we have many lawyers on retainer who specialize in D&O Liability law. So in every case we handle, we're able to call in the best legal help available.

American Home/National Union, member companies of AIG, are now the leading writers of D&O Insurance.

(We also offer a combination Pension

Trust/D&O Policy and many other coverages to protect the executive, like Kidnap, Ransom and Extortion.)

Our "Protect Your Privacy" Policy is just one of more than 300 policies AIG offers, through our more than 160 member companies, in more than 130 different countries.

For more information, send in the coupon below.

If your privacy is as important to you as we think it is, this offer will be too.

AIG'S "PROTECT YOUR PRIVACY" POLICY

Please send me more information on
 D&O Other _____

American International Group
150 Pine Street, New York, NY 10005

Name _____

Firm _____

Address _____ Tel _____



**WE OFFER MORE KINDS OF INSURANCE
THAN ANYONE IN THE BUSINESS.**

We welcome inquiries from any licensed agent or broker. You don't have to be a regular producer to place business with an AIG company.

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Promoting Corporate Survival Needs

Gulf Corporation strives to associate the corporate image with pleasant environmental thoughts.

The following advertisement is founded on the safety/survival needs of Americans. Gulf needs to reassure the public that oil drilling operations will not destroy the scenic beauty at the well sites. By allaying public fears, Gulf insures corporate survival.

Gulf joins many other companies taking interest in corporate image promotion through advertising. This facet of advertising emerged in the recent past. Public protests over environmental pollution accelerated image advertising. Many oil companies, mine owners, lumbering corporations and other industrialists now seek better public relations through advertising.

Typical corporate image advertising combines photos along with selected facts and quotations to influence favorable public opinion.

The Gulf ad on the following page uses a familiar movie net to pique reader interest. Quotations throughout the text provide reassurance about the danger associated with disturbing the environment.

Quoted facts present drilling operations in favorable terms. "You can drill 20 or 30 wells from just one drill site," and "Getting the oil out and preserving the environment is a challenge," implies that Gulf is not disturbing natural beauty.

Corporate image advertising promotes more favorable attitudes from the public. More corporations are concerned with the power of public opinion. Trends now point out that corporate image advertising will become more important in future years.

Gulf capitalizes on repetition by including the Gulf logo and slogan in the ad's righthand corner.



Minimizing surface disruption at a Hollywood oil field.

"This is the set where they shot 'Hello, Dolly!' What you can't see is us pumping oil behind it."

"One of the strangest places I ever produced oil," says Gulf Production Superintendent Eddie Culbertson, "was right here in Los Angeles, in the back lot of the 20th Century-Fox studio.

"They found a big oil field right under a permanent set being used for shooting the movie 'Hello, Dolly!' in 1969.

The indirect approach

"How do you get at the oil without disturbing the set, the streets, or the buildings? With a technique called



"We showed them how they could have their oil and their scenery."

directional drilling. The oil is as far as one mile from the surface location of the drill sites, which were hidden by the scenery.

"Directional drilling has other advantages. You can drill 25 or 30 wells from just one drill site. Or you can drill for some offshore oil without putting the

drilling rig right in the water.

Keep America beautiful

"Sometimes it's a real challenge getting the oil without spoiling the landscape. Directional drilling is one way to do it. There are many more.

"Getting the oil out and preserving the environment is a challenge, but I'd say we were meeting it very well."

"Behind the scenes are 25 producing oil wells."



**Gulf people:
meeting the challenge.**

Gulf Oil Corporation

Using Self-Esteem to Sell

Virginia Slims cigarettes use repetition and association along with self-esteem to advertise. Advertising never alters and always compares women of yesteryear, sneaking cigarettes, with the emancipated women of today.

Virginia Slims advertisements have looked the same for many years. Different modern models are compared with other oppressed women of the past. The theme always is the same.

The Virginia Slim ad on p. 14 shows an attractive young woman standing alone, without supporting background. Her pose indicates obvious pride and self-sufficiency. The windblown grace of her expensive skirt symbolizes carefree abandon. Life and sexuality are evoked by the single red rose at the waist of her royal purple shaded dress. The model evidences her self-esteem in her pose and facial expression.

