

# 1. The 4 questions

- **Who am I talking to?**

Men who need warm clothes for this winter season which doesn't look too big and weird, thin and warm.

- **Where are they now?**

They are currently at home because the outside is cold.

They can be outside chatting with people or they are having a casual walk with their girlfriend

If they are working they are not doing office type of business they do jobs with more casual uniforms like teachers, software developers, freelancers, small local businesses like coffee shops, Food providers like kebab houses and pizzerias

- **What objective do I want to achieve?**

I want reader to see the ad and say "hm this looks cool" and visit the website then purchase the jacket or

- **What do they need to think, hear, imagine, believe, in order to take the defined action?**

They have to imagine how the jacket will fit to them and great combines he will create with that item and the warmth

He has to believe that this piece will be a really good part of his wardrobe and he will wear it often

He has to see people around him and people he like wears such clothes

He has to hear about how it is easy to combine, how good it looks, how warm it keeps,

He has to say

"This looks sick"

"I can create millions of combines with this"

"It will keep me warm while looking great"

## **2. Roadblock + Solution/Mechanism of the avatar**

- The avatar buys clothes rarely but he cares about the quality and functioning too most of the clothes he buys are similar
- They don't buy fancy clothes they buy simple, durable, easy to combine,
- They wear same outfits very often they buy clothes that will last years and they wear the same clothes after years
- Their solution and dream state is having nice durable clothes that will last years and they will be able to wear same combines after years they don't want to spend money on clothes too much they want to look cool and simple at the same time like old money style but they generally don't care about looking wealthy but sometimes they try to look like it. They want a more casual style
- Solution is Durable, High Quality, Simple, Classy but casual, Functional (warm ones for this winter), Easy to combine Clothes

## **3. Best personal analysis and how I think I should improve the copy**

- As I saw from giant companies their ads are not designed for sales but they are designed for brand recognition so maybe I should focus on this and getting more traffic
- I should add more elements from the value ladder

- I haven't tested DIC framework because it feels like it won't work but I should test that one too
- I can add the bullet points to point out specific angles that the avatar is interested in.
- I must add sensory languages like "imagine the warmth" or "imagine how it fits you"
- I must definitely mention the durability like "clothes that will last years so you can enjoy your combine after years"
- I should mention the identity they want more clearly

## **These are the mobile ads for Facebook and Instagram**

Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️



Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️

Discover



Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️

Discover



Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️

Discover



Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️

Discover



Add simplicity and warmth to your combine with alpaca wool from the freezing temperatures of the Andes. ❄️

Discover