

SUBJECT: **CLICK SHARES**

Hey Arno,

I just watched your latest video ad on Instagram while researching some new ads with great intros, I liked the way your product “Moisturizing Cream” makes a perfect contrast with the background colors of the environment,
I'm glad that you brought up the emotional connection that viewers have with these colors.

I also saw some potential improvements, a few things that could be improved, and a few points that disrupt the flow

Since I create engaging video ads for brands, I understand those elements deeply.

After digging deep into the ad, it would be even better if you started with a problem-solving approach. Making the ad flow smoothly is significant because it improves audience engagement and trust, making it more likely for viewers to take action.

When you tap into people's emotions, you create a brand that sticks with them long after they've closed their browser or left your store.

Many fast-growing brands use the same strategies that helped them engage more than 40% of the audience.

Would you like to see a couple of examples, Just reply with “Yes” and I will send it over.