

Just Do It

Artifact: Nike's Just Do It Print Ad



Task: When consumers make a purchase, they progress through a series of behaviors. The consumer decision-making process describes those behaviors and the activities that take place at each stage. In order to increase sales, marketers are looking at the five stages and trying to find ways to influence the consumers as they progress through the CDM process. Review Maslow's Hierarchy of Needs carefully and describe the needs the ad addresses.

Then submit two paragraphs Microsoft Word document response via Dropbox using APA style format.

Response: This Nike ad is attempting to trigger consumers' physiological needs (food shelter & **clothing**) through visual artwork. In the ad, there is a young boy and a dog, as the boy is urinating on the wall the dog watches. But the most important part of this ad is the showcasing of poverty in the third world.

There is this popular brand logo written on what looks to be a dirty wall and the boy with no shoes, no shirt, and unclean clothes. Then there is a dog that looks like a street dog. This type of marketing triggers the audience's emotions and realities to satisfy basic **physiological needs** because there are so many people in the world that live in poverty but must still have their human basic needs fulfilled.

Nike's Just Do It Print Ad (Need Recognition)	Maximum Points
Grading Criteria	
Adequately described Maslow's Hierarchy of Needs the ad addresses.	/40
Used correct spelling, grammar, and professional vocabulary. Formatted the paper and cited all sources using APA format.	/10
Total:	50