

Pop-up ads reading notes:

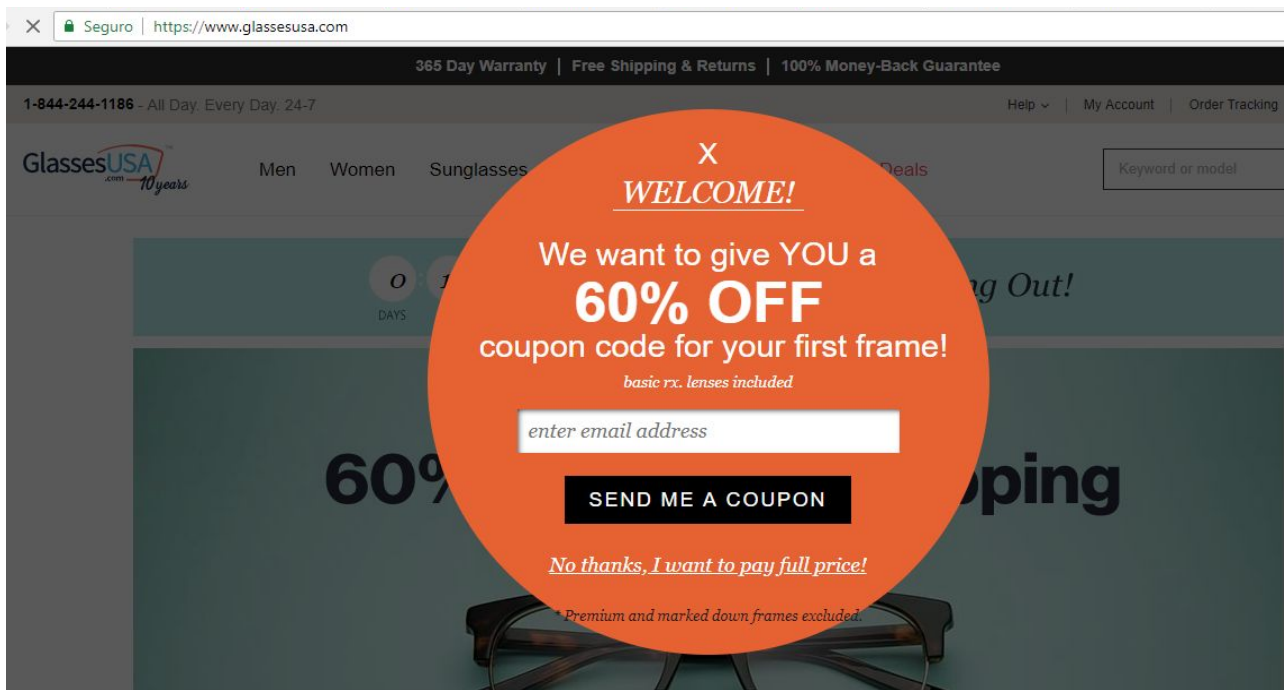
Product/ Brand:

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.

Possible students' answers:

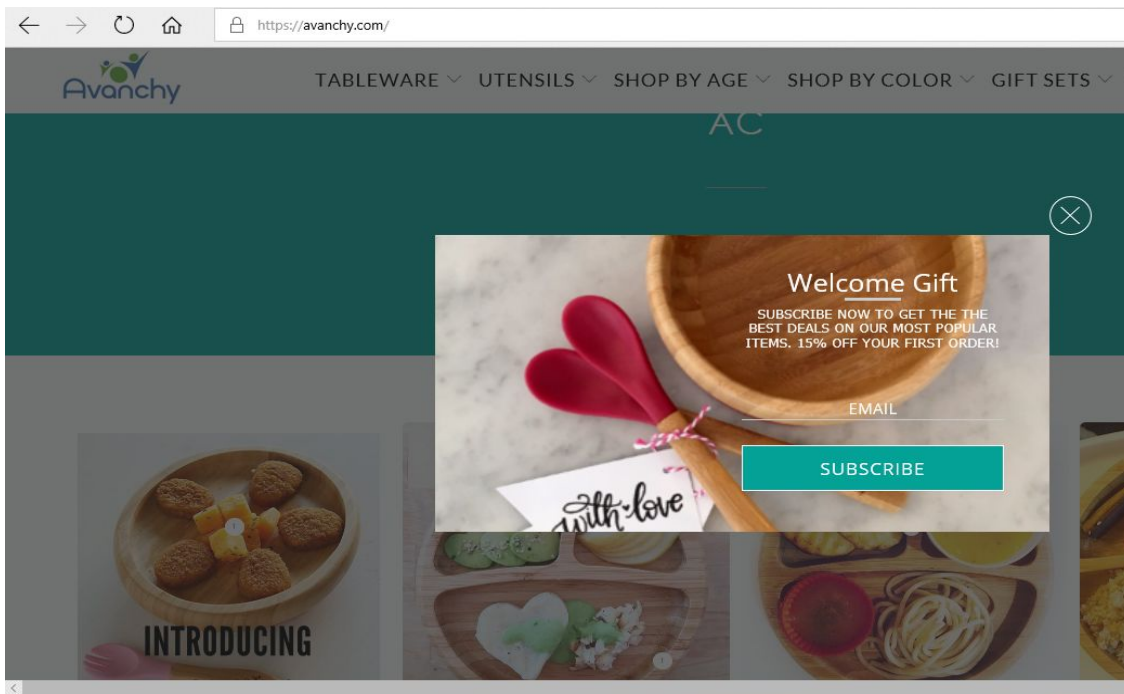
Product/brand: Glasses USA (brand), glasses (product)

