

CLIENT REQUIREMENTS: Headline of up to 8 words. Up to 75 words of body text ...

TARGET AUDIENCE: Athletic Boomers

HEADLINES

Extend Your Quality of Life with This Simple Technology

Extend Your Health with This Simple Technology

Extend Your Health with This Simple Gadget

Fix Your Health's Biggest Issue

Fix Your Exercise Challenge Today

Don't Underestimate This Little Thing!

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Don't Underestimate This Little Thing!

[show product]

You're a serious-minded fitness enthusiast.

You want the best technology without the cumbersome extras.

[show athletic people of varying ages – highlighting BOOMERS – working out]

Introducing, MovTrax Pro, a new generation of fitness tracker.

Our fitness tracker, lighter and slimmer in design, conveniently tracks your daily steps, and more.

All the information you need without the bulkiness of other trackers.

[show video with VO] voiceover

A design with the features you wanted.

A helpful accountability tool for some, a self-pacing tool for others.

[CTA button]

Click for Details

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Hi [name],

What if I said you could extend your health with a simple gadget? You'd probably be skeptical, I know, but give me a chance to explain.

You've been on this planet long enough to know that in order to be healthy, you need to exercise. Now, that's a dirty word for some. And not so much for others.

We all know that we should take time to exercise, but it's so hard to find the time. You have to carve out a time when you can get to the gym or run around the block. Then, you have to schedule the next workout.

We all know that technology has done much for us by way of cutting out time-wasters. It just make sense to use the technology we already have to help us stay young and fit.

Hi [name],

I'd like to introduce you to a simple gadget that will significantly extend your health. Let technology help you to stay in shape. The hardest part about staying healthy, besides finding time, is keeping track of your workouts.

It's a fitness tracker! The lighter and slim design conveniently tracks your daily steps, and more. All the information you need without the bulkiness of other trackers. For the serious-minded fitness enthusiast.

[Click for Details](#)
