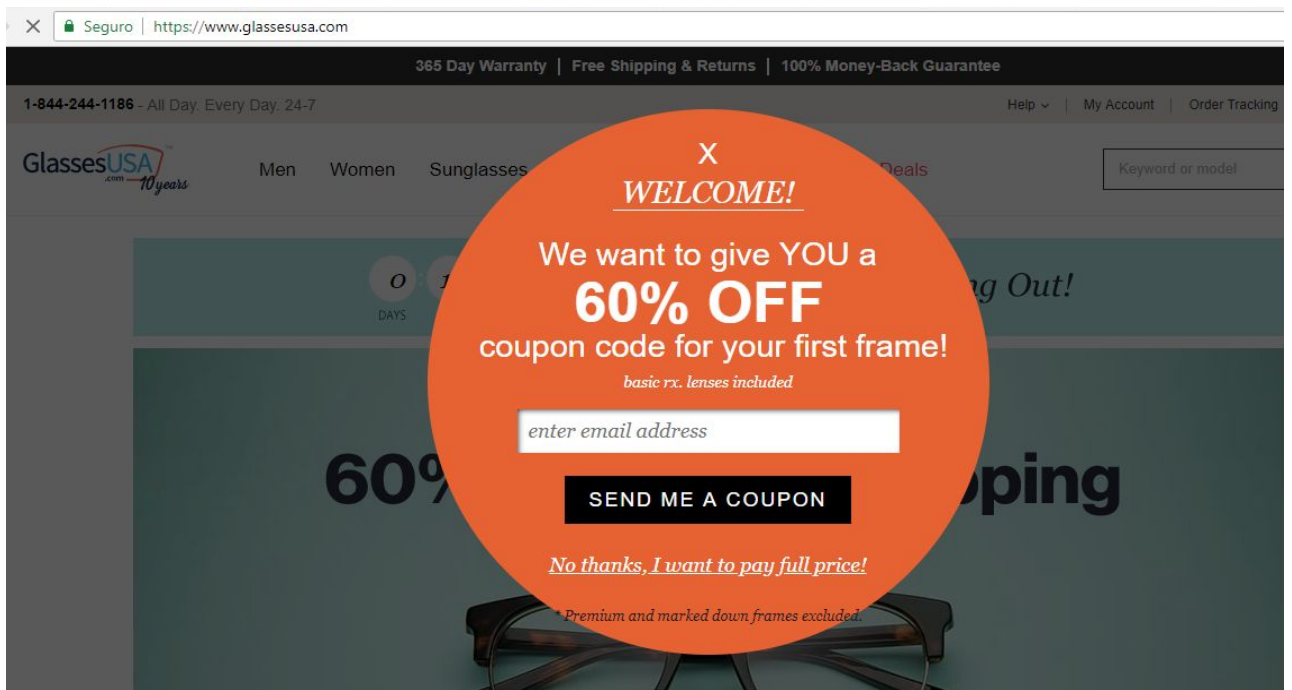


**Pop-up ads reading notes:**

Product/ Brand:

Persuasive resources	Verbal:
	Nonverbal:

