

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Antifacade

Business Objective: Get 100 sales in a month

Funnel: Organic tiktok/paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Gender - Mostly men looking for clothes but can be unisex
- b. Age - Under 25
- c. People that skate or love the skate/hip hop culture
- d. People into hip hop culture they take up 80% of the market
- e. About 70% of this market makes under 40,000 a year
- f. Main locations LA, NYC, London, these are places where streetwear is most popular

2. Where are they now?

- a. Scrolling through IG/TikTok
- b. Market Awareness of AntiFacade 1/10 only friends know about the brand as of now it is a very new brand just starting out
- c. Current Levels

- d. Desire - 2/10 Their interest in the fashion are high but the lack of the brands following/advertisement makes it seem unwanted
- e. Belief 3/10- They dont know if the product has good quality (due to lack of reviews) But with good ads you can showcase it and bring belief up
- f. Trust 3/10 - Good landing page/website makes it a little more trustworthy but other then that there is no reviews and not much information on the brand and really no social proof
- g. Current state
 - I. They are actively looking for new ways to express themselves through streetwear clothing (identity,beliefs,and creativity)
 - II. They are looking to hop on the next trend
 - III. They are skeptical of the clothes Quality Big problem with new streetwear brands
- G. Dream State
 - 1. We want brand to have a good connection with customers this is key with streetwear brands
 - 2. Have high quality clothing with quality craftsmanship
 - 3. They see themselves in our clothing keeping up with the latest trends and also buying from a brand that is a part of the culture not just selling clothes but brand having a positive influence on the culture
 - 4. Consumers feel like our clothes help them express their Personal style and identity They envision wearing pieces that reflect their taste and views, contributing to their overall image.

3.What do I want them to do?

- 1. Stop Scrolling and watch ad
- 2. Click link to landing page
- 3. Buy 50-80\$(did 50-80 wasn't sure what to put it at,at first) worth of clothing to get the free shipping

4.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- . Stop Scrolling to see ad
 - a. Telling you "Missed Out on the first drop now's your chance to get em before they are gone" Making the person think it is a wanted product and that there is scarcity
 - b. When the video begins it says "The Best Sellers are back!" attention grabber
 - c. Nice Bright colors to catch your attention
 - d. Opportunity to buy all the trendy clothes in one place
 - e. Shows clothes right after
 - f. Click the link "Shop Now" with intention to buy
 - 1. Highlights that items are back and show what you missed on the first drop

DRAFT

The Best Sellers are Back —> Don't miss out on this exclusive restock Free shipping over 50\$
Make ad very aesthetic and post high quality creative pictures, for account make it a nice
aesthetic nice to look at, make it match your clothes vibe

Stop Scrolling Read Ad

1.