


# 1. Ad 1 Hook with conflict:

Copy goal? Get a sale from a meta social media video ad.

- a. Who am I talking to?
  - i.  MARKET RESEARCH FOR KEY FOB FARADAY
  - ii. Expensive car owners.
- b. Where are they now?
  - i. Scrolling on Facebook/Instagram to ease their stress or boredom.
  - ii. Current state: They are aware of increased protests and tension in Ireland due to Mass Immigration. They might be afraid of people stealing and vandalizing in the heat of protest and chaos.
  - iii. Dream state: Feeling more secure in their homes and knowing they can't be robbed easily.
  - iv. Awareness level? 1 problem is unaware, they don't know about car relay theft.
  - v. Sophistication in car security? Stage 3 Lead with a new mechanism.
  - vi. Is the value they will get worth it? 0/10 they don't know what it is for.
  - vii. Do they believe it will work? 0/10 They don't know what it does.
  - viii. Do they trust it? 0/10 never heard of the company or product.
- c. Where do I want them to Go?
  - i. Hook and hold attention.
  - ii. Become problem-aware.
  - iii. Become solution-aware.
  - iv. Become product-aware.
  - v. Click the link with the intent to BUY!
- d. What steps do I need to take them through to get them there?
  - i. **Hook and Hold Attention**
    - 1. **Visual Hook:** Start with a strong visual of a luxury car in an urban setting, subtly implying risk.
    - 2. **Emotional Hook:** Leverage current societal tensions, emphasizing fears about safety and security.
    - 3. **Headline:** Use a bold headline.
  - ii. **Reveal a Relevant Threat to Them and Their Tribe**
    - 1. **Problem Introduction:** Introduce relay theft with a short, dramatic scene showing how easy it is for thieves to steal a car.

2. **Pattern Interrupt:** Use quick cuts between a thief stealing a car and the shocked reaction of the owner discovering it gone.
3. **Emotional Impact:** Amplify their fear and vulnerability, making them question their current security measures.
- iii. **Become Problem-Aware**
  1. **Statistics:** Present alarming statistics on the rise of relay theft, especially in their area.
  2. **Testimonial/News Clip:** Show a brief testimonial or news clip about someone who lost their car to relay theft.
- iv. **Become Solution-Aware**
  1. **Introduce the Solution:** Introduce Faraday pouches as a simple, effective solution to this serious problem.
  2. **Demonstration:** Show a quick, clear demonstration of how the Faraday pouch blocks signals, preventing theft.
  3. **Comparison:** Briefly compare the Faraday pouch to other less effective security measures, highlighting its ease of use and effectiveness.
- v. **Become Product-Aware**
  1. **Product Introduction:** Reveal your specific product, focusing on key benefits—protection, peace of mind, and convenience.
  2. **Features and Benefits:** Highlight unique features like durability, stylish design, and reliability.
  3. **Social Proof:** Display customer reviews/testimonials from similar demographic groups, emphasizing satisfaction and peace of mind.
- vi. **Amplify Urgency**
  1. **Scarcity Play:** Introduce a limited-time offer, discount, or bonus for early buyers.
  2. **Fear of Loss:** Remind them of the potential cost and emotional toll of losing their car, which far outweighs the investment in this simple solution.
  3. **Call to Action:** Use a strong, clear CTA like "Protect Your Car Now Before It's Too Late!"
- vii. **Close the Sale**
  1. **Easy Purchase Process:** Highlight the simplicity and security of the checkout process.
  2. **Reiterate Value:** Briefly recap the key benefits and peace of mind they will gain by purchasing the Faraday pouch.
  3. **Final Push:** Offer an additional incentive for immediate action, such as free shipping or an extended warranty.

### **Mindset Shifts and Persuasion Elements:**

- **See:** A dramatic visual hook that grabs their attention and makes them aware of the threat.
- **Hear:** Statistics, testimonials, and expert opinions that validate the problem and solution.

