

## Funnels Mission

My example: Samsung A54 5g Ad on Instagram

Ad: talks about how flash photography sucks and ruins photos; shows examples of photos ruined by flash. Introduces their new “light boost” technology; shows examples of photos that have improved brightness without going overboard like flash does. Also gives a free gift (galaxy buds 2 worth £139) on purchase.

Simple Diagram of Funnels:

