Needs, Maslow's Hierarchy of Needs and Marketing



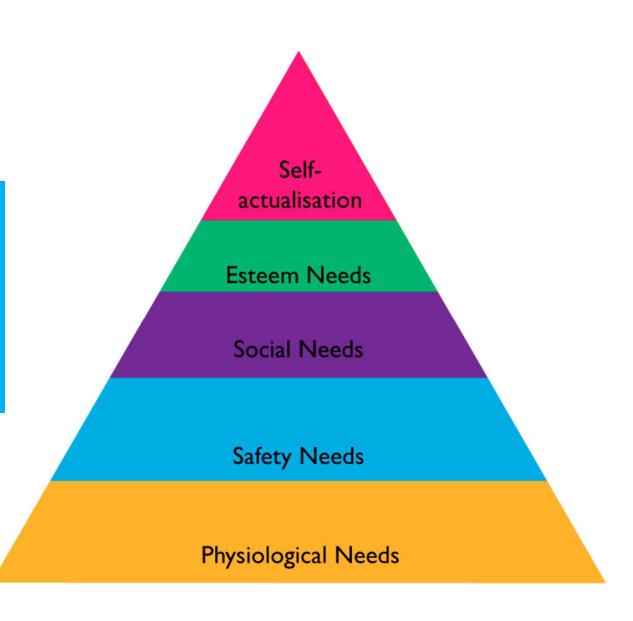
Underlying needs that humans require for survival

- Food
- Water
- Sleep
- etc.



Need to feel safe

- Physically
- Financially
- Employment
- Health
- etc.



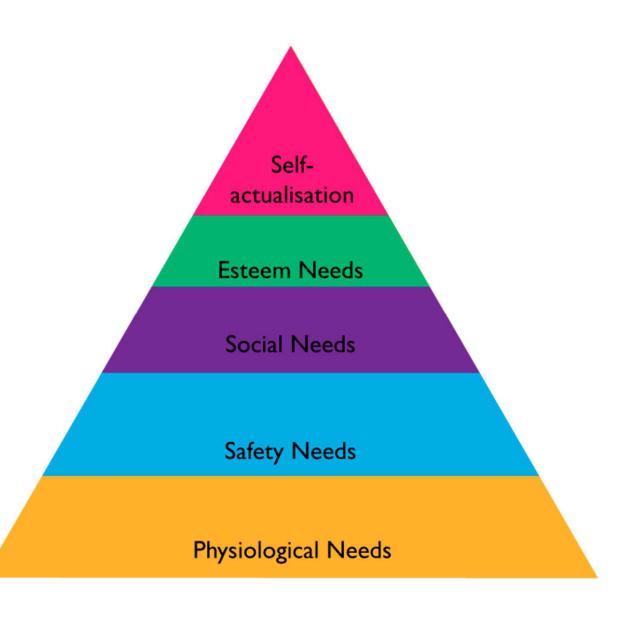
Need to feel social connection to others

- Family
- Friends
- Co-workers
- etc.



Desire to have respect and be respected by others

- Self-esteem
- Self-confidence
- Sense of achievement
- etc.



Realizing one's full potential

- Intellectual
- Creative
- Social
- etc.



UPPER-LEVEL NEEDS

Relevant Products	SELF- ACTUALIZATION Self-Euffilment	Example
Hobbies, travel, education	Enriching Experiences	U.S. Army-"Be all you can be."
Cars, furniture, credit cards, stores, country clubs, liquors	EGO NEEDS Prestige, Status, Accomplishment	Royal Salute Scotch—"What the rich give the wealthy."
Clothing, grooming products, clubs, drinks	BELONGINGNESS Love, Friendship, Acceptance by Others	Pepsi—"You're in the Pepsi generation."
Insurance, alarm systems, retirement, investments	SAFETY Security, Shelter, Protection	Allstate Insurance—"You're in good hands with Allstate."
Medicines, staple items, generics	PHYSIOLOGICAL Water, Sleep, Food	Quaker Oat Bran—"It's the right thing to do."

LOWER-LEVEL NEEDS

Assignment:

- Download Maslow Hierarchy of Needs MS-Word document from class blog
- Think of 3 products for each of the stages
- Using textboxes, include the product name, logo and their slogan which suggests the stage
- Save using naming convention described on blog
- This assignment is out of 10 marks 5 for content, 5 for formatting make it look GOOD!