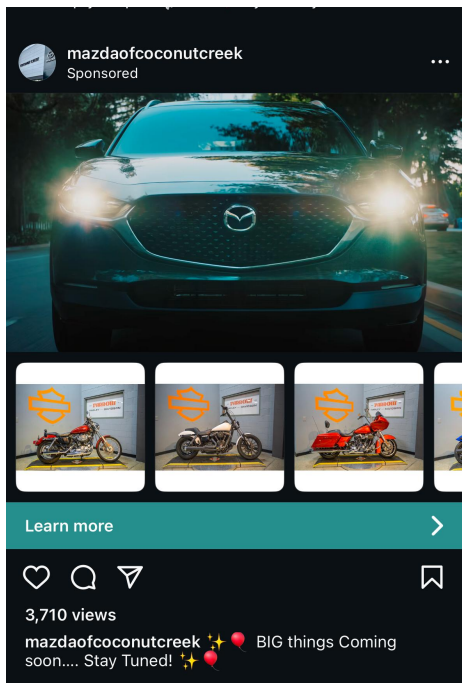
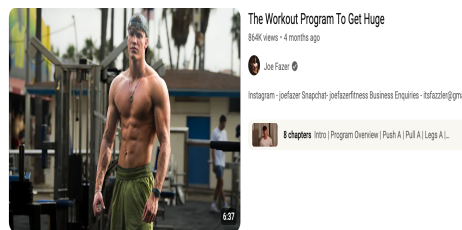
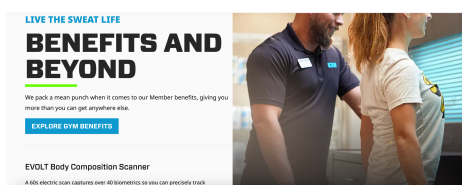




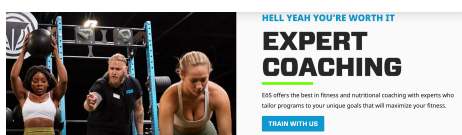
Passive Attention: The reason I see this as being passive is because people that are scrolling instagram and going about their day will see this without having to search for it. Passive attention is when an ad pops up in front of someone's face even if they aren't looking for that product.



Increasing Trust: This video is not necessarily selling anything but I see where it can increase trust for viewers. As you can see Joe is shredded himself and he is offering a program "To get huge" Just by looking at him people will know he has great knowledge in the workout field, therefore people will trust him and watch his content.



Active Attention: I believe this ad is for active attention buyers because it has a call to action button "explore gym benefits". Someone who is actively looking to buy a gym membership will most likely click on the button which brings them into depth about the gym which will persuade them into buying the membership.



Increasing Belief in Idea: I believe that this ad for EOS gym will increase the belief in the idea. Not only does this ad say expert coaching but you can see the way the trainer is pushing his clients to their limits. The buyer is able to envision what it would be just by looking at a single picture.



Increasing Desire: I believe this ad is going to increase someone's desire to buy the product because it is showcasing the results of their product. It is creating a sense of scarcity because no one wants to be walking around with yellow teeth like that which makes the buyer really think about it and take action by buying the product. Just this picture alone can make a buyer want to change their appearance, it will make them look in the mirror and make that decision.