

# The (8) Hidden Persuaders

by Vance Packard



## 2 REASSURANCE OF WORTH

Re-enforces ones worthiness of admiration or reverence.



## 4 CREATIVE OUTLETS

Uses a form of user led creative expression through personalization.



## 6 SENSE OF POWER

Products or services presented as symbols of power or control.



## 8 IMMORTALITY

This is all about our need to be memorialized and that our legacy will live on.



## 1 EMOTIONAL SECURITY

The promise of comfort, happiness, security, and no bad feelings.



## 3 EGO GRATIFICATION

Plays on an individual's need for affirmation and or acceptance.



## 5 LOVE OBJECTS

Plays on our need for something to love.



## 7 ROOTS

Reinforces that our identities are intimately tied to our sense of place, or where we come from.