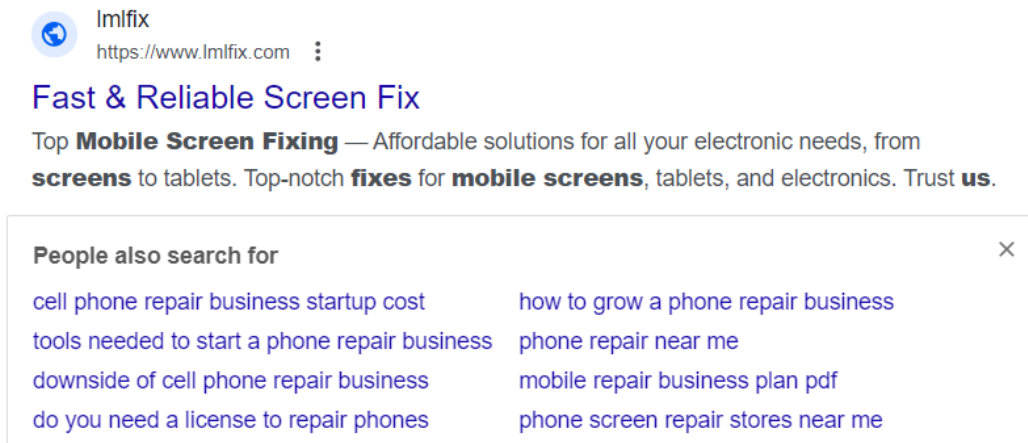


1) Getting Active Attention



lmlfix
<https://www.lmlfix.com>

Fast & Reliable Screen Fix

Top **Mobile Screen Fixing** — Affordable solutions for all your electronic needs, from **screens** to tablets. Top-notch **fixes** for **mobile screens**, tablets, and electronics. Trust **us**.

People also search for

- cell phone repair business startup cost
- tools needed to start a phone repair business
- downside of cell phone repair business
- do you need a license to repair phones
- how to grow a phone repair business
- phone repair near me
- mobile repair business plan pdf
- phone screen repair stores near me

This ad serves as a good example of capturing active attention. Imagine your phone screen is broken – you'd immediately start looking for a solution. The phrases "fast and reliable" would likely stand out and grab attention more than other ads in that moment.

2) Getting Passive Attention



SHAKE IT
Your bestfriend for the heat

Hazelnut Shake

Vanilla Shake with Snickers

Brownie shake

Milo Duno

Matcha Coffee Shake

075-632 0420
Call Us for Reservations

Visit Instagram profile

No one actively looks for ice cream as a solution to heat, but this ad can capture passive attention as people scroll through Instagram. It appeals to the casual viewer rather than someone seeking a solution.

3)Increasing desire



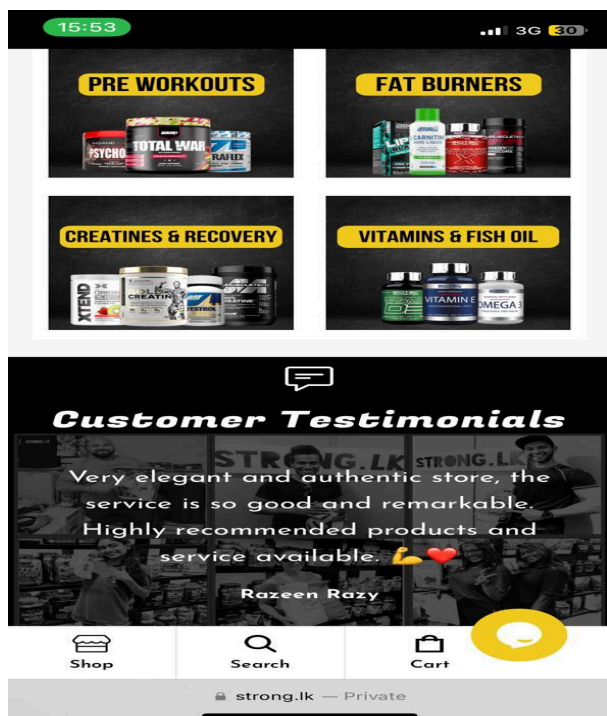
In the caption, they mention "anything you can imagine," which connects with the audience on an emotional level. It invites people to think beyond just the product, appealing to their feelings and creativity.

4) Increasing belief in idea



This ad provides clinically proven data and percentages, which helps increase trust in the product by backing up claims with scientific evidence. It strengthens the audience's belief

5) Increasing Trust



By providing customer testimonials as social proof, the ad boosts trust in the company.