Persuasive verbal resources: The word 'welcome' underlined as a means to say the consumer that he/she is welcome, accepted in that page; the pronoun 'You' in capital letters emphasizing who is the most important person in that page: the consumer; the pronoun 'you' also works as a vocative, a calling for the consumer; the number 60 and the word 'off' in the spotlight; the number represents the main information of the ad and is related to the special discount that the store/company/page wants to give to consumers; the use of the pronoun 'we' to represent the brand group; two catchphrases (*We want to give you a 60% off coupon code for your first frame!* / *Send me a coupon*); exclamation mark to emphasize the main/most meaningful catchphrase; use of imperative verb form (Send me); two hyperlinks (one is emphasized and more persuasive 'Send me a coupon' and the other one is presented in light colors and small letters and it is less persuasive, it also brings a statement which is working as a kind of irony).

Persuasive nonverbal resources: orange color in the back to highlight message; the circled format of the message; black color to highlight the

meaningful hyperlink and persuade the consumer to ask for a coupon and buy in the page; the big size of the number and preposition (*60% e off*) that introduce the main information of the ad;

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.

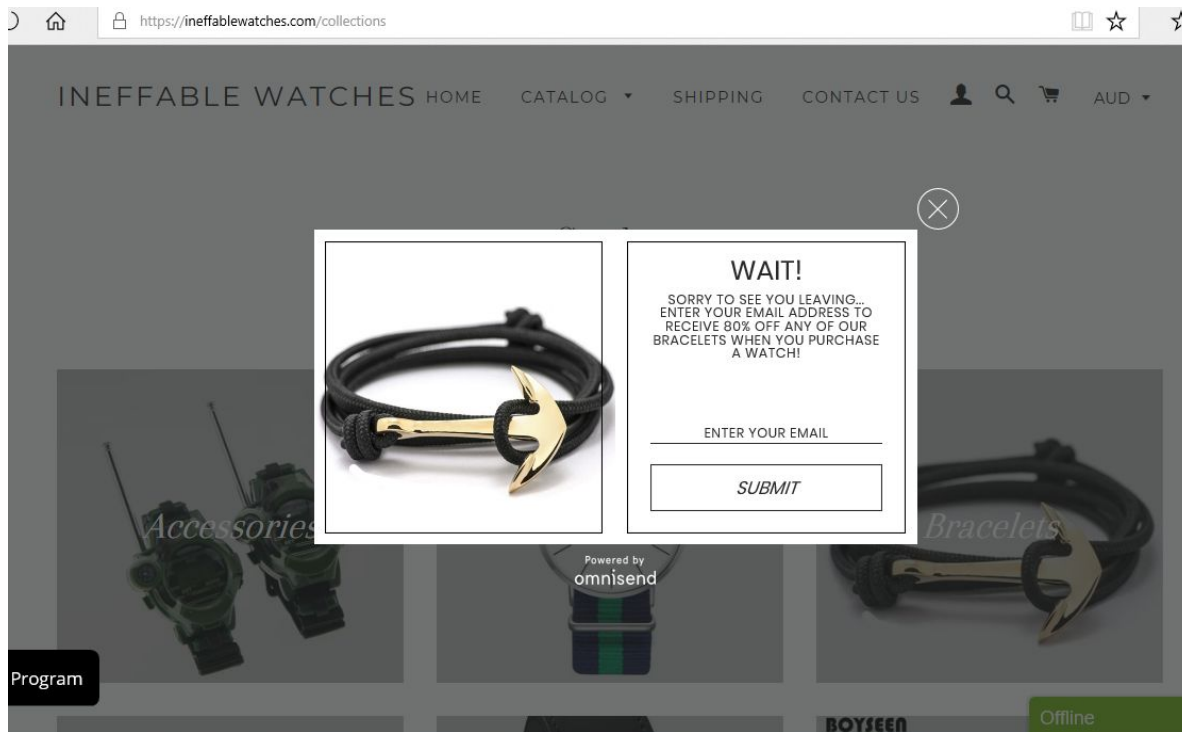
Possible students' answers:

