

# Orig3n – Back-to-School DNA Test Email & Social

## EMAIL 1:

**SUBJECT, OPTION A:** Get your kids' genetic report card

**SUBJECT, OPTION B:** Scientific evidence of your kids' superiority

**SUBJECT, OPTION C:** DNA tests: better than any honor roll bumper sticker

**IMAGE:** Proud parents sitting next to their kid, holding up their DNA test results.

Everyone thinks their kid is a genius.  
Now you can prove it genetically.

Back-to-school season is the perfect time to learn about your kids' potential, with our BLOOM DNA test.

### **BODY COPY:**

We all brag about our kids: How good they are at math, or music, or sports. And while their latest artwork up on the fridge is pretty good evidence, we thought you'd like something you can REALLY hold over the other parents' heads: Genetic proof of their awesomeness.

Orig3n's BLOOM DNA test is specifically designed to let you explore your kids' development and potential: The things they'll be great at. The stuff to watch out for. Everything from language ability to perfect pitch to strength and flexibility. So you can help get them on the right path. And have something to show off at PTA meetings.

(P.S. If you want to learn some things about your potential, we have a full line of other DNA tests, too!)

### **CTA:**

[ BUY YOUR BLOOM DNA TEST ]

## **SOCIAL CARDS:**

### **HONOR ROLL**

#### **CARD COPY:**

Now, you can start bragging about your kids  
*before* they get on the honor roll.

**CARD IMAGE:** A minivan with a braggy bumper sticker that reads,  
“My child has a GENETIC DISPOSITION TOWARDS PERFECT PITCH.”

#### **POST:**

Our BLOOM DNA test gives you a closer look at your kids’ development, so you can have greater insight into their potential. And more to brag about. Learn more:

### **REPORT CARD**

#### **CARD:**

The BLOOM DNA test:  
Think of it like a genetic report card.

**CARD IMAGE:** An old-school, handwritten report card, except all the grades are DNA test results. (e.g., Language Learning (FOXP2) – GG; Matha Ability (FAM3A) – GG)

#### **POST:**

School’s just getting started, but it’s never too early to see how your kids are doing. Our BLOOM DNA test can provide new insight into development and potential – see how:

### **MATH OR RECESS**

#### **CARD:**

Is your kid’s best subject math... or recess?

**CARD IMAGE:** The same kid, raising their hand in math class, and getting hit in the face with a dodgeball.

**POST:**

Orig3n's BLOOM DNA test helps you discover your kids' scholastic strengths – and weaknesses – so you can help guide them the right way. Learn more:

## **EASIEST TEST**

**CARD:**

The easiest test you'll ever take.

**CARD IMAGE:** A classroom of students, all swabbing their cheeks.

**POST:**

It's back-to-school season, but not every test has to be a hard one. Orig3n DNA tests help you learn new insights about yourself, and all you need to do is swab. Learn more:

## HOMEPAGE BANNER:

### One test your kids won't mind taking.

Curious to learn about your kids' potential? Why wait for report cards – our BLOOM DNA test reveals a ton of insight about their development. And they don't even have to study for it.

[ [LEARN MORE ABOUT BLOOM](#) ]

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### Back-to-school bragging rights.

*Obviously* your kids are highly gifted, multitalented prodigies. But now you can get genetic proof of that. Our BLOOM DNA test gives you all sorts of insight into their potential, so you can guide them right – *and* show them off.

[ [LEARN MORE ABOUT BLOOM](#) ]