

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Sushi Restaurant

Business Objective: Get more sales

Funnel: via search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- . hungry people
- . people who like Chinese and Japanese food
- . practically all ages except babies

2. Where are they now?

1. Scrolling on google
2. Current levels:
 - Pain/desire: 5/10 They may be a little hungry because if they were very hungry they would be eating.

- Belief de idea : 2/10 Very few people know or have tried sushi or Asian food. The restaurant, although it has been operating for years, seems to be the same customers without attracting new ones.

- Trust in the company/person selling: 2/10 There is very little to no information about the owners of the restaurant on both the website and their Facebook account.

3. Current state

- Hungry

- don't have time to cook

- They are on break from work or studying

- curious to try asian food

4. Dream state

- Fast delivery, good quality, and good price.

- There is quite a variety, not just sushi with raw fish.

- One of my favorites!! Always fresh food..

3. What do I want them to do?

1. Stop scrolling and click the website.

2. place order

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?

1. Stop scrolling and see the ad.

- see the photo of the sushi

- the contrast between the plate of food at the top of the advertisement with the name of the restaurant located at the bottom of the advertisement.

2. Click the link with the intention to go on the web side and place order

- You can't taste a picture

- Create appetite for readers

- Sibuya is a much more daring and original sushi concept.
- Elevate the personality of the restaurant, increase trust
- ☒ Reservations, Take away & Delivery.
- Provide a solution to people who cannot move from work, studies or anywhere.

DRAFT

For the sushi image I used the one they currently have on their website and the image at the bottom with the company logo is also cropped from its website. Honestly, the ad is ugly, quite basic, I have to learn how to use Canva better and then I will improvise better.

Psychologist: **You can't taste an image.**

Me:



Oh Sushi

C/ Zaragoza 23, 19005 Guadalajara

This is the advertisement that I have copied, a restaurant that is in Madrid

✓ **Activate**

Library ID: 530350919935760

It started running on 8 Oct. 2024

platform 

This ad has several versions 



Sibuya Urban Sushi Bar
Sponsored
Library ID: 530350919935760

✕ Sibuya is a much more daring and original sushi concept.

✓ Reservations, Take away & Delivery.

Psicólogo: **no puedes saborear una imagen**

Yo:



**SIBUYA**
URBANSUSHIBAR

Sibuya Urban Sushi Bar
Japanese food

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