

Product: Air revitalizer/purifier. It removes dust, allergens, smells, smoke by drawing them into the water bowl.

Goal: Free lead magnet for my client to sell high ticket air products. I want the reader to see the ad and fill out the lead form, then my client handles the rest.

Market Awareness: Level 3 aware. People face issues with dust, smog, air pollution, people understand air purifiers are the solution. They don't know about this specific air purifier.

Market Sophistication: Level 3-4 lots of people in the market making similar claims. People don't seem to be claiming anything new so that's why I put it at a level 4 rather than 5.

Market Pains:

- "Went outside this morning for some fresh air and it felt like I was breathing in school bus exhaust fumes."
- "My eyes hurt"
- "I've been sneezing all the time ever since I moved in."
- "I would wake up with a very dry throat in the morning"
- "The air feels incredibly dry, like i need water 24/7"
- "fatigue, impair brain function, and exacerbate respiratory issues."
- "Can anyone else smell their neighbors' food inside your place with your windows closed?"
- "Smell like a mixture of cigarettes, vomit, dog shit and onions most of the day."
- "I can smell my neighbours food they use a lot of spices in food, and the food smell is VERY strong."
- " My asthma acts up due to poor air quality"
- " I get bloated/brain foggy to every scent/airborne chemical"
- "we noticed an usual amount of dust accumulation inside the cupboards and on other surfaces"
- "I've been starting to develop a cough and have a slight sore throat, finding it harder to breathe normally"
- "My cat has been having a phlegmy respiratory thing going on as well."
- "my apartment is very dusty"
- "Forest fires make the air quality terrible"

Overall Issues

- Dry eyes
- Dry throat
- Being able to smell neighbours' foods, perfumes ect... (Mainly occurs in apartments)
- Air feels dry
- Issues with asthma and other respiratory issues
- Worried about whats in the air (families may worry about what their kids breathe in)
- Smells in their apartment or house due to external factors (cars, pollution ect...)
- Poor ventilation in their house or apartment
- Poor sleep due to air quality (not many people know this one)

- Smelly Pet Odours
- Dust
- Breathing in poor quality air

Market Desires:

- Breathe healthy air
- Breathe air that feels refreshing rather than dry
- Avoid the health effects of breathing in poor air quality
- Not be able to smell their neighbours food, cologne, cigarettes ect...
- No more dry eyes
- No more brain fog
- No more dry throat and respiratory issues
- No more worrying about PFAs and other chemicals
- Breathe cleaner better quality air
- Improved sleep

Avatar: Meet James, James comes home from working a long 12 hour day. He sits down to relax but smells his neighbour's food. His neighbours use strong spices which irritate James throat and eyes. This makes James feel frustrated. James often wakes up with headaches, irritated eyes, and irritated throat. He loves fresh air but anytime he opens his window he smells exhaust fumes, cigarettes, and any other smelly form of pollution. James fears that he may come across health effects due to chemicals that are in the air he breathes. James also cares about the quality of air his kids breathe in. He wants them to avoid any long term health effects that may be caused by PFAs found in the air.

Thresholds

Cost - Low (product is free lead magnet.)

Certainty - High (people know that air purifiers work)

Trust - Medium (May be skeptical that the product is free but again its a free product there isn't much trust needed for people to want it)

Where is my reader now: Doom scrolling on facebook and instagram trying to numb the pain of poor air quality

Where I want my reader to go: Fill out the form for my client to contact them.

AD COPY (PAS)

If you want better air quality in your home then watch this

Exhaust fumes, pollution, and dust can make it seem impossible to breathe fresh air

They make every breath feel as if you're breathing through a dirty filter.

That's why we created our free air revitalizer

Our air revitalizer effectively removes dust, pollution, and exhaust fumes by trapping them in its built-in water bowl.

If you want to breathe fresher, cleaner air then click below and get your free air revitalizer!

(Ad creative video is still being made)

If you want better air quality in your home then this is the most important thing you'll watch in 2024.

Exhaust fumes, pollution, and dust can make it seem impossible to breathe fresh air

They make every breath feel as if you're breathing through a dirty filter.

Pollutants not only make it hard to breathe, but the chemicals that they're made of are harmful to your health.

That's why we are doing free air quality tests and giving away free air revitalizers.

Our air quality test will ensure your home is safe from harmful pollutants.

Pair it with our air revitalizer which traps dust, pollution, and exhaust fumes. You'll be breathing the freshest, cleanest air in your city.

Click below and claim your free air quality test and air revitalizer.

If you struggle with dry itchy skin then you need to see this

Did you know the cause of your dry itchy skin could be chlorine?

Chlorine is used as a disinfectant in your water

That means every time you take a shower you expose your body to chlorine which can severely dry your skin out

That's why we created our free dechlorinating shower head

It's integrated filter will remove chlorine and make your skin as soft as rose petals

If you want silky soft skin then click below and claim your free dechlorinating shower head.

If you're a homeowner then you need to see this!

The average person spends \$60 per year on furnace filters

Over the next 10 years that's \$6000 dollars!

Imagine never having to buy furnace filters again

When you book a free air quality test with Toronto Water And Air you will receive a lifetime supply of high quality furnace filters.

Our filters are