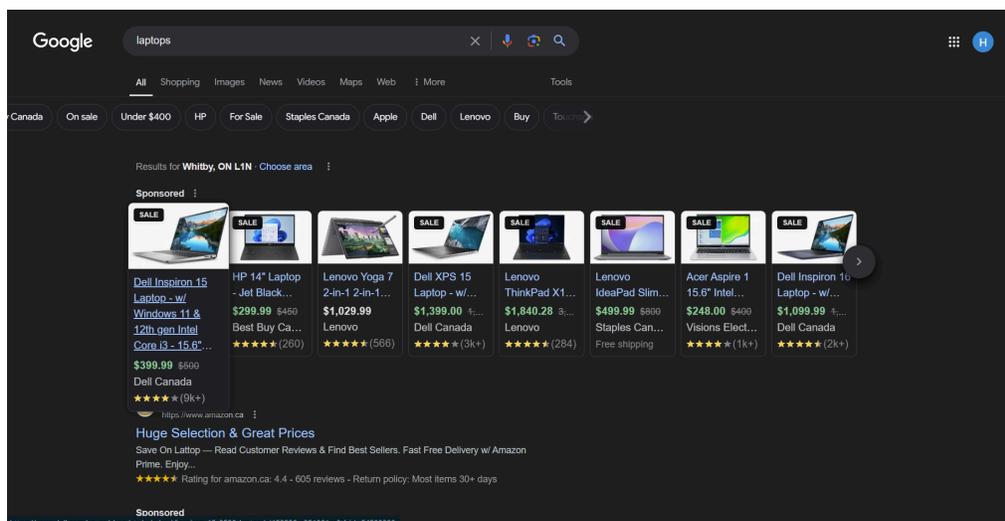


## Active Attention

- Some examples of companies that get active attention are Dell, Amazon, Best Buy, and Lenovo when you search up “laptops.”
- These large companies increase the given value of a product relative to its cost by using strategies such as putting a 'SALE' sign on some of the laptops. When you hover over a laptop, it displays key specs that consumers care about, accompanied by the discounted price compared to the original price. This creates the impression that the laptop is a better deal, increasing its given value relative to the cost.
- Once consumers click on a laptop, companies reinforce the idea that the product suits their needs by providing a detailed description of its features, further enhancing its appeal. For example, the Lenovo ThinkPad X1, already discounted from \$3,539.00 to \$1,840.28, likely attracts attention due to the lower price. After clicking, consumers are shown a very detailed explanation of the laptop's features, increasing their interest even more. The combination of a significant discount and a detailed product overview helps solidify the belief that the laptop is a great choice.
- These companies are also able to gain the trust of the consumers by posting the reviews a product has gained. Consumers are more likely to trust a product that has been used and approved by the general audience.





FEATURED DEAL

# ThinkPad X1 Carbon Gen 12 Intel (14") - Eclipse black with Classic black top cover

★★★★★ 4.6 (423)

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Save \$1,698.72 **48% off**  
Est Value: \$3,599.00

**\$1,840.28**

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Use eCoupon **THINKOCTSALE**  
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\$1,840.28 [Add to Cart](#)

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### How Do You Show Respect for the Planet?

The Lenovo ThinkPad X1 Carbon Gen 12 (14" Intel) laptop will use carbon fiber for the chassis — but better yet some of that carbon fiber is recycled from post-industrial remnants and is used along with 90% recycled magnesium. Plus, the chassis, the battery pack, the speaker enclosure, and the power adapter all include recycled post-consumer content. And we don't stop there. The packaging is 100% plastic-free and comprised in part with rapid renewable materials made from bamboo-sugar cane fibers.



