

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Clothes & Fashion

Business Objective: Get more attention

Funnel: Paid ads/Meta ads

WINNER'S WRITING PROCESS

1. **Who am I talking to?**
 - I'm talking to the fashion interested audience.
2. **Where are they now?**
 - They're scrolling on instagram, facebook and tiktok
 - They're in their current state
 - Want to get a better wardrobe
 - don't have crazy money to spend on big fashion brands
 - they want cheaper clothes to feel better and boost their confidence
3. **What do I want them to do?**
 - Get them to the dream state
 - Get distracted by the ad that leads to them not scrolling.
 - clicking the add/link with the intention of buying
 - Get quality clothes for a lower cost
 - affordable and comfortable clothes
 - To look good/confidence
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?**
 - see quality clothes with low prices.
 - see how the model on the picture is dressed

- see the color contrast between the banner text
- see The writing on the post
- Feel the vibe from the model on the picture.
- Like the clothes
- making a direct offer by stating ‘always the new style inspiration’

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Body text:

“Explore FASHION in YOUR way and the CHEAPER way!”
 Always the latest style inspiration.