

# Personal Ad Online Execution

## Good Girl seeking: Good Human!

Woof! Hello human! I'm a good girl currently seeking a good human!! My name is Honey I'm a 4 year old golden retriever! I like playing and being active! I'm looking for my perfect human who has lots of energy and is ready to have fun. I promise I'm a good girl, I would love to continue my training and keep getting better.

Did you say treats?! I love treats I'll show you all my tricks for some yummy treats. I've been living at at Bridgend Dogs Trust location and would love if you came to visit and get to know each other a little better. Maybe you could bring one of those treats you were talking about!! I hope you visit, but if you're curious take my quiz to see if we really are the perfect match. Woof woof I think we are!!

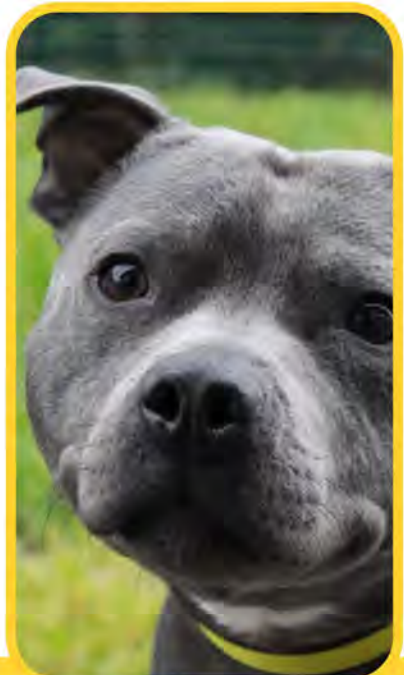


Find if you match at [DogsTrust.com](https://www.dogs-trust.com)

## Good Boy seeking: Good Human!

Hello Human! I'm a good boy currently seeking a good human!! My name is Chip and I am 2 years old! I would love a human to run and play with me but I also love nap time on a big comfy bed. I am a hyper Staffordshire Bull Terrier pup that is always ready to play. I would dearly love a human that enjoys an active lifestyle.

Are you a human that can help me express all my energy and spend time with me relaxing? I know lots of commands like sit, paw and lie down! Look at how smart and good I am! I can learn even more! I WILL get my tail one day! Oh boy, oh boy. Please take my quiz! I hope you come and meet me at Evesham! Please bring some yummy treats!



Find if you match at [DogsTrust.com](https://www.dogs-trust.com)

# Personal Ad Online Execution

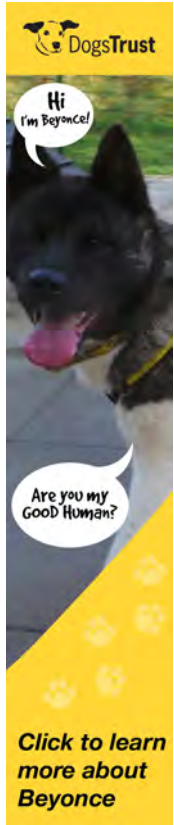
The display ad consists of three variations. The top variation shows the DogsTrust logo, a speech bubble saying "Hi I'm Honey!", and a call to action "Click to learn more about Honey". The middle variation features the DogsTrust logo and a call to action "Click to learn more about Honey". The bottom variation shows a golden retriever named Honey with a speech bubble saying "Hi I'm Honey!" and another saying "Are you my GOOD Human?".

Display Ads

The personal ad on the website features a yellow header with the text "Good Dog Seeking: Good Human" and a call to action "Could you be a match? Click and find out!". Below this is a photo of Honey, a golden retriever, with a speech bubble saying "Hi I'm Honey!". The text describes Honey's personality and interests, and includes a "Do we match?" button. Below the button is a grid of 12 circular icons representing different dog breeds, each with a name: Aidan, Coner, Angus, Denny, Dinamore, Bran, Brady, Harry, Alfie, Beckham, Brice, and Ladd.

Personal Ads on Site

# Personal Ad Online Execution



DogsTrust

Hi  
I'm Beyonce!

Are you my  
Good Human?

Click to learn  
more about  
Beyonce

This advertisement features a black and white dog, Beyonce, with its tongue out. The background is a yellow gradient with white paw prints. The DogsTrust logo is in the top left. A speech bubble says 'Hi I'm Beyonce!' and another says 'Are you my Good Human?'. A call-to-action at the bottom says 'Click to learn more about Beyonce'.



DogsTrust

Hi  
I'm Bailey!

Are you my  
Good Human?

Click to learn more about Bailey

This advertisement features a tan dog, Bailey, looking to the left. The background is a yellow gradient with white paw prints. The DogsTrust logo is in the top left. A speech bubble says 'Hi I'm Bailey!' and another says 'Are you my Good Human?'. A call-to-action below the logo says 'Click to learn more about Bailey'.



DogsTrust

Hi  
I'm Archie!

Are you my  
Good Human?

Click to learn more about Archie

This advertisement features a brown dog, Archie, standing in a grassy field with a wooden fence and trees in the background. The background of the ad is a yellow gradient with white paw prints. The DogsTrust logo is in the top left. A speech bubble says 'Hi I'm Archie!' and another says 'Are you my Good Human?'. A call-to-action below the logo says 'Click to learn more about Archie'.

Execution with variety of dogs