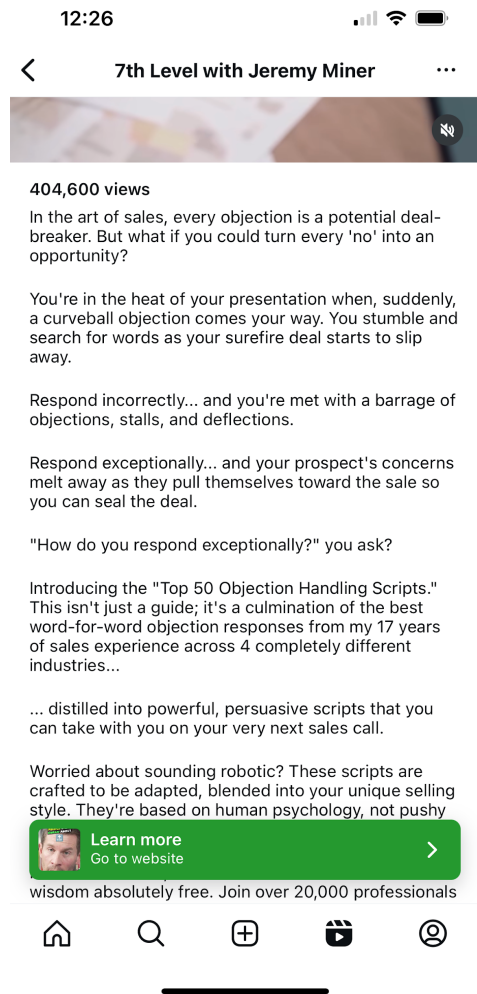
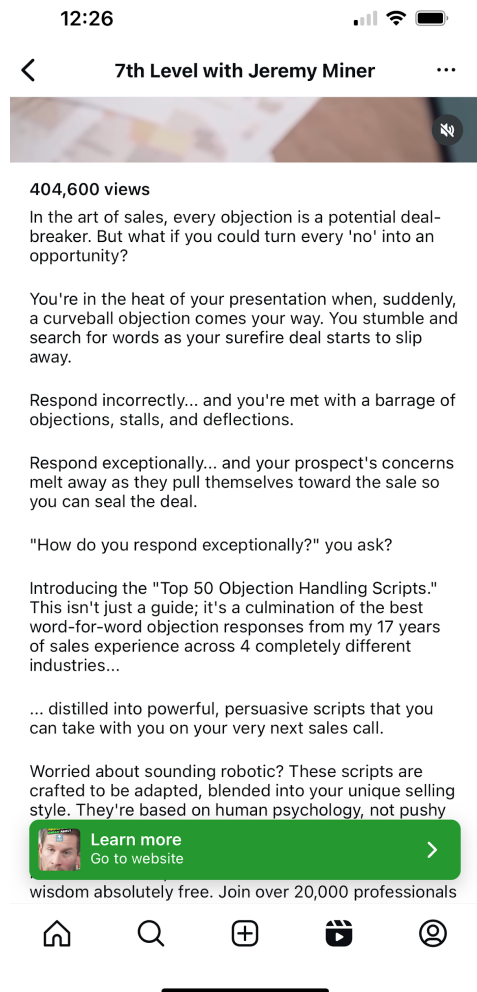




This ad is displaying the power persuasion through increasing **belief** in the potential customers mind through adding perceived value in the product importance due to its ability to pass a diamond authenticator measuring instrument. This company (adamans) is using the power of science to establish credibility, a diamond tester holds a certain threshold for which a standard is withheld to consider the matter authentic to a true source of creation, the diamond must be considered to be held to a certain standard for it to be considered “A real diamond”. When the potential customer sees the tester on the bracelet in the video presentation they will be more likely to purchase it due to “science” backing the claim that the business is selling real diamonds.



This ad increases **desire** for the potential customer through allowing the customer to confront that there is an alternative reality or new possibility in which the desire to handle any objection in the art of sales may be fulfilled if they continue to read further into the sales copy or advertisement as a whole. The advertiser strengthens desire which is defined as a strong state of wanting something to happen, through foreshadowing a possibility of handling objections such as “no” and turning the objection into an opportunity, hinting at a solution to prevent the deal in which the customer needs to keep from breaking or falling through. The advertiser is strengthening the desire of the potential customer through claiming with words that they have a solution for handling objection in a persuasive technique taking the reader through a visualization within the customers imagination of what it would look like to have the ability to handle a common objection that arises within sales through asking a question, which allows the reader to get a sense of what it would feel for them to win sales exchanges.



