



1. Perception example:  
This ad shows that junk food can lead to obesity.



The advertisement features two burgers with candles on top, one with a '2' and one with a '1', set against a green background. The text '2 for 1' is written in a white, cursive font between the burgers. Below the burgers, the text reads: 'It's our second birthday! Enjoy Buy One Get One FREE from your favourite restaurants, delivered to your door. Available until 3 June'. The Uber Eats logo is prominently displayed in the center. At the bottom, there are links to download the app on the App Store and Google Play, along with a small disclaimer: 'For T&Cs see Uber.com/buy1get1'.

2 for 1

It's our second birthday!  
Enjoy Buy One Get One FREE from your  
favourite restaurants, delivered to your door.  
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UBER  
eats

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## 2. Sensation example:

This is meant to excite people because they can receive discounts while ordering food for their birthday.



**3. Emotion example:**  
This is making a statement to stand against abuse.



#### 4. Intellect example:

This ad is intellectually clever because the lollipop is sugarfree meaning that the ants do not care for it.

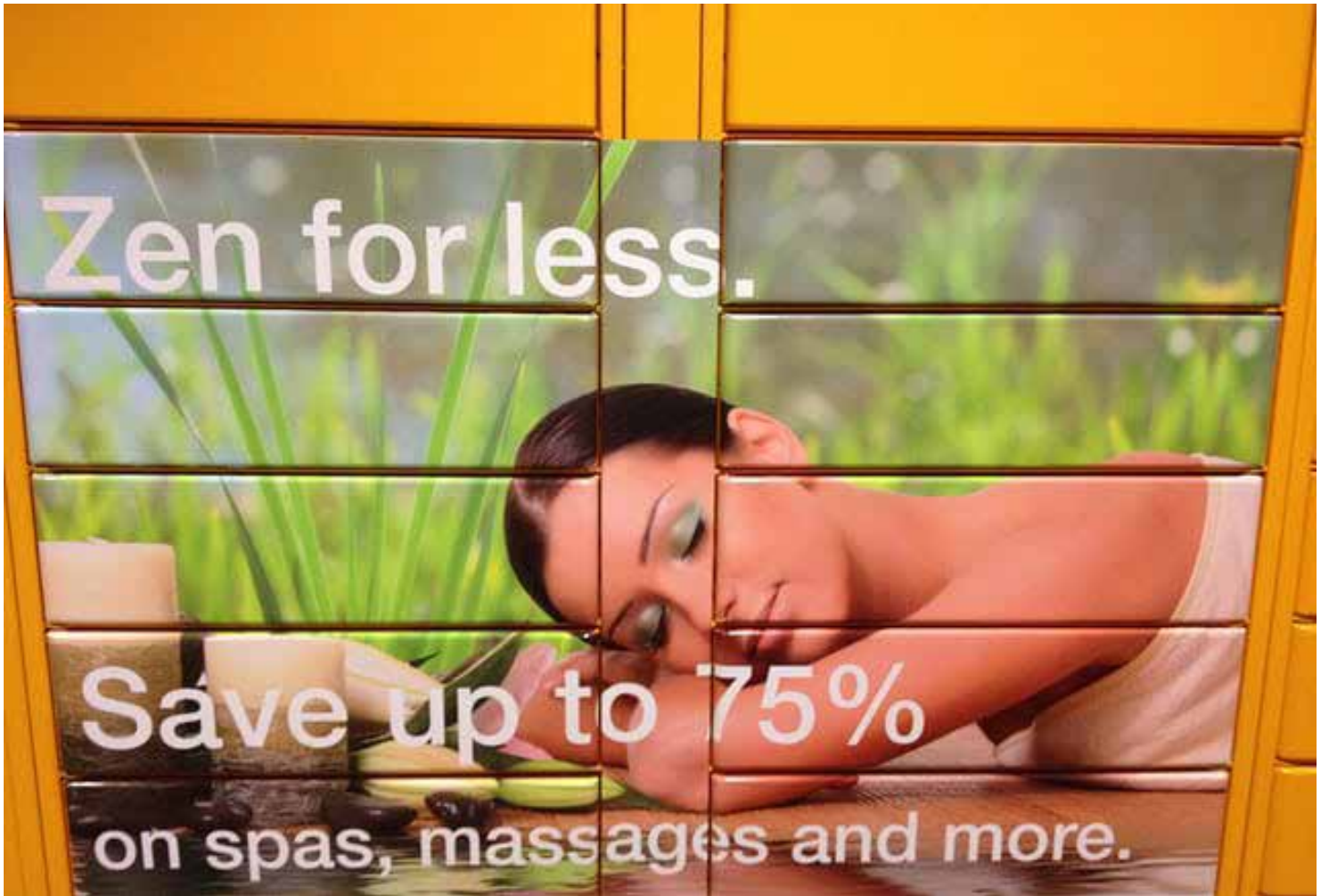


**5. Identification example:**

This is targeting cigarette smokers to show the negative effects.



6. Reverberation example:  
This infinity sign promotes the car's efficiency to work well under a variety of road conditions.



**7. Spirituality example:**

This company is giving customers a more affordable way to relax.

**Presentation by Alayna Hunte**