

Copy for Hero Image Web 2



A few notes on text placement: text placed on the left-most, lower third aesthetically pairs with language that is blunt and conveys a sense of finality. Certain taglines included here, such as “Break Up with Back-Pain”, would work better in the bottom right. Also, offsetting text can create a dynamic feel that helps the reader move through the advertisement. For example,

“Break Up With
Back-Pain”

The use of enjambment in the middle of the tagline creates tension and a sense of movement. Additionally, the use of quotation marks always adds a sense of authority to tag lines, even if the text is not an attributable quote. This tactic is known as unattributed testimonies and has been used to great effect by companies such as Nike. The use of bolding can also be effective to stress the benefits of certain taglines, such as in “Back-Pain Relief, **Every Time, Everywhere**” Finally, I think placing a small version of the Gentle Living Logo after the tagline would serve as a nice psychological reminder for consumers to associate the company with pain relief while seamlessly integrating with the other ad visuals.

As a sidebar, I think we should include a photo of the pillow so consumers can draw the connection between the product and the sales message, just a thought.

Of course, these notes on text organization and placement are just suggestions to help us produce a better ad. I leave all final design judgements up to Rosanna since that’s her speciality.

Tagline Options

The Number 1, Non-Surgical Solution to Lower-Back Pain

Copy tactic leveraged: social engineering (doctor attribute tag may be useful.)

Finally, Back Pain Has Met its Match: Gentle Living Lumbar Pillow

Copy tactic leveraged: long awaited solution to long-term problem

Align Your Life for Comfort

Copy tactic leveraged: positions product as a lifestyle necessity

**Say Goodbye to Back-Pain,
Not See You Later**

Copy tactic leveraged: positions product as long-term solution to chronic pain

Alleviate Back-Pain Overnight

Copy tactic leveraged: false logic (play on words. It reads as if the product will cure back pain in a single night's rest, when really the product actually provides relief over a longer use period when used while sleeping.)

Back-Pain Relief, Every Time, Everywhere

Copy tactic leveraged: two key benefits, pain-relief and portability, paired together

Start Living Pain-Free Today

Copy tactic leveraged: no-nonsense appeal to people's primary intent for this product

Free Yourself From Back-Pain Today

Copy tactic leveraged: gives buyer the agency, motivation, and urgency to move further along the path to conversion.

**Gentle Living Lumbar Pillow:
A Painless Solution to Back-Pain**

Copy tactic leveraged: brand recognition and positive association with pain-relief

Break-Up with Back-Pain

Copy tactic leveraged: physical and emotional relief from back-pain and associated symptoms. Also, the alliteration and syllabic consistency is pleasing to the ear.

Bits and Bobs, extra tags and approaches

Gain the Strength to Move Beyond Lower-Back Pain
Feel the Difference with Gentle Living's Lumbar Pillow
The Answer to Back-Pain Is Here: Gentle Living Lumbar Pillow
"Back Pain? We Can Help with That"
"Back Pain Killing You? Relief is on the Way"
Pain-Free Living with Gentle Living
Soft on Your Spine, Hard on Back-Pain

Copy for Hero Image Mobile 2



From the above headlines, I think “Break Up with Back-Pain” styled:

“Break Up With
Back-Pain”

would work well.

It's short, sweet, and sits nicely in that right hand corner. I think “Back-Pain Relief: Every Time, Everywhere” would also work well when stacked because most mobile apps tend to stack text and visual elements anyway. Ex:

“Back-Pain Relief:
Every Time
Everywhere”

I also think the aspect ratio of the mobile image would work well with a call and response. Ex:
“Back Pain?”

We've Got your Back.

Here, the question invokes a dialogue because of the quotation marks. Because the eye is naturally drawn to the red portion of the spine, this text should be placed immediately adjacent to the focal point of the image to create the smallest cognitive leap between processing a visual and reading text.

“We’ve got your Back” can be placed in the lower right corner, an aesthetically stable portion of the visual hierarchy, and one that entices the consumer to “turn the page”, so to speak, in our case, keep scrolling.

