



Rachel Mazza - Story-based Advertorial Sample

This is part of a series of advertorials I created for a media buyer starting a new campaign. We created 5 themes to test against each other so we could see which theme resonated best with their audience before throwing a ton of resources into the new campaign.

First you'll see the different headlines we tested against each other, and then one of the best performing themes from the campaign

Headlines:

- 1. You'll never believe how this Dad from Texas beat his migraines.**
- 2. How one Dad from Texas beat his migraine pain and took back his life.**
- 3. Migraines were ruining my life, until I found this strange little device that beat back the pain.**
- 4. Could this strange little device be the secret to 'curing' migraine pain?**
- 5. This strange device cures migraines by "turning off the pain" in your brain.**
- 6. How to trick your brain into blocking out migraine pain in 20 minutes or less**
- 7. This alien device tricks your brain into blocking out migraine pain**
- 8. Do you get migraines? When nothing works, try THIS instead**
- 9. Got migraines? Try this trick that's like "icing" your brain**
- 10. Finally! A drug and injection-free treatment for migraines**
- 11. My migraines were terrible, but as soon as I turned this device on it was like a wave of relief just washed over me**
- 12. I tried this weird little migraine treatment and here's what happened**
- 13. If you suffer from migraines then you're going to want to read this**

Everyone knows that feeling you get when you're really sick and you KNOW in your core you won't be able to function. You call off work and usually get better in a day or two.

For most people, this type of 'sick day' only happens a few times a year.

But for someone like me who suffers from intense migraines, my 'occasional sick day' happens at least 3 or 4 times a month without [treatment](#).

It gets so bad that I feel like I can't cook, or clean, or eat, or even sleep.

If you've ever had a migraine before, then you know that toughing it out is NOT an option.

Let's be honest. Working in an office and staring at a computer screen all day is impossible when you feel like your head is going to explode.

And if you're like me, then you usually know when it's about to happen.

You start getting that pulsating feeling behind your eyes.

Your coordination and vision starts to waver.

And then the pain grows and takes over your entire head and neck – making you dizzy, nauseous, and completely incapacitated.

If you suffer from migraines then you know how horrible this feels.

You feel weak, vulnerable, and unreliable because you can't even get out of bed. When you're providing for a family, you feel like you've failed them when you can't get up to go to work.

And the worst part is you feel like you're letting life just pass you by.

This is what bothered me most about having regular migraines.

I felt like I was missing out on life.

Taking my kids to the park, grabbing after-work drinks with my friends, walking my dog – I felt like I was missing out on all of it because I was lying in bed in excruciating pain.

And when you're lying there in the darkness, you know that it won't help, but you try.

You try everything you can to [stop the pain](#).

I remember the first time I got a migraine. I was 16, and I can remember it vividly because at the time I thought I was going to die.

I was at a basketball game at school, and I don't remember having any aura or other warning signs before it happened.

Instead, I remember playing on the court one minute, and the next minute I was rolling around on the ground and sobbing because I felt like my head was on fire. I remember people standing around, and that my mother was there, and that my coach carried me to the car because I couldn't walk or even open my eyes.

As my Mom drove me to the emergency room, I remember screaming, "Make it stop!"

Fast forward to my 50's and now I can hardly believe that I functioned as an adult while living with this pain for 4 decades.

And of course, I tried everything I could find to try and beat back the pain.

Magnesium supplements, special diets, homeopathic remedies, Botox injections, muscle relaxants, prescription drugs – none of that worked.

The only thing I could do was pop extra-strength sleeping pills and try and pass out until the pain went away.

And of course, you always try and avoid your triggers. For me it's when I'm upset or I get really stressed. But as you probably know, trying to live like a robot isn't great for your social or professional life.

It's so hard to explain the pain to someone who's never felt it or experienced how migraines hinder your everyday life. Most people are sympathetic at first, but then after it keeps happening they get angry or annoyed that you're missing important events.

