



Self-Actualization

Top level
of Maslow's pyramid

Go Beyond

The ad promotes the idea of eating non-animal meat, which is a product made without killing animals. Many pop and movie stars in this video tell us how better would have been if people switch from butchering animals to using lab-grown meat. This is not a thing to do if a person has not passed all 4 previous stages of the pyramid. Therefore, when people fulfilled themselves, to Maslow, they can start thinking about what can they do to help our civilization or how to kill fewer cows.

