

Foreign Grillz (Client)

1. **Who am I talking to?**- Black men aged 18-45. The avatar is Emmanuel a black Nigerian male in this age range.
2. **Where are they now?**- Scrolling casually on Instagram looking at their home feed or reels. They are Lvl 1 problem unaware. At the start of the ad, the top player says **"You're not about following the herd are you?"** then he says **"Why blend in when your meant to stand out"** This shows us that Emmanuel is unaware of his problem of identity and but following these comments he is now LVL 2 problem aware. For foreign grillz, I must call out their hidden desire and amplify it so they are now intrigued then provide a solution (grillz) lvl 3 and then introduce the product (foreign grillz) lvl 4.

Have a drop of desire in their brains but this desire has to be detected through ad and amplified.

Market Sophistication level 5- The market is tired of the claims it's not sufficient enough to just sell sliver caps anymore that's why top player are niching down and now doing **"CUSTOM GRILLZ"** and are using identity plays like **"Being the one on everyone's lips"** and **"The conversation starter"** to break free of the Lvl 5 trap of no clients. So I must use fascinations like "Get your custom grillz to stand amongst the crowd, to be the conversation starter remembered by everyone."

Current state- Frustrated that they are lacking any sort of status or recognition. They want to find that 'one thing' (grillz) to make them someone to be remembered. They want to be the black sheep among white sheep the person who stands out in uni, party or in the street. The 'conversation starter'.

Dream state- 'The guy' that can walk into any room and have heads turn. The person whose mouth shines every time they smile. The conversation starter who gets all the girls. They want to achieve this but don't know how (not solution-aware). They want it to be easy (low effort + sacrifice) i.e. fit easily.

Yelp Review: "My grill was done super fast within weeks and the whole process was super easy. I get a ton of compliments on my teeth."

3. **Where do I want them to go?-**

- Stumble on my ad
- Stop scrolling as I've caught their attention with media (bold yellow colour) and headline that triggers curiosity e.g. **"Do you have what it takes?"**
- Be immersed by ad.
- Dm my client.
- Buy product
- Leave review and refer friends.

4. **What do they need to see/feel and experience to do those things?**

- **Stop scroll:**

- Media is the first thing that will catch scrollers attention. Instagram has a dark mode black background. Colours like red, yellow and green- bright version all pop out of the screen and catch the reader's attention.
- Provide source of credibility/social proof- rapper ac3 grillz from him how can I leverage this?
- Have a headline that stands out or does an identity play to catch their attention like "do you have what it takes? So now they're thinking what is this guy talking about?"

- They need to see objective beauty, maybe movement but definitely need to see pattern interrupt of bright yellow background and shiny silver grillz.
- Need to see an incentive it's not enough just having persuasive copy and good media you must have a discount play otherwise you lose e.g 30% off.
- Need to get rid of objection that the product is too expensive e.g “there is no price you can pay to be THAT guy” and also offer huge discount using price anchoring e.g. not 10% not even 20% but 30% off.

They want it to fit easily.

If I used website builder I would use most likely webflow.

Ads- Traffic

SEO

I have all the market research done.

Draft 1:

Have what it takes?

To be THE **man**... who stands amongst the crowd.

You're not meant to blend in with the rest. Are you?

But how do you stand out from everyone else?

Not by simply "wearing" something shiny.

But by **making** a *statement*.

Whether it's a single silver cap or a full custom set, your smile makes you hard to forget.

Your teeth become the topic of every conversation starter and the 'thing' that separates you from the rest.

Now...


if you step up and decide to become THAT man,

you get not 10% or even 20% but 30% off on any grillz you want.

Only the first few people that DM me '30💎' can claim this offer.

Once places are gone... they're gone.

Don't lack !!



Tired of blending in? Just like everyone else.

🌟 Picture yourself walking into any room full of people, commanding attention and sparking conversations with your smile.

Ready to make it happen? DM us on Instagram now for an exclusive 30% off your order. But hurry, only the first 6 people to DM can seize this opportunity.

Let's make you the guy who shines in every room. DM us now! 💪