Virginia Slims' advertising relies on pictures and repetition rather than text. Only slogans: "You've come a long way, baby," and "Slimmer than the fat cigarettes men smoke," appear as printed appeals. Neither statement makes any claim about Virginia Slims' qualities. Benson & Hedges, producers of Virginia Slims, uses the same noncommittal technique to promote their other brands.

Virginia Slims successful history of using almost identical ads attests to the wisdom of repeating good advertising themes. Repetition causes people to associate the ad with the product.



At the 1906 spring recital, triangle player Eva Schmatz thought the fourth movement would give her the perfect opportunity to sneak a cigarette. It was Beethoven's Ninth Symphony, Eva's last.



You've come a long way, baby.

VIRGINIA SLIMS

Slimmer than the fat cigarettes men smoke.



Fashions: Oscar de la Renta

16 mg. "tar," 0.9 mg. nicotine av. per cigarette, FTC Report Dec. 76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Negative Appeal to Guilt Feelings

Peace Corps and VISTA induce feelings of guilt and shame to recruit new volunteers and to solicit financial support.

Advertising of the twin organizations often features photos of pitiful children to gain sympathy and attention. Black and white photos are used to better emphasize the stark need of the subjects. scenic views are avoided unless squalid conditions add to picture effectiveness.

Peace Corps and VISTA like blunt headlines with reverse appeal. Shock headlines attract more attention and produce better responses. The ad writers hope to attract volunteers seeking relevant ways of self-fulfillment or hoping to salve guilt feelings.

Peace Corps/VISTA ads describe volunteer lives as dedication to service in spite of hardships. Hard work at low pay is promised, but the rewards of achieving intangible personal satisfaction through service are emphasized.

Peace Corps and VISTA change ads but follow the same guilt/shame themes. The organizations find this line of advertising produces better results.

TAKE THIS AD TO DINNER

More than fifty percent of the world is starving. Another twenty percent, just plain hungry. And yet, in the face of starvation, they have hope. Hope that the rains will return to the African Plain. Hope that the Asian rice crop will be bigger this year. Hope that someone, anyone, with anything to offer will come to help them fight the battle for life. Someone in the Peace Corps. They'd like to stand up for themselves, these prisoners of fate, but they're just too weak to stand up. But with the Peace Corps a flame begins to flicker. They've seen other like you before. Seen the changes you can bring. Two thousand wells on the parched earth of Sahel. Seen how their knowledge helped reduce the grain losses. Who are they? They're people pretty much like you. People with commitment and skills who've assessed their lives and decided there must be more than just having a job. They looked into themselves and knew it was time for the talk to end and the work to begin. They're very special people, these people. Totally prepared to give everything they've got. And getting back even more than they give. That's the beauty of the Peace

Corps. The work is hard and the pay is lousy, and the progress comes a drop at a time. But the rewards are infinite.

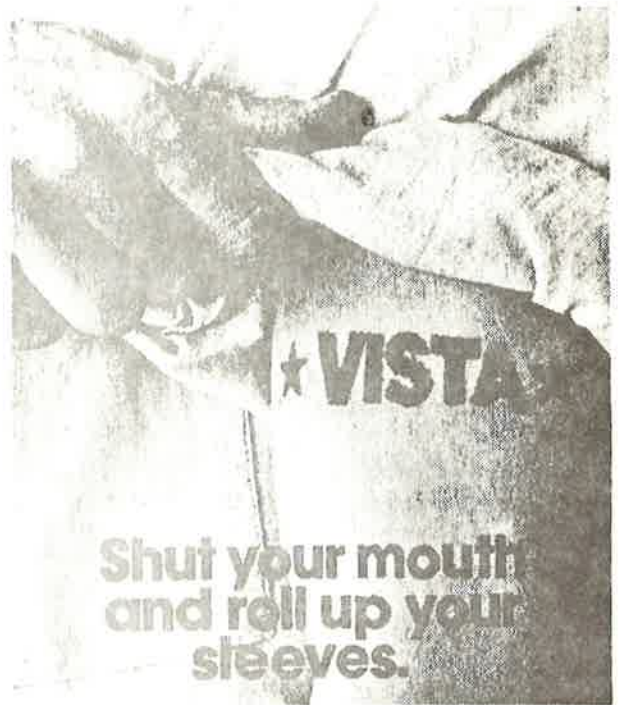
Join the Peace Corps and then take a good long look in the mirror. You'll never look the same to yourself again.

