[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

 **Discussion**

# Attention:

Attention is being developed for the audience with the hook. The hook in the commercial is the conversation between a girl and an owl. The girl is grabbing the attention of the audience by appreciating the suggestion given by the owl about the sale at America’s best designer frames. The problem that has been raised is about the eyeglasses and new frames that suit the individuals.

1. **Need:**

The need for eyeglasses cannot be avoided. People who use eyeglasses are mostly conscious about their glasses frame whether it suits them or not. In addition, a free eye exam is offering which is also a dire need especially when someone tries to buy new glasses.

1. **Satisfaction:**

The commercial provided the solution of the issue people can avail by accepting the offer of free eyes examining and can buy new designer frames at a reasonable price. It can be implemented as a solution is being given which was the two brands include project runway and Sofia Vergara, both are offering designer frames on low prices along with free eye exam.

1. **Visualization:**

If the offer is used by the people it will help them to solve the issue of a good frame that suits them at a reasonable price. The commercial provided the starting price that is 69.95 which is useful for the people to make their budget before visiting the source. If people do not avail the sale then they will required to buy the same set of glasses at a higher price later.

1. **Action:**

People can take action if they have any query as comprehensive details along with contact details is provided at the end of the commercial. People can get additional information by using the contact number or website if they are convinced with the sale offer (cdfries).

# Works Cited

cdfries. *America’s Best Commercial*. *YouTube*, https://www.youtube.com/watch?v=mIuv\_dYV498. Accessed 24 May 2019.