**Consistency**

This Fallbrook Woods ad shows consistency by stating “Proudly helping Mainers and their families for more than 30 years.” This shows they have been servicing people in Maine for a long time with being creative, joyful, and giving them a safe environment.

Down East (February 2019) Volume 65, No. 7, Page 113

**Attribute Causation**

The Gravity Defyer ad shows causation by giving the problem of life with pain caused by certain different types of pain such as plantar fasciitis and arthritis. They give a solution to the pain with their shoes they want you to buy and tell the readers they are life changing and will relieve you of your pain.

Sunset (November/December 2019) Volume 242, No.7, Page 89

**Categorize**

Down East Shop ad categorizes itself as a women’s advertisement because of the use of curved letters. Curved letters are attractive to the woman’s eye and increase a woman’s chance to purchase the item.

Down East (February 2019) Volume 65, No. 7, Page 42

**Cues**

I have a brand that most people know and think has a high equity attached to it with Coco Chanel. When people see that logo they automatically think it will be a pricey item and it is obviously a distinct logo that many people know and associate being expensive.

Harper’s Bazaar (November 2019) No Vol. Issue #3678, Page 1 & 2

**Independence**

This ad demonstrates independence because it says, “You make your own rules. You empower yourself by believing in yourself no matter what.”. This statement shows that you don’t need anyone else to make the rules and you do what you want. You are an independent woman and to just believe in yourself.

Harper’s Bazaar (November 2019) No Vol. Issue #3678, Page 77

**Novelty**

This ad on reigns states that they are introducing new pieces to their collection that are swivel free, pinchless, and have a rubber cover. It is the first time they are showing the product and reinforce that with the word “introduce”.

Horse and Rider (Spring 2019) Volume LVIII, No. 1, Page 5

**Self-Expression**

Scarborough Terrace’s advertisement shows self-expression with having a customer give her own opinion on the services they give by saying they do a great job of taking care of her parents and they are in great hands. She specifically says, “Their love and care for my parents was amazing.”

Down East (February 2019) Volume 65, No. 7, Page 81

**Ego-Defense**

This ad is the Garrison Brothers which is bourbon whiskey. The bottom left of the ad says “Drink like an adult” which means that if you want to drink like an adult then you have to drink Garrison Brothers whiskey. It’ll make men want to buy the drink and practically says drinking this whiskey is for adults and calling people that don’t drink it childish in a way.

Sunset (November/December 2019) Volume 242, No. 7, Page 13

**Assertion**

This advertisement is about a sewing machine and the words that stick out the most are “Sew Confidently” and it wants you to be confident in what you like doing. If you like sewing than do it proudly no matter where you are.

American Quilter (May 2019) Vol. XXXV, No. 3, Page 1

**Reinforcement**

Leesa Legend Mattress reinforces that your purchase of their mattress will make you a wonderful person. They advertise that it is “A mattress made for good” and that every time you a buy a mattress and child in need also receives one.

Sunset (November/December 2019) Volume 242, No. 7, Page 37

**Affiliation**

An advertisement for a book shows affiliation in that it is called “A Great American Love Story” showing how patriotic it is and how it is supposed to be American and readers might choose that because of it being an American person’s life story.

Down East (February 2019) Volume 65, No. 7, Page 11

**Modeling**

This advertisement for L’Oreal Paris portrays an actress named Morena Baccarin and she is shown using the product called “Magic Root” and they get people to buy their product by displaying a well-known person using it.

Harper’s Bazaar (November 2019) No Vol. Issue #3678, Page 121