# **DIC** examples

#### Highlights

Disrupt is highlighted in Yellow Intrigue is highlighted in Blue Click is highlighted in Green

#### Email example 1

Subject Line: Experience the Beat of a New Workout Revolution! Body:

Have you ever thought your exercise routine could use an unexpected twist? There's a new trend in town that's shaking things up.

Picture this: a workout that syncs with the rhythm of your favourite beats, powered by cutting-edge technology. It's a seamless blend of light, music, and energy that transforms your fitness regime into a captivating experience. Whether you're looking to elevate your endurance or spice up your daily routine, this approach tailors to all fitness levels and brings a refreshing change of pace that's as stimulating as it is effective.

Curious about this novel way to break a sweat and keep your heart singing? <u>Step into the rhythm here</u> and let the revolution begin.

### Email example 2

Subject Line: Unlock the Secret to Effortless Exercise Fun!

Body:

Do you ever feel like there's something missing in your daily workout? Well, there's a secret that's just too good to keep to ourselves.

Enter a world where exercise meets exhilaration—a place where you can let loose and light up your workout without the heavy lifting. This isn't your standard fitness routine; it's an experience that tests your rhythm and agility, making every session fly by in a flash of fun. Designed for anyone who wants to add a spark to their fitness journey, this is a workout that promises to surprise and engage you in brand new ways.

Ready to add a little play to your workout? <u>Discover the excitement with a click</u> and get ready to move in ways you've never imagined.

## Email example 3

**Subject Line:** Transform Your Fitness with a Symphony of Movement! **Body:** 

Imagine if your workout was something you eagerly anticipated, filled with the joy of movement and the thrill of music. There's a new way to exercise that's not just about fitness—it's about rediscovering the joy of movement.

This innovative approach to staying fit combines the thrill of a dance party with the precision of high-tech interaction. It's not just about the moves or the music; it's about how they come together to create a workout that's as entertaining as it is effective. Tailored for any fitness level, it invites you to find your groove and enjoy every moment of your fitness journey.

Feeling the rhythm calling? <u>Click here</u> to explore how you can make your workout sing with excitement.

## FaceBook Ad /instagram Ad

#### Is Your Exercise Routine Ready for a Beat-Driven Revolution?

There's a buzz about a new way to stay fit that marries the precision of technology with the joy of music – enter Liteboxer. It's not just a workout; it's an immersive experience that captivates your senses and challenges your body in a symphony of light and sound. Whether you're a seasoned athlete or just starting out, Liteboxer adapts to your level, offering a refreshing escape that's as beneficial as it is exhilarating.

Intrigued by a workout that promises more than just routine? Follow the rhythm here and see what the Liteboxer buzz is all about.

