The product: High stretch multi-pocket cargo pants found on Instagram.

The target audience for this product may be outdoor enthusiasts, hikers, travelers, or anyone who needs functional and comfortable pants for various activities.

What will motivate the audience to purchase the product is its functional design and the promise of comfort and convenience. The multi-pocket design and high stretch material can appeal to someone who wants to carry their essentials and have the freedom of movement in their pants.

The ad for this product may appeal to the physiological needs and safety needs level of Maslow's hierarchy. Physiological needs refer to the basic needs for food, clothing, and shelter. Safety needs refer to the need for physical and emotional security. The high stretch cargo pants can meet both these needs by providing comfort and protection in various outdoor activities.