

Mission #1

Go find examples of each of the following:

1. Getting active attention
2. Getting passive attention
3. Increasing desire
4. Increasing belief in idea
5. Increasing trust

Question 1:

Getting Active Attention

I searched for Boxing Gyms in New York. Victory boxing stood out to me as it was ranked highly in terms of SEO, their reviews were good and their website was well designed (high quality images and information).



BOXING: THE COMPLETE SPORT

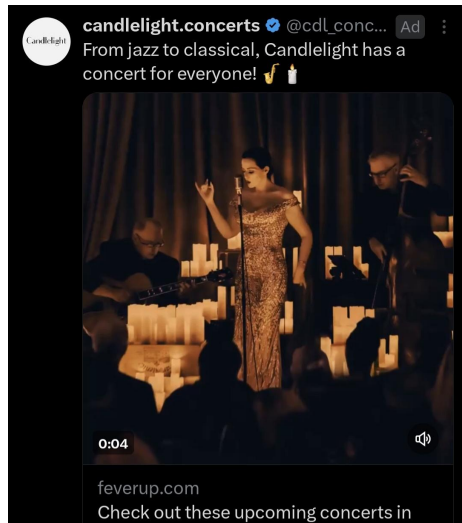
All levels of boxing classes develop Ring IQ through practicing punch combinations and footwork, determining mistakes, and correcting them. It takes a sharp mind to assess an opponent, determine what move to make, and follow through. There is a psychological benefit to understanding your opponents, as Mike Tyson was known to do. Self-defense is self-care, and many students feel more confident after training because they can use their new martial arts skills to defend themselves against a threat when necessary. Beginners, amateurs, and professional boxers are all taught to develop mental agility as well as physical and defense tactics.

More advanced students and those who wish to train as amateurs at a boxing gym in New York, NY, can benefit from private lessons, where you can work on your stamina, punches, and footwork as well as the skill of making technical decisions during sparring or a fight.

Question 2:

Getting Passive Attention

I scrolled across a short video for candlelight concerts. The beauty of the scene peaked my attention. It was cinematic and romantic. The colours stood out on the timeline and the slow video zoom contrasted passive images and normal speed videos as found in other posts.



Question 3:

Increase Desire

For the boxing gym I read through the paragraph highlighted in my above screenshot. For me this increased the desire of a customer from only seeking to learn boxing, to also focus on building their confidence through self care. This was not an initial desire however now that it is, it moves them closer towards purchase.

Question 4:

Increase belief in idea

For the boxing gym there are three videos on the homepage which showcase different skill levels and fitness abilities. This reinforces the message of the gym, catering for everyone from novice boxers to experienced fighters. The high class attendance shows the classes are popular and the "product" works.

Question 5:

Increase trust

For the candlelight concerts ad, upon clicking on the link I was immediately greeted with a number of concerts and hundreds of positive customer reviews. The very first paragraph highlighted the large number of cities and millions of attendees from previous concerts. This reinforced my level of trust in the business.