Product/brand: Avanchy brand; kitchenware

Persuasive verbal resources: three meaningful catchphrases: *Welcome gift* (as a means to please the consumer, make him/her feel important), **Subscribe now** to get the **best deals** on your **most popular items** (use of imperative verb form, adverbs and adjectives to persuade the consumer to subscribe and buy products, as these products are the most popular and the website provides the best deals), *15% off your first order* (emphasizing the discount the consumer is going to receive if subscribing in the page), a hyperlink with a imperative verb form highlighted (*Subscribe*); the catchwords (*With love*) tied in the spoons establishing a personal/close relation to the consumer.

Persuasive nonverbal resources: two red spoons and a bowl representing the kind of product the brand sells; green color to emphasize the hyperlink; different size (bigger than the others) of letters to present the introducing catchphrase: *Welcome gift*; the catchwords '*With love*' in a different source (font) representing a person handwriting.

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.

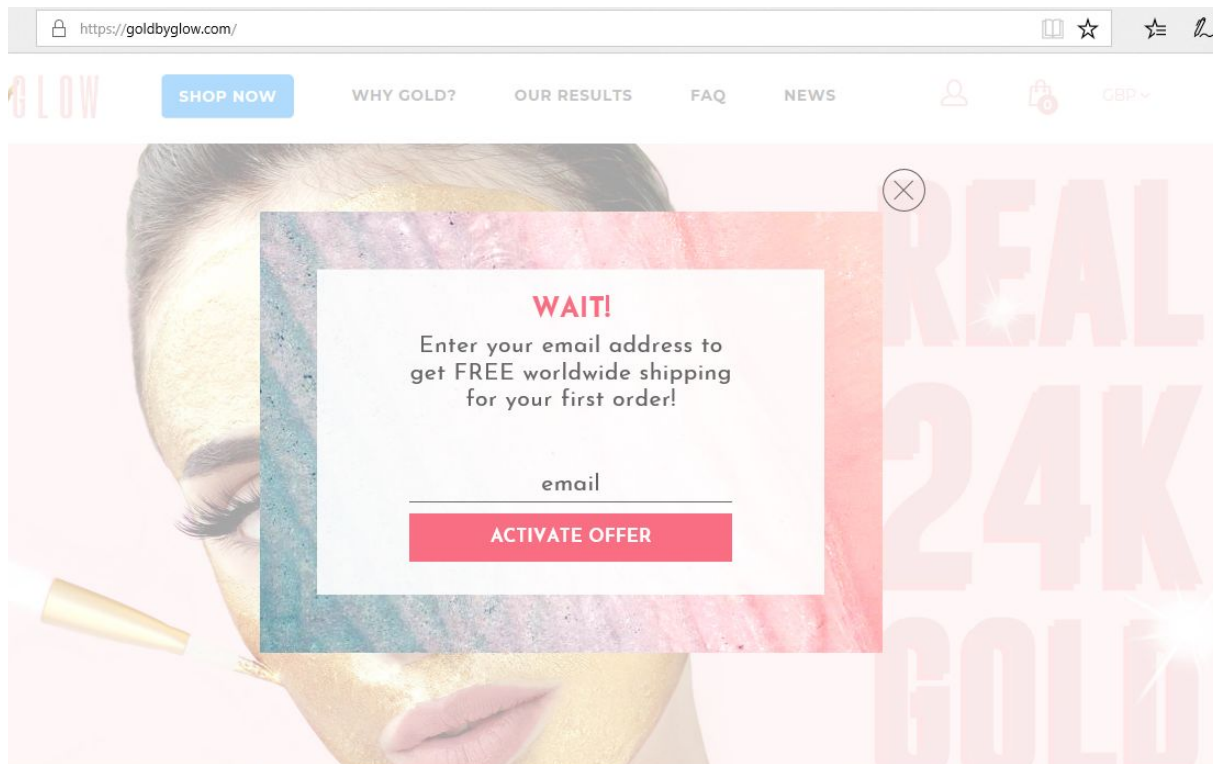
Possible students' answers:

