

Denim Addict Copy

Type & Platforms: Ad, Social Media (Facebook, Instagram, and X)

Objectives:

- Acquire new customers and gauge existing customers into visiting the page more and going as far as buying the brand's products.
- Grow page following organically and through paid ads on the social platforms.
- Sell customers a luxury feel with streetwear comfortability using the copy.
- Use "Esteem" from Maslow's Hierarchy of Needs as one of the keys to selling these products to customers

The 4 Questions:

1. Who am I writing to?

I am writing to a man who wants to wear clothing that will give him a sense of luxury. This man is a young adult who loves high-fashion streetwear and is looking for a brand that will affirm his love for it. His week usually consists of him going to work, a "good" 8:00 - 18:00 job, and he uses a substantial amount of his monthly income to buy clothing from well-known brands and local brands too. He is an outgoing person, who likes attending clubs, festivals, farmers' markets, and events where people are known to make their presence felt. Alas, the clothing he wears doesn't attract that energy because it either looks common to people, or said people don't care enough to even bother to ask what he is wearing and from which brand the clothing is made. It is a cause for concern to him because he feels as if the public's perception of him is low, and that he is not commanding attention as much as he should be. The struggle to find something that is different, unique, and garners attention is weighing on him.

2. Where are they now?

In terms of thoughts and feelings, he is thinking about where to get luxury streetwear clothing items that will make him feel seen wherever he goes. He wants something that is different from the well-known brands, and other local brands, but that difference will give him the much garnered attention he seeks. Such items will give him the respect, status, and recognition that he desires, while also boosting his self-esteem by wearing the clothing items on offer by the brand. This man is on social media right now, scrolling and scouring to find a brand that sells exactly what can satisfy his need for "Esteem".

3. What actions do I want them to take at the end of my copy?

I want him to visit the Denim Addict page, on whichever platform that he has read the copy from (i.e. on Facebook, Instagram, and X, depending on which one he uses). I want them to scroll through the page and see the catalogue on offer. Finally, I want them to go ahead and make their order for any of the products on offer by Denim Addict, therefore achieving my goal of page visits and product purchases.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

I want him to experience a feeling of himself walking into the next club, event, festival etc, and people have their eyes on him. A feeling of seeing himself winning the crowd over just from having worn Denim Addict merchandise, and knowing he can get asked where he bought their merchandise from. The experience that he must have is where he imagines himself wearing a Denim Addict denim jacket, bucket hat, and t-shirt all at the same time, and that he will receive respect while he is at his most cosiest state.

My avatar's roadblock and the solution to his roadblock:

- His roadblock is that currently whatever outfit he wears, it will not give him enough power to command attention from people.
- Due to the point mentioned above, his self-esteem has taken somewhat of a blow. He is currently looking for something that will boost it up.

The solution on offer is that Denim Addict has just the different, unique design that will surely make him stand out and have people asking him where he got his merchandise from.

The Copy:

Everybody's thinking you're basic, just off of your clothes?

You have a wish - to become the centre of attention.

You don't want to look regular on your best day.

You want people's eyes to never turn the other way when they see you.

If you feel this way, then you know it's time for a change in style.

That's when you get yourself one of our creations at Denim Addict.

You can command the scene you're in with our denim jacket worn across your back and shoulders. All eyes are on you, and no one can help but ask you where you got it from.

You become the standard once you don our clothing.

Your time to look and feel like a million bucks begins now!

Level up your appeal,

And skyrocket your confidence, with Denim Addict.

Tap Into Our Profile To Explore More Denim Addict Merchandise

#DenimAddict #Denim #DenimMafia #creations

Personal Analysis:

What I feel is a weakness in my copy is that the fascination can be much better than what is currently there. Another one is that it is not the best in intensifying/amplifying the desires of identity and status within the reader. To improve this copy, I will have to write down more fascinations for this copy in order to find the best one to use, and also go through the 6 Simple Ways To Amplify Curiosity to know how to better amplify the desires of the reader.