



“Advertising is the art of convincing people to spend money they don’t have for something they don’t need.” ~Will Rogers



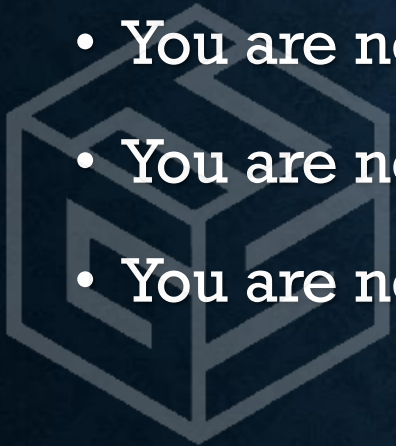
3 MAIN NEGATIVES IN ADVERTISING

- 1) Advertising makes us feel that we are not enough as we are**
- 2) Advertising makes us believe that buying stuff will bring us happiness**
- 3) Advertising makes us think that everything we need is for sale**

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1. ADVERTISING MAKES US FEEL THAT WE ARE NOT ENOUGH AS WE ARE


- You are not beautiful
- You are not elegant
- You are not confident



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**THE RESULT IS : THAT OUR MINDS
TAKE US TO :**





” Nowadays, about 90 million
women in the U.S. color their
hair”

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2. ADVERTISING MAKES US BELIEVE THAT BUYING STUFF WILL BRING US HAPPINESS

- Create an emotional problem then offer you a solution

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**IN SHORT, THEY PROMISE YOU
HAPPINESS , PROVIDED THAT YOU
SPEND MONEY IN RETURN.**



3. ADVERTISING MAKES US THINK THAT EVERYTHING WE NEED IS FOR SALE

- wrong idea that everything we need is for sale
- money should be our prime goal in life

According to (Kilter, Armstrong et al) :Types of promotional pricing

1. Discounts
2. Special-event pricing
3. Cash

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IN CONCLUSION



- “Advertising: the science of arresting the human intelligence long enough to get money from it.” ~**Stephen Leacock**

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THANK YOU



• Any questions ?
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