

MISSION

WHAT ARE THE SOME ELEMENTS AND CLUES YOU'VE SEEN TOP PLAYERS USE TO GET AND MAINTAIN ATTENTION

Subject: Nature Resorts

CASE STUDY: Aarunya Nature Resort

CONTENT

- Avoid threats and harm
 - By having a place to stay they can avoid threats and harm
- Food and resources
 - The Resorts is likely to provide food and resources to its customers
- Mating
 - Couples in general or couples in a honeymoon have a lot of mating opportunities because of the privacy and services the Resort offers to couples also because of the vibe the resort gives in general, it gives a romantic setting which gives the couple an opportunity to mate
- Tribe
 - People who go on nature resorts don't just go alone they come with either friends, family or partner which benefits them by having quality time away from the stresses of everyday life to spend time with people they care about

CLUES

- Objective beauty – The rivers and view from the resort makes it attractive to the customers and amplifies their desire because it makes it a good environment to spend time with their loved ones
- Pattern interrupt – whether it be the birds or the sound of river flowing there is a lot of pattern interrupt

Now on to what my top competitors use to gain and maintain attention

- Visuals
- Highlights the dream state by showing relaxed people enjoying in the pool
- Provides special offers
- Visuals and video in the background showing the beauty of the resort
- Shows the dream state through visuals
- CTA is honestly Shit but they use Good visuals of the rooms to push the reader to buy

