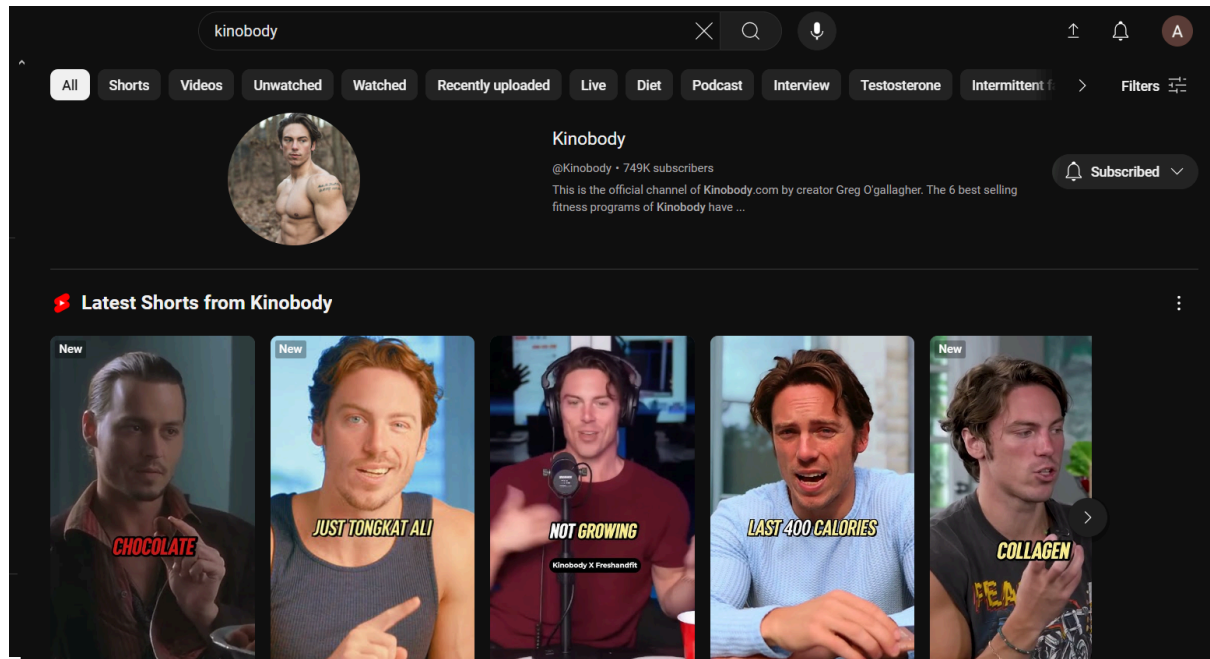
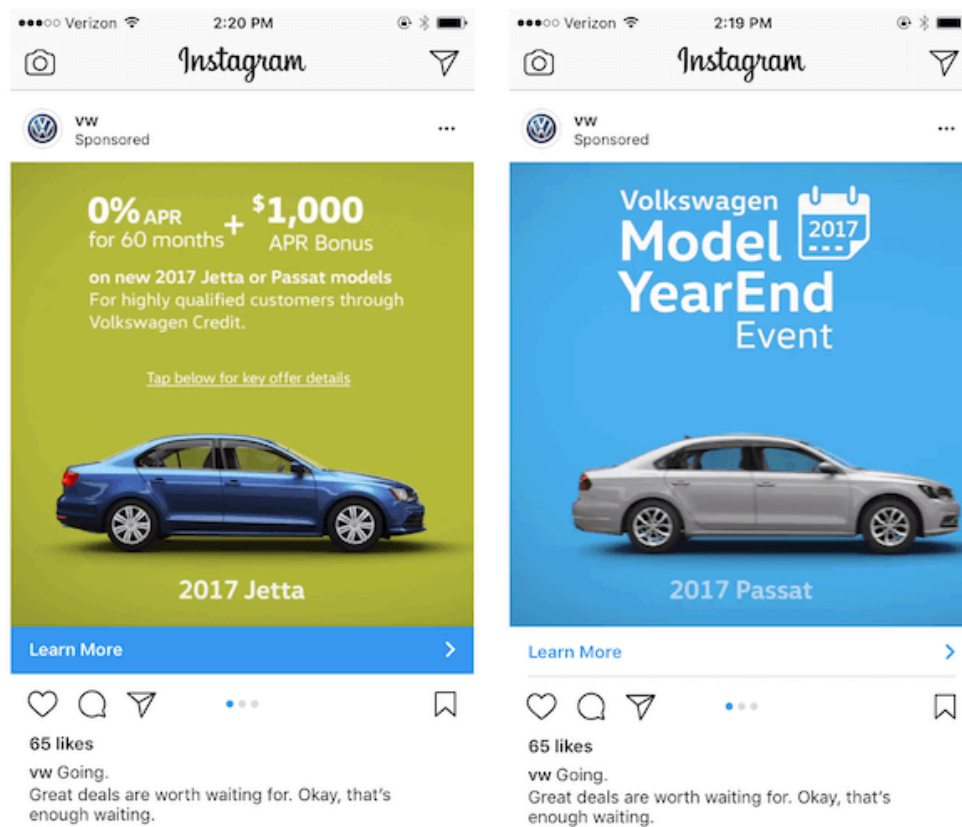