Because everyone thinks it's "just a headache."

They don't understand how bad it really is.

They just tell you to take an aspirin and get over it.

If you've experience this type of pain then you know it's not "just a headache" and you can't control it.

I mean, it's not like you WANT to get fired from your job for missing too many days, or skip out on family events, or be in excruciating, debilitating pain – but you can't explain this to people who don't get migraines and eventually you just get tired of explaining yourself alltogether.

So if you're like me, then you learn to live with people thinking you're unreliable, or being dramatic, or just plain nuts.

I felt like the migraines completely controlled my life and that nothing ever worked to stop the pain.

So when my doctor told me about a new [pain-relief device](#) called Benepod that could treat migraines, I was understandably skeptical.

I didn't believe him when he told me it gave almost instant relief, because I had already tried everything that was promised to work before and was always disappointed.

But my doctor explained that I could use the treatment at home, and since I had a hard time holding down a regular job, these visits to the neurologist were getting expensive.

I decided I was desperate enough to give this thing a shot.

I did a little research of my own and found out that Benepod was an electrical device that uses "contrast therapy" stimulation to trick your brain into blocking out pain signals from your nerves.

Since it claimed to help relieve the pain in 10-20 minutes, and my migraines sometimes lasted an hour or more, I figured at the very least it would be easy to test.

I ordered it [directly from the manufacturer](#) so I wouldn't get ripped off, and tried not to get my hopes up.

When it arrived, I found this weird, alien-looking device that looked like it was going to latch on to my brain if I gave it half the chance. I charged it up and kept it in easy reach.

The next time I started feeling that pulsating behind my eyes, I knew I was about to be in a world of pain. I grabbed the Benepod, turned off the lights, lay down on the bed, and pressed the weird device to my temples.

At first I didn't know how to feel about the sensation.

When you're in that much pain, it's hard to focus on much else, but it was so strange that I couldn't ignore it. Like nothing I had ever felt before.

The device was alternating between these hot and cold sensations. It was stimulating, and slightly uncomfortable, but then what happened next put all of that out of my mind completely.

After about 15 minutes, I felt the pain start "leaking" out of my eyes.

That's the only way I can think of how to describe it.

It's like the throbbing in my head was just dripping down and dissipating around my temples and the corners of my eyes.

And after about 20 minutes, tears of relief started leaking out of my eyes as well.

Because I couldn't believe it.

I could see clearly.

My head didn't feel like it was full of cotton that someone lit on fire.

I wasn't nauseous, or dizzy.

Instead, a wave of relief washed over me because I was in complete control of my body and my pain.

For the first time ever – I had beat my migraines.

Now I carry my [Benepod](#) wherever I go.

Since it's fairly small and charges in a USB port, I carry it my car when I leave the house and bring it with me to work so I always have it ready whenever I feel a migraine coming on.

Life use to be a painful torture, and sometimes I wished someone would just put an end to it all. But now, for the first time ever, I feel like I actually have a chance to live.

I still get migraines, but now I'm able to get relief while the device runs it's cycle since it neutralizes the pain.

I don't have to take drugs to sleep anymore. I'm able to hold down a job regularly and I actually enjoy what I do. I don't miss as many events with friends, and I'm able to spend time with my family without fear of triggering an attack.

And while migraines will always be a part of my life, I'm so grateful to have a treatment option that can help me take back control.

The occasional migraine is something I can live with. But thanks to this strange little device, now I am in control, not my pain.

If you suffer from migraines, then I highly recommend at least [giving the Benepod a try](#).

I don't know if it will work for you, but I do know that you should never stop looking for relief from the pain because new treatments are being discovered every day.

At the very least, know that you are not alone, and that it's not "all in your head."

This is real, debilitating pain you're going through, and there's no shame in trying something new. Because in this situation, the upside is so big, and the downside is so small.

[*Click here to learn more about Benepod on the manufacturer's website*](#)