

# *Healthy Bitter* **Food for a Better Life.**

Copywriting Mission  
SIM-K Digital Marketing

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[harisenin.com](https://harisenin.com)





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# Company Profile





## About Brand

Healthy Bitter is an organic granola brand made from natural ingredients, catering to individuals pursuing a healthy diet, vegan lifestyle, or seeking to enhance their nutritional intake.

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# Unique Selling Point

## **Organic Certification**

Ensuring the use of organic ingredients.

## **Versatile for Various Diets**

Suitable for a wide range of dietary preferences.

## **High Nutritional Value**

Packed with essential nutrients.

## **Delicious Flavors**

Offering a delightful taste experience.

# Identifying Target & Brand Voice





# Target Audience

## Demographic

- man/woman 18s - 40s y.o
- Middle to upper-middle
- Students, office workers, creativeworkers,

## Geographic

Urban and suburban areas.

## Psychographic

- Health and environmentally conscious
- Interest: Healthy eating, fitness, wellness
- Values: Health, sustainability, natural ingredients

## Behavioral

Active on social media, interested in healthy lifestyles and sustainability. Willing to pay a premium for high-quality, organic products



# Brand Voice

## **Personality**

Friendly, approachable, and trustworthy.

## **Language**

Casual, conversational, and informative

## **Objective**

Casual, conversational, and informative

## **Tone**

Supportive, enthusiastic, and uplifting



# Brief Mission



# Mission Statement

## Task

- ☐ Determine the advertising message to be conveyed
- ☐ Create 1 copywriting for a website banner
- ☐ Create 2 copywritings for Instagram poster ads

## Objective

- ☐ Increase product awareness and drive traffic to the product page.

# Challenge





# Advertising message

## **“Deliciously Healthy Granola for a Better Life”**

This is an appealing tagline that highlights how the granola product is both delicious and healthy, while promising a better quality of life. The combination of "deliciously" and "healthy" along with the pledge of a "better life" is highly effective in conveying the product's key benefits and added value for consumers.

A top-down view of a breakfast meal on a light-colored wooden table. In the center is a white ceramic bowl filled with granola, including oats, nuts, and dried fruit. To the right of the bowl is a small, clear glass filled with white milk. Scattered around the bowl and glass are fresh fruits: a large red strawberry, several blueberries, and a few small white daisies with green leaves. A silver spoon is partially visible on the left side of the frame. The overall scene is bright and clean, suggesting a healthy and fresh start to the day.

# **Copywriting for Marketing Materials**



## Banner Website

The banner is set against a solid brown background. On the left, a white rectangular box contains the text "Nutrient-Rich Organic Granola" in a serif font. Below this, in a smaller sans-serif font, is the subhead "Discover Healthy and Delicious Granola Made with Natural Ingredients". At the bottom of this section is a dark brown button with the text "SHOP NOW" in white, all-caps, sans-serif font. Below the button is a small, light brown chevron icon pointing downwards. To the right of the text box, there is a collage of images: a handwritten-style text "released this week" in brown, two jars of "granics" granola, and a close-up of granola bars and loose granola. In the bottom right corner, the "Healthy Bitter" logo is displayed in a script font, with the tagline "Deliciously Healthy Granola for a Better Life" underneath.

**Nutrient-Rich  
Organic Granola**

Discover Healthy and Delicious Granola Made with Natural Ingredients

**SHOP NOW**

*released this week*

**Healthy Bitter**  
Deliciously Healthy Granola for a Better Life

Title: Nutrient-Rich Organic Granola

Subhead: Discover Healthy and Delicious Granola Made with Natural Ingredients

CTA : Shop Now





## Adds Banner



## Caption

### Headline:

Bosan dengan gaya hidupmu yang ga sehat?

### Description:

Healthy Bitter menghadirkan granola organik yang lezat dan kaya nutrisi. Cocok untuk gaya hidup sehat, vegan, atau vegetarian. Terbuat dari bahan-bahan alami berkualitas tinggi.

### CTA:

CEK ECOMMERCE KITA DAN DAPATKAN SEKARANG! 🌿🌍

#EatWellLifeWell



## Adds Banner

### Headline:

Hack Terbaru Makan Snackbarmu!

### Description:

Healthy Bitter menghadirkan granola organik yang lezat dan kaya nutrisi. Cocok untuk gaya hidup sehat, vegan, atau vegetarian. Terbuat dari bahan-bahan alami berkualitas tinggi.

### CTA:

CEK ECOMMERCE KITA DAN DAPATKAN

SEKARANG! 🌿🌍

#EatWellLifeWell



A top-down view of a breakfast meal on a light-colored wooden table. In the center is a white bowl filled with granola, topped with sliced kiwi, banana, and a small white flower. To the right of the bowl is a white glass filled with milk. Scattered around the bowl and glass are various fruits including strawberries, blueberries, and kiwi slices. A silver spoon lies to the left of the bowl. In the upper right corner, there are some white daisies. The overall lighting is soft and natural.

# THANK YOU