Copy for Hero Image Web 3



Tagline Options

“Back Pain Following you From the Bedroom to the Boardroom?”

Copy tactic leveraged: asking a relatable, thought-provoking question entices the reader to click the video to learn the solution to the proposed problem.

(How to) Stop Sleeping with Back-Pain

Copy tactic leveraged: a bold injunction that prompts the consumer to learn how to solve their problem, prompting them to scroll over the hotspots to learn more about which back pain conditions the pillow helps.

Immediate Relief from Nagging Back Pain

Copy tactic leveraged: no-nonsense benefit pitch

Pain-Free Sleep for a More Productive Day Gentle Living Lumbar Pillow

Copy tactic leveraged: clearly stated benefit and its positive externalities on user lifestyle. Adding the company name and product after the statement creates syntactic proximity that creates positive associations.

Does Your Back-Pain Keep Getting Worse?

Copy tactic leveraged: issuing a challenge leads to engagement. It's also a relatable, non-accusatory challenge, which aligns with our company tone.

Get Relief from Back Pain Tonight

Copy tactic leveraged: simple usp statement. Short and sweet since the hotspots will add additional text on screen. Keeping the tagline short ensures consumers don't feel overwhelmed by the amount of information coming at them.

Unlock Back-Pain Relief Tonight

Copy tactic leveraged: same as above, a short and sweet usp statement. The promise of learning a secret is also alluring to the prospective consumer.

Get Back-Pain Relief in Your Sleep

Copy tactic leveraged: doing something in your sleep implies that it is easy. Pairing this idiom with our top benefit positions are product as logical and simple solution to their problem

Back-Pain Relief So Easy, You Can Get it in Your Sleep

Copy tactic leveraged: This headline more directly plays on the idiom, "so easy, you can do it in your sleep" at the expense of a few more words and a more verbose construction.

(Get) Pain-Free Sleep 365 Days a Year

Copy tactic leveraged: People are prone to believe numbers have more authority than words, even when they're not statistics. Using a number in this headline adds a concrete-ness that refutes doubt.

Easy, Comfortable Back-Pain Relief

Copy tactic leveraged: a third simple usp with positive associations.

Copy for Hero Image Mobile 3



From the above headlines, I think “Easy, Simple Back-Pain Relief” would work well.

Arranging the words around the woman’s head is an option we might explore for each of the following taglines.

Increasing the typography size of “Back-Pain Relief”, as is done with “You Sleep” in the sample image, also emphasizes our primary product benefit, which is a good thing in my opinion.

“Get Pain-Free Sleep 365 Days a Year” is a strong candidate too, especially if this image is used as a thumbnail. The more square aspect ratio for mobile images will place the text offer close to the video play button, creating a logical flow from ‘offer’ to ‘desired user action’, aka playing the video.

“Instant Relief from Back-Pain while You Sleep” states the user benefit clearly and succinctly while shortening the play on words used in the headline: “Back-Pain Relief So Easy, You Can Get it in Your Sleep”

Note: The three hotspots included in the mobile hero image should use the copy associated with the following three back-pain conditions listed below: 1. Herniated discs, 2. Sciatica, 3. Hip Pain

Hot Spots

Common back-pain ailments that appear in the lumbar pillow's four star reviews are: herniated discs, sciatic, hip pain, and general trouble sleeping.

Because herniated discs show up so frequently as the cause of consumer pain in the four star reviews, this hotspot should be placed wherever consumers are most likely to scroll over—Possibly somewhere near the top of the list.

Hot Spot Titles and Copy

1. Title: Relief from Herniated Discs
Copy: Ergonomic pillow design provides immediate pain-relief from compromised spinal discs.
2. Title: Mitigate Sciatica
Copy: Superior quality memory foam relieves pain associated with sciatica by cradling sensitive pressure points.
3. Title: Alleviate Hip Pain
Copy: Promote optimal body alignment during sleep for pain-relief in the hips, legs, and neck.
4. Title: Relieve General Sleeping Pain
Copy: Find your perfect sleeping position with complete adjustability and experience pain-free, restful sleep