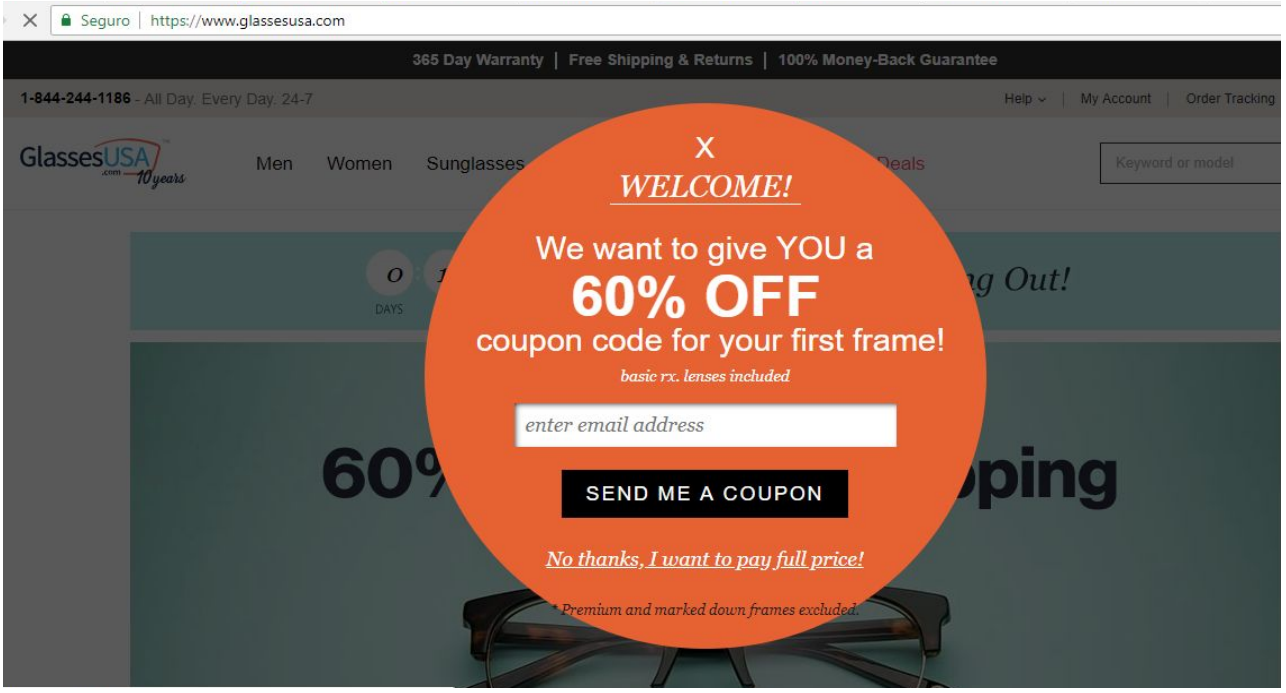
| **Pop-up ads reading notes:** | |
|---|---|
| Product/ Brand: | |
| | |
| Persuasive resources | Verbal: |
| | Nonverbal: |
| | |