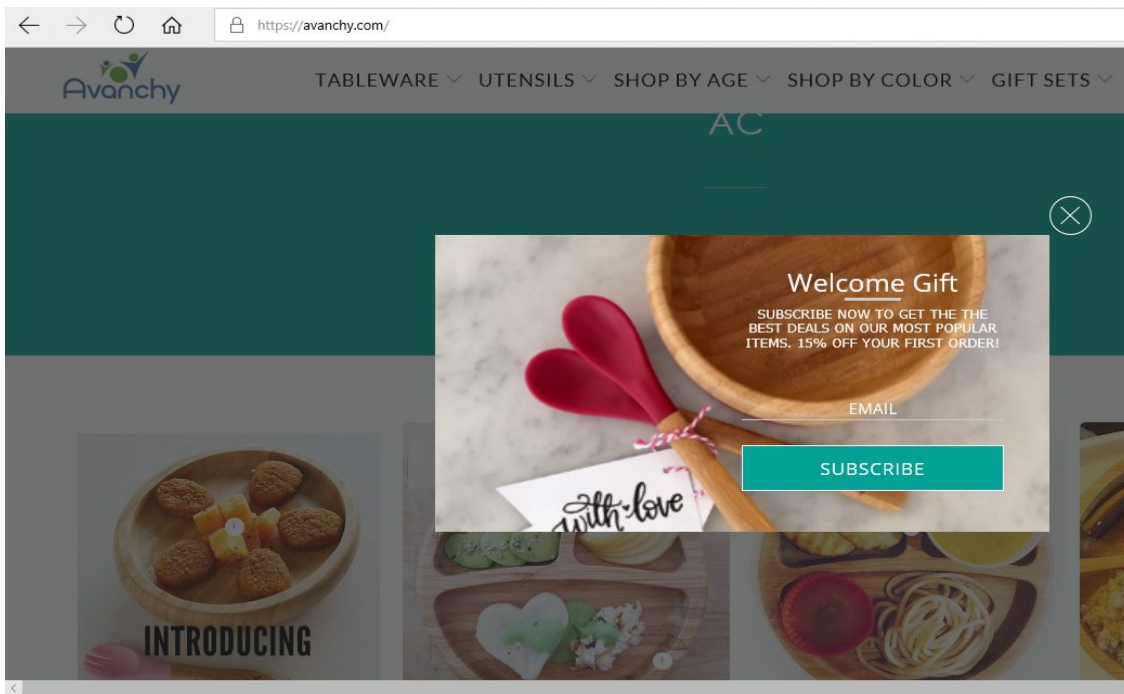
### Pop-up ad 1:



<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.

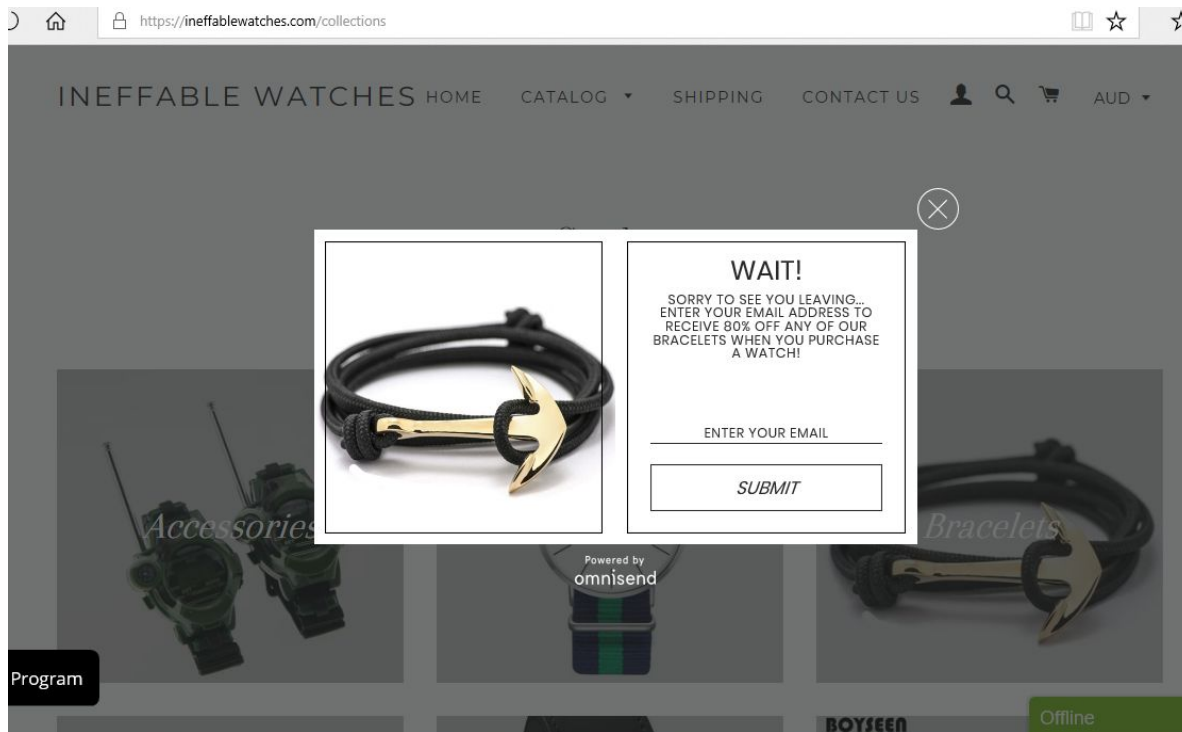
## Pop-up ad 2:



