

The French philosopher Jean-Jacques Rousseau defines desires as a result of luxury, and that they only arise when a person realizes his ability to satisfy them. Advertising innovation involves developing new ideas that no one has ever done before, and this is what we see in the performance of the Coca-Cola Company and the innovation in its advertisements and the way it promotes its products, even the way the products are sold, which further strengthened its position in the market and increased its market share, which led to it being among the most popular brands. In no way can a normal person wake up from sleep hungry and feel the desire to eat caviar to satisfy his hunger, because the desire for caviar is born when an individual discovers that he has enough luxury to eat caviar. Hence, all human desires, except for basic needs of course, arose through luxury, which made man able to satisfy his desires following the method: Why not? As opportunities increase and methods of luxury become available, new desires arise among humans that did not exist before.