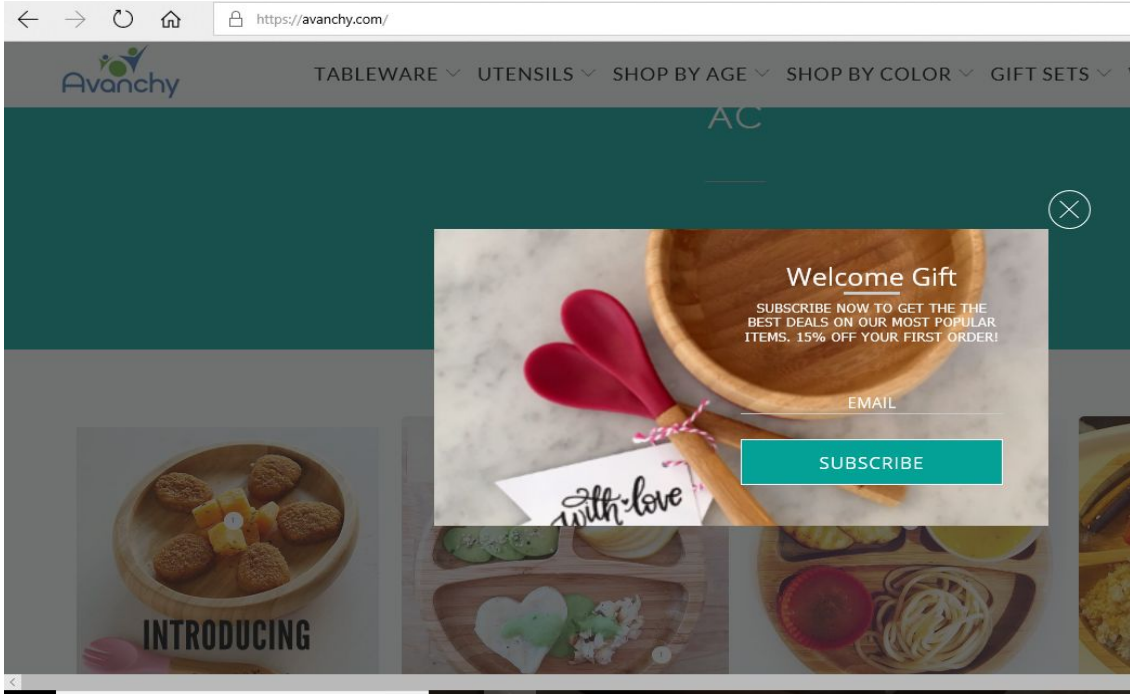
***Pop-up ad 1:***




https://www.glassesusa.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Glasses USA webpage. It is an american website which sells glasses and lenses and markets different kinds of brands. The pop-up appears in the screen as soon as we open the webpage.

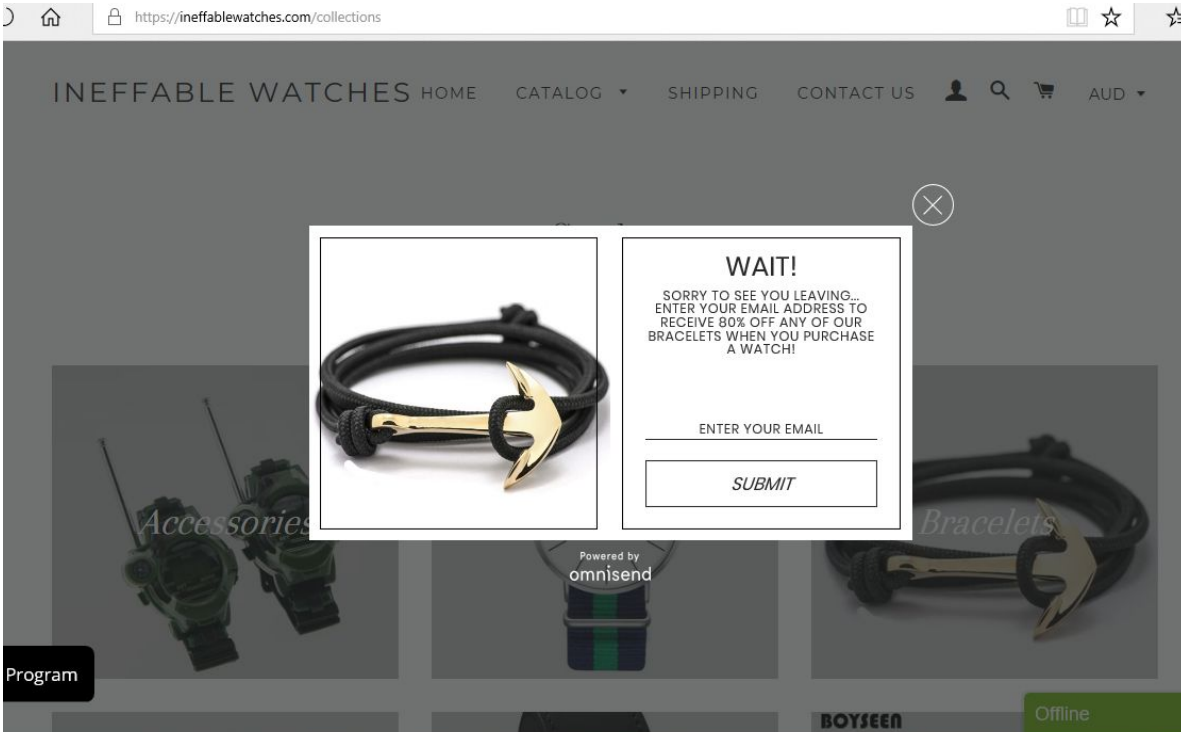
***Pop-up ad 2:***




https://avanchy.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Avanchy webpage. It is an american website which sells kitchenware and markets different kind of brands. The pop-up appears in the screen as soon as we open the webpage.

