**Ad Campaign Using Theories of Motivation**

* You are trying to sell a new brand of toothpaste (or some other product). Come up with four different advertising campaigns using four different theories of motivation we discussed in class. You may select any four from the six we discussed.

**Campaign #1**

|  |  |
| --- | --- |
| **Motivation:**  |  |
| **Product Name:** |  |
| **Advertising Campaign:**  |  |

**Campaign #2**

|  |  |
| --- | --- |
| **Motivation:**  |  |
| **Product Name:** |  |
| **Advertising Campaign:**  |  |

**Campaign #3**

|  |  |
| --- | --- |
| **Motivation:**  |  |
| **Product Name:** |  |
| **Advertising Campaign:**  |  |

**Campaign #4**

|  |  |
| --- | --- |
| **Motivation:**  |  |
| **Product Name:** |  |
| **Advertising Campaign:**  |  |