<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.

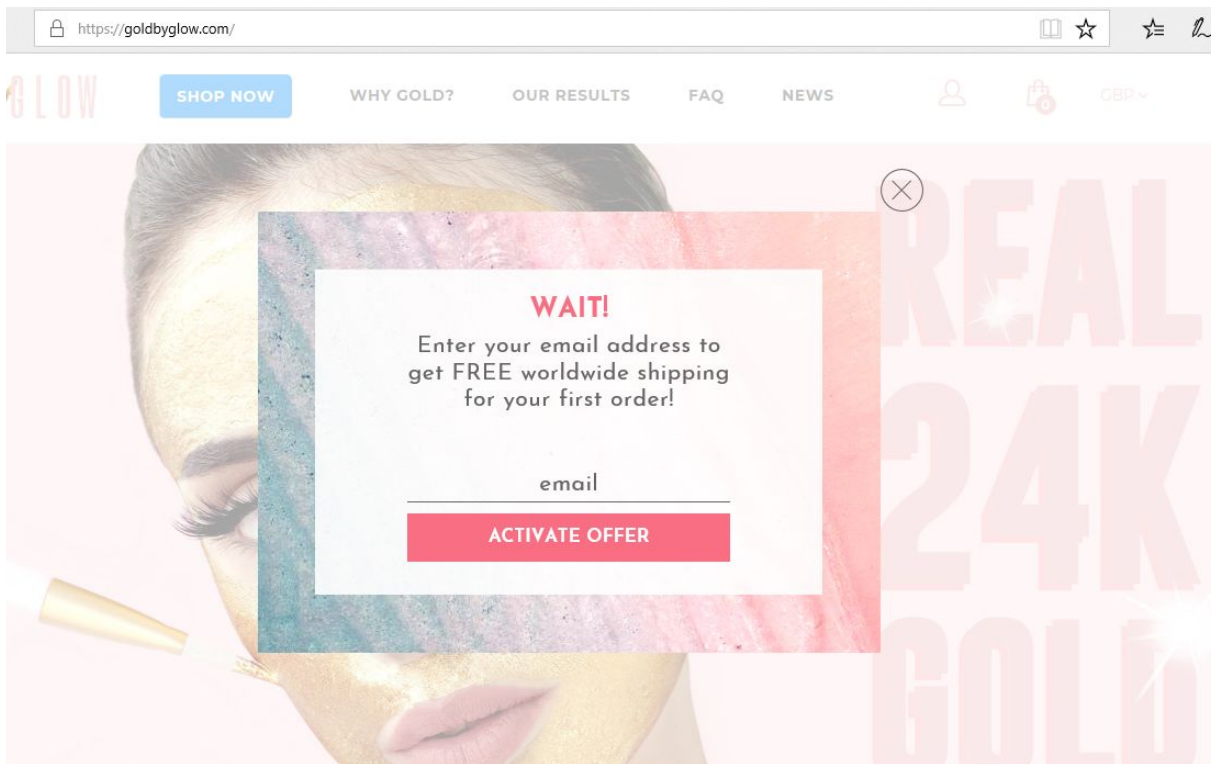
### **Pop-up ad 3:**



<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.