The Peace Corps is alive and well. Call toll free: 800-424-8580. Or write: The Peace Corps, Box A, Washington, D.C. 20525

**Peace
Corps**



A Public Service of This Newspaper
& The Advertising Council



You know what's wrong with America. The injustices, even in a land that's just. Too many poor people. And there's still too much ignorance and hunger. Generations of people running as fast as they can, just to stand still. Everybody's talked about it for years. Talk is cheap. And the road to Hell, you know what that's paved with. It's up to you, do something about it! Something called VISTA. Volunteers in Service to America. It's coming alive again. And it sounds like it just may be the ticket for you. You'll work in your community or someone else's. Whether you're 18 or 80, whether your income is high or low, we don't care.

The people you help to organize a St. Louis poverty project or an Appalachian community co-op won't care as long as you help. And you will. Not all of it, but some of it. And we won't lie to you, you'll be working long and hard and the pay, it's nothing to brag about. But you'll be getting. Getting back more than you've given. And the progress you've made, that was no drop in the bucket either.

Call VISTA toll free: 800-424-8580. Or write VISTA, Box A, Washington, D.C. 20525.

A Public Service of This Newspaper & The Advertising Council



Associative and Repetitive Advertising

Kool's advertising success hinges on association and long-term repetition. Established identification with natural freshness has been used as the theme for many years of repetitive advertising. Pictures invariably feature green forests and sparkling water. Identical pictures with different captions often appear, and ads occasionally repeat.

Kool's packages repeat ad colors by using white and green to reinforce association with green forests and foaming white waterfalls. Natural scenes replaced comical penguins used for an advertising theme during earlier advertisement days. Research found people relate to photos more than artwork.

Kool's cigarettes is only one of many advertisers with an established program of associative and repetitive advertising. It is effective and is cheaper than experimenting, demonstrating that when you find a good thing, stick with it.

KOOL never tastes
harsh or flat.

Come up to KOOL, for the
refreshing taste
of extra coolness.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© BROWN & WILLIAMSON TOBACCO CORP.

Milds, 13 mg. tar, 0.9 mg. nicotine; Kings, 17 mg. tar, 1.3 mg. nicotine;
Longs, 17 mg. tar, 1.2 mg. nicotine; av. per cigarette, FTC Report Mar. 74

Mixing Self-Actualization With Physical Needs

Hunt-Wesson Inc. enhances tomato sauce sales by associating their products with imaginary adventure and creativity.

Although food answers basic physiological needs, associating esteem and self-actualization drives increased sales.

Hunt's ad concentrates on tomato sauce and the appetizing meat loaf prepared with Hunt's. Recipe success is linked with Hunt's sauce by the full cans in the foreground of the picture.

The picture's natural red tones appeal to readers' eyes and add an air of excitement. Red is exceptionally attractive to women, accounting for much impulse buying of red-trimmed grocery products.

Hunt's ad eliminates unrelated surrounding scenery which could detract from the pictures focus on Hunt's. This ad could be successful without headline and text.

The headline's given suggestion that excitement and creativity are byproducts of food preparation with Hunt's reveals the ad designers wish to appeal to actualization needs. Implying that excitement and creativity result from using Hunt's induces housewives to **mentally** transform cooking chores into self-realization dreams.

"Create new excitement with these." and "Try the creative sauces from Hunt's." are enthusiastic phrases which induce women to try exciting, creative dishes prepared with Hunt's sauce.

You make great-tasting Meatloaf with this.



CREATE NEW EXCITEMENT WITH THESE.



