

#### Driveway HQ

In the caption, it explained how buying a car from them has more quality and you can discover your next vehicle for less, it also had an emoji which can appeal to certain people

#### Modern Fuel

A very interesting ad because in big bold letters it said IT'S NOT CHEAP, at the end of it explaining how the pencil is made out of titanium, it says that "we could make it cheap, but then it wouldn't be a modern fuel pencil." This one stood out in particular to me because it is doing the opposite of all the other ads. It says it is not cheap you will not save money, but it is worth it because we are premium pencils

#### D1milano

A premium watch company boasting about its perfect fit and contemporary attitude on the wrists. One of its selling points is how it has free global shipping and a 2 year warranty.

#### Fableticsmen

It compares itself to LuLulemon, a premium clothing brand that is renown for its expensive price tag; however, fabletics explains how it has "Lulu quality activewear, without the hefty price tag"

#### UPS Now hiring ad

Caught my attention by just having in big bold letters saying Now Hiring, it appeals to me because I do not have a job

#### Save Big on a nissan

The ad caught my attention because it had the words save big which appeals to me because who doesn't love to save money on purchases.

#### Socal Honda Dealer

Gave out free 3 months rent to random people and it appealed to me because the ad said it could help me as well