



I saw this interesting post by Rumble 1775 coffee while I was doing my market research.

An attention grabbing headline using a fascination of 3 reasons, but instead of saying you should, it says 3 reasons you “Shouldn’t”.

I thought this was intriguing and confusing at first and created the question of why would a coffee brand tell you not to buy their coffee, creating a sense of curiosity and then when you swipe it catches you with “Why did you swipe”

It’s a creative way of combining humour and curiosity to why YOU shouldn’t buy their coffee.

It’s disruptive in using reverse psychology to confuse and intrigue the readers, a lot of coffee brands use the system of you should try my coffee for 5 reasons etc. Employing this tactic could be seen as damaging omission but also catch people's attention

When reading the caption it actually gives a description into why you should and then give some in depth descriptions about why their coffee is good.

Using a celebrity figure (Kanye West) as the thumbnail can catch people's attention as well. Especially with him being a popular figure in the media and using a meme frequently, it’s a creative combination to combine humour and serious product advertising into one.

Hope this insight can help test out and apply to your own copy.