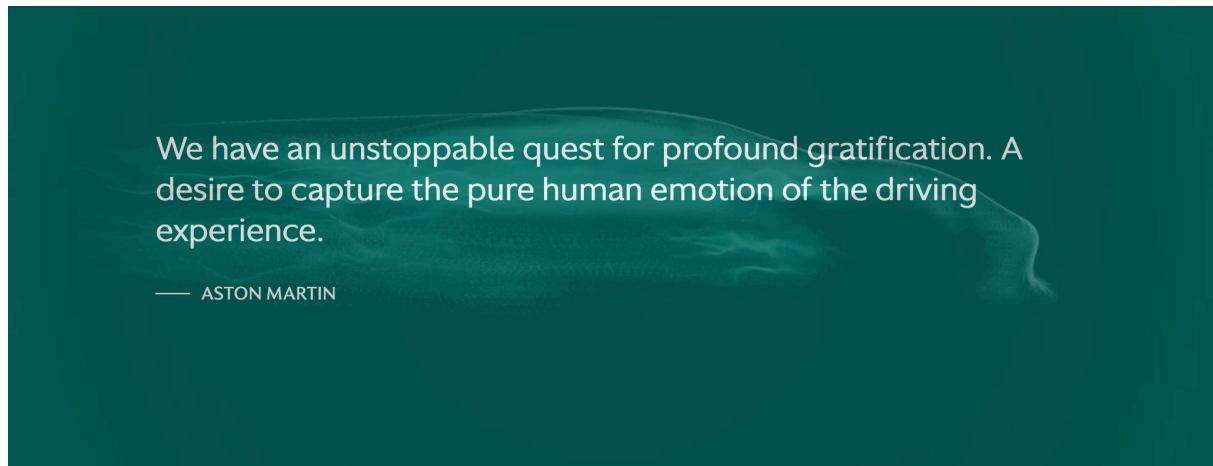


Go find examples of each of these following :

Active attention



I think this works because They are positioning themselves as a brand on a quest to create the ultimate driving experience, which inherently signals their dedication to quality and innovation. At the same time, by framing this pursuit as a "profound gratification" and "pure human emotion," they're subtly giving the reader a feeling of importance and status—suggesting that owning an Aston Martin is about joining a select group of individuals who appreciate and deserve this level of craftsmanship and emotional fulfillment.

Passive attention



The Cleaning Authority

10 August · 🌐

...

This could be you! Curl up with a good book and enjoy the comfort of a clean home when you leave the cleaning to us! To set up a free online estimate, visit: estimate.thecleaningauthority.com!

Happy #NationalBookLoversDay #AuthorityOnClean



Enjoy the Comfort of a Clean Home



I think this works because The Cleaning Authority is trying to evoke a sense of *comfort and relaxation*. They are suggesting that by using their cleaning service, customers can free up time to enjoy peaceful moments at home, like curling up with a book, without worrying about chores. This positions their service as a way to improve quality of life by reducing stress and creating a clean, comfortable living environment.

