

★ Facebook Ads ★

Fb Ad#1

Let's change it. Food that only adds fat to your body.

Huel provides you with all 27 essential nutrients tested by nutritionists to help you live a healthy and smart life.

Through Huel, you'll get:

- 🙄 Easy way to eat plant-based food
- 🔥 Kick out Fatigue and Sleepiness with 27 essential proteins and mineral
- 😬 Get in shape without compromising on taste

Get 21 meals for Only \$3.76 per meal. FREE T-shirt + Pot, if you buy it for the first time.

****Stop eating expensive fatty food and start eating cheap healthy Huel.**

Get in Shape By Eating Meal

(photo)

**21 meals for
Only \$3.76 per meal.**

Title:

Get Huel for a healthy lifestyle

Description:

Free T-shirt & Pot For New Customers

Fb Ad#2

Cooking takes a lot of time, isn't it? –And saving this time can allow you to do some productive tasks.

But How, 🤔

Huel is ready in 5 minutes, packed with nutrients that save you time and help you stay healthy.

Huel provides you:

🤖 Easy way to eat plant-based food

🔥 Kick out Fatigue and Sleepiness with 27 essential proteins and mineral

😊 Hot & Tasty food ready in 5 mins

Get 21 meals for Only \$3.76 per meal. FREE T-shirt + Pot if you buy it for the first time.

**So why wait to save you time and health?



Nutritious food – nothing else.
Ready in 5 minutes.

- 🥚 **More protein** than 3 eggs
- 🍊 **More vitamin C** than an orange
- 🐟 **More omega-3** than 2 tins of tuna
- 🍌 **More potassium** than 2 bananas

21 meals from \$3.76 per meal

Huel
Nutritionally complete food
Mac & Cheese
714g e

Title:

Save Your Time & Health Now

Description:

Free T-shirt & Pot For New Customers

⇒ **Process Behind Email Copy** ⇐

★ **Research For FB Ads** ★

➤ **Who's the target audience?**

- Time-Poor People
- Health Conscious Brits

➤ **What keeps them awake at night?/ "Pain points"**

- People want to quickly prepare their food without sacrificing Health.
- People want to lose weight by getting only essential nutrients.
- Typical meal preparation is time-consuming and expensive.

***Amazon Review:** My interest in Huel came about for several different reasons – I was looking for ways to save money on food, I wanted a method to lose weight that wasn't as time-consuming as regular exercise, and I didn't want to go on a diet that could impact my love of food and cooking.*

➤ **List down top 3 competitors**

- LYFEfuel
- Ka'chava
- Soylent

➤ **What are the things they find missing in existing products/** **“Issues with existing solutions”**

The majority of them use artificial sweeteners, making natural components seem suspicious.

Many people share the experience of health problems due to the use of it.

➤ **The Unique Selling Proposition(USP)**

Concept: *Huel is not only a product. It's a lifestyle that promotes healthy meal replacement with traditional food. It consumes less time and money.*

Cure: *Huel makes you healthy by providing essential nutrients(it's a meal replacement NOT an additional meal). It acts as a **cure** for weight loss and expensive food.*

Rarity: *Huel products are manufactured with **natural** and **eco-friendly materials**, so by purchasing huel you can improve your well-being and also contribute to protecting the environment (**be a better human**).*

★Planning★

● **Stage of Awareness:**

Problem-aware

● **Goal of Sequence:**

1. To stop scroll
2. Entertain & Persuade
3. To make Click

● RIOA—The Rule of One

1. One Reader:

A person who dislikes spending so much time cooking. He is also overweight and tries to improve his/her health, but cannot dieting.

2. One Idea:

Huel is a product that:

1. Take less time to prepare
2. Provide essential nutrients that make you slim and healthy
3. Cheaper than traditional food

Huel is a meal replacement.

3. One Offer:

Free T-shirt and shaker on first order.

4. One Action:

Make sure prospects click the Shop Now button – And take them to the sales page.

★ Structuring ★

1) The Hook:

- + Big Idea
- + First Sentence
- + 125 Characters—see more

2) The Ad Body Copy:

- + Solution to Problem
- + Create Empathy
- + Create Another Hook for Click

- + Length: Depend of Level of Awareness

3) The Stinger:

- + CTA
- + Light a Fire (scarcity, reason to click now)

4) The Ad Creative:

- + Ad Image Text— short+hook

5) Ad Title & Description:

- + 25 characters for Title— *Desire*
- + 30 characters for Description— *Scarcity*