

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Watches supplier - Breitling

Business Objective: Get more sales

Funnel: Instagram paid Ads - Product information page funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Wealthy people who were scrolling social media and went to the product information page.
- b. They are interested in a luxury watch.

2. Where are they now?

- a. On the product information page.
- b. Current levels:
 - i. Desire - 7/10. They have clicked further on from the first page that got their attention. Possibly impulse shopping.
 - ii. Belief - 7/10. Breitling has a long history of providing high quality products.

- iii. Trust - 7/10. Breitling is a well known brand.
 - iv. Attention - 8/10. Likely high due to them progressing this far in the Ad and selecting a particular model of watch.
- c. Current state:
 - i. Interested in the product.
 - ii. Looking at finer details.
 - iii. Excitement building.
- d. Dream state:
 - i. Excited.
 - ii. High Ego.
 - iii. "Look at me"
 - iv. Visualizing themselves wearing the product.

3. What do I want them to do?

- a. Stop the scroll
 - i. High quality animations to draw the reader's attention.
- b. Read the ad
 - i. Clear and easy to read text. Use effects to stand out.
- c. Click the link
 - i. Obvious and bold button to CTA.
- d. Buy the watch
 - i. Easy payment options; Apple pay, card, crypto etc.

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?

- a. Click buy (pre order) now.
 - i. They need to have high desire for the item.
 - ii. Highlight the fact it is a new product not out yet so those who order first will have exclusivity.
 - iii. Animated buy button to trigger.
 - iv. Buy button could match the colour of the watch. In this case rose gold.
- b. Different payment methods
 - i. Crypto etc.
 - ii. Payment plan / Interest free.
 - iii. If they buy now = free gift.
- c. Visual stimulation to increase desire.
 - i. Video of guys wearing the watch in a successful environment.
 - ii. App via your phone where the watch is pictured on your arm to see how it will look. Similar to apps for furniture etc.
- d. Add an extra strap as an upsell from the product page.

- i. For example if the green watch is chosen, have an animation showing the different colour straps which go with the case and dial colour.

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Body Text:

“Showcase yourself amongst your peers by fulfilling your goal with this season's latest timepiece.”

Click “reserve yours now” -----> Payment page.

- e. Click buy (pre order) now.
 - i. They need to have high desire for the item.
 - 1. “Fulfill your goal of having this season's latest watch”

- ii. Highlight the fact it is a new product so those who order will have exclusivity.
 - 1. "Showcase yourself amongst your peers with this season's latest timepiece."
- iii. Animated buy button to trigger.
- iv. Buy button could match the colour of the watch. In this case rose gold.