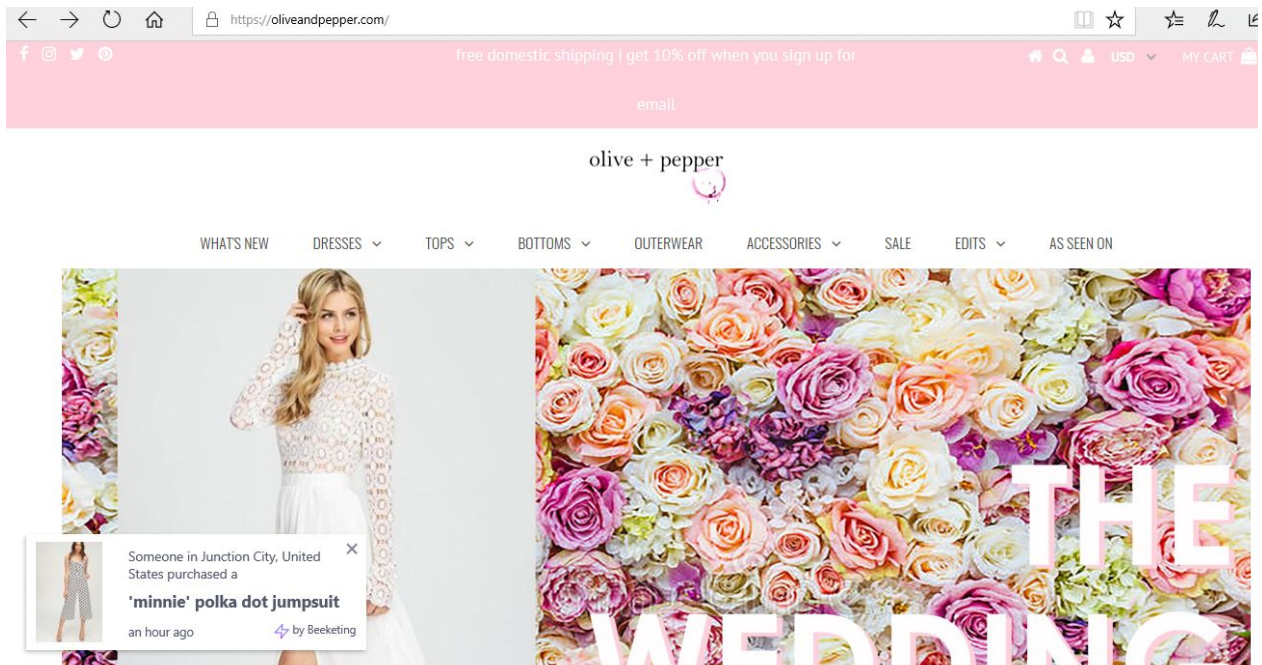
### **Pop-up ad 4:**



<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.

