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COMD3503  
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## 1. Perception



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

## 2. Sensation



**Society says thin is in,**

**but we beg to differ.**

**Who we are.**  
The American Society for the Prevention of Cruelty to Animals (ASPCA) is a non-profit helps fight for the humane treatment of animals. In 2009, the ASPCA Humane



Law Enforcement Agents investigated 3,988 complaints of animal cruelty. Their Anti-Cruelty Group was part of 20 court cases involving animal cruelty.

**Help the animals. Report abuse.**  
Animals can't speak for themselves, so it is up to us to do it for them. Thousands of animals each year are malnourished and mistreated. You can help these animals when nobody else will. Just contact your local animal shelter, humane society, or animal control. For more information visit our database at [www.aspca.org](http://www.aspca.org)

**Get involved.**  
If you support our mission and want to help make a difference in the life of an



animal who desperately needs you there are several ways you can help. A list of how to get involved as a volunteer or ways to donate can be found on the our website. [www.aspca.org](http://www.aspca.org)

**ASPCA**  
We are their voice.

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 consumption 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

**Facebook**  
*STRIKING, MIRACULOUS  
SOCIAL TEAM-UP!*

SHARE abundantly your photographs, experiences and stories with your friends and families. For leisure or labour, Facebook is the enchantment "next look" in social team-ups. Eloquent economical and modern examples of communication adequate for our times.

THE FACEBOOK COMPANY ©

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



## 7. Spirituality



**JUST BECAUSE  
IT FITS DOESN'T  
MEAN IT FITS**



This ad for Honda is effective as it 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.