### Elevated Performance & Lasting Battery

The ThinkPad X1 Carbon Gen 12 boasts the world's first laptop powered by Intel® Core™ Ultra processors. Making it ideal for creating and on-the-go productivity. Enjoy optimized performance with workloads pushed to dedicated AI engines, including the on-chip neural processing unit (NPU) for seamless tasks and resilient battery life. Go ahead, turn on auto-framing or low-light enhancements for your online meetings, even when lit at night! Choose the Intel® Evo™ Edition, for multilayer security, professional-grade performance, vibrant quality, and complete management for IT.



### Raise the Bar on Collaboration

A Communication Bar positioned at the top of the display for easy video opening, houses two cameras (HD and 4K) or upgrade to the premium 8MP 4K IR Webcam. Industry-First! ThinkPad X1 Carbon Gen 12 with Computer Vision — both options include a webcam privacy shutter. Additionally, two 360-degree mics with AI-based noise cancellation, combined with Dolby Voice™ and Dolby Atmos™, deliver a superior audio experience. Plus, the ThinkPad X1 Carbon Gen 12 is Zoom-certified. Make calls, listen to music, or watch a video and enjoy the sublime sounds.

Feedback

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### You Spoke, We Listened: We've Redesigned Our Legendary Keyboard

Our redesigned ThinkPad keyboard now includes tactile markings to help people with visual impairments more easily find the correct keys. We've moved the fingerprint reader to the keyboard, resulting in a larger sensor for a better experience. Plus, our ThinkPad is even larger now, at 12.0mm / 4.72". Our beloved red TrackPoint still lets you navigate — but with a double tap, it opens the ThinkPad TrackPoint Quick Menu to optimize audio-visuals, set alerts against muting, and even take notes with the Dictation Toolbar for handy speech-to-text transcription.



### A Feast for the Eyes

Our redesigned bezels frame an optional stunning 14" 2.8K OLED display with 120Hz refresh rate. Sharp, clear details make content pop and colours more vibrant than ever on the ThinkPad X1 Carbon Gen 12 laptop. But perhaps the best part yet? It's easy on the eyes with EyeSafe™ certification, so you can put in the long hours to meet your deadlines and not worry about eye-strain and fatigue.



### Engineered for a No-Compromise Experience

The Intel® Evo™ Edition, ThinkPad X1 Carbon Gen 12 laptop is engineered to do it all. Experience all-day battery life, instant wake, and best-in-class connectivity. No matter what tasks you tackle, this device is highly responsive. Plus, with Intel® vPro™, you can sync your laptop with any iOS or Android smartphone and then call or text, and even transfer files, photos, and videos all from the convenience of your PC.

Feedback

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**Unleash Software Superpowers**  
Get the most out of your device with preinstalled Lenovo apps. Lenovo View is an AI-based camera app that enhances video quality and provides intelligent collaboration, privacy, and digital wellness features. Lenovo View also controls settings to safeguard data, automate updates, and improve performance — or Lenovo Commercial Vantage for IT manageability. We make it easier and safer to do your job well.



**Stand Tough With Battle-Tested ThinkPad**  
We use the US Department of Defense's MIL-STD 883C to create a balance of reliability and durability for ThinkPad laptops. Meeting or exceeding 12 standards, 20 procedures, and 200+ quality checks ensure that these devices run in extreme conditions, including harsh variables like Arctic wilderness, desert dust storms, extreme temps, pressure, humidity, vibration, and more.

