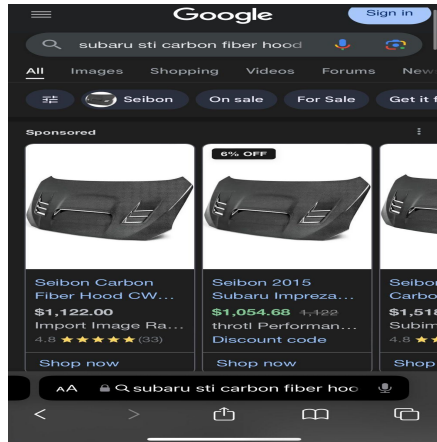
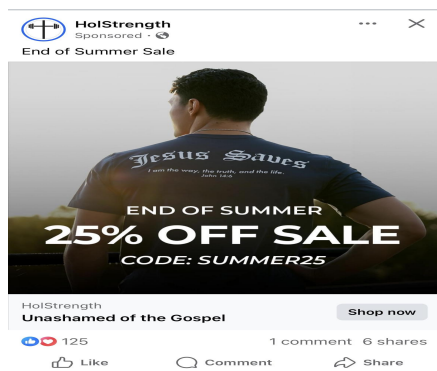


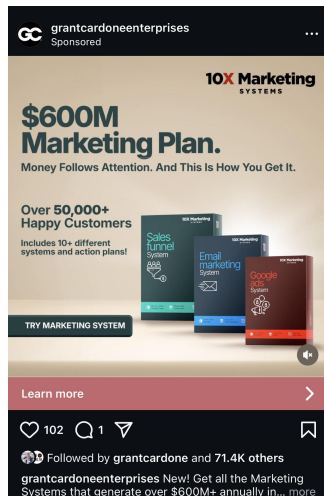
Mission #1-Find Examples of Active Attention, Passive Attention, Increasing Desire, Increasing Belief in and idea, and Increasing Trust



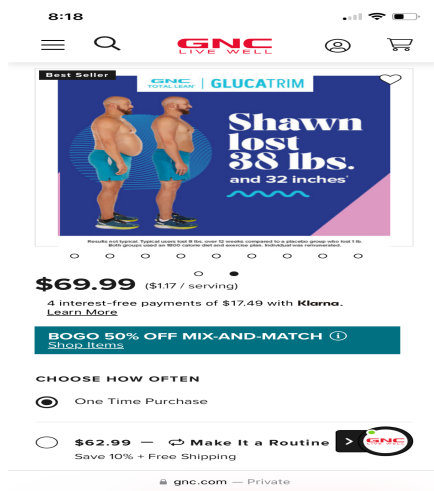
Active Attention: This screenshot reflects a clear intent to purchase, as I was actively researching a product that aligns with my current interests and needs. The item in question is tailored to a specific vehicle and a niche market, making it less universally applicable.



Passive Attention: This screenshot illustrates an advertisement that appeared in my Instagram feed. It presents a compelling offer with a limited time frame, effectively instilling a sense of urgency to make a purchase. The product appeals to a diverse range of industries and markets, significantly increasing the likelihood of attracting potential buyers.



Increasing Desire: This screenshot exemplifies the company's efforts to attract new customers through substantial discounts and transformative information. By highlighting the significant number of satisfied customers and the considerable financial value associated with the product, the ad effectively stimulates curiosity and excitement among prospective buyers.



Increasing Belief: This screenshot features a weight loss product prominently advertised as "clinically proven," accompanied by authentic before-and-after photos of everyday individuals demonstrating their transformations. The reputable status of the company instills a sense of trust among consumers. Furthermore, the slogan "Live Well," coupled with accessible payment options and comprehensive information about the product's ingredients, enhances potential buyers' confidence in both the brand and the efficacy of the offering.