

This Facebook ad is written in another language (Finnish) so the translation is not perfect and some words flow better in the original language and might feel off in English. I still think I could get some help to improve this copy from you guys.

So some alternatives for specific words are probably not the thing I can get help with because these translations don't work in English as well as they sound in Finnish.

But help in the general context or how certain phrases are structured etc.  
Or if I'm talking about useless points and forgetting the actually useful stuff.

### **More specific about avatar:**

[https://docs.google.com/document/d/1g-deYk0bGl\\_aiHV\\_N0niqMI7w3aDFp1SdLYrF4u2dnQ/edit?usp=sharing](https://docs.google.com/document/d/1g-deYk0bGl_aiHV_N0niqMI7w3aDFp1SdLYrF4u2dnQ/edit?usp=sharing)

### **The product itself:**

It's luxury grooming products for dogs. The products that are focused on are the dog shampoo and grooming spray. So they use better/healthier ingredients and end results are a lot better than normal cheaper products.

### **The ad creative:**

It's a high quality video showcasing the products used on a dog in a spa-like setup. The dog looks happy and the quality of the video is good. The products are shown and the end results of using them. The video also has a happy vibe. There is also a song playing in the background that matches the vibe.

### **Who I'm Talking To:**

I'm addressing dog owners who share similar characteristics with the avatar, Emma Larson. Mostly women 30-50 years old. This audience values the well-being of their dogs, seeking reliable grooming solutions. Frustrated with existing products, they desire a grooming routine that consistently delivers soft, shiny, and healthy coats for their pets. Influenced by the opinions of other dog owners, they are discerning consumers who prioritize quality, reliability, and simplicity in grooming products.

### **Where They Are Currently At:**

Currently, they are navigating a market flooded with grooming products that overpromise and underdeliver. Their frustration stems from the lack of an all-encompassing solution, as existing products often leave their dogs' fur dry or overly scented. The process of grooming involves constant reapplication of moisturizers, and there is a fear of inadvertently harming their dog's skin with harsh chemicals. There is a status gap, a void in the market, leaving them searching for a grooming routine that aligns with their values and meets their expectations.

**Where I Want Them To Go:**

I want them to read my ad, visit the website, and make a direct purchase of my clients products. The goal is to guide them toward a solution that addresses their frustrations, providing an enjoyable grooming experience for their dogs while meeting their desire for consistent, high-quality results.

**What the Reader Needs to Experience:**

The reader needs to experience a connection between their current frustrations and the solution offered by my clients grooming products. The ad should resonate with their desires for a reliable, all-natural grooming routine that enhances their dog's well-being. It should highlight the positive experiences of users like Emma, creating a sense of trust and credibility. The reader needs to feel that my clients products are the missing piece to their current grooming challenges, prompting them to take immediate action by visiting the website and making a purchase.

**My analysis of the copy's weakness and how I think it could be improved.**

I think the USP could be highlighted more because the text feels super general. Even though I'm using words that I found in customer language multiple times in reviews and testimonials.

Something specific that makes this product different from others like, natural ingredients, effectiveness, or unique formulas. Didn't really find how to make these USP flow in the text.

Also planning on adding some emojis that fit the message and brand to add some spark to the text.

**The text itself:**

Frustrated with boring dog care products?

Tired of battling chemicals with your current grooming routine?

Imagine a world where grooming is like a spa day for your dog. Picture a soft and fluffy fur that doesn't go unnoticed. [clients brand] magical products make this a reality.

Buy now and begin your own spa moments with your dog!

**The actual copy in finnish: (if someone understands that)**

Turhautunut tylsiin koiranhoidotuotteisiin?

Kärsitkö jatkuvasta taistelusta kemikaalien kanssa nykyisten turkinhoitotuotteidesi parissa?

Hahmottele maailma, jossa turkinhoito on kuin spa-päivä koirallesi. Kuvittele pehmeä ja ilmava turkki, joka ei jää huomaamatta. [Brändin nimi] taianomaiset tuotteet tekevät tästä todellisuutta.

Osta nyt ja aloita koirasi kanssa ikioma spa-hetki!