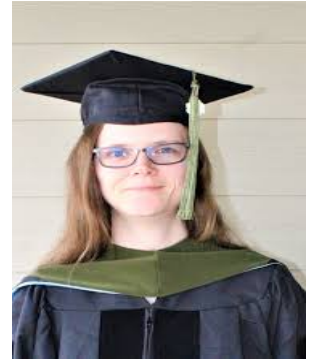


## Market Research:

### Avatar



- Name: Let's call her Sarah.
- Age: 25
- Financial situation: Sarah is a recent college graduate with a lot of student debt. She is currently working a part-time job to make ends meet, but she is hoping to eventually make a career in animation.
- Worldview beliefs: Sarah is creative and imaginative. She believes that animation is a powerful medium that can be used to tell stories and entertain people.
- Day in the life: Sarah's day usually starts with her going to her part-time job. After work, she spends her time working on her animation projects. She also likes to watch animated movies and TV shows for inspiration.

### Current situation and how they feel about it

- Sarah is frustrated by the lack of time she has to dedicate to her animation projects. She also feels like she is not good enough and that she will never be able to make a career in animation.
- Others perceive Sarah as being creative and talented, but they also see her as being unrealistic and naive. They don't think she has what it takes to make it in the animation industry.
- Sarah feels like a failure because she is not able to make her animation dreams come true. She feels like she is letting herself and her family down.

### Dream situation and how they will feel when they reach it

- Sarah's dream is to work as an animator for a major animation studio. She wants to create animated movies and TV shows that will entertain and inspire people.
- When she reaches her dream, Sarah will feel happy, fulfilled, and successful. She will know that she has achieved her goals and that she has made a difference in the world.

### Part of the problem that is keeping them from their dream state

- The biggest obstacle that is keeping Sarah from achieving her dream is the lack of time and money she has to dedicate to her animation projects. She also feels like she doesn't have the right skills and training.
- Sarah keeps making the mistake of comparing herself to other animators who are more successful than her. This makes her feel discouraged and like she will never be good enough.

How does the solution solve that problem?

- The solution to Sarah's problems is to find an animation studio that can provide her with the training and support she needs to succeed. The studio should also offer her the opportunity to work on real-world projects that will help her gain experience.
- The animation studio can help Sarah solve her problems by providing her with the following:
  - The right skills and training
  - The time and resources she needs to work on her projects
  - The opportunity to work on real-world projects
  - The support and encouragement she needs to succeed

Specific verbatim examples that the target avatar has shared online about their frustrations about learning to animate/animation

- "I'm so frustrated with my animation skills. I feel like I'm not making any progress."
- "I don't know where to start. There are so many different animation techniques and I don't know which ones to learn."
- "I'm running out of time. I need to learn how to animate quickly so I can start my career."
- "I'm not sure if I'm good enough. I see all these other amazing animators and I feel like I'll never be as good as them."
- "I'm so tired of feeling like a failure. I just want to give up."

DIC Facebook Ad (under 90 words)

- **How to “Cut the Queue” & get Hired as the first choice in the world’s best animation studios**
- **How to “Hack the Matrix” and get ahead of 90% of people in the animation space...**
- **Don’t waste your time with a 4-year degree when you can learn everything within a year**
- **Only Struggling Animators are allowed to read ahead...**
- **Learn DIRECTLY from animators working at Disney, Pixar and many more...**

If you’re someone who is on the fence about learning to animate or even if you are already an experienced professional and just looking to upgrade your skills, this ad is for you...

The Quickest, most easiest way to become a highly paid animator, for whom companies fight ‘tooth and nail’ to hire is to learn through someone who is already where you want to be,

Imagine having Live, 1-1 feedback on your work by the BEST animators out there,

And just in case you were wondering, our professors aren’t people without practical experience in the field,

Instead, we have,

Professionals who are CURRENTLY working in studios like Pixar, WB, EA, Disney etc.

They give you industry secrets on a platter, all you do is apply the lessons,

We cut the fluff and get you “Industry Ready” as quick as possible,

Ready to unleash your inner storyteller? Click below to join the Exclusive Club of World-Class Animators! 👉

🚀 Click here to Learn in 12 months, what your buddies from art school will in 4 years! ☀️

Visual to Go with the AD: (I used Leonardo to Generate the image and canva for the text)

