

- 1) I want to attract more customers to the interior design company.
- 2) Instagram AD is how I achieve it. It needs a copy that allows people to -
  - a) Being aware about Clayton and Company
  - b) Convince them about the positive side of working with Clayton. Clayton is best tool/service to fulfill their desire/desires
  - c) Click on the link provided.

3-4) Avatar - 27 to 70+ Male/female

Pain points - He doesn't like the way furniture is arranged in his house right now. He wants to go into his house and feel amazed every time.

Desire - To live in a beautiful house where everything is in harmony. They've been dreaming about this nice design or wanted it so much.

Market Awareness - Problem aware/Solution aware

Market Sophistication - Stage 4 (should be proved that this is the strongest unique way.)

### **Ever wonder why some homes, despite being clean, lack that special spark?**

It's a common dilemma, especially among homeowners in Oxfordshire who take pride in maintaining their spaces. But achieving a truly captivating interior goes beyond cleanliness—it's about infusing life into every corner.

At Clayton and Company, we understand this desire intimately. With four decades of experience under our belt, we've mastered the art of transforming houses into captivating havens.

From stunning show homes to cozy private residences, our portfolio speaks volumes about our commitment to excellence. But what truly sets us apart is our approach.

Rather than outsourcing, we keep everything in-house. This means seamless project management and a dedicated team invested in bringing your vision to life.

Ready to experience the difference? Explore the world of creativity and beauty with Clayton and Company.