

WWP

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** B2B/B2C 360 Photo/Video and Photobooth

**Business Objective:** Gain customer/Gain Attention.  
Click DM for more info/purchase

**Funnel:** Instagram

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Im talking to Khanisa, a 25 year old junior marketing exec. Who wants to get married soon.

### 2. Where are they now?

- a. Scrolling instagram during his break during work or at home, she's looking for ideas to make her wedding more cheerful
- b. Market Awareness: Level 2 or 3. She knows she has a problem coming up with a wedding, and she wants to make it more fun, videobooth 360 is one

of the things that can spice the wedding up. At the same time she might also know or heard about 360 photos but doesn't really care.

- c. Market Sophistication: Stage 1-2. The only thing she cares about is only price and few features. So probably 2.
- d. Will They Buy
  - i. Pain/Desire: level 4. Its high. Its her wedding and she wants the best for it
  - ii. Belief: 4 its high as well, she is aware and known about 360 videos and it will make the wedding more cherish
  - iii. Trust: 2.5 As she have never contact Vutura before
- e. Current State: Wedding's coming up, she's looking for ideas to make her wedding more memorable, she wants the guests to have a lots of fun, including her taking photos with her husband. She wants it to be the best wedding ever
- f. Dream State: The wedding was a bomb. Everyone's laughing, everyone's having a good time, so many people queuing on the 360 video, while they queue they watch different kinds of poses people did. Makes them want to make a creative pose as well.

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

- a. She sees my insta ads, then click to contact us via DM or WA
- b. Inspiration:
  - i. [https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&media\\_type=all&q=photobooth&search\\_type=keyword\\_unordered](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&media_type=all&q=photobooth&search_type=keyword_unordered)
  - ii. [https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&id=305487029294927&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=108305591976648](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&id=305487029294927&media_type=all&search_type=page&view_all_page_id=108305591976648)
  - iii. [https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&id=1076079763618029&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=110623224128296](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&id=1076079763618029&media_type=all&search_type=page&view_all_page_id=110623224128296)
  - iv. [https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=118362074485572](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&media_type=all&search_type=page&view_all_page_id=118362074485572)
  - v. [https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&id=458933486917833&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=114473468184451](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&id=458933486917833&media_type=all&search_type=page&view_all_page_id=114473468184451)
  - vi. Holograil:  
[https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&id=1077940390431416&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=100950984603688](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&id=1077940390431416&media_type=all&search_type=page&view_all_page_id=100950984603688)

vii. <https://www.facebook.com/ads/library/?id=1353233922502263>

#### 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?

- i. Voice Over
- ii. At the same time, show caption in the video that's a call out to a problem or a solution
- iii. CUTS! Lots of them. Like maybe every second.
- iv. Introduce to Solution
- v. Show what it does and the result
- vi. Con

Inspiration:

- <https://www.instagram.com/reel/DAHmXJcypsE/?igsh=MWR5YnhvNWJtM2FIZg%3D%3D>
- <https://www.instagram.com/reel/DBvrQ79PJb2/?igsh=MWY0emN5MXd0N205ag%3D%3D>

## DRAFT

## V2

VIDEO REELS:

<https://drive.google.com/file/d/1gvexvnKrc9aR0e6A-jS3a-tAy0B8EoW8/view?usp=sharing>

INSTA POST:

<https://www.instagram.com/reel/DBioo2svEoO/?igsh=NXFndDI6a2dpdTQx>

## CAPTION ENGLISH:

Make Your Wedding Memorable with Vutura's 360° Video Booth!

