



● Sample report: made-up data, our real format and method.

01 · BRAND LIFT REPORT · FERNWICK SPRING DROP

The message landed: boost the edited video

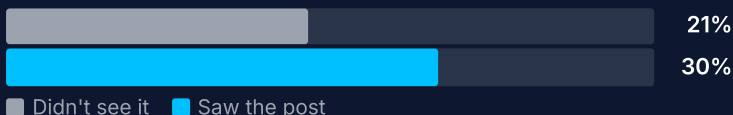
BRAND LIFT

Before you put money behind it, real people tell you whether the message landed.

🔗 DID IT WORK? · MESSAGE ASSOCIATION, THE MAIN MEASURE

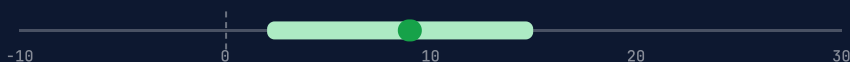
+9 points (21% → 30%)

● SIGNIFICANT



9 more in every 100 very strongly linked Fernwick with skincare that is kind to sensitive skin.

HOW WIDE THE GAP COULD BE, IN POINTS



Could be 2 to 15 more points.

WE ASKED "How strongly do you associate Fernwick with skincare that is kind to sensitive skin?"

THE OTHER MEASURES

👁 Brand Awareness (unaided)	+2 pts	● DIRECTIONAL
👁 Brand Awareness (prompted)	+6 pts	● DIRECTIONAL
🔗 Consideration	+6 pts	● DIRECTIONAL
👤 Purchase Intent	+3 pts	● DIRECTIONAL



STUDY

One post: the edited Reel 10

PEOPLE SURVEYED

700 · 350 saw the post, 350 didn't

FIELDWORK

12 days · UK skincare buyers, 25 to 44

THE BUDGET IT GUIDES

The study guides the £1,000 held back to boost Reel 10.

RESULT: SIGNIFICANT · DIRECTIONAL

This report reads the significant study. Example 2, when a study can't call it, is on page 9.

Significant on the message; everything else directional

● Sample report: made-up data, our real format and method.

#	THE QUESTION	THE ANSWER, IN ONE LINE	STATUS	PAGE
1	Did it work?	Yes: significant, +9 points (21% → 30%).	● Green	p. 3
2	What did people see?	The edited version, once, in full, inside the survey.	● Grey	p. 3
3	What did Creative Testing say about this clip?	The edited version is good to go; the original needed two fixes.	● Green	p. 4
4	What did the creative move?	The message: significant; the other measures directional.	● Green	p. 4
5	Did the message land?	Yes: 30% who saw it against 21% who didn't.	● Green	p. 5
6	Who moved most?	No group differs reliably at this size.	● Amber	p. 5
7	Why did it move?	Three ideas to test next; none is a finding.	● Grey	p. 6
8	What exactly did we ask?	Nine questions; Fernwick unnamed until the awareness question.	● Grey	p. 7
9	What should we do next?	Boost it: the message landed; test consideration next.	● Green	p. 8
10	How do we know?	700 people split at random; several checks corrected together.	● Grey	p. 8

COLOUR KEY ● Green significant · ● Amber directional · ● Red significant drop · ● Grey not measured in this study

WHAT TO DO NEXT

- 1

NEXT TIME

Make consideration the main measure next time, about 1,000 a group.
- 2

NEXT TIME

Test the re-record next: the gift said aloud, the brand at the close.
- 3

BOOST THIS ONE

Boost the edited video: the message landed with people who saw it.

Significant: +9 points (21% → 30%) on the message

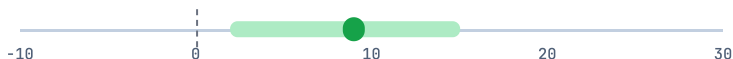
MESSAGE ASSOCIATION • THE MAIN MEASURE

+9 points

● SIGNIFICANT 21% → 30%

9 more in every 100 very strongly linked Fernwick with skincare that is kind to sensitive skin.

