

Love and belongings

Middle level of Maslow's pyramid

Need of love

Tinder among other companies
Tinder wants to show us its
advantage over other brands. In
the ad, a woman is meditating but
someone interrupts her; she is
furious. Words appear, telling that:
 your oddities maybe not for
 everyone, but there is always a
person who will Love you on Tinder.



