

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Grocery store

**Business Objective:** Increase attention

**Funnel:** FB ads

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

Adults that need general groceries

### 2. Where are they now?

Scrolling on FB

Current levels are:

Pain/desire-might be on their mind but not an emergency 2/10

Belief in idea of buying groceries-incredibly common practice-8/10

Trust in the company(Fresh Choice Market)-quite low-3/10

Current state:

Hungry

Distracted

Worried

Dream state:  
Full bellies  
Full fridge  
All drawers and cabinets full  
Able to focus  
Calm  
Reassured

### 3. What do I want them to do?

Stop scrolling and read ad  
Click link to go to site and purchase groceries

### 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 and read ad

- Eye catching
- Entertaining
- Low prices
- Appealing food
- Demonstration of dream state
- "Super savings delivered"
- "Super prices super quality"
- "Delivered to your doorstep"
- Music
- Animation

Click link to purchase groceries

- Super savings delivered
  - Pointing out convenience and affordable pricing
- Super prices super quality
  - Demonstrating dream state of full belly and satisfied cravings
- Cheap
  - Delivered to your doorstep
  - Again points to convenience and how much they will do for you

## **DRAFT:**

Direct delivery-Now delivering all groceries directly to your front door.

## **IMAGE**

# Direct Delivery

Super prices

Super quality

Super savings  
delivered



Delicious healthy snacks on the go!

Get healthy and delicious food delivered right to your doorstep!

"Great store, great décor, great selection, cool design"-Aman G

Super savings delivered

Pointing out convenience and affordable pricing

Super prices super quality

Demonstrating dream state of full belly and satisfied cravings

Cheap

Delivered to your doorstep

Again points to convenience and how much they will do for you