Imagine your favorite Meatloaf made with one of Hunt's Creative Sauces. It's the same dependable quality of Hunt's Tomato Sauce with the added excitement of distinctive tastes and textures. Hunt's Tomato Sauce with Tomato Bits makes your favorite Meatloaf thick, rich and brimming with the extra texture of chunky tomato bits.

Hunt's Tomato Herb Sauce gives your recipe the savory goodness of Romano cheese and zesty herbs and spices. Imagine biting into a Meatloaf packed with so much flavor.

Hunt's Tomato Sauce Special gives whatever you're cooking the taste of a distinctly flavorful sauce richly laden with chunky tomato bits, onions, celery and green pepper. Introduce your favorite recipes to the added taste and texture of Hunt's Creative Sauces. They'll help you create dishes like never before.

Try the Creative Sauces from Hunt's.

Tomato with Tomato Bits, Tomato Special, Tomato Herb, Tomato with Onions, Tomato with Mushrooms, Tomato with Cheese.

Selling Land for Self-Realization Needs

The Sugarmill Woods advertisement on the next page prompts women to satisfy self-realization desires by buying land in Florida. Associating material possessions, such as land, with success is one way people attain self-realization.

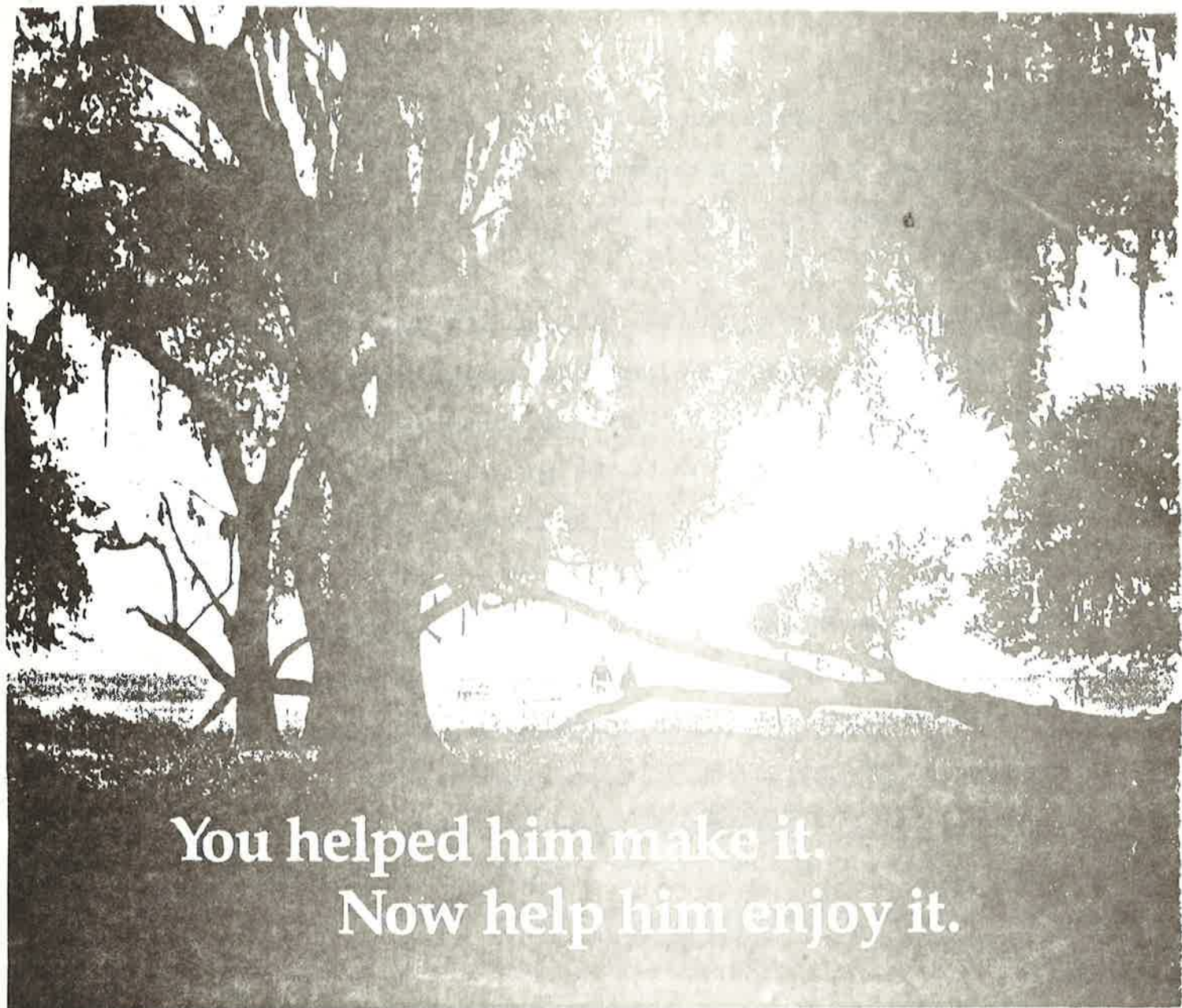
The ad designer uses a photo of a peaceful Florida countryside to capture reader attention. Emphasis on quiet beauty appeals interest of harassed metropolitan area residents.