Product/brand: Ineffable watches brand; watches, bracelets

Persuasive verbal resources: the catchword (imperative verb form) 'Wait' in capital letters in order to call the consumer's attention and generate consumer's expectation; The catchphrase '*Sorry to see you leaving...*' as a means to make the consumer feel like he/she is important/unique; the catchphrase '*Enter your email address to receive 80% off any of our bracelets when you purchase a watch!*' in order to persuade the consumer to buy a watch and receive a bracelet as a gift, as the consumer is going to receive 80% of discount in the product; exclamation mark to emphasize the page offer; three verbs in the imperative form (*enter* [twice] and *submit*); a hyperlink bringing a meaningful verb (working as a catchword) inducing/persuading the consumer to click the link.

Persuasive nonverbal resources: the picture of the product (bracelet) that is being offered to the consumer with 80% of discount; white color in the background to make the written text and image more readable.

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.

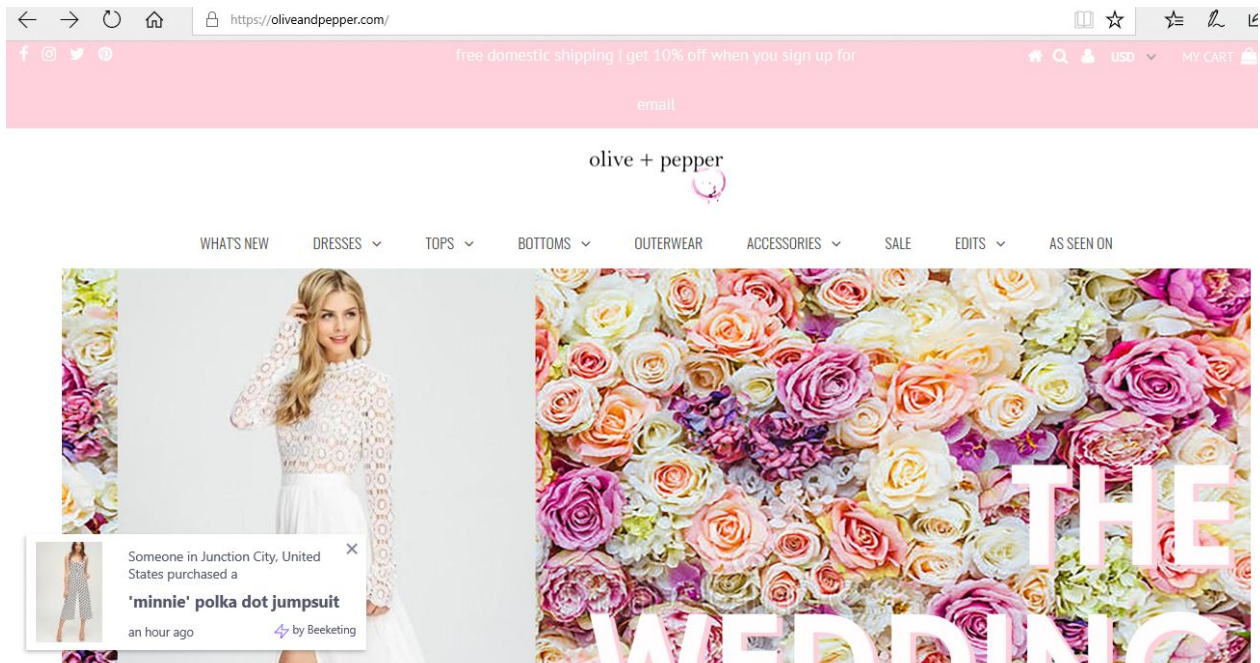
Possible students' answers:

