

Target market - people who do online dating and haven't had much luck.
They wonder why they aren't getting dates.

Desire: get 2-3 tinder dates a week. Immediately have people swipe right on them. Be more physically attractive.

Market awareness: they are unaware of the teeth whitening solution, but they think they need to do other things such as get fit and have nice photos to get tinder dates.

I decided to go for a crazy angle on this teeth-whitening ad, but the CTA is shit because I don't know how to get the customer to go to the website.

What kind of free value or opt-in should I give them?

(instagram ad)

White teeth - tinder dates

NEW STUDY - Weird new way to attract 54% MORE tinder dates.

The 1# most overlooked secret to getting 2-3 more dates a week just about as
IMPORTANT as

- your physical fitness
- your hobbies and interests
- and your personality

Scientists have discovered a revolutionary correlation with dental hygiene and dating success...

Regardless of gender, studies found that individuals with white, radiant teeth have an immediate 54% increase in online dating success.

And you don't need expensive surgery or teeth replacements to get attractive, pearly whites.

If you want a radiant smile and 2-3 more dates a week, treat your teeth to a 5 (yes, five) minute teeth-whitening kit.

Simply apply our dentist-approved, tasteless teeth whitening gel, apply the whitening device for 5 minutes, once a week, and you're done!

click the link in our bio to brighten your smile.

(photo proof below)



picture of someone with white teeth on a date.)

(down below there is photo proof)

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New Study Shows Whiter Teeth Can Lead to Greater Success in Work and Love

May 30, 2007

Individuals Seen as More Attractive, Confident, Trustworthy and Financially Successful with Whiter Teeth

Today, results of a study conducted by an independent research firm provide new evidence that a beautiful white smile has a direct effect on successful interpersonal interactions, both socially and professionally. "The Impact of Whiter Teeth on Key First Impressions" study, commissioned by Crest Whitestrips, shows that a whiter smile substantially affects how others think of you when you first meet.

According to the three-part study, which included simulated job interviews, simulated first dates and a quantitative online survey; more than half of the study participants were more likely to be hired (58%) and received larger salary offers (53%) after their teeth had been whitened. The study also found that evaluators expressed a greater interest in continuing their interaction or "date" with more than half of the study participants (54%) after their teeth had been whitened.

"This study provides some of the first findings that speak to the powerful benefits of having a whiter smile," says Dr. Dacher Keltner, smile psychologist and Professor of Psychology at University of California at Berkeley. "Visible from 200 feet, it is the intense focus of what other people look at, and a sign of our warmth, confidence, and health."

During the simulated job interviews, it was also found that a majority of the study participants were viewed to be more professional (65%) and more confident (61%) after their teeth had been whitened. And, on their simulated first dates, more than half of study participants were viewed to be more outgoing (59%) after their teeth had been whitened.