Example of Active Attention



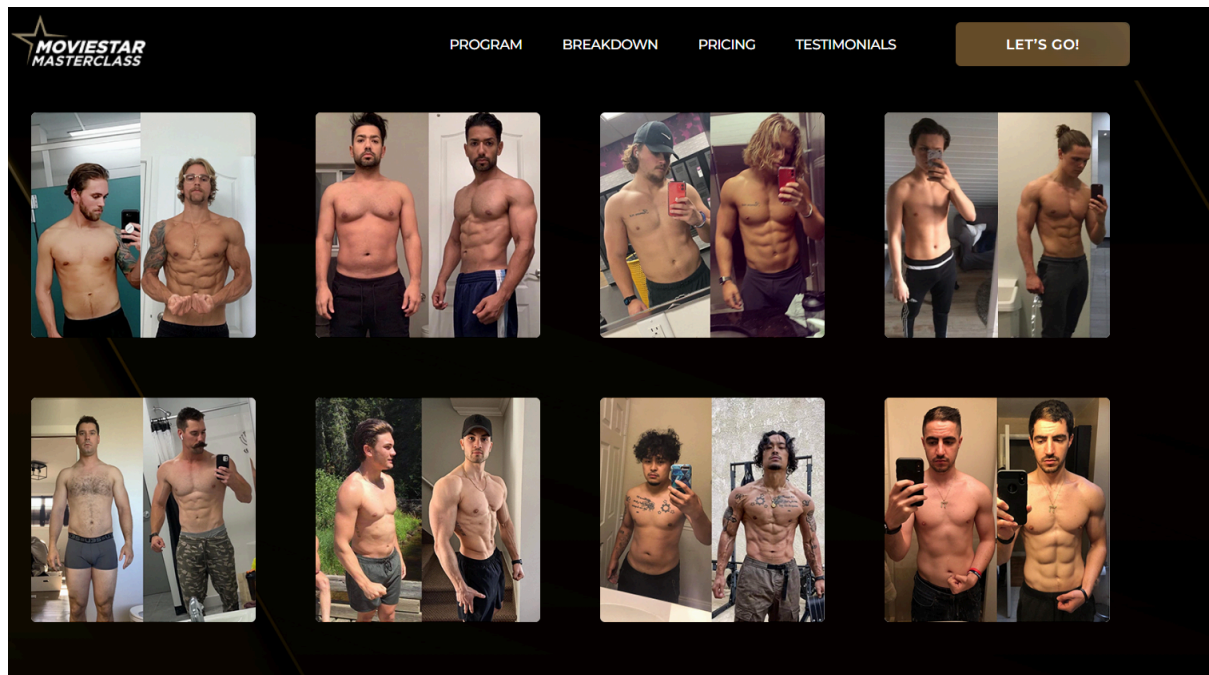
Customers who are looking to attain an aesthetic body and lose weight will want to actively search for and follow influencers who have already attained the stated goals. Thus indicating that they have a stated goal and purpose.

Example of Passive Attention



Users of the social media will aimlessly scroll until they reach an advertisement indicating that they have no purpose.

Example of increasing desire and increasing trust in the company



The Moviestar Masterclass program provided by YouTuber “kinobody” uses images of successful subscribers to the program’s before and after pictures. This is an example of increasing desire and trust, as the images serve as a form of testimonial and also showcase the dream state of the customers.

Example of increasing belief in an idea

An advertisement for Mojo and Nitro supplements. At the top, the 'KINOBODY' logo is on the left, followed by navigation links: 'SUPPLEMENTS', 'PROGRAMS', 'KINO GEAR', 'COACHING', 'BLOG', 'MANAGE SUBSCRIPTION', 'AFFILIATE', and 'BAG (0)'. The main headline reads: 'On the Mojo stack men want to be you, women want to be with you!'. Below this is a large image of a man and a woman in swimwear on a beach. To the right of the image are two text boxes. The first box, titled 'Mens T-levels have fallen 40% since the 1980's', contains the text: 'Optimizing your testosterone levels naturally is like a secret weapon; powering you up with more ambition, a higher sex drive, less fat, more muscle, a better mood and a higher quality of life.' The second box, titled '25% of young men under 40 are experiencing bedroom malfunctions', contains the text: 'When you optimize and enhance blood flow you become a tomcat in the sack - eliminating performance anxiety and supporting bigger and harder erections. Once you try nitro, there's no going back.' Two product bottles are shown: a purple 'MOJO' bottle and a red 'NITRO' bottle. A 'Chat with us' button is located at the bottom right.

The studies used to increase the probable customers' belief in their products in solving their problems such as the Decreasing T-Levels and the increasing level of bedroom malfunctions.