

Mission - Attention

Holiday Packages - 'Go from Puddles to Pools' - It is currently Winter with gloomy Weather that nobody likes, alongside the phrase is a Woman reading a Book relaxing by the Pool, this is many people's Dream States during the Winter.

'Travel Abroad. Explore Europe for FREE' - I love to Travel and explore the World, as do most of the population however, most People's obstacle is Money as it is costly to Travel when taking in all factors and Europe is known for being expensive. The 'FREE' is in capital letters for emphasis to catch the attention of the Reader whilst scrolling through Instagram.

A Sponsored Video from a Travel Hospitality company, it asks 'What do you want to be when you Grow Up', shows many different versions of Life, the mundane 9-5, Rich, Poor and then flips to an alternative Life of people travelling, living 'free'. This catches the attention of a Reader as it puts them through many emotions, seeing perspectives of different people of Society, possibly and most likely showing them what their Current State is and what their Dream State is, enticing them to click onto their Page and view what they are about as a Company.

Boxers - An Instagram Ad that shows a pair of Boxers from a popular Brand with '300,000' Followers offering for us the Customer to try their Boxers that are usually £9.99 for free. This caught my attention as we all love a bargain and a popular brand offering for us to try their product for free made me stop and scroll back up to view what this was about.

Clothing - £500 Giveaway. A well dressed Male is pictured with text saying about a £500 Giveaway. This made me stop because I was intrigued to whether this was £500 in Cash or £500 in the Brands Clothing range. As the Man was dressed well, I was further interested as it caught my Eye previous to seeing the giveaway.