Increasing belief

THE MOST CERTIFIED SHILAJIT

The Gold Standard

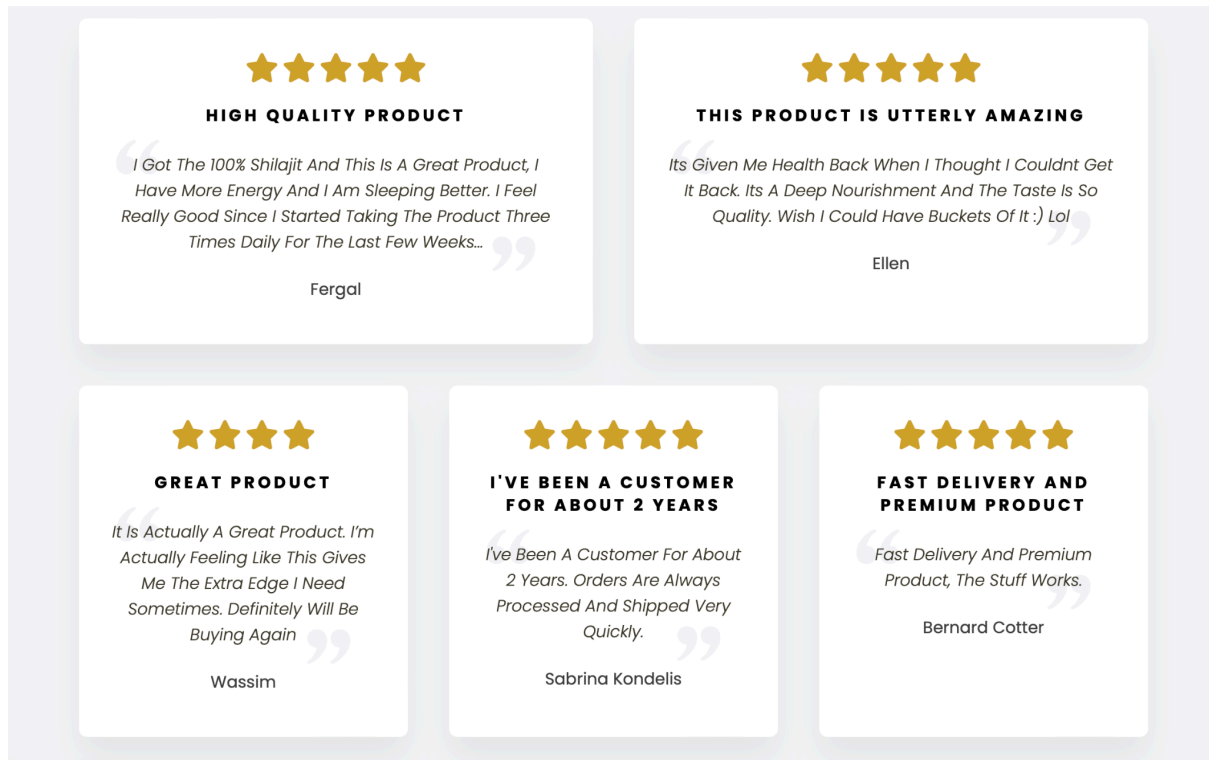
Mountaindrop® Shilajit is the only one to receive multiple certifications by the most esteemed and trusted organizations in the world. Our GMP-certified manufacturing process and our ISO-9001 certification are distinguished achievements that underline our commitment to bringing you the purest shilajit of the highest quality.

Certifications

The image shows three black tins of Mountaindrop Shilajit and a small jar. The tins are labeled 'Original', 'Altai', and 'Himalayas'. Each tin features the Mountaindrop logo, which consists of a stylized mountain peak inside a circle, with the text 'MOUNTAINDROP' below it. The tins also have '100% PREMIUM QUALITY' and 'AUTHENTIC SHILAJIT' written on them. A small jar with the Mountaindrop logo is in the center. A small white card with the Mountaindrop logo is also visible.

They increase belief by showcasing certifications, using phrases like "The Gold Standard" to imply exclusivity, and referencing trusted organizations. This positions the product as high-quality, safe, and endorsed by experts, building trust with the reader.

increase trust



They are increasing trust in the company/person by having testimonials from real people who have bought from this company.

Increasing desire

Greatness Elevated

Since entering the league at the age of 18, LeBron James' combination of speed and power has helped elevate him to the top of the game. Equipped with the LeBron 18, a silhouette fitted with a full-length Zoom Air unit to optimise his speed and a MAX Air unit in the heel to harness his power, he's poised to take his game higher than ever.

[Shop Latest LeBron](#)



game. This makes the shoe feel like a tool for achieving greatness, just like LeBron. (It also increases desire for the reader because Labron wears the shoes).