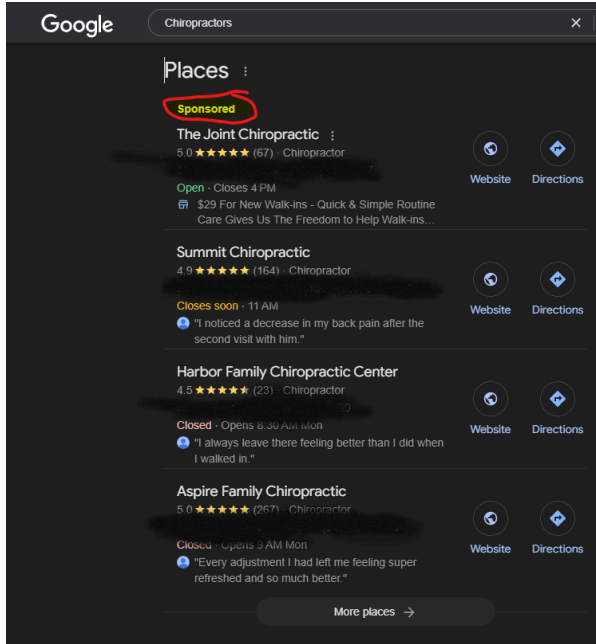


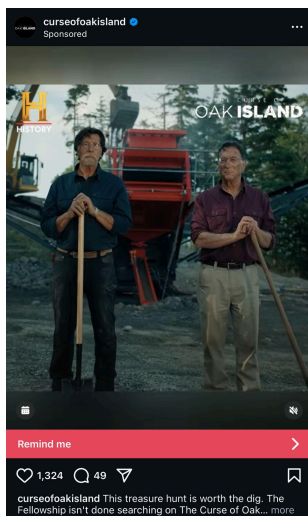
# Mission #1

Active Attention:



I believe this list of sponsored places labeled on google maps after searching for Chiropractors on google qualifies as Active Attention. This is because these are places that clearly pay to come up first in the options after actively searching for a chiropractor on google.

Passive Attention:



I believe this instagram ad is an example of passive attention because it just popped up on my feed unprovoked hoping this is something I would like to watch.

Increasing Desire:




This is an example of an ad looking to increase desire. This is because it shows a man with a pretty woman making it seem as though if you wear or buy this cologne then you will also be able to do the same, feel as important, feel as confident etc...

Increasing Belief:




This is an example of increasing belief because they are citing that they created the product with a “dermatologist-backed” blend. They also included some engaging shapes with vitamin names as well as the scientific structure of glycerin.

## Increasing Trust:

 **HubSpot**  
Sponsored

How to Run Local Ad Campaigns on Google, According to Google's Product Marketing Manager



Jacob  
**M A D E R**  
Product Marketing Manager  
Google

Free Exclusive Interview  
A Look Behind the Screens  
[HUBSPOT.COM/ADVERTISING](https://HUBSPOT.COM/ADVERTISING)

[Learn More](#)

This ad is an example of increasing trust because they have someone in a high value position speaking to customers and providing insight about the product that is being advertised.