

Personal Analysis

Weaknesses I saw:

1. The first line (after the testimonials) of the caption was negative. It said “Are your haircuts not as fresh as you want them? Or is your experience less than premium?”. I remember that Professor Arno suggests we try not to begin ads from the negative viewpoint.

How I tried to fix them:

1. I changed it to tease the experience and the subsequent better identity from the experience. How he will feel after the haircut.

Feedback I’m asking for:

- I’m specifically concerned with the length of the caption and the length of the outro text. Please highlight any parts that you think have 0 effect on the reader or make things too fluffy. And if my messaging is unclear, please highlight it.
- If there ANY weak points that I am missing, please highlight them to me. I will greatly appreciate your outside perspective. Or if there is anything you think I can add to improve it.

The landing page is going to introduce our new “Gentleman’s Machine Cut”, framing it as a premium experience. Additionally, the landing page will explain how this cut will make them feel more confident, and kill every first impression better than any other barbershop.

Caption:

“I’ve never been to another barbershop since I came to Gallant Grooming. They are consistent and very talented in what they do.” - Boitumelo M.

“The best barber in Polokwane. They keep on time with appointments and the salon is so clean and aesthetically pleasing.” - Zamora K.

You too can feel the confidence of a luxury grooming experience, leaving you looking and feeling like your best.

And we’re so confident you’ll like our new “specialist” treatment 2x more than your current barber and keep coming back - that if you’re not satisfied with your first cut, it’s completely FREE.

Click the link below to learn more about our specialist treatment.

Creative: 📺 Gallant Ad 1 Draft.mp4

Creative Copy:

- **Hook:** WATCH THIS BEFORE YOUR NEXT FRESH CUT
 - **New variations:**
 - WHY YOU NEED TO CHANGE BARBER TODAY
 - WHAT YOU NEED TO BOOST YOUR CONFIDENCE TODAY
 - HOW TO FEEL SO CONFIDENT THAT YOU KILL EVERY FIRST IMPRESSION
- **Outro text:**

- NEW “SPECIALIST TREATMENT”
CLICK THE LINK BELOW TO LEARN MORE