# Motivation in Advertisement

Motivation is defined by Tanner (2013), as a drive that makes an individual get what he or she needs. The hierarchy of needs put forward by Abraham Maslow identified five levels of needs. They include physiological needs, safety needs, social needs, esteem needs and self-actualization needs. This paper will look at motivation in the advertisement of Tropicana and BMW X5 products.

The first ad, Tropicana, addresses physiological needs by meeting the consumer’s food and beverage needs. These needs are basic that according to Maslow, have to be satisfied first before thinking of satisfying any other needs. Food is a basic need that is recurring as compared to other needs. Therefore, this ad aims at fulfilling this needs in its customers (Fennel et al., 2003). Second ad BMW X5 aims at satisfying social needs which are the third level in the hierarchy of needs.

Tropicana ad has five marketing and consumer segmentation. The first segment is geographic whose criteria includes: domestic and international market and rural and urban population density. The second segment is demographic whose criteria include: age of between 15-45 years; gender of both male and female; life cycle stage including newlywed without children, young bachelors; income include average, above average high salaried; occupations includes students, professionals, and employees. The third segment is behavior which includes: degree of loyalty includes soft loyal and hard loyal; benefits sought include refreshment, good taste, good habit and a good time; personality includes determined, easy going and ambitious; user status is mainly regular users. The last segment includes psychographic which include: social class involving middle class, working, and upper class; a lifestyle which includes aspirer and explorer (Armstrong & Kotler, 2005).

For BMW, the marketing segments include four segments. The first is geographic which has: international and domestic regions. The second segment is demographic which includes: high income; executives and professional occupation. The third segment is behavioral which include: loyalty having hardcore, softcore, and switchers; personality includes determined and ambitious; benefits sought include reliability, speed, and sense of achievement; users, non-users and regular. The last segment is psychographic which includes: middle upper class and aspirers. This aligns with the organization mission of becoming a premium manufacturer of quality, efficiency and engineering expertise. This means that owning this brand gives the consumer social status (Tanner, 2013).

First, there is a change in brand name, for example, Kirin Tropicana. Kirin Tropicana is a joint venture between Tropicana and beverage producer Kirin Company which has led to the number one juice brand in Japan.

Secondly, there is additional emphasis on ‘Tap into nature”. This ad targets health conscious consumers by creating differentiation of its products. This included Tetra Prisma® Aseptic 330 Square with DreamCap™ which created value for the population who are concerned with healthy living.

In conclusion, motivation, therefore, has been enhanced by both Tropicana and BMW ads which through segmentation and marketing strategy have influenced consumer behavior. They have also set specific targets for meeting different needs of their customers using Maslow hierarchy.

## References

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