

ments

a OMG you look amazing!!!





Esteem

Love and belongings

Safety

Physiological needs

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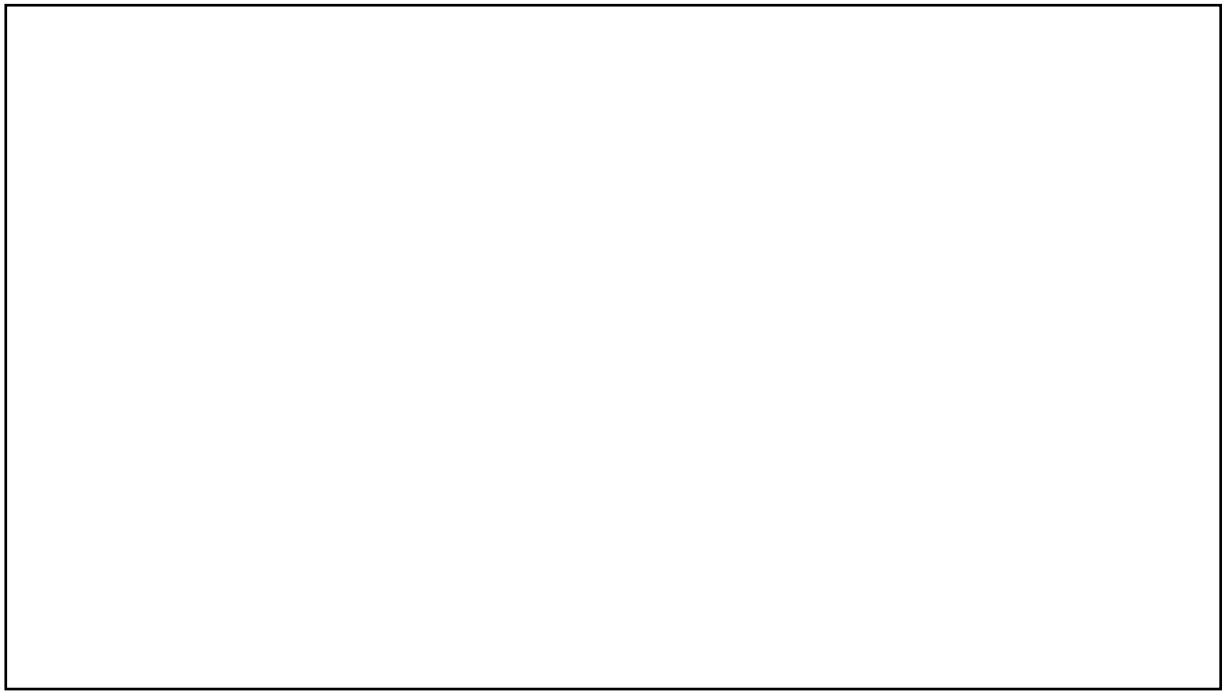
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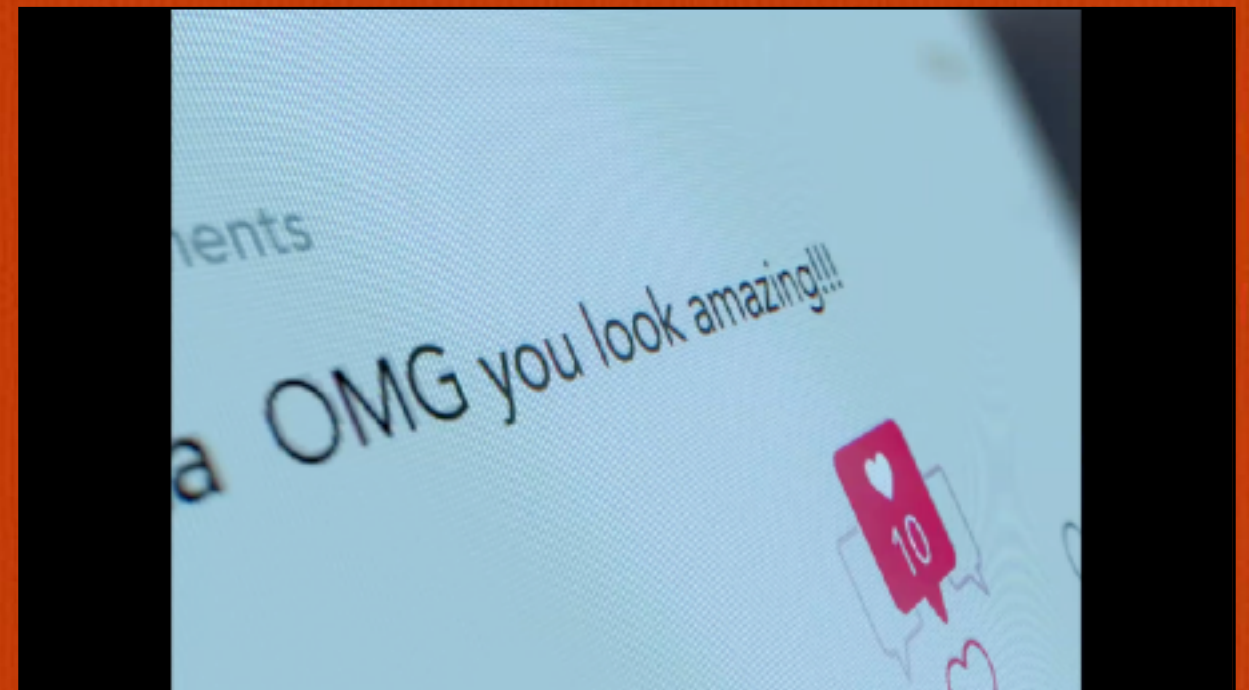
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Self-Esteem

Dove presenting us with a video showing the process of posting a girl's Instagram photo, but in reverse. It shows every aspect of changing the look of her; in the end (start) she appears with no filters. The main point of this commercial is to say "You look great already; do not hurt yourself by using every filter in the world to change your body."





Everything is possible

This Old Spice commercial promotes the idea that everything is possible with the smell of Old Spice.

If you want to feel like a prince riding a horse or a Spicy man who gives no chance to girls not to like him, then you should use Old Spice.

Placing the focus on a man's appearance in public the brand shows you the outcome of buying this product, which is an evaluation of your self-confidence.

