Health Ad Copy Sample: SunNest Vitamin D3

Facebook and Instagram ad | AIDA technique | Written by Eman Essam, Clinical Pharmacist

Please note: SunNest is a fictional product. The offer and claims are made up for this writing sample.

The Ad

HEADLINE | ATTENTION

Inside all day? You're missing a precious free vitamin.

INTRODUCTION | INTEREST

Working from home? Staying indoors? Working all day at a job? Working night shifts?

You may be missing the sunlight that gives you natural vitamin D.

VITAMIN D | INTEREST

Vitamin D is essential for your bone strength and a healthy immune system. Your body makes it from sunlight.

WHY SUNNEST VITAMIN D3? | DESIRE

SunNest Vitamin D3 is a vitamin D supplement that helps raise your vitamin D levels. It is paired with K2, which helps direct calcium to your bones. And it is the same natural vitamin D that your skin makes from the sun.

CALL TO ACTION | ACTION

Now get a bottle of 60 pills for the price of a 30-pill bottle.

Please consult your doctor for your correct dose.

Button: Shop Now

Short Version for the Ad Feed

PRIMARY TEXT

Less sun, less vitamin D. SunNest D3 with K2 supports bone strength. 60 pills for the price of 30. Ask your doctor first.

HEADLINE

Inside all day? You're missing a precious free vitamin.

Ad Details

Platform	Facebook and Instagram (Meta ads)
Audience	Adults who spend most of the day indoors: office workers, people who work from home, and night shift workers
Goal	Get people to click and buy the 60-pill bottle offer
Technique	AIDA: Attention, Interest, Desire, Action
Tone	Simple, clear, and caring. Written in plain language that everyone can understand

Keywords

Main keyword	vitamin D3 (US monthly volume 165,000, KD 73%)
Secondary keyword	vitamin D supplement (US monthly volume 60,500, KD 66%)
Keyword research	Semrush, US database