

“Advertising: 15 Basic Appeals”
by Jib Fowles
(from “Mass Advertising As Social Forecast”)

1. *Need for sex*- surprisingly, Fowles found that only 2 percent of the television ads, he surveyed used this appeal. It may be too blatant, he concluded, and often detracts from the product.
2. *Need for affiliation*- the largest number of ads use this approach: you are looking for friendship? Advertisers can also use this negatively, to make you worry that you'll lose friends if you don't use a certain product.
3. *Need to nurture*- every time you see a puppy or a kitten or a child, the appeal is to your paternal or maternal instincts.
4. *Need for guidance*- a father or mother figure can appeal to your desire for someone to care for you, so you won't have to worry. Betty Crocker is a good example.
5. *Need to aggress*- we all have had a desire to get even, and some ads give you this satisfaction.
6. *Need to achieve*- the ability to accomplish something difficult and succeed identifies the product with winning. Sports figures as spokespersons project this image.
7. *Need to dominate*- the power we lack is what we can look for in a commercial "master the possibilities."
8. *Need for prominence*- we want to be admired and respected; to have high social status. Tasteful china and classic diamonds offer this potential.
9. *Need for attention*- we want people to notice us; we want to be looked at. Cosmetics are a natural for this approach.
10. *Need for autonomy*- within a crowded environment, we want to be singled out, to be a "breed apart." This can also be used negatively: you may be left out if you don't use a particular product.
11. *Need to escape*- flight is very appealing; you can imagine adventures you cannot have; the idea of escape is pleasurable.
12. *Need to feel safe*- to be free from threats, to be secure is the appeal of many insurance and bank ads.
13. *Need for aesthetic sensations*- beauty attracts us, and classic art or dance makes us feel creative, enhanced.
14. *Need to satisfy curiosity*- facts support our belief that information is quantifiable and numbers and diagrams make our choices seem scientific.
15. *Psychological needs*- Fowles defines sex (item no.1) as a biological need, and so he classifies our need to sleep, eat, and drink in this category. Advertisers for juicy pizza are especially appealing late at night.

Source: Media Impact Introduction to Mass Media (4th Ed) Author: Shirley Biagi, Wadsworth