# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

**Business Type:**Grocery store

**Business Objective:** Increase attention

Funnel: FB ads

### 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

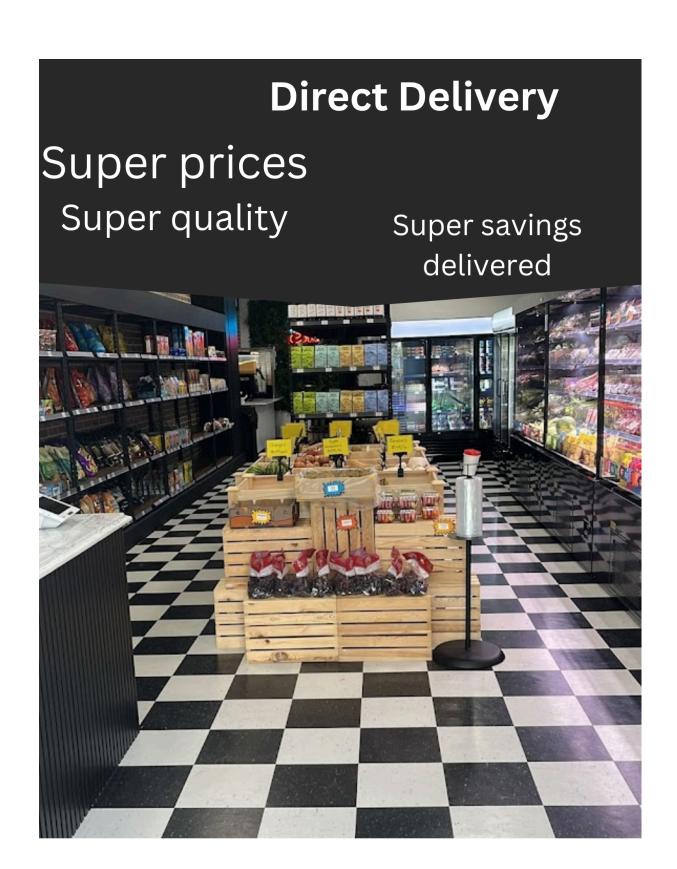
Delivered to your doorstep

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**



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

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