Product/brand: Glow brand; gold jewelry

Persuasive verbal resources: the catchword (imperative verb form) '*Wait*' in capital letters in order to call the consumer's attention and generate consumer's expectation; the catchphrase '*Enter your email address to get FREE worldwide shipping for your first order!*' in order to persuade the consumer to register his/her email address and then buy any product on the website; exclamation mark to emphasize the page offer; three verbs in the imperative form (*wait, enter, activate*); a hyperlink bringing a meaningful verb and a noun (both working as catchwords) inducing/persuading the consumer to click the link; the catchword '*free*' in capital letters in order to call the consumer's attention and persuade him/her to purchase an item from the page.

Persuasive nonverbal resources: big size of letters in the catchword '*Wait*'; pink color to highlight the introducing catchword and the hyperlink (both have the same color).

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.

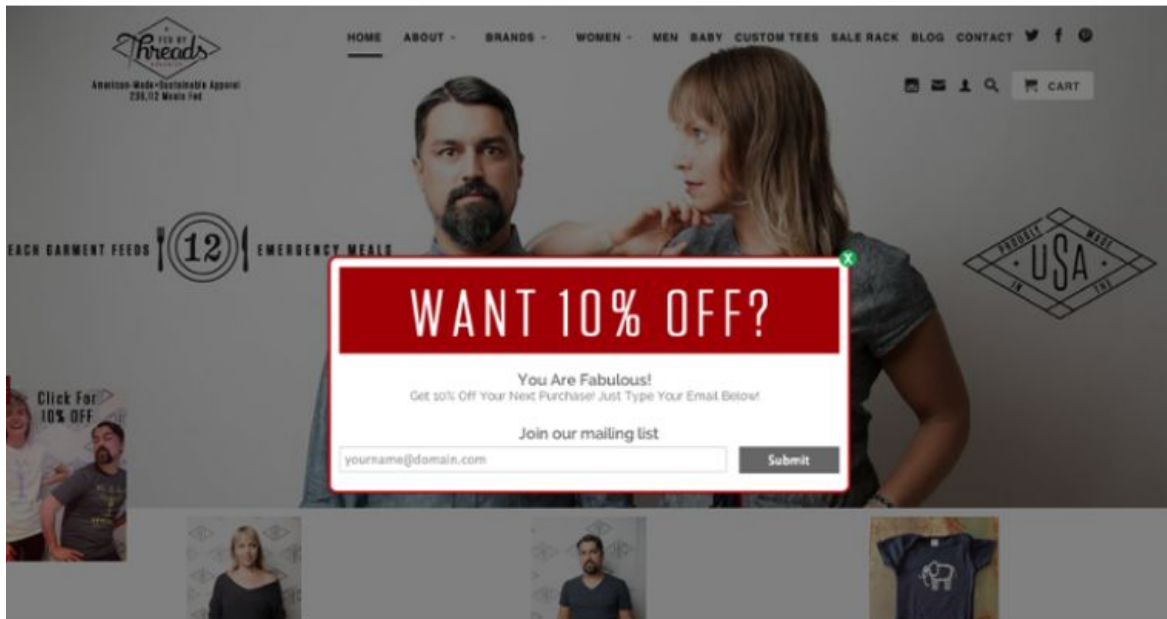
Possible students' answers:

Product/brand: Olive and Pepper brand; clothes and accessories

Persuasive verbal resources: The catchphrase '*Someone in Junction City, United States purchased a minnie polka dot jumpsuit*' in order to persuade the consumer to buy a product from the page, as other people are buying and one had recently bought; this catchphrase works as a kind of example and intends to show that people buy products from Olive and Pepper website, so the consumer feels like he/she has to do the same; the name of the product purchased in bold in order to highlight the kind of product that was recently purchased by the person from Junction City.

Persuasive nonverbal resources: the picture of a beautiful, tall, young, fit woman who is wearing a product ('minnie' polka dot jumpsuit) from the online store.

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.

