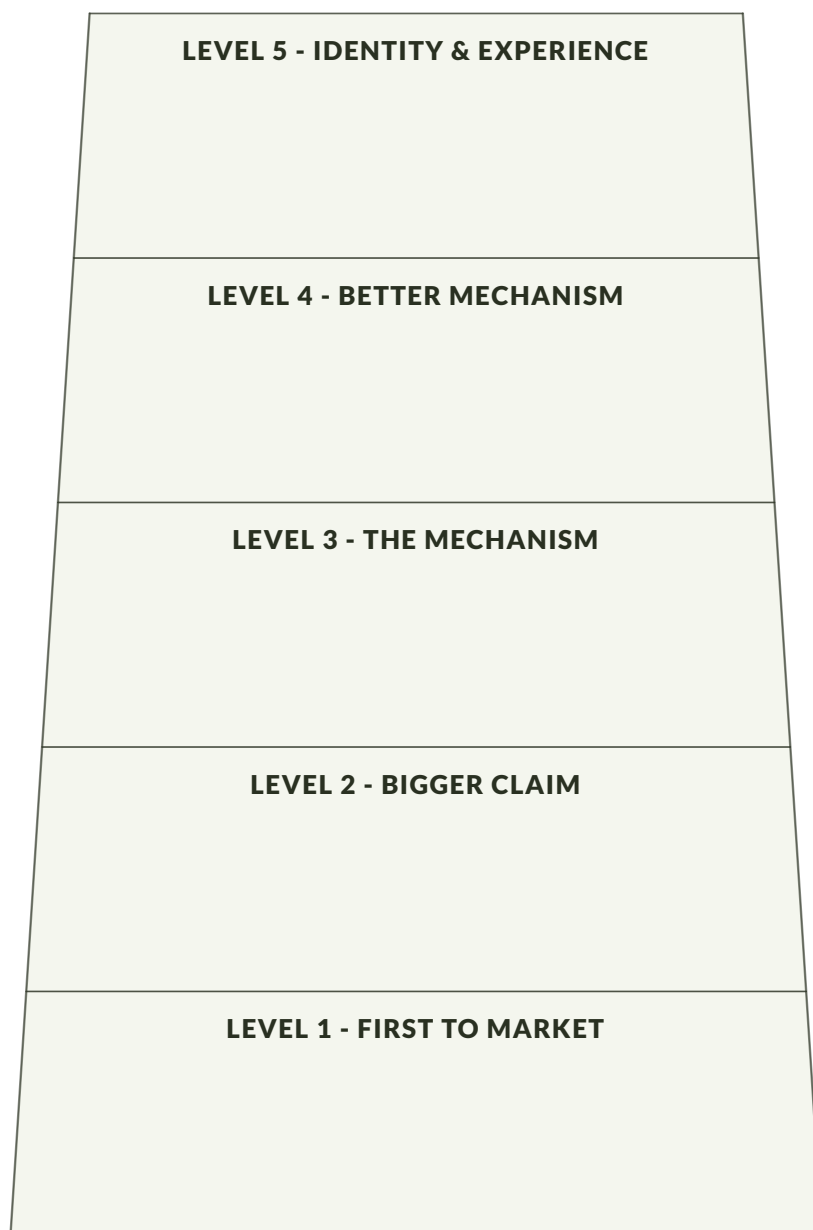


Market Sophistication

A message-calibration tool: matches your claim to how many promises your market has already heard - and stopped believing. Origin: Eugene M. Schwartz (Breakthrough Advertising, 1966)



● **LEVEL 1 - FIRST:** Plain claim wins.

● **LEVEL 3 - MECHANISM:** Introduce the how.

● **LEVEL 5 - IDENTITY:** Sell identity, not claims.

● **LEVEL 2 - BIGGER:** Enlarge the claim.

● **LEVEL 4 - BETTER MECHANISM:** Out-mechanism rivals.