

AD #5

SUBJECT LINE:

Read this weird and wacky truth about high heels.

VISUAL:

A woman putting her heel down in high heels, close-up

COPY STRATEGY:

Facts

HEADLINE:

The weird physics of HIGH HEELS

MAJOR SUBHEAD:

Enjoy these weird facts—then shop for "killer" shoes below

CAPTION1:

Just call it heeling power



SUBHEAD1:

Fact: it's better to be crushed by an elephant than a supermodel

It sounds weird, but it's true. Sure, the elephant weighs a lot more, but the tips of those stilettos are very small. Believe it or not, a 100 lb. model's heels can exert as much as 20 times more crushing power when she puts her foot down. Ouch.

[CTA: DISCOVER](#) what's new is shoes

SUBHEAD2:

Yes, your heels can murder a guy—literally

That's why self-defense experts often teach a foot stomp as a self defense technique. And also why you need to be careful on the dance floor. For more fun info on shoes—and to see some great new shoes in all styles—check out this great retailer:

[CTA: PREVIEW](#) new styles and trends

SUBHEAD3:

Science explains: how high you can go

In 2004, researchers at an English university developed an equation to explain how high your heels can be. It's as simple as $h = Q \cdot x(12 + 3s / 8)$ and involves shoe size, geometry and more. But here's a simpler answer—check out the hot styles here:

[CTA: FIND](#) your next shoes here