









Esteem

Love and belongings

Safety

Physiological needs



The need of subsistence

The ad shows three men starving on an uninhabited island. They have been dreaming about food, more specific — domino's; then comes the saver with a pizza box.

This a clear illustration of the most essential human need (food).





Need for water



The poster shows a thirsting man with his camel in the desert. He has nothing to drink, so it looks like the man in dreaming of a lemonade, a Cooled Big Nice lemonade. So literal translation would be: "Buy Drink or die".