

# “Pleasure”

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“**Pleasure**” is one of the 4 basic reasons people act...to improve or protect their SAPP...Security, Aceptance, Progress or Pleasure...or that of their loved ones.

“**Pleasure**”, viewed in this way, can include everything except pain, unless that also is perceived as being pleasurable. If we take a moment to consider this, it becomes obvious that all businesses (and ad agencies) attempt to appeal to us using this basic motivator all the time.

## Examples:

- They want us to have a pleasant buying experience
- To enjoy the movie
- To relax at the resort
- To have fun at the attraction
- To love the food at the restaurant
- To be pleased with the service we receive
- To experience the excitement of the book

Unthinking, uncaring and outright evil folks use “**Pleasure**” as the enticement to lead many (especially children and others lacking maturity) astray.

## Examples:

- Illicit drug use
- Illicit sexual activities
- Wrongminded “If it feels good, do it” admonitions
- Excessive use of alcoholic beverages
- Super-sized meal portions (jumbo this & that)