

Goal: Make the reader aware that chlorine is the reason behind their skin and hair problems. I want to use a dechlorinating shower head as a free lead magnet to book a water quality test.

Target Market: Women/Men ages 28-40

Problems They Face:

Dry itchy scalp
Dry itchy skin
Rash flare ups after showering
Hate the feel of their skin and hair after showering
Frizzy hair
Confidence issues due to their hairs state

Words People Use To Describe Their Issues: (Real Quotes and Words I Have Found)

"my hair has been slowly breaking, looking dull and dry"
"looks greasy and lifeless the next day"
"it's much frizzier and drier, and my curls don't form properly"
"It was flat and stringy and looked greasy when it was clean."
"My hair is frizzy and dull."
"My hair is right back to dead, frizzy, dry.."
"Yes, my hair quality has gone to shit here"
"My skin is so flakey after a shower"
"my hair was always feeling oily but dry after a shower and a completely tangled mess that you could not brush through."
"My face is no longer begging for more moisture an hour later"
"One hairdresser actually had a look of disgust on his face at what he had to work with."
"Itching is so severe I can barely focus on anything else"
Dry skin/hair
Dull hair
Itchy scalp/skin
Damaged hair
Frizzy hair
Hair breakage
Brittle hair

Dream State:

Thick, Volumized hair
Healthier hair
Avoid hair loss
Higher confidence due to hair that is thicker healthier and overall looks great
Shiny hair
Softer Hair
Softer Skin

No more eczema

"First time my hairs ever felt like brand new silk sheets"

"I wish my hair was easier to brush out."

"no longer get out of the shower in pain from the dryness and itchiness."

"hair feels so much lighter and cleaner!"

Being complimented on their skin and hair (or asked how it looks and feels so good)

Awareness: They are aware of their dry damaged skin and hair but they are unaware of what is causing it. A lot of people know there is chlorine in their water but they are unaware that chlorine is causing their skin and hair to be poor quality.

Overall I'd say they have a level 2 awareness

[Understands their problem, doesn't know a solution, doesn't know the product]

Sophistication: They are around stage 2 of the market on the sophistication chart.

Threshold Levels:

Cost level - Low (Free product)

Certainty threshold - Medium

Trust threshold - Medium (May be skeptical of the free product)

Avatar:

Sasha, a 35-year-old woman facing hair loss and thinning, notices that her skin feels dry and itchy after showers. When her hair dries, it often becomes brittle and dull. Sasha also notices these effects with her kids and husband. Sasha feels upset as at work people are starting to take notice of her constantly itching her scalp and arms. She desperately wants to find a solution so her family can avoid these frustrating effects. Sasha knows the city uses chlorine to disinfect their water but doesn't think that it could be the reason behind her dry hair and damaged skin.

Where they are now: Scrolling through facebook

Last 5 posts would be about

- Additives in food
- Food recipes
- New gym workout
- How to make organic body wash, soap ect..
- Make up/ or skin care products.

AD COPY (DIC Facebook Ad)

Dry Skin? Brittle Hair? The secret to smoother skin and healthier hair.

Some people never have to face the frustration of a stinging dry rash or hair that's frizzy and prone to breakage. They avoid these issues with this easy **change**.

Here's the thing...

It's not changing your shampoo.

It's not buying new skin care products.

And it's certainly not making a trip to the dermatologist.

All you need to do is make ONE simple change to your shower routine

Click below to uncover the secret to vibrant hair and irresistibly smooth skin that everyone will envy.

(Could I also get some feedback on my ad creative)



Issue: The ad says to make a simple change, The headline in the landing page says unmask the culprit behind your skin and hair issues.

Could create confusion.

Goal: Is the tease the reader on a solution to their skin and hair problems

AD 1: We tease them on making a simple change to their shower routine as the solution

AD 2: We tease a reason behind their skin and hair issues.

In the landing page - We tease the reason behind it, and we tell them that it is chlorine

Unmasking the culprit behind your skin and hair

When you run your hands over your skin after a shower, how does it feel?

Is it smooth and hydrated? Or does it feel rough and dry, like your fingertips are sliding against a brick wall?

There's a reason why some people enjoy silky smooth skin without extensive skincare routines.

Here's the surprising truth:

It's not your genetics. It's not your moisturizer. And it's not your diet.

It all comes down to a hidden culprit lurking in your water, and this might be the game-changer you've been missing.

Click below to uncover the hidden culprit and transform your skin and hair for good.

When you run your hands over your skin after a shower, how does it feel?

Is it smooth and hydrated? Or does it feel like your fingertips are sliding against a brick wall?

There's a reason why people have silky smooth skin without doing any skin care.

Here's the truth...

It's not your genetics.

It's not your moisturizer.

And it's not your diet.

It all leads down to a hidden culprit that lurks in your water.

Click below and uncover this hidden culprit and how you can defeat it for good."

