

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Bubble tea franchise

Business Objective: Increase tea sales by attracting greater audience attention

Funnel: Paid Ads funnel

WINNER'S WRITING PROCESS

Who am I talking to?

- Individuals craving a sweet cold beverage on a hot summer day
 - People who like bubble tea as their preferred beverage to jumpstart their afternoon work schedule (most tea shops do not open in the morning*)

Where are they now?

- a. Scrolling on FaceBook and Instagram
- b. Current Levels:
 - Pain/Desire: 3/10 - Individual has general liking for a bubble tea but they were not planning definitively on purchasing a cup on that particular day
 - Current Belief that Idea Will Work: 5/10 - may have never tried the new bubble tea drink being advertised, but understands the overall popularity of the bubble tea market; in other words, they know a cup can't go too wrong even if it doesn't suit their taste preference

- Trust in the Company: 5/10 - Not high due to lack of dining experience there, but they can rationalize that the company seems legit
- c. Current State
 - Unenergized and bored
 - Low dopamine/lower mood
 - Lack of motivation to work because reward system is not activating
- d. Dream State
 - Feeling the importance of themselves through performing an act of love/kindness for themselves (buying themselves a cup of tea)
 - Increasing dopamine to make them more energized and motivated

What do I want them to do?

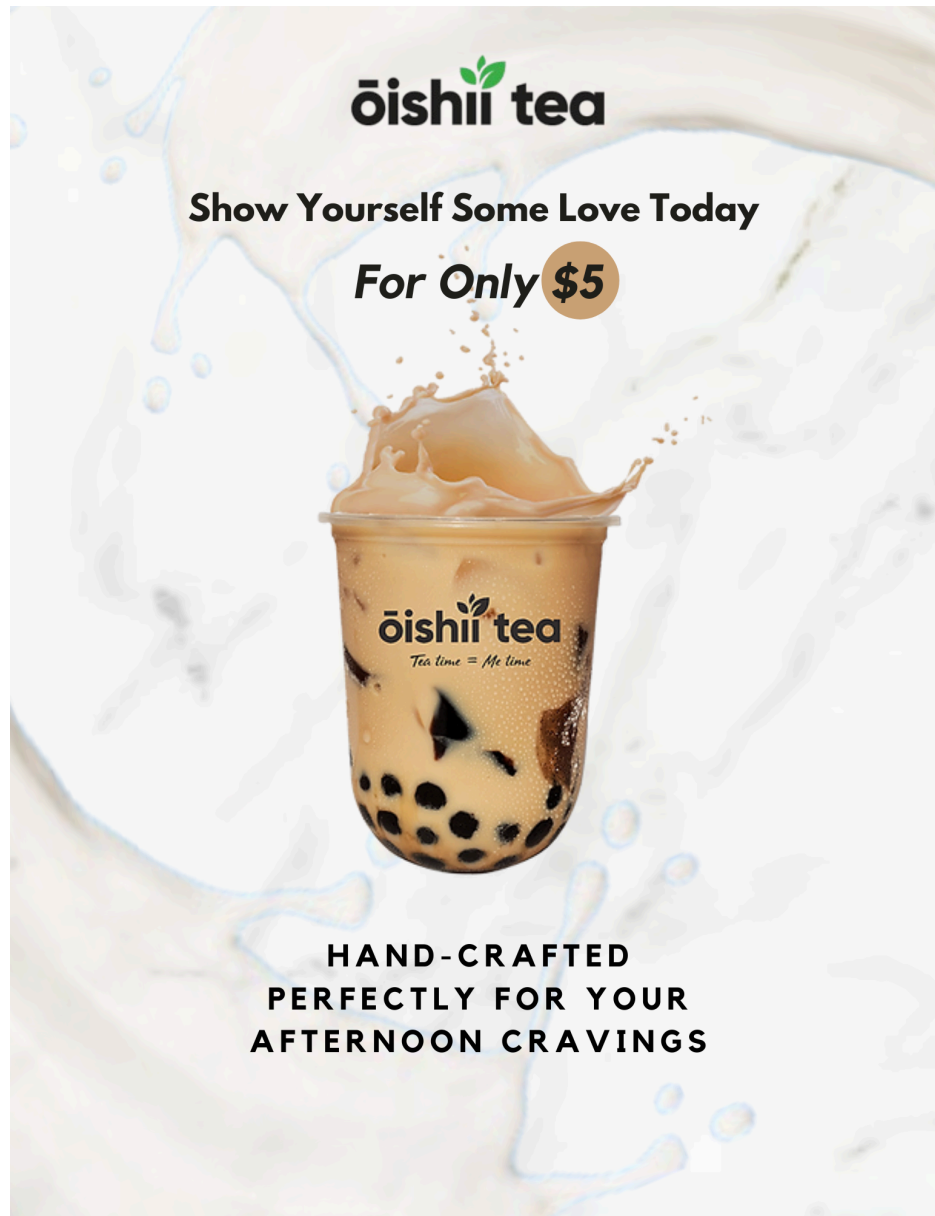
- Stop scrolling through their Instagram/FaceBook feed and click on the link to order bubble tea online

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 through feed and engage with the advertisement
 - Novelty that makes people inclined to purchase a new stimulating experience to add to their flavor arsenal
 - Demonstrating the dream state: customers will feel emotionally stimulated due to the richness of flavor
- Click on link to mobile order a cup of bubble tea
 - a. "New" VERY MANGO SLUSH
 - Makes people believe that the idea will work (feeling emotionally stimulated and energized by the flavor), as the new slushy has accentuated flavor which cannot go wrong
 - b. Try NEW very mango slush on your next Chatime date
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 - c. Pairs perfectly with any date
 - Makes people feel that the value is worth it because they can have a perfect date with their crush/partner, which can build strong and lasting relationships

- Also lowers perceived cost, because it usually takes a very expensive dinner for couples to have a perfect date; by contrast, some bubble tea (10-20 dollars) can substitute that expensive dinner and deliver the same results

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Body Text

Feeling tired from those morning classes or meetings? Kickstart your afternoon and feel energized with a cup of hand-crafted milk tea for a limited-time offer of \$5.

Have the freedom of choosing from our selection of original and signature milk tea flavors in-store or online

For store locations and mobile ordering, head to our website → [“Link”](#)