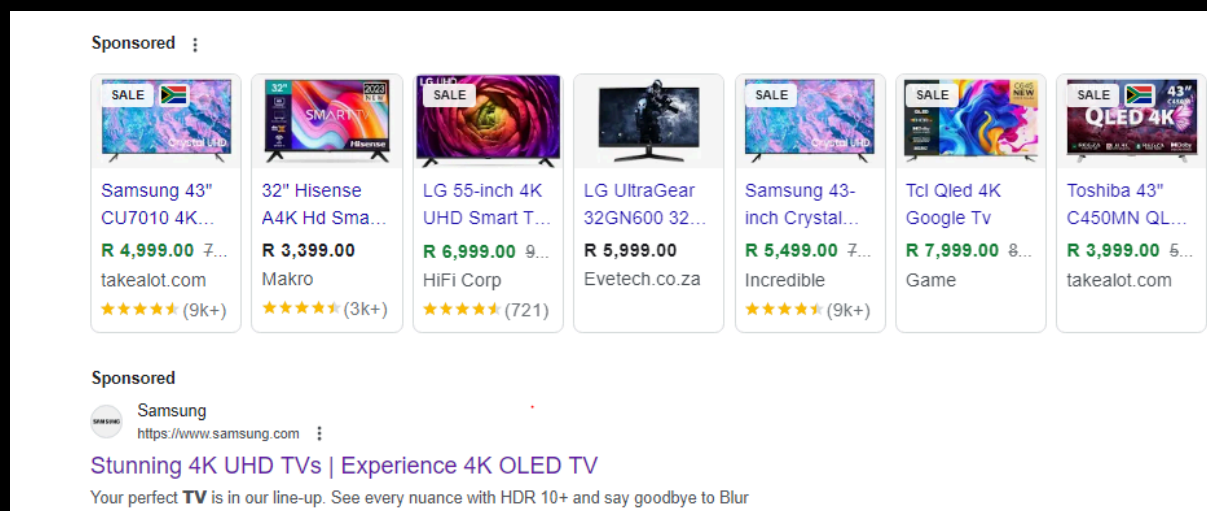


The Real World Missions

Mission: Find examples of each of the following

- Getting active attention
- Getting passive attention
- Increasing desire
- Increasing belief in an idea
- Increasing trust
- Then share screenshots and why they work in the #business-101 chat.

Getting active attention



Increasing desire active attention

the site the below picture is the first thing you see. I believe they increase desire very well by doing this, because even though I searched for a 4k tv they show their best one which catches your eye and as a customer it would definitely increase your desire for a better television.



Neo QLED 8K

Absolute 8K, above all

Increasing belief in an idea

Top 4 Features



Matte Display

Enjoy what's on with less reflection



Modern Frame Design

Designed to look like a slim picture frame



Customizable Frame

Match to your space with customizable bezels



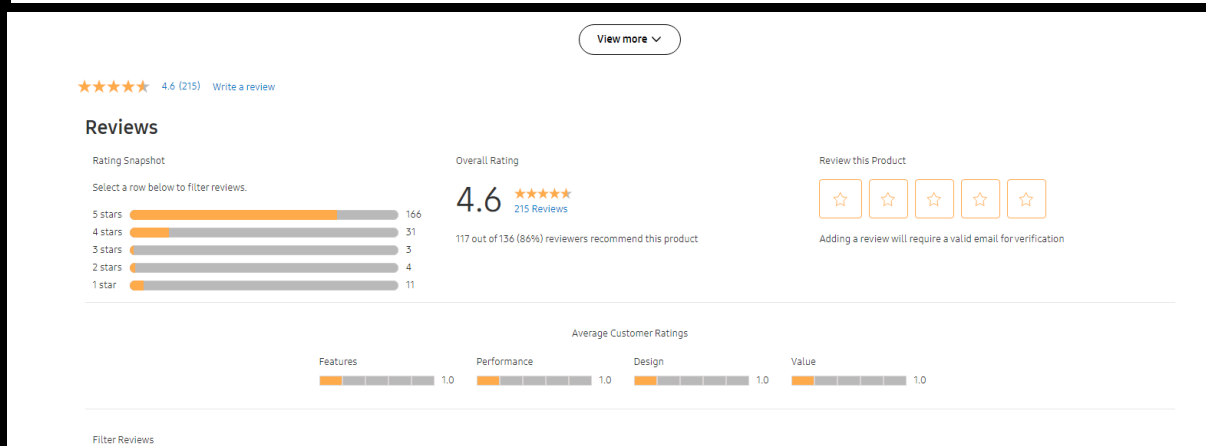
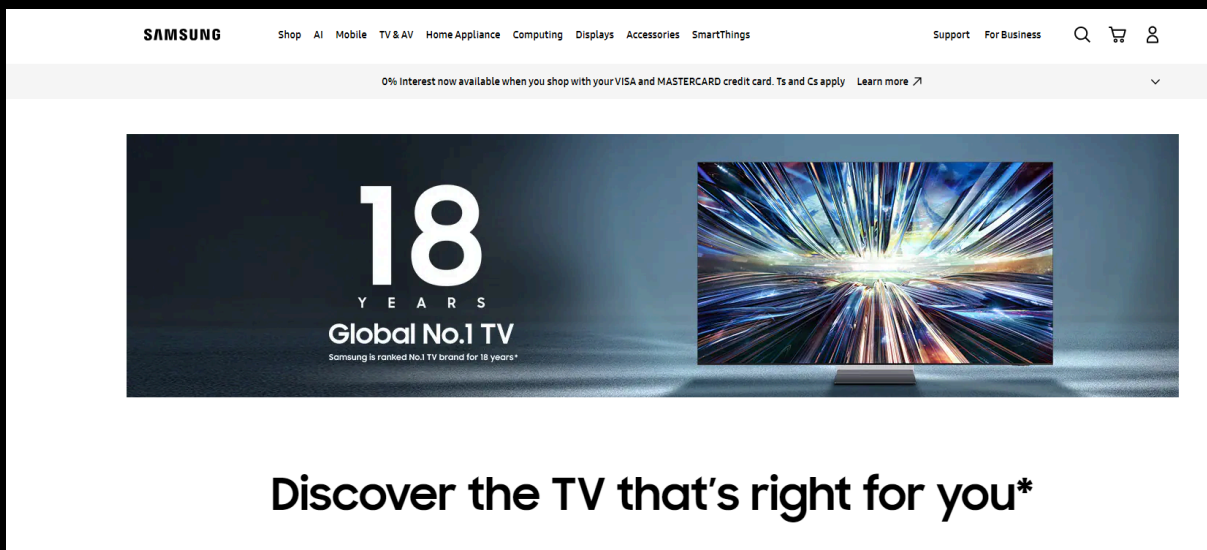
Art Mode

