

HSO Practice 1 (Volkswagen Ad From Swipe File)

1. Who is your Avatar?

Walter Hartwell White. Lives at 308 Negra Arroyo Lane, Albuquerque, New Mexico, 87104. This is his confession about a Pontiac Aztek that is terrible in the winter conditions and regrets not getting a Volkswagen that's great against the winter conditions in New Hampshire (where his cabin was).

He's 52 years old and has cancer.

Has a family of 2 kids and a wife who doesn't respect him.

2. What is their current situation and why is it so bad?

- His drug empire is getting out of control and he needs to escape and goes to Saul
- If he doesn't leave he's going to die
- He can't take his car with him
- His car is going to get him caught
- His car is terrible in winter conditions

3. What is their dream situation and why is it so desirable?

- His dream situation is to help his family
- He wants to escape to die peacefully knowing he helped his family
- He wants to drive better in the winter conditions

4. What problems are stopping them from getting to their dream situation?

- His car

5. How will your product help them bridge the gap between their current situation and their dream situation?

- He will drive in New Hampshire and live his life knowing he has a Volkswagen... and helped his family of course...

SL - Why I, Walter White, Switched To A Volkswagen

My name is Walter Hartwell White. I live at 308 Negra Arroyo Lane, Albuquerque, New Mexico, 87104.

This is my confession.

I own a Pontiac Aztek.

The winter conditions that take place in New Hampshire, where I went to retreat up North, away from my magnificent drug empire that I built from the ground up, is no place for that type of car.

No, no, no.

You see, I ran into a little misfortune on the way to becoming a master craft at what I do.

I had to protect my family by discarding my name and go North to live out the rest of my days.

Let's not beat around the bush.

My car would never be able to drive the weather conditions that New Hampshire has, not even if they upgraded the damn thing.

When I was first planning my escape, I went to my lawyer, Saul Goodman.

He told me to go to this guy that would help me hide my identity.

Long story short, that guy gave me a name and a Volkswagen.

When I started driving, the experience was completely different.

I had never thought driving in the cold could have a warm feeling.

Not only that but it's super easy to maintain in this cold weather.

Dammit, I got Jesse with me and he's going through the product AGAIN...

How many times do I have to tell him?

Anyways, get the damn Volkswagen, you won't regret it.