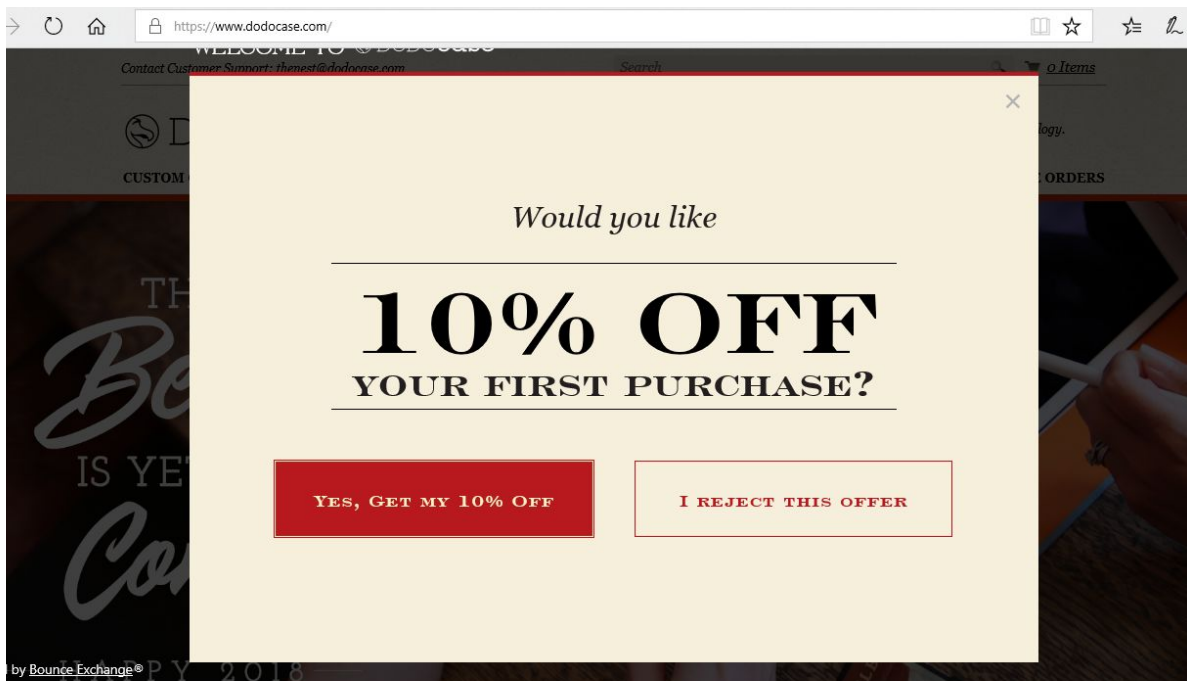
Possible students' answers:

Product/brand: Fed by threads brand/store; T-shirts

Persuasive verbal resources: A meaningful catchphrase in a questioning format (*Want 10% off?*) in order to call the consumer's attention to the deal offered by the online store and as a means of talking to the consumer, asking him/her a question, establishing a conversation with him/her; the catchphrase *'You are fabulous!'* in order to praise the consumer, get close to him/her, recognise his/her good qualities (in the catchphrase the pronoun *'you'* is referring to the consumer(s) and persuasion is mainly established by the adjective *'fabulous'*); exclamation mark to emphasize a catchphrase; use of verbs in the imperative form (*get, type, join*); three more catchphrases *'Get 10% off your next purchase!'*, *'Just type your email below'* and *'Join our mailing list'* working as persuasive statements; a hyperlink bringing a meaningful verb (*submit*) inducing/persuading the consumer to write his email and send it through the hyperlink.

Persuasive nonverbal resources: red color in the background to highlight the most meaningful catchphrase; white color and big size of capital letters to put the catchphrase in the spotlight; black color to highlight the hyperlink.

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.

Possible students' answers:

Product/brand: Dodo Case brand/store; iphone, macbooks, accessories

Persuasive verbal resources: The catchphrase *'Would you like 10% off your first purchase?'* as a means to call the consumer's attention to the deal the store is offering and also in order to target new visitors and make them feel special; the catchphrase in a questioning format in order to establish a conversation with the consumer and get close to him/her. It also brings an important information underlined: *'your first purchase'*, as this is a discount available only for the first time the person is going to buy from the store; two hyperlinks: *'Yes, get my 10% off'* and *'I reject this offer'*, the first one is persuasive and highlighted, the second one is not persuasive; the number 10 and the preposition *'off'* in a bigger size of letters in order to call the consumer's attention to the most important information, that is the 10% discount the online store is offering.

Persuasive nonverbal resources: light pink color in the back to make the written sentences more readable; red color to highlight the most important hyperlink; big size of letters to emphasize the offering.