TV when it's on, art when it's off



Increasing trust

To increase trust on their website Samsung uses a few methods. The first I noticed was a banner at the top of their page reading “18 Years global No.1”. The second being reviews that are available to read on the website. Both these things create trust with the brand because they show a good track record of releasing quality products.



Getting passive attention

This example of passive attention is a snip off of my facebook home page. Advertising google ads and is something that would easily grab attention from someone looking to advertise.



Increasing desire passive attention

Upon entering the site it greets you with a slideshow type of display showing everything a business owner would want to see. These things being shown are things that everyone knows a business needs and by showing them on the landing page grabs potential customers' attention and increases desire immediately.

Drive sales
with Google Ads.



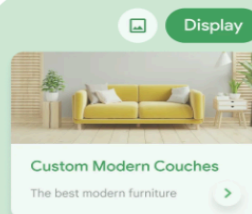
Be found
with Google Ads.



Stand out
with Google Ads.

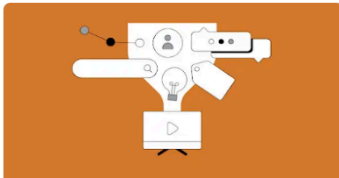


Show up
with Google Ads.



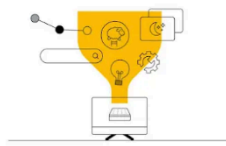
Increasing belief in an idea

See how Google Ads can generate more leads



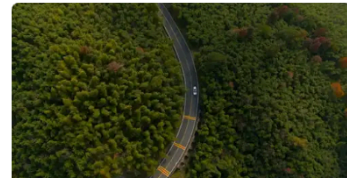
Lead Generation Playbook

[Learn more ↗](#)



3 ways Sleep Number made the leap to online leads

[Learn more ↗](#)



How Jaguar Land Rover generates high-quality leads

[Learn more ↗](#)

To increase your belief in google ads they give this free information at the bottom. When you read this as someone that is thinking about paying for ads it makes you believe that it is a good investment and something you should do. I believe this could also double as a desire multiplier.

Increasing trust

Find expert support for any campaign

Build smart online strategies that align with your business goals. A Google Premier Partner or Partner certified in Google Ads products can help you to maximise campaign success.



Search

With billions of searches per day on Google, Search ads make sure that potential customers notice your brand, consider your offerings and take action.



Display

Display ads can help you to promote your business to 90% of Internet users worldwide while browsing online, checking Gmail or using mobile devices and apps.



Video

Introduce your business to new audiences with engaging video campaigns on YouTube, across millions of websites and on mobile devices and apps.



Shopping

Sell your products to shoppers searching for what you offer, whether they're at home, on the go or in-store.



This was the best example I could find of something that would increase my trust in google ads. I believe that is because it is already a huge brand with existing trust, this might be a area they can improve on to make new customers more likely to buy.