

## Clickmaniac 2018 Ads

Context	Headline and Text
Positive Cat Ad	<b>Cuddly Cats</b> Owning a cat has been proven to reduce stress levels. "Like" this post if you love cats!
Negative Cat Ad	Cats are one of the deadliest local predators of birds. "Like" this post if you agree they're overrated!
Positive Dog Ad	<b>Puppy Love</b>  "Like" to find ways to help man's best friend.
Negative Dog Ad	Dog owners have a higher chance of getting Lyme Disease. "Like" this post if you agree they're overrated!