

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Cosmetics

**Business Objective:** Get more customers/more sales

**Funnel:** FB ads

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who has issue with skin texture

2. Where are they now?

- a. Scrolling FB
- b. Current level
  - 1. Non-smooth skin - 3.5/10 discomfort and anxiety/annoying about texture of skin
  - 2. Trust in Estee lauder is high because their products is based on research leaded by experts 6.5/10
  - 3. Because of the social proof (comments), customers will believe in company 6/10

- c. Current state
  - 1. The bounce cream is thick and difficult to apply
  - 2. price
- d. Dream state
  - 1. It absorbs quickly, leaving no greasy residue. - My skin looks smoother, more even-toned, and plumper
  - 2. skin felt instantly rejuvenated

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

- a. Stop scrolling and pay attention to the ad
- b. Click the link and go to web page of product
- c. Read the content
- d. buy

### 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?

- a. Stop scrolling the ad, read it
  - 1. Skin bouncing
  - 2. Dream statement
    - 2.1 Luxury cosmetic
  - 3. User friendly, easy to navigate
- b. Click the link, read content, buy
  - 1. New product offer
  - 2. Consumer testing on 165 women, after using product for 3 weeks.
  - 3. Skin restoration

# DRAFT

The AD i created:

[https://www.canva.com/design/DAGSmbMKvIc/BHEtAlp3QA2sqC1FUXzecg/edit?utm\\_content=DAGSmbMKvIc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGSmbMKvIc/BHEtAlp3QA2sqC1FUXzecg/edit?utm_content=DAGSmbMKvIc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Body text:

- This isn't just another skincare product – it's the one that can finally transform your skin. Imagine a cream so lightweight, it absorbs instantly, leaving your skin feeling plump, smooth, and radiant from the very first application. No more thick, greasy creams that sit on your skin. With Bounce Cream, you'll see a visible transformation in texture – and feel more confident in your own skin.