Imagine your guests laughing, having fun, and uploading awesome Insta Stories from your event! ✨ Starting at 1 Million Rupiah, you get:

- Instant video sharing
- Free video design template
- All videos provided in softcopy format
- Free sequin backdrop color request And more!
- Contact us now on WhatsApp <https://wa.me/6281221708481> for more information, or DM us here! Let's make your wedding unforgettable! #Vutura360 #videobooth360 #wedding

## CAPTION INDONESIAN:

💍 Bikin Acara Nikahan Kamu Memorable dengan 360° Photo Booth Vutura! 🎉

Bayangin tamu-tamu kamu ketawa, pose, dan upload Insta Story 360° yang keren dari acara kamu! 📸✨

📁 Harga mulai dari 1 Jutaan, kamu akan dapat:

- Sharing video instan
- Free design template buat video
- Semua video dikasih dalam bentuk softcopy
- Free request sequin backdrop color
- Dan banyak lagi!

📱 Hubungi kami sekarang di WhatsApp <https://wa.me/6281221708481> untuk info lebih lanjut, atau DM di sini! Let's make your wedding unforgettable! 🌟 #Vutura360

## RESULT:

Impressions	5,394
Reach	4,252
Initial Plays	4,540
3s Plays	1,255
Likes and Reaction	16
Messaging Conversation	9

<b>Spend</b>	IDR 212,042
<b>Duration</b>	3 Days
<b>Audience</b>	Khanisa Wedding

## PERSONAL ANALYSIS

- I wanna show the dream for khanisa.. And that her wedding got more fun with her guests enjoying the wedding. But from the ad I show, it's just literally the guests are having fun with the videobooth 360. Not khanisa herself. Could this be the reason why there was no conversion?

## PERSONAL ANALYSIS FOR OGNJEN

What is good about it and why?

- Nice template videos with music, and showcasing the result of the 360 videobooth slowmo. Why? It's rather nice to watch
- The random text pops up that shows the benefit of the 360 video booth service. Why? It shows benefit, and also the animation is nice
- It's moving, which is one of the element that captures attention
- It has Outro, which looks more professional

What is bad about it and why?

- Since this is a template video I scrapped from Capcut. The ending is a bit awkward, I can't lengthen the duration of the video or shorten it, I can only really follow the template
- This video that I created is actually showcasing a corporate event, my goal is to influence my target market which wants to have her wedding to be a cheerful one. As of now my client does not have an actual 360 videobooth for weddings, only events.
- The desired CTA is actually to Whatsapp, the competitor also does the same. Instagram have the feature to make CTA to Whatsapp but only for Whatsapp Business. My partner doesnt have Whatsapp business. So the current CTA is DM via IG. But everytime a Lead DM, we kindly tell them to please Whatsapp with this number.

## QUESTION

Hi Ongjen. This is my first time ever asking an expert. Apologies for my mistake in asking.

**Question:** I uploaded the same ads on instagram but the result is very bad i would say. My partner has not informed me if there is any sale from the ad I created. I did ask the AI, but the AI cannot see the video. I need your take on this. What did I lack?

AI:

1. **Audience Targeting:** Instead of a specific persona, test Instagram's automated audience for broader reach, allowing the algorithm to find similar engaged users. Weddings attract spontaneous interest, so casting a wider net can boost conversions.
2. **Showcase the Bride's Experience:** Highlight the bride and groom using the 360° booth, not just guests, so viewers better picture themselves in the joyful moment.
3. **Emotion-Driven Messaging:** Emphasize emotional benefits ("Make your big day unforgettable!") over just features. Urgency cues (e.g., limited-time offer) can also prompt quicker actions.
4. **Revise Hook and Value Proposition:** With high reach but low engagement, test hooks that better connect with the audience's emotional desires to drive more interactions.

## ISSUES:

- Finding ads that's similar to stealing for videobooth 360 is tough. To me they're bit ugly and not attractive
- I chose my own audience instead of using an automatic audience like instagram advised, does that may have an impact?

## SUGGESTIONS TO IMPROVE:

- Make the ad both photobooth and also videobooth 360. But the theme is wedding.
  - Inspiration:  
[https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ID&id=1817952902030167&media\\_type=all&search\\_type=page&view\\_all\\_page\\_id=100950984603688](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ID&id=1817952902030167&media_type=all&search_type=page&view_all_page_id=100950984603688)
- Make the videobooth 360 towards events. Since the base material is events. Need Source material

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