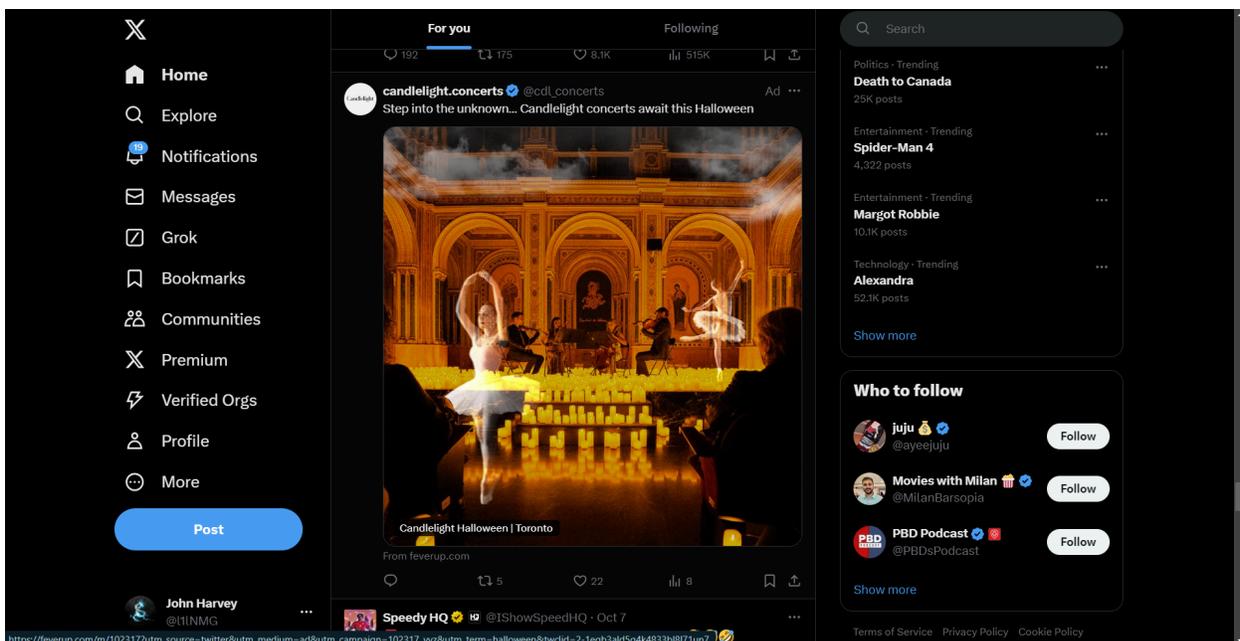


**Your Face. Your Fingerprint. Your Fortress.**  
Biometrics provide extra protection on the ThinkPad X1 Carbon Gen 12 laptop, from the fingerprint reader to facial recognition software. ThinkShield, our comprehensive suite of security solutions, includes discrete Trusted Platform Module (TPM) to safeguard critical data with encryption. Plus, AI-powered Intel® Threat Detection Technology helps prevent ransomware, cryptomining, and more. When it comes to security and protecting your assets, we've got you covered!

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## Passive Attention

- Some examples of passive attention are ad posts that you see on a daily basis while scrolling on X, Instagram, or just scrolling the internet.
- These posts increase the value and the belief of the product by featuring eye-catching images and descriptions that show how the candles can light up an entire room, creating a spooky atmosphere for Halloween. By containing a Halloween theme, the ad captures attention, especially for those who haven't thought about the holiday yet. Once consumers see the ad, they might realize how useful the candles could be for their Halloween decorations, making them more likely to click on it.



The screenshot shows a social media interface with a navigation menu on the left. The main content is a tweet from 'candlelight.concerts' (@cdl\_concerts) with 192 replies, 175 retweets, 8.1K likes, and 515K views. The tweet features a video of a candlelight concert in a grand hall with ballerinas and musicians. The ad text reads: 'Step into the unknown... Candlelight concerts await this Halloween'. Below the tweet, there are more tweets from 'John Harvey' and 'Speedy HQ'. On the right, there is a search bar and a list of trending topics including 'Death to Canada', 'Spider-Man 4', 'Margot Robbie', and 'Alexandra'. Below that is a 'Who to follow' section with profiles for 'juju', 'Movies with Milan', and 'PBD Podcast'.

https://feverup.com/m/102317?utm\_source=twitter&utm\_medium=ad&utm\_campaign=102317\_yyz&utm\_term=halloween&twid=2-1egb3ald5g4k483368771un7