



Assignment I

Need

Assignment 1: Need

- This assignment is worth 5%
 - Group Assignment
 - 5 members / group
- 5 mins Presentation and handout
- Date of presentation/ submission:
 - Aug 23rd, 2017

Assignment 1: Hierarchy of Needs

UPPER-LEVEL NEEDS



LOWER-LEVEL NEEDS

Assignment 1: Hierarchy of Needs

- Choose 5 ads that can explain 5 needs of Maslow
 1. Could be print ads, transit ads, billboards, TVC
 2. 1 ad for 1 need
- Explain message of the ad
 1. How advertisers apply the needs in the ad