HOW WIDE THE GAP COULD BE, IN POINTS

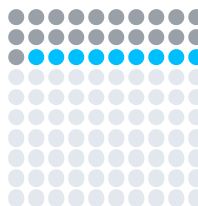


Could be 2 to 15 more points.

PLANNER The smallest lift this study can see is 8.6 points.

HOW BIG IS IT?

MIDDLE OF THE FUNNEL

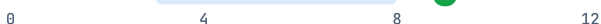


Out of every 100 people who saw it, about 9 more said "very strongly".

THE BAR We set 5 points as the bar before fieldwork; it moved 9.

HEADROOM About 1 in 9 of the 79% with room to move were won over.

YARDSTICK The planner's usual band is 3 to 8 points.



04 • CREATIVE • WHAT DID PEOPLE SEE?

COMING SOON

● FACT

👁 MODEL READ

EXAMPLE DATA

People saw the edited video once, in full



A real public TikTok standing in for Fernwick's post.

TikTok · 29 s · 37,600 followers

SAW THE POST

350

Once, in full, inside the survey.

DIDN'T SEE IT

350

The same questions, no post.

THE EDITED VERSION (GIFT LABEL ADDED, "NUMBER ONE" CUT)

1. "Ad - Gifted" on screen from 0:00 and first in the caption.
2. Cut at 0:29, before the "number one" line. It now runs 29 s.

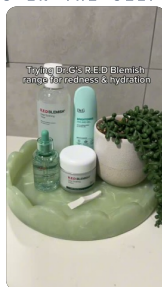
Exposure check: 72% of those who saw it picked it out of four posts; 11% of the rest did.

COMING SOON

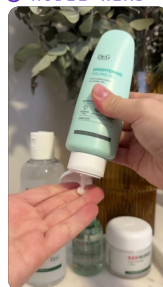
THE SIX MOMENTS IN THE CLIP 👁 MODEL READ



0:00-0:04



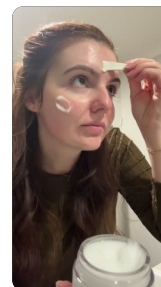
0:04-0:11



0:11-0:15



0:15-0:21



0:21-0:28



0:28-0:29

The edited version cleared Creative Testing's two fixes

1 • CREATIVE TESTING, BEFORE POSTING

● FIX, THEN POST

the original post

MUST FIX

Add the gift label up front: on screen from 0:00 and first in the caption.

MUST FIX

Cut "number one" at 0:29 and "No.1" in the caption: it needs market data.

2 • THE EDIT



The edited version
Gift label added;
"number one" cut.
After the fix, it meets 8 of 8 brief lines.

● POST (THE EDITED VERSION)

3 • BRAND LIFT, REAL PEOPLE

350 saw it, 350 didn't

MESSAGE ASSOCIATION • THE MAIN MEASURE

+9 pts

● SIGNIFICANT

CONSIDERATION

+6 pts

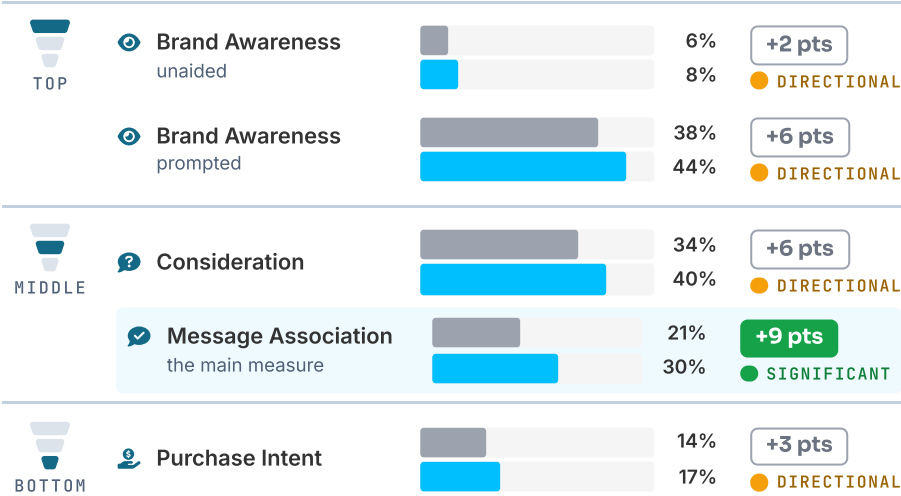
● DIRECTIONAL

SCOREBOARD Creative Testing against Brand Lift on the same clip: no studies yet.

