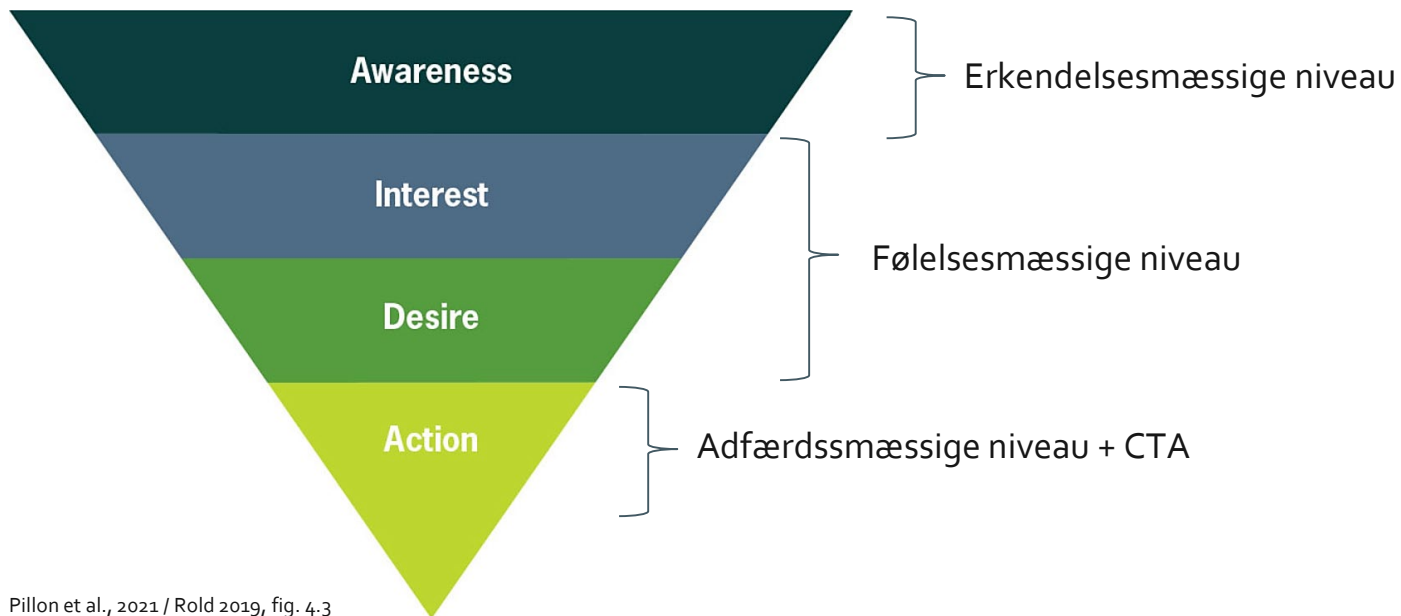


Kommunikationsstrategi med AIDA-E





Awareness

Interest

Desire

Action

Awareness

Interest

Desire

Action





Awareness

Interest

Desire

Action

ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.

GUESS WHICH ONE.



We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?
MOMSDEMANDACTION.ORG



Awareness

Interest

Desire

Action