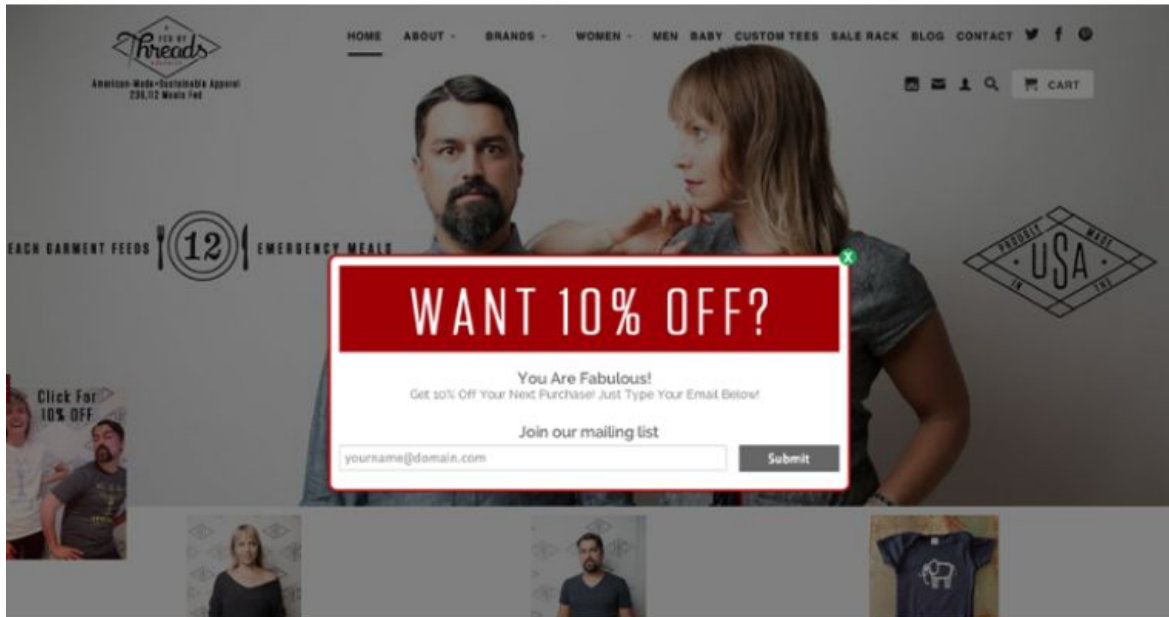
## **Pop-up ad 5:**



<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.

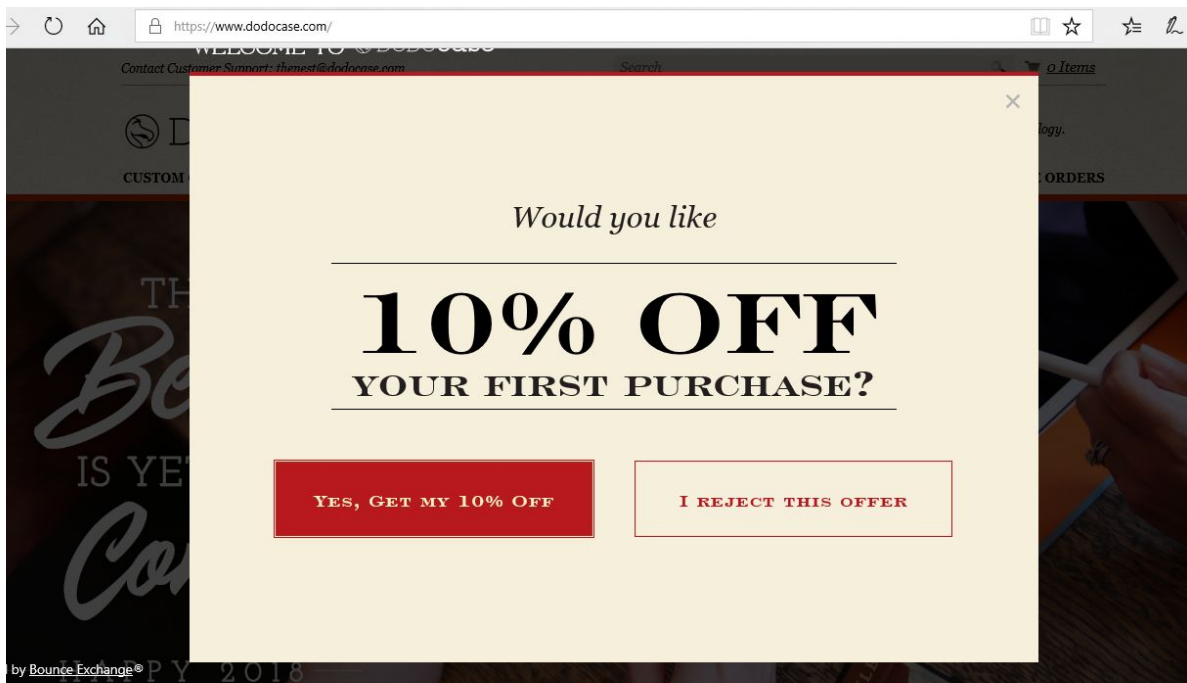
### Pop-up ad 6:



<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.