

PARENTS NICHE

Research: <https://docs.google.com/document/d/1jtipOZ-rKxBBNMaa-Y7roMw0v-1JFAf-cj9Arc7cVdCM/edit>

Editing instructions -

1. Use an older Male voiceover
2. Use at least 4 Car Tyre TIME-LAPSE inflation clips throughout this Ad
3. Keep captions large, clear with a background, and not too low on the screen.

Video Script:

3x Hooks (Keep script the same):

Hook 1: If your children drive, then listen up!

Hook 2: If you're exhausted from telling your son and daughter to fill up those tyres, then watch this!

Hook 3: Here's the one secret that could save your children's lives when driving!

I was driving home from work with my son's car a few weeks ago when I noticed one of his tyres was dangerously low.

Every time I see that low-pressure sign it always brings back times when my son hit a car, since then I've always worried that he'll get home safely.

When the mechanic who fixed my son's car said that he crashed the car because his tyres were on low pressure that affected his breaks and made it slippery.

It makes sense since he always avoids going to the service station, getting stranded on a highway, and complaining the nearest petrol station is out of order!

So eventually I have to be the one who searches for the petrol station to inflate my son's car and deals with those dirty hoses.

But on this particular day, I saw a driver instructor effortlessly inflating his tyres with a small but powerful device called AutoPump.

I approached him and asked for some help. And after seeing how easy it was to inflate my tyres with that gadget, I bought one on the same day.

The AutoPump gives me peace of mind of knowing that I'm always prepared for tyre emergencies.

Look at how easy this works. This amazing portable smart air pump can inflate anything in minutes. You can also inflate anything from car tyres, motorcycle tyres, and even my son's mountain bikes.

The beautiful thing about AutoPump is that it makes checking your tyre pressure as easy as one, two, three. You turn it on. Attach the air hose. Press the start button.

It will start inflating your tyre right away and automatically shut off when it reaches the correct pressure.

And as it's compact enough to store away in your glovebox, you never have to worry about waiting for roadside assistance when you realize you have a flat.

It'll give you peace of mind and ensure anyone in your family can maintain their tires with ease, from elderly parents who need a simple solution at home to teenagers and young kids who stay active.

And the company behind the gadget is so confident in their device that gives new customers to purchase absolutely risk-free.

So if you're not satisfied with the Autopump after 90 days for any reason whatsoever, simply send an email and they just give you your money back. Simple as that.

I recommend you act now because I heard from my friends the new warnings being released from the U.K. Safety Board. supplies have become extremely limited.

They're letting people buy up to five devices for family safety and we're selling out fast. You can click the link to get your AutoPump today.

WHO IS THE TARGET AUDIENCE FOR THIS AD?
Parents of drivers
WHAT IS THE MAIN PAIN POINT / PROBLEM & HAVE WE AGITATED IT ENOUGH?
Drivers not checking tyres for safety due to inconvenience- dangers related to this.
IS THE HOOK TO BROAD OR TOO NICHE?
Quite niche, I considered a broader hook like; "If your son or daughter's road safety worries you, you need to watch this". I then thought its broadness makes it less emotive and may lead to less qualified/targeted clicks.
ARE WE KEEPING THIS PARTICULAR AUDIENCE ENGAGED WITHIN THE AVG VIEW TIME?
IS THERE ENOUGH INCENTIVE FOR THEM TO KEEP WATCHING PAST THE 25% MARK
HAVE WE GOT THE AUDIENCE INVESTED ENOUGH AND GIVEN VALUE BY 50%