

Hello everyone, I am not new to the group but i have decided to lock back in and get some money.

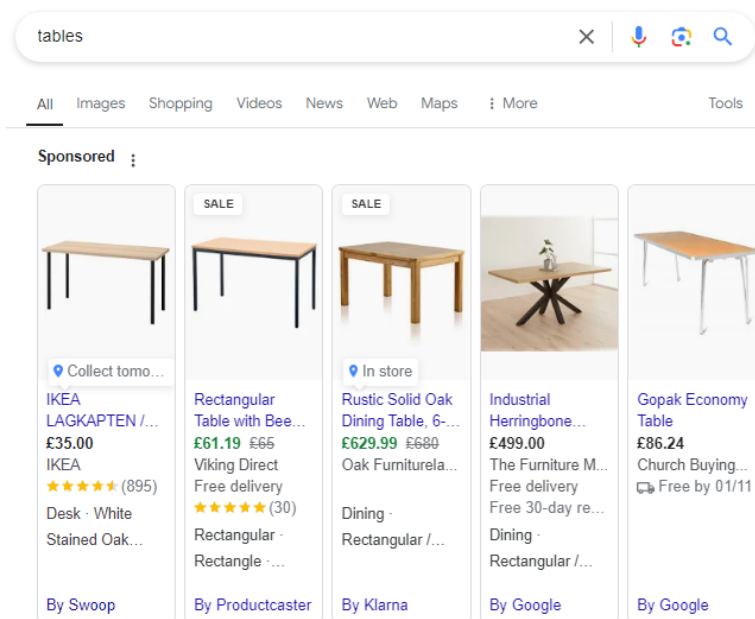
I have completed the Marketing 101 course, and I would like feedback if possible.

MISSION

GO FIND EXAMPLES OF EACH OF THE FOLLOWING

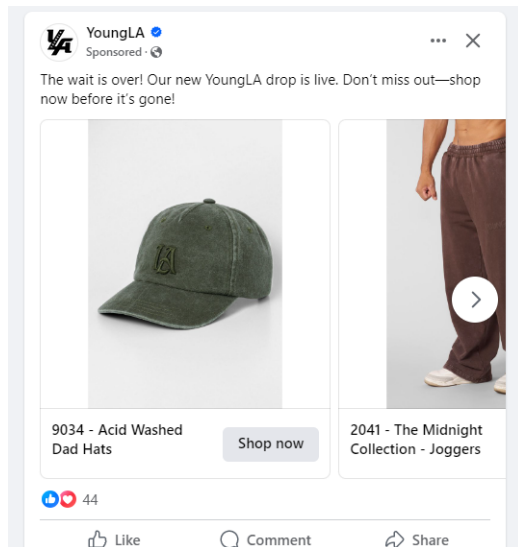
- GETTING ACTIVE ATTENTION
- GETTING PASSIVE ATTENTION
- INCREASING DESIRE
- INCREASING BELIEF IN IDEA
- INCREASING TRUST
- Then share screenshots and why you think they work in the #business-101 chat with high

Active attention



I feel like the IKEA table would work the best as it is a big name brand, as well as this it has 895 reviews at a 4.5 star rating giving a high testimonial value which would increase trust while also being at a relatively cheap price, where as the table next to it is a 5star but it only has 30 reviews making it less trustworthy.

Passive attention



Found this ad while scrolling on Facebook. The description may catch a potential customers eye, but nothing about the images stand out for the customers for them to stop scrolling, they could change the first image that the customer sees to something brighter or bolder so its more eye-catching.

Increasing desire



I was struggling to find a relevant ad for this topic, so i searched and found this one. I believe it would work as it makes people think that to be happy all they need is a coca-cola, and everyone desires to be happy.

Increasing belief in idea

I cant seem to find an example of this, but it is generally the use of facts or statistics which have been made by a professional in the field of the company.

Increasing trust in a company



This is for a local chiropractors. They have a slide show of high star-rated testimonials from their clients, which when customers see this they feel more trust in the company because they know others have trusted them and the service worked.