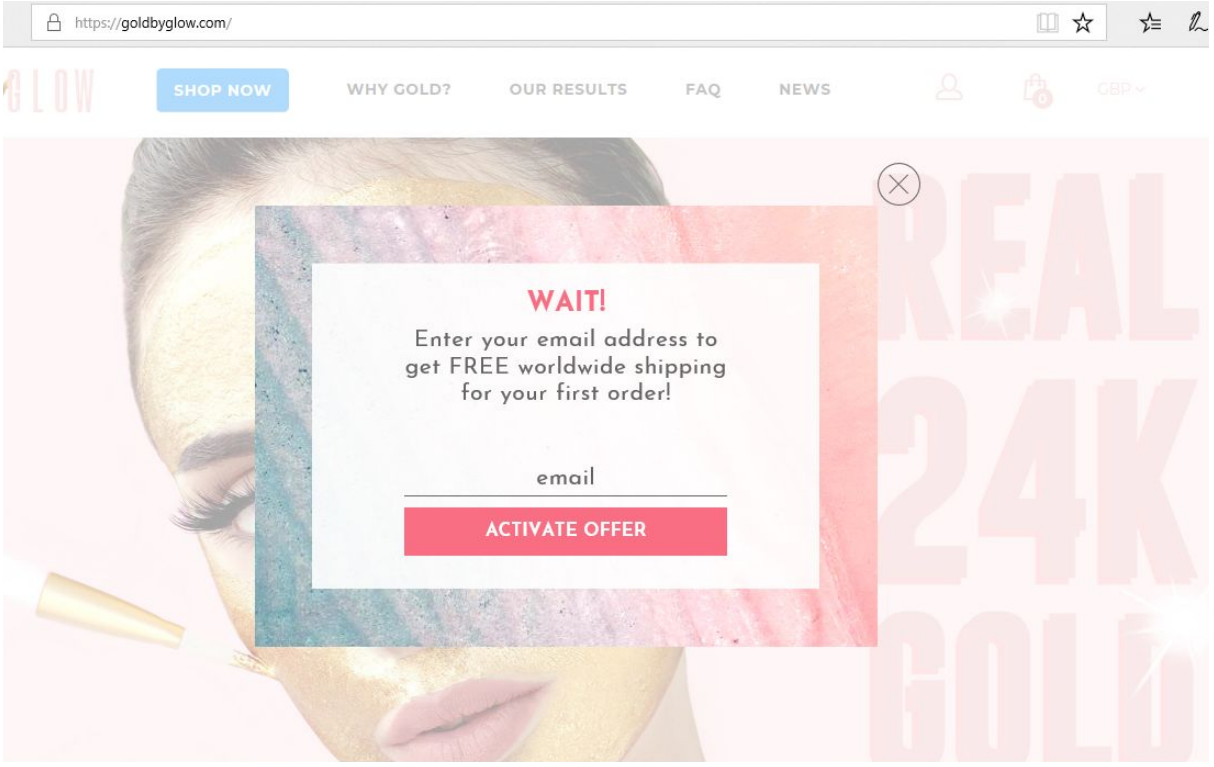
***Pop-up ad 3:***




https://ineffablewatches.com/collections Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Ineffable watches webpage. It is an american website which sells watches and bracelets, and markets different kinds of brands. The pop-up appears in the screen after you click in the hyperlink 'shop now'. This hyperlink appears in the first page of the website and guides the consumers to the catalog.

