

Applied Assignment – Media Psychology

Selected Option: Advertising Poster

Product / Service: Specialty Coffee – Mood Coffee

Poster Content:

Start your day in a better mood ■
Premium specialty coffee with rich flavor
Only 9.99 SAR
Limited time offer
Mood Coffee – Because your mood matters

Analysis:

1) What psychological strategies were used?

- Psychological pricing (9.99 instead of 10)
- Time pressure (limited time offer)
- Emotional appeal (linking coffee to a good mood)
- Simple choice (one clear price)

2) Why did you choose this strategy?

These strategies reduce resistance to buying and influence emotions directly, making the purchase decision faster and easier.

3) How do you expect this strategy to affect purchasing decisions?

It creates a perception of an attractive price, encourages quick decisions, and connects the product with a positive emotional experience.