Attention Mission

Set a timer for 10 minutes and scroll through any social media platform and write down everything that catches your attention and why.

Instagram

- Artist Album Release Post
  - Caught my attention because its an artist i know and listen to
  - NIce minimalistic design
  - Lots of songs about to be released by this artist
  - Name of the album sounds nice
    - Also features other artists that are popular at the moment

- Sponsored post - chains
  - Buy 1 chain get another free
    - Good deal
  - Free was written in big bold letters
  - Nice close up shot of product
  - Cool logo
  - Also gave a code to use on the site for the promotion
  - Overall very clean looking and enticing

- Post promoting the release of new car (Mercedes Electric Maybach)
  - Caught my attention because it claims to be the first mercedes electric maybach
  - Awesome reveal
  - Page who posted it used a popular song that overlays the post itself

- Magazine/Page advertisement
  - "Be featured in Muscle and Fitness and receive $20,000
  - Monetary incentive
  - Again, used a very minimalist approach (photo of swimmer on cover)
  - REGISTER NOW written in bold red
    - Immediately captured my attention
  - States that if health and fitness is your lifestyle you can not only be featured but win alot of money
    - Something that would appeal to many people

- Funny artist promotion post
  - "When a rapper tries to sing for the first time"
  - Caught my attention cause its again from a popular artist
  - Something that people can relate to
  - Tiktok format
  - Recorded in a clean atmosphere with a touch of humor to it

- Educational post
  - Awesome infographic
    - Neatly designed and created
  - About investing at different ages
    - Something that appeals to everyone because it is related to money
  - Captured under a hashtag
    - Something that people gravitate towards