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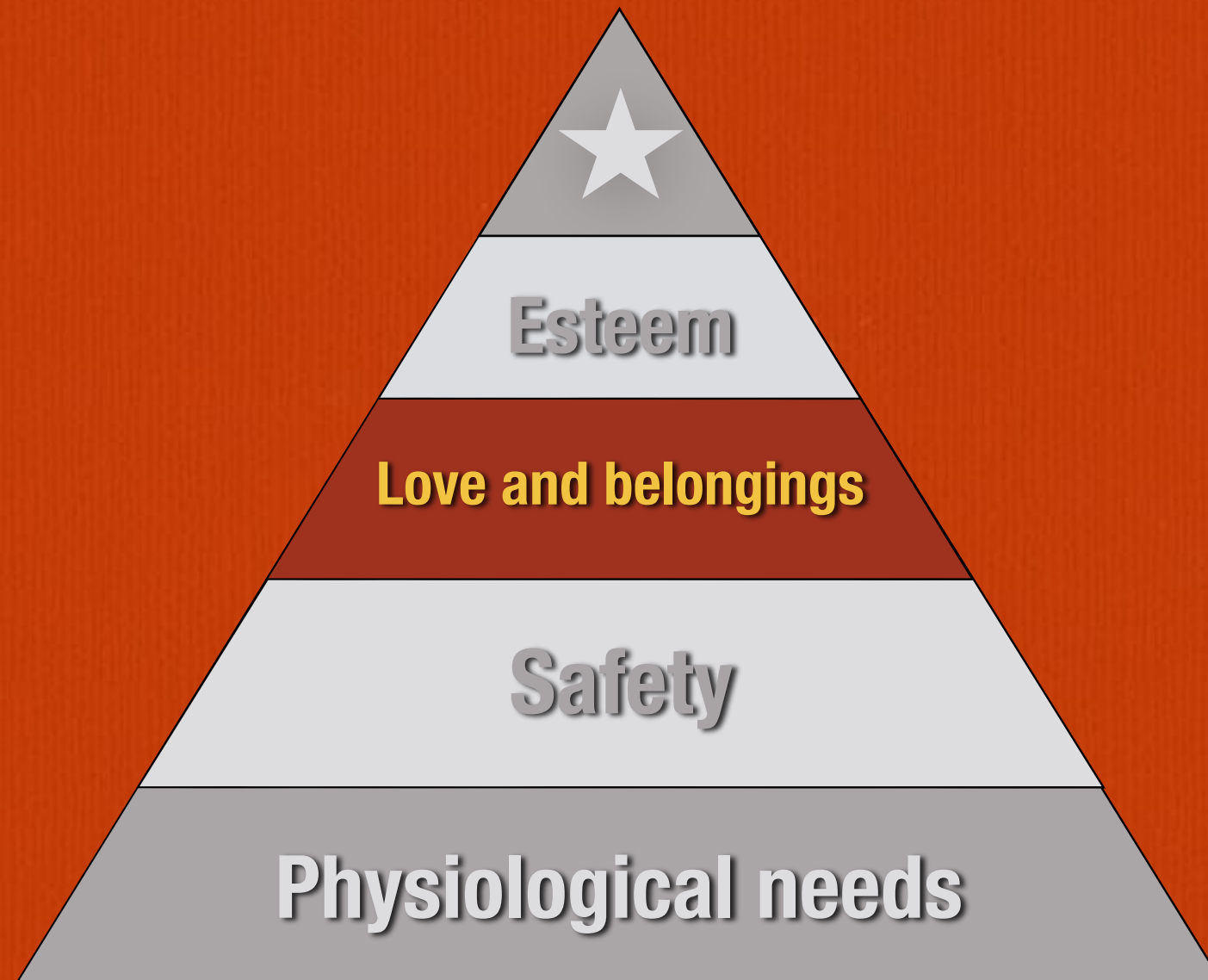
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The need of a Safe house



Advert demonstrates a scene of a thief trying to break into a family's house, but to alarm rings fearing a burglar making him flee. Then Mother gets a phone call, which shows the reliability of the agency. The ad pushes on the worst human fear of being unsafe in their own house.



Love and belongings

Middle level
of Maslow's pyramid