- **Feel:** Fear, vulnerability, and ultimately peace of mind as they learn about and decide to purchase the product.
- **Believe In:** The effectiveness of the Faraday pouch, supported by demonstrations and social proof.
- **Trust In:** The product's quality and the company's credibility, backed by guarantees and endorsements.
- **Want:** Peace of mind and security, driven by fear of loss and desire to protect their investment.
- **Desire:** A simple, effective solution that integrates seamlessly into their lifestyle.

SCRIPT COPY:

**Your car is in danger, thieves now target cars with keyless entry systems, and a vehicle is stolen every three hours in Dublin City.**

Thieves now use wireless technology to “relay attack” and steal cars without even sounding the alarm. If your car has a keyless entry feature, you are a target.

Thieves can capture your key's signal from outside your home and relay it to unlock and start your car in under 30 seconds.

Car thefts in Ireland have surged 60% since the pandemic, with relay attacks making headlines across Ireland.

Imagine how much better you'll sleep, knowing your car is protected. There's a solution—technology trusted by militaries worldwide: the signal-blocking Faraday pouch.

This pouch completely blocks your key's signal once it's inside, so thieves can't relay it. Simply drop your keys inside and instantly block thieves from stealing your car.

(Show reviews on screen)

You can wait and risk being the next victim, or you can take control. Visit our website to get your pouch and protect your car today.

## Visual and Testimonial Notes

### Visual Hook:

- **Opening Scene:** A luxury car, like a Range Rover, parked on a dimly lit street at night. A shadowy figure lurks in the background, hinting at potential danger.
- **On-Screen Text:** "Is Your Car Really Safe?"

### Problem Introduction:

- **Scene Transition:** The shadowy figure uses a small, electronic relay device to silently unlock the car. Quick flashes show the calm street and the car being driven away by the thief.
- **On-Screen Animation:** An animation shows how relay attacks work: the signal from a key fob inside a house is captured by a thief outside and used to unlock the car.

### Statistics and Fear Amplification:

- **Visual:** A graph showing a 60% increase in car thefts, with news headlines about relay attacks across Ireland and the UK.
- **On-Screen Text:** "Car thefts have surged 60% since the pandemic."

### Solution Introduction:

- **Scene Transition:** The tone shifts to reassurance. The Faraday pouch is introduced on-screen, with a caption: "Trusted Technology—Used by Militaries Worldwide."
- **On-Screen Text:** "Protect your car with our signal-blocking Faraday pouch."

### Demonstration:

- **Visual:** A close-up of a hand placing a key fob inside the pouch, followed by an animation or icon showing the signal being blocked, highlighted by a "no entry" symbol over the car.

### Social Proof and Testimonials:

- **Visual:** A montage of satisfied customers using the pouch, with brief testimonial clips.
- **Testimonial 1:** A man in his 40s says, "Peace of mind at an affordable price."
- **Testimonial 2:** A woman in her 30s adds, "Finally, I can sleep soundly knowing my car is secure."

### **Amplify Urgency and Call to Action:**

- **Final Scene:** Display a limited-time offer banner with a countdown timer.
- **On-Screen Text:** "Don't wait until it's too late. Visit our website now."
- **Call to Action:** The website link is shown prominently with a "Shop Now" button alongside a visual of the Faraday pouch.

## **Problem-solving with AI**

### Strengths:

- **Education:** If the ad effectively educates the viewer on the risks of relay theft, it addresses the critical first step of moving the audience from unaware to aware.
- **Visuals:** Assuming the visuals are clear and demonstrate the product in use, this helps build trust in its effectiveness.

### Areas for Improvement:

- **Emotional Appeal:** Ensure the ad emphasizes peace of mind, showing how using the pouch alleviates anxiety about car theft.
- **Call to Action:** A strong, clear call to action at the end is essential. It should encourage immediate purchase or at least further investigation.

### What to do?

- Improve hook
- Address objections (They don't believe it works, reviews aren't enough?)
- Add is long, find out a how reiterate key points during close.
- Create new closing technique/offer. (Make them feel like their scamming ME)
- Future pace product in use to enhance understanding in it.
- Simplify and make the understanding of this problem potent.