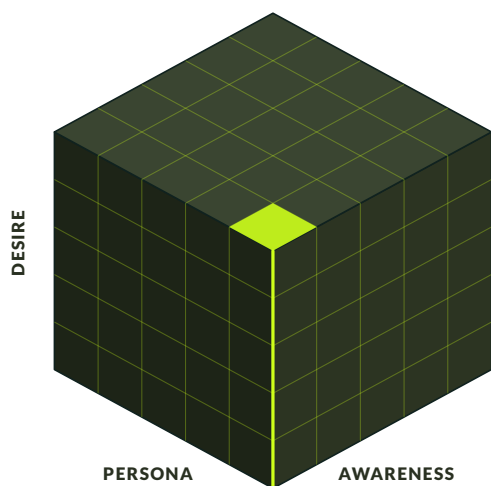


Hi5 Framework

An ad-ideation engine: Awareness x Persona x Desire - a 5x5x5 cube that turns one product into 125 distinct angles for paid social. Origin: Martin Woska (Selfstorming founder), awareness axis after Eugene Schwartz



$5 \times 5 \times 5 = 125$ cells

AWARENESS

- 1 Unaware
- 2 Problem-aware
- 3 Solution-aware
- 4 Product-aware
- 5 Most-aware

PERSONA

- 1 Budget-conscious
- 2 Quality-focused
- 3 Status-driven
- 4 Convenience-seeker
- 5 Skeptic

DESIRE

- 1 Money
- 2 Time
- 3 Health
- 4 Status
- 5 Security

AWARENESS

Where the buyer is - Unaware to Most-Aware (Schwartz).

PERSONA

The mindset you are casting the ad for (derived per brief).

DESIRE

The deep want underneath - Money, Time, Health, Status, Security.

THE CONCEPT

The ad concept that cell produces, once combined with a format and hook.