**Dependent variables**

*Attractiveness*

* See your favorite artist at a music festival
* Attend the Super Bowl together with your best friends
* Weekend getaway to a hotel by the beach with an all drinks package for you and your best friends
* Get behind the scenes access to your favorite TV show for you and your best friends
* Front row Tickets to see your favorite comedian for you and your friends

*Popularity*

* Attend the Super Bowl together with your best friends
* Weekend getaway to a hotel by the beach with an all drinks package for you and your best friends
* Get behind the scenes access to your favorite TV show for you and your best friends
* Go on a 7-day Trip to Washington D.C.
* You and your best friends will be featured in your favorite artist's next music video

*Uniqueness*

* Get behind the scenes access to your favorite TV show for you and your best friends
* Go axe throwing at a sports center
* See your favorite artist at a music festival
* Attend the Super Bowl together with your best friends
* Get an exclusive tour of a Zoo near you and pet baby animals

*Experienced FOMO*

* Get an exclusive tour of a Zoo near you and pet baby animals with your best friends
* One-week luxury vacation for you and your best friends in at a location of your choosing
* Get behind the scenes access to your favorite TV show for you and your best friends
* Attend the Super Bowl together with your best friends
* You and your best friends meet your favorite artist at their next tour

**Control variables**

*Familiarity*

* Get an exclusive tour of a Zoo near you and pet baby animals with your best friends
* Attend the Super Bowl together with your best friends
* Watch the premiere of a new movie together with your best friends
* See your favorite artist at a music festival
* Visit the Zion National Park and get an exclusive tour of the park

*Self-relevance*

* Get an exclusive tour of a Zoo near you and pet baby animals with your best friends
* Go on a 7-day Trip to Washington D.C.
* Attend the Super Bowl together with your best friends
* See your favorite artist at a music festival
* One-week luxury vacation for you and your best friends in at a location of your choosing

*Repeatability*

* Get an exclusive tour of a Zoo near you and pet baby animals with your best friends
* See your favorite artist at a music festival
* Watch the premiere of a new movie together with your best friends
* Spend a day at the water park with your best friends and fast passes for all rides
* Go on a 7-day Trip to Washington D.C. with your best friends