

Product I am working with:



Target Drivers around their 30s - 40s who want a car which requires less maintenance to reduce the time and money they spend making sure their car works.

30s - 40s would typically have a family e.g. wife and kids.

Volkswagen is a popular brand with the lowest cars selling for around 20k so they'd be marketing to people who have a good salary such as 40k - 50k.

DIC Summary

Disrupt in **Yellow**

Intrigue in **Blue**

Click in **Green**

**Subject line: The secret to zero stress driving**

**There's a reason some drivers never stress about maintenance.**

**It's not constant check ups or spending more time and money then you can afford.**

**There's only one car which can provide an easier life and take the worry away from driving.**

**Do you want to have a stress free driving experience?.**

**Click here if you want this luxury**

PAC

Pain/Desire in Yellow

Amplify in Blue

Solution in Green

Subject line: The safest way to get to your destination

When you buy a new car you want to make sure your family is safe right?

With developments such as self driving and electric cars on the rise you can never truly feel that new cars can get you to your destination reliably.

You'd never want to have your car break down while on the busy motorway endangering the ones who are most precious to you

You need a car that will guarantee it won't fail no matter the situation it's thrown into.

Do you want a car that will always protect your loved ones?

[Click here for a safer life](#)

HSO

Hook in Yellow

Story in Blue

Offer in Green

WARNING: Don't buy a new car until you know this one vital feature to look out for

18 year old David was a new driver looking to get his first car. He always wanted to have the newest gadgets with all the latest tech.

One thing he never looked at was the safety of the car, all of the shiny new features blinded him to what would happen next.

Little did David know that newest car was rushed and untested, when driving down the busy motorway during rush hour the left wheel suddenly came off leading him to crash into a lorry.

Now David is permanently disabled from the waist down changing his life forever.

If you don't want to make the same mistakes as David then click here for the safest cars on the road