The message moved significantly; other measures are directional

% OF PEOPLE • TOP OF THE FUNNEL TO THE BOTTOM

■ Didn't see it ■ Saw the post



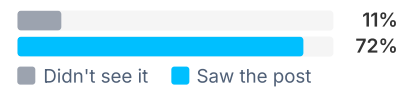
THE BRANDS AROUND FERNWICK

👁 Brand Awareness (prompted): every brand on the list.

Fernwick	38%	44%	+6
Elmsong	52%	51%	-1
Bloomhaven	41%	42%	+1
Vessel & Vine	29%	28%	-1

No other brand moved by more than 1 point: a check, never a ranking.

🗣 AD RECALL CHECK COMING SOON



72% of those who saw it picked it out; 11% of the rest did. A check, no claim.

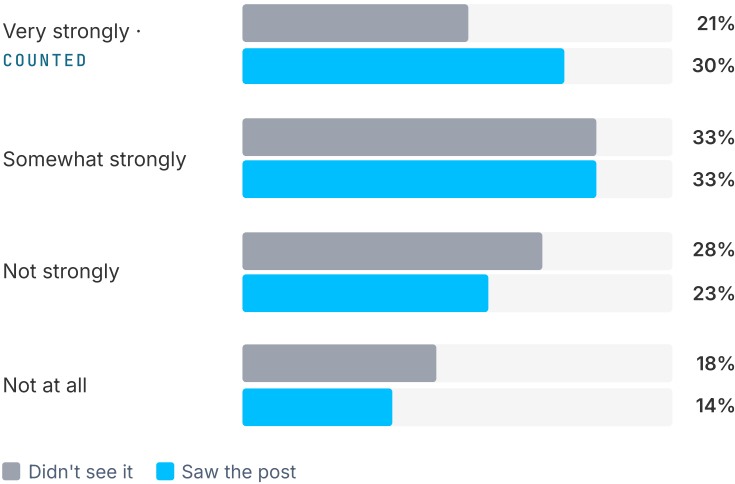
30% of those who saw it linked Fernwick very strongly

MESSAGE ASSOCIATION • THE MAIN MEASURE



"How strongly do you associate Fernwick with skincare that is kind to sensitive skin?"

EVERY ANSWER • DIDN'T SEE IT / SAW THE POST



THE REST OF THE FUNNEL
Stated just after viewing, never purchases.

Consideration

DIRECTIONAL



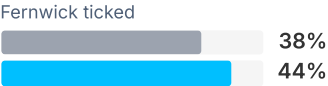
Purchase Intent

DIRECTIONAL



Brand Awareness (prompted)

DIRECTIONAL



Brand Awareness (unaided)

