

Section 1 - Top description

Guess what's going viral? Everybody's favorite snack in a completely new form: DRY Ice Creams! Don't just follow trends, taste them. Be the first among your friends to try this exciting new snack!

In this section, I decided to emphasize that dry ice creams are a new form of casual ice cream and that they are going viral. I decided to go that way because the target audience is very active on social media platforms and would be interested in what would soon become a new trend.

Also, I described that dry ice cream is a new snack that can be a refreshing version of traditional ice cream. I added a little bit of competition by encouraging the reader to be the first to try that snack among his friends. The use of words like "viral" and "trends" resonates well with an active online audience.

Section 2 - Why choose us?

Why Settle for Ordinary?

When was the last time a snack made you pause and think, "Woah, that's different!?" No more wandering the same, dull supermarket aisles like a Tasteless Traveler. We have created the snack everyone secretly longed for but never imagined: dry ice cream, a refreshingly unique treat that promises not to melt your expectations!

"Why Settle for Ordinary?" Directly asks a reader why she (65% of women) is settling for ordinary snacks. For a person who is bored by old snacks, that hits the right pain point. In further text, I speak directly to the reader and ask her where she last tasted something new. That shows the reader how long she was unhappy without eating something new.

Then I recreate their memories of wandering through supermarkets in search of something new and introduce a medicine to their problem (that now feels so real and "heartbreaking").

As a "Tasteless Traveler" I named the "Rock Bottom" state where all pains, frustrations, and fears become true. I do it to create a vivid picture of what will happen if a person doesn't try to fix these problems.

Later, I present the product as an innovation and give it to the reader as a new, interesting alternative. And I end this section with a gentle, playful nudge to not melt expectations.

Section 3 - What's in the box?

Unbox the Unexpected!

Prepare your taste buds for classics that now wear new guises! A collection of 10 signature "FROSTY SWEETS" DRY ice cream flavors awaits your discovery. It's not just another snack box—it's a gateway to a taste experience unlike anything you've had before!

I start this section by challenging the reader to prepare for the new snack experience of tasting classic flavors in a new form. While it mentions that dry ice cream has classic flavors, it can be interesting for people who want to refresh their memories of trying chocolate ice cream for the first time.

Also, I don't lie about ice creams having flavors that didn't exist before. I inform the reader of what she can expect in the product details. So when the reader looks at the taste of the ice creams, she won't feel betrayed.

Section 4 - Product Varieties

Headline: Where Others Stagnate, We Innovate!

Subtitle: While Others Melt, We Stay Cool and Creative!

The headline uses parallelism ("stagnate" and "innovate"), which provides a rhythmic flow and makes it memorable. In the subtitle, I play with the fact that the product is dry.

Section 5 - How does it work?

How It Unfolds

Hit Subscribe

Get your flavor-packed box in just 2–6 days!

Future boxes zoom to you every 7th day of the month!

Stay or stray—cancel whenever you fancy!

We Prepare

Snacks made of high-quality ingredients!

The promise of a unique dry ice cream journey!

The chilly thrill without the spill!

Get ready for

A new snack to keep Netflix chill!

The thrill of breaking bland snack monotony!

Classics in never-before-seen form!

I added the headline "How It Unfolds" to this section to visually separate previous topics from this part and make it clear what this section will be about. I changed "You subscribe" to "Hit Subscribe" because saying "Hit Subscribe" associates with YouTubers and streamers, so it can sound relative or familiar to the audience. "Get ready for" sounds more cool than "You Receive".

Section 6 - Testimonials

First time trying dry ice cream with FROSTY SWEETS. It's so different from regular ice cream but in a good way! The texture and flavor combo are unique. Adding this to my snack list. 🔥 #NewFave

I received my box last week, and I've been blown away! I never expected to be so thrilled by the chocolate flavor again. These unique flavors are a delightful surprise!

Shared with my roomie and now we both can't wait to see what we'll get next! It's our new movie night staple. Yummy and fun! 🍦👥

In the first testimonial, I wrote about the uniqueness of the product. The second is about reliving old tastes and experiencing them for the first time. The third describes the excitement of waiting for other boxes and snacks used for movie nights.

Section 7 - Benefits

While most tread the beaten path, you're about to break new ground in snacking! It's familiar yet so refreshingly different!

Snack Evolution

Ditch the predictable for a daring ice cream adventure! Where most settle for the same, you venture into delicious unknowns!

Exclusive Experience

Remember that feeling when you discovered something before everyone else? It's that, but tastier! Be among the first, and savor the sweet pride of discovery!

Rediscover Classic Delights

Like rereading a favorite book with fresh eyes. With "FROSTY SWEETS," classics feel thrillingly new. Rediscover old delights with a surprising twist!

The subtitle emphasizes that the product is new and refreshing. The main three benefits highlight uniqueness, novelty, and the ability to relive old tastes and make them enjoyable again.