

Persuasive Messaging

Via Italian Opera, Horror Novelists, Pop Stars, and the Rainbow Fruit Company



Messaging Model: AIDA

capture

Attention

promote

Interest

generate

Desire

call to

Action



AIDA in Action: TV ads

<https://youtu.be/fLB8Rx6FzOE>



“Long-form” AIDA

<https://youtu.be/vNy-7jv0XSc>



But nobody writes letters
anymore!

Oh Really? How About:

“To Apple, Love Taylor.”