DIRECTIONAL

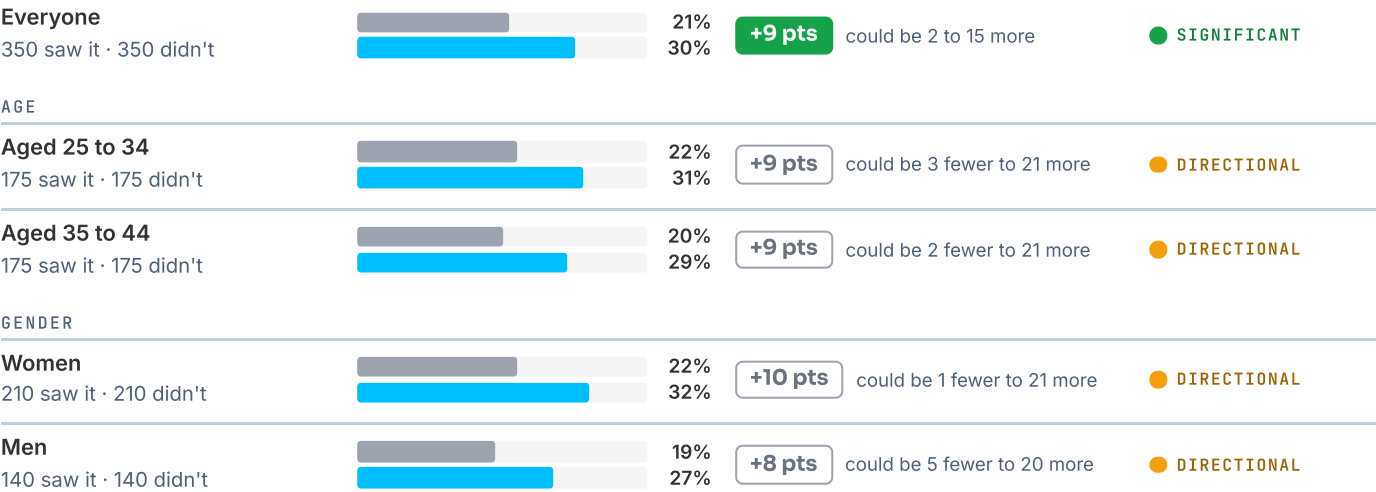


No group moved differently enough to call

WE ASKED "How strongly do you associate Fernwick with skincare that is kind to sensitive skin?"

MESSAGE ASSOCIATION • THE MAIN MEASURE

Didn't see it Saw the post



Groups against each other: no gap is big enough to call. Shown in the order they were planned, never ranked.

Three ideas to test next, none yet a finding

IDEAS TO TEST NEXT, READ FROM THE CLIPS · NONE IS A FINDING

1



The benefit comes early, the reason late

"Gently" at 0:07; barrier support not until 0:26

● FACT

TEST NEXT

Say why it suits sensitive skin in the first five seconds.

+9 pts ● SIGNIFICANT

2



The edit removed the second brand mention

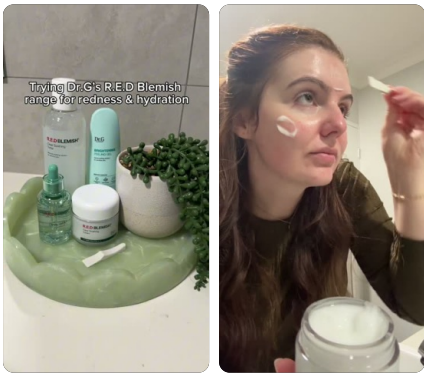
Brand said at 0:02; the 0:30 mention went with the cut ● FACT

TEST NEXT

Re-record: say the gift aloud, end on the brand.

+6 pts ● DIRECTIONAL

3



Four product steps first, the reason to buy last

Steps from 0:04 to 0:22; the reason at 0:26

● FACT

TEST NEXT

Lead with why it suits sensitive skin, then the steps.

+6 pts ● DIRECTIONAL

WHAT VIEWERS MADE OF IT

Asked only of people who saw it; % of viewers; no claim.

HOW MUCH DID YOU LIKE IT?

Loved it 12 Liked it 39 Neither 32 Disliked it 12 Hated it 5

COMING SOON

WAS IT BELIEVABLE?

Very believable 21 Somewhat 47 Not very 24 Not at all 8

Nine questions; Fernwick unnamed until the awareness question

BEFORE THE POST

B0 How often do you buy skincare made for sensitive skin? COMING SOON

BRAND QUESTIONS

Q1 Unaided awareness COMING SOON

Q2 Prompted awareness

Q3 Message association · main

Q4 Consideration

Q5 Purchase intent

Q6 Ad recall check COMING SOON

VIEWERS ONLY

V2 How much did you like it? COMING SOON

V3 Was it believable? COMING SOON

ABOUT YOU

P1 Which of the following best describes your gender?

