



Who am I talking to?

- Gamers

Where are they now?]

- Current state
 - Want to upgrade their console
 - Want to buy their first console
 - Need a console to play games
- Dream state
 - Enjoy high performance gaming
 - Play fifa/fortnite with their friends
- Level 4 awareness
- Stage 5 sophistication
- Cost mid
- Trust Low
- Certainty mid

What do I want them to do?

- Buy a playstation

What must they experience to get there?

- Stop scroll
 - Colours
 - Movement
 - bIG OBJECTS
- Hit pain
-
- desire
- CTA

We now have the ps5 slim available in our store. Upgrade your gaming experience with ultra 4k quality.

The quality is so amazing when you play fifa you won't be able to distinguish reality from your own games

No need to worry about deleting games anymore because now you can download as many games as you want with 1tb of storage

I want you to imagine for a second

You arrive back home on a friday you grab a nice fresh drink , grab the controller as you hear the ping from console you lie down on the couch and enjoy a nice gaming experience.

Turn that dream into reality now. And come get your ps5 slim at jmc stationery.

Whether you have never touched a controller in your life that doesn't mean you can't enjoy an incredible gaming experience.

If the ps5 slim is out of your budget you don't need to worry as we have other alternatives for you as well (normal ps5, ps4 slim, normal ps4)

Come and get yours before more people find out about this advert at jmc stationery