The headline bears an implied message intended to stir reader into action: "You helped him make it," (money); "Now help him enjoy it," (spend it here).

The text follows a successful time-tested pattern of psychological advertising directed at executive retirees. Logical progression leads readers to finish reading the ad.

The photo's peaceful scene elicits reader association with the couple in the background. The headline issues an interesting command to readers. Finally, an interesting text leads readers to conclusion and compels many to mail the handy coupon.

Sugarmill Woods' parent corporation has been very successful in promotions of other Florida land developments in which self-realization was an appeal.



You helped him make it.
Now help him enjoy it.

As retirement approaches, you realize your husband is a success. He's climbed the ladder of achievement and arrived ... and you've been with him every step of the way. From the brash young days till now, you've shared the good times in joy --- and during the dark moments you've given him the encouragement he needed to make it all worthwhile. It's your success, too.

Now the times of struggle have given way to the security of status, and more than ever he needs your help in making the next step ... to phase out the hustle and bustle of the workaday world and learn to enjoy the leisure he's spent so many years earning.

Ordinary retirement won't do for a man like yours. Accustomed to taking life by the reins, he needs an environment where pursuit of pleasure is just as much a challenge as pursuit of fortune has always been.

Sugarmill Woods, in the heart of a different Florida, is the kind of place where he can prosper at leisure. And you can help him get there with your usual gentle leadership.

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This offer void in the Rocky Mountain States, those states west of the Rocky Mountains, and Maine, Vermont, West Virginia, Tennessee, Arkansas, Louisiana, Delaware, Iowa, Nebraska, Wisconsin, Michigan, New Jersey, and New York.

Obtain HUD Property Report from developer and read it before signing anything. Hud neither approves the merits of the offering, nor the value, if any, of the property.

**SEND IN
THE COUPON BELOW**
and find out how to make
the coming years the Best
of Your Life; we will send you,
without obligation to purchase,
a comprehensive
16 page full color booklet
"Planning Your Future
in Florida."

**Sugarmill
Woods**

1625 W. Marion Ave.
Punta Gorda, Florida
33950

Yes, send me the booklet
"Planning Your Future in Florida."

I am interested in:
 Home
 Home Site
 Golf Course Villages (Price)

Name _____
Address _____
City _____ State _____ Zip _____
Telephone Area _____ No. _____

Modern advertisers strive to become increasingly effective by directing appeals at basic psychological needs. By associating ads with peoples experiences, designers increase sales. Ad repetition reinforces attitudes, making them habitual.

In spite of criticism, the necessity and importance of advertising should never be underestimated. If all advertising suddenly stopped the economic impact would be devastating to our society. Large and small businesses would fail. Millions of people would be jobless. Depression conditions would haunt the nation. Without advertising, our world would be a much different place.

Advertising methods of the future will undoubtedly be more sophisticated as companies continue to recognize advertising's importance. Everybody is a member of the public which is constantly bombarded by advertisements. With these facts in mind, an understanding of psychological drives and some of the methods by which advertisers use these drives to spur product sales can prove useful to consumers.

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