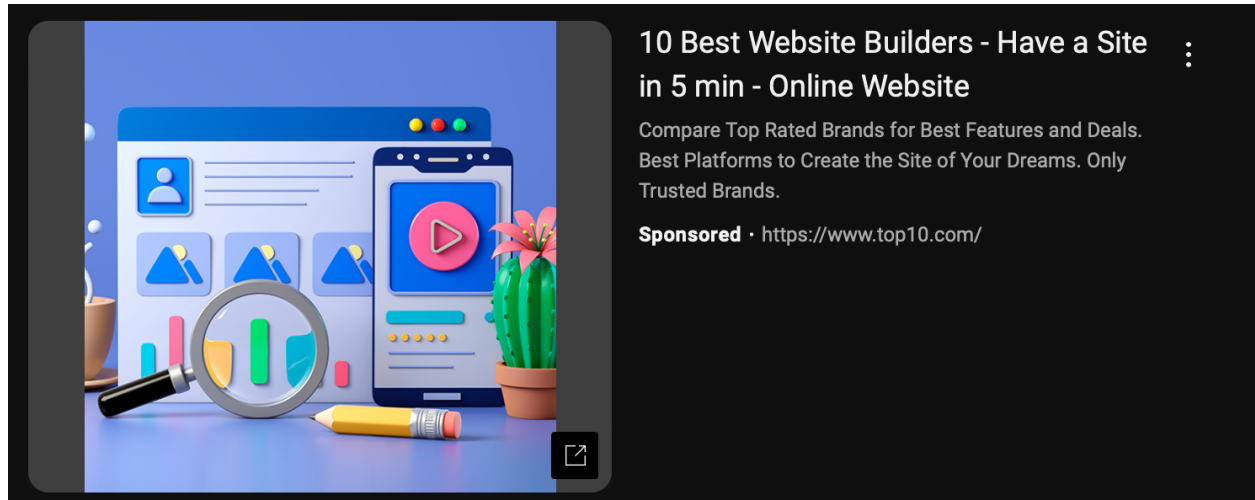
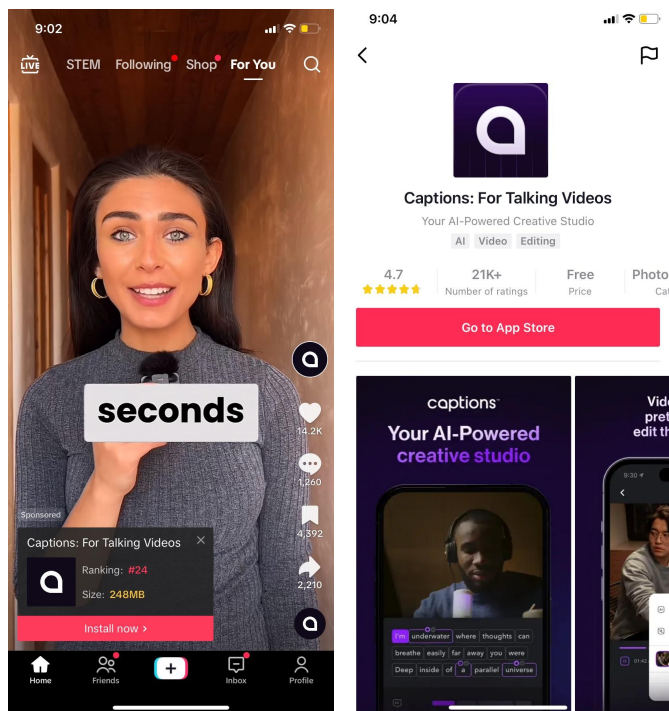




Active Attention- This ad popped up on top of the youtube videos, once I searched how to sell websites on youtube. They increased **desire** by saying “Have a site in 5 minutes”



Passive Attention- This tik tok ad popped up on my feed as I was scrolling, the girl in the video claimed to be A.I and it showcased an example of her being created with new captions and built in seconds which increased **belief in the idea**. As I clicked on the ad it led to an app which had 4.7/5 stars and 21k+ ratings which gained my **trust**.