This ad is establishing **trust** through claiming that the person who is offering the solution has 17 years of sales experience across 4 different industries positioning themselves as an expert in the realm of sales by claiming they have experience. As you scroll down in the ad the potential customer will notice that the ad offering has claimed to have sold a large number of copies and is stated in the advertisement. Positioning themselves as trustworthy for adding value through showcasing the sheer amount of products sold, this adds perceived value in the potential customers' mind knowing or assuming people have trusted this source for offering a solution.

Example of Active attention



Coleman

<https://www.coleman.com> > tents-canopies > tents-by-st... ⋮

Camping Tents by Style

With a quick setup of under 5 minutes, our selection of **tents** lets you enjoy more time with friends and family on your next adventure. Shop now!

4.6 ★ store rating ([3.5K](#)) · \$65 to \$550 · Free 4–11 day delivery over \$50 · 60-day returns

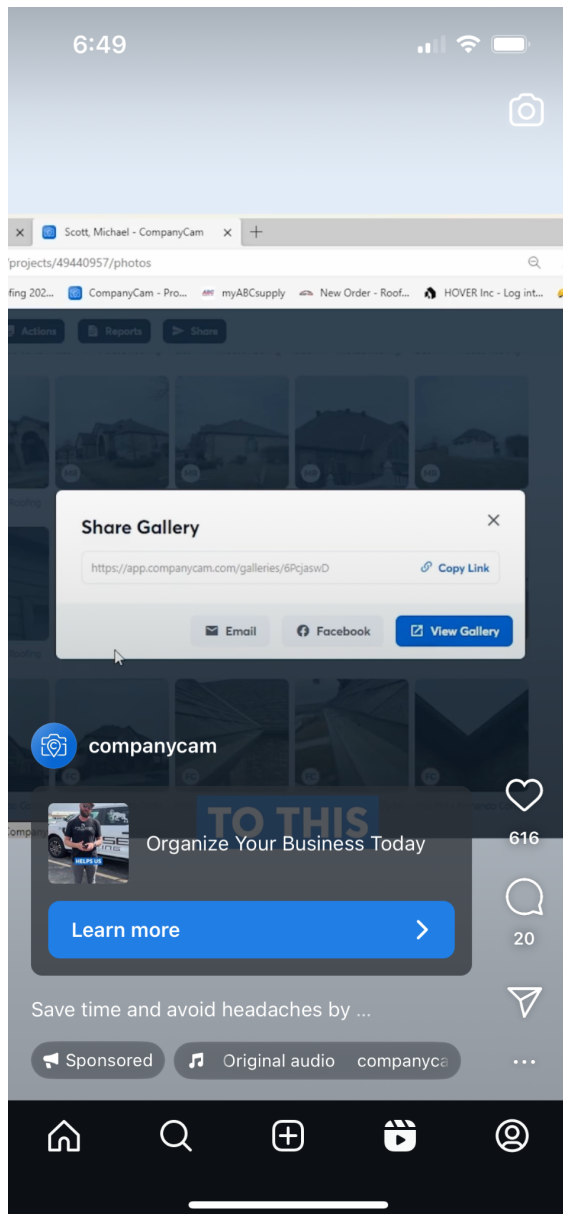


I personally searched google for results for the need of a tent for camping. What grabbed my active attention was the copy stating that it is easy to set up and is accessible shelter ready in under 5 minutes.

Active- High intent/People looking for product/solution to problem

Basically want to buy already/Stand out where they are searching

Passive attention



I wasn't looking for anything specific on my instagram feed, then suddenly my attention was diverted to this app that allows a contractor (the one in charge of making sure the job is complete) to send updates to homeowners through the app's ability for the employees to upload progress photos. If I was a homeowner I would find value in status updates on when my hired out project would be complete.

Passive Low intent/interrupted by ad/marketing

Divert attention to buying/present a product/ convince them to buy