# 1. Perception



You are not yourself when you are hungry. Eat a Snickers, and unwrap yourself.

#### 2. Sensation



This ASPCA campaign shows malnourished dogs with the tagline, "Society says thin is in, but we beg to differ".

## 3. Emotion



This campaign uses sad, wide eyed animals to make you feel bad about yourself. The tagline is: "Stop using regular light bulbs and we'll stop running ads like this.

## 4. Intellect



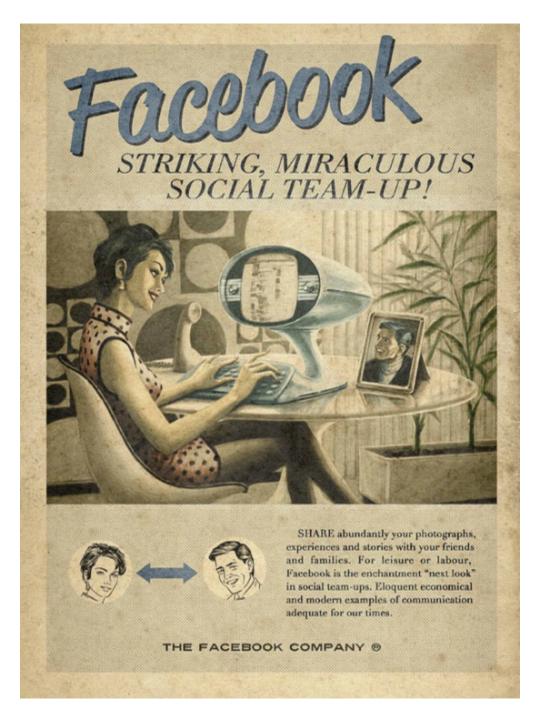
Snickers advertised itself by showing the before, and after eating the product when flipping this ad.

## 5. Identification



This ad shows three cows promoting the consumtion of chicken to avoid getting eaten themselves. It is Chik-fil-A's humorous way of bringing in customers who normally don't eat chicken.

#### 6. Reverberation



This ad was made to promote Facebook by using elements of 1950's American culture.

# 7. Spirituality



This ad for Honda is effective as it is easily grabs one's attention, arouses the audience's curiosity, gives positive emotions of humor, simple yet witty, offers a personal connection, and had a nostalgic feel through the use of children's toys.