P2 Which age group are you in?

9 questions, inside the product's limit of 10.

Brand questionsQuestion 4 of 11

How strongly do you associate Fernwick with skincare that is kind to sensitive skin?

Pick one

Very strongly

Counted

Saw it 30
Didn't 21

Somewhat strongly

Saw it 33
Didn't 33

Not strongly

Saw it 23
Didn't 28

Not at all

Saw it 14
Didn't 18

Moves on after the tap

 MESSAGE ASSOCIATION · THE MAIN MEASURE

WHAT COUNTS
Share who answer "Very strongly", the first answer.

+9 pts SIGNIFICANT

21% didn't see it · 30% saw it

The main measure as the product's own survey shows it.

Boost it, and test consideration next with 1,000 a group

WHAT TO DO NEXT

- 1

NEXT TIME

Make consideration the main measure next time, about 1,000 a group.
- 2

NEXT TIME

Test the re-record next: the gift said aloud, the brand at the close.
- 3

BOOST THIS ONE

Boost the edited video: the message landed with people who saw it.

WHAT EACH DESIGN BUYS

The smallest lift each size can see, on the main measure.

DESIGN	PER POST	SAW NONE	KEPT	CAN SEE, ALL	ONE POST	CREDITS	APPROVABLE TODAY
AS FIELDIED IN THESE EXAMPLES							
One post	350	350	700	8.6 pts	·	1	Yes
Three posts	278	490	1,324	6.5 pts	9.9 pts	1	Yes
Six posts COMING SOON	232	570	1,962	5.7 pts	11.0 pts	2	not today
SIZED TO READ EACH POST: ONE POST SEES 10 POINTS OR LESS							
One post	261	261	522	10.0 pts	·	1	Yes
Three posts	273	480	1,299	6.6 pts	10.0 pts	1	Yes
Ten posts	291	930	3,840	4.3 pts	10.0 pts	4	not today

700 people split at random, several checks corrected together

SAMPLE

700 people

350 saw it, 350 didn't; 12 days of fieldwork

EXAMPLE DATA

SET ASIDE

817 → 777 → 700

started, finished, kept: too fast, the same answer every time, or a failed attention check.

WHO WAS IN EACH GROUP

	DIDN'T	SAW
Women	60	60
Aged 25 to 34	50	50
Aged 35 to 44	50	50
Buys sensitive-skin care every month	38	38

CHECKED

95% on the main measure

Read once; the other readings checked together, with a correction for checking several things at once. No rival moved more than 1 point.

CAN SEE

8.6 pts

the smallest lift on the message, 8 times in 10.

STORY LEDGER

120 of 120 agree

HOW A BRAND LIFT STUDY WORKS, IN TWELVE BEATS

- 01 THE DOUBT
- 02 THE SET
- 03 THE LOCK
- 04 THE SPLIT
- 05 THE ASK
- 06 THE FILTER
- 07 THE ANSWER
- 08 THE COUNT
- 09 THE GAP
- 10 THE LUCK CHECK
- 11 THE MEANING
- 12 THE REPORT

Too early to call: hold the boost for now

Example 2: when a study can't call it (directional)

The same edited Reel 10 and the same design (700 · 350 saw the post, 350 didn't); only the result differs.

03 • DECIDE • DID IT WORK?

Directional: +5 points (21% → 26%), not yet significant

✓ MESSAGE ASSOCIATION • THE MAIN MEASURE



● DIRECTIONAL 21% → 26%

5 more in every 100 very strongly linked Fernwick with skincare that is kind to sensitive skin.

HOW WIDE THE GAP COULD BE, IN POINTS



Could be 1 fewer to 11 more points.

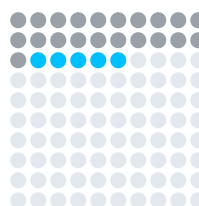
WHAT "DIRECTIONAL" MEANS