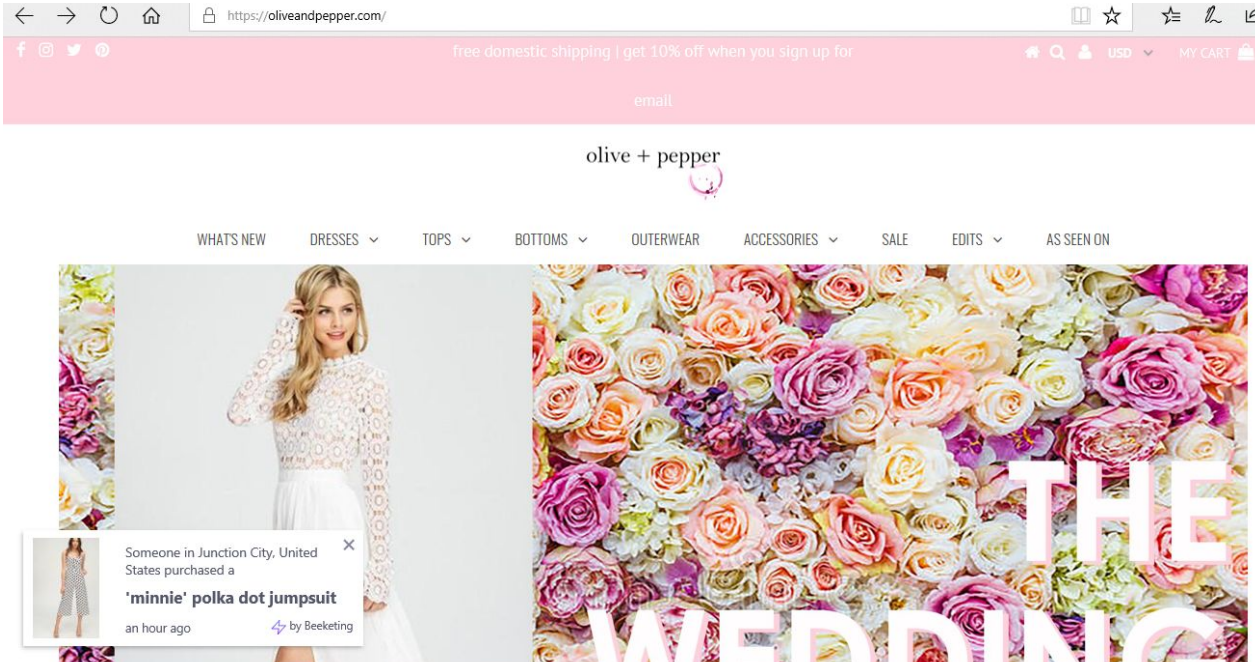
***Pop-up ad 4:***




https://goldbyglow.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Gold by glow webpage. It is a british website which sells gold jewels. The pop-up appears in the screen as soon as we open the webpage.

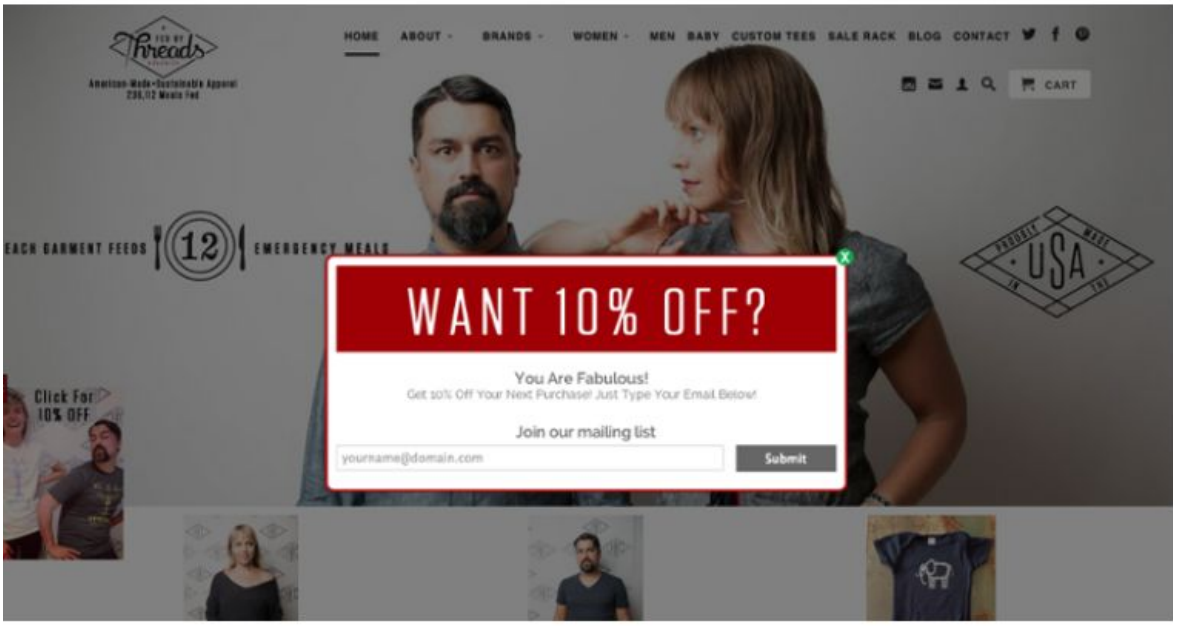
## ***Pop-up ad 5:***




https://oliveandpepper.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Olive and Pepper webpage. It is an american website (from Ohio) which sells women' clothes and accessories. The pop-up appears in the screen after some seconds you open the page.

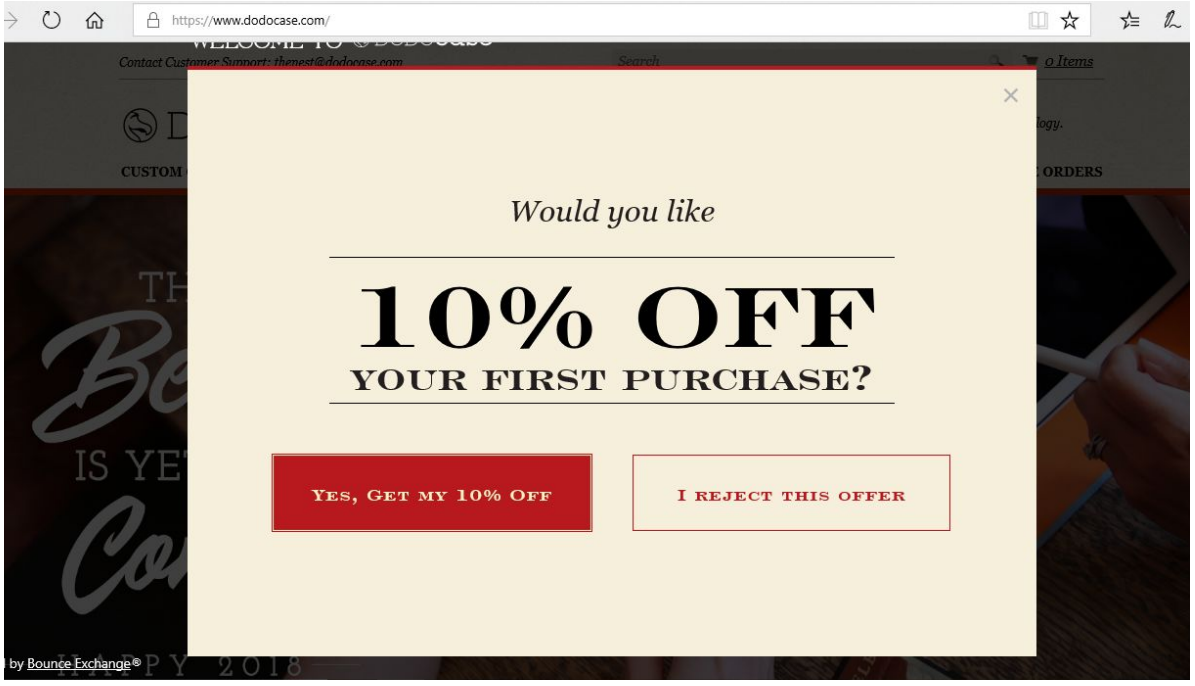
***Pop-up ad 6:***




https://fedbythreads.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Fed by threads webpage. It is an american website which sells organic clothing. The pop-up appears in the screen as soon as we open the webpage.

***Pop-up ad 7:***




https://www.dodocase.com/ Acesso em 19/6/2018

**Contextualization:** The pop-up ad was taken from Dodo Case webpage. It is an american website (from San Francisco) which sells Apple products. The pop-up appears in the screen as soon as we open the webpage.