

Healthy Bitter

Food for a Better Life.

Copywriting Mission
SIM-K Digital Marketing

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A collage of various food items, including bread rolls, a sandwich with meat and cheese, a strawberry, a red bell pepper, and some leafy greens, all presented in a visually appealing arrangement.

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.





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



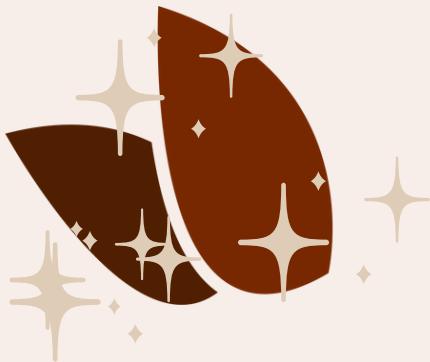
Advertising message

“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.



Copywriting for Marketing Materials



Banner Website



Nutrient-Rich
Organic Granola

Discover Healthy and Delicious Granola Made with Natural Ingredients

SHOP NOW



released this week

HealthyBitter
"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



Healthy
Bitter

"Healthy and Sustainable Granola for Your Lifestyle"

Try our delicious, nutritious, and eco-friendly organic granola.



Buy 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

The advertisement features a white background with a subtle grid pattern. In the top right corner, there is a stylized illustration of three golden wheat stalks. To the left of the wheat, the words "NEW PRODUCT" are written in large, bold, black capital letters. Below that, "BITTER BOOS" is written in a smaller, bold, black font. A dark brown circular badge on the left contains the text "DISKON 50%". In the center, there are three granola bars shown from different angles to highlight their texture and ingredients. Below the bars, the brand name "Healthy Bitter" is written in a stylized, lowercase font, accompanied by a small leaf icon. Small illustrations of wheat stalks are positioned at the bottom corners of the ad.

NEW PRODUCT

BITTER BOOS

" Mengandung 50% Granola dan Kandungan nutrisi Lain yang tinggi, Bikin Kenyang Bandel "

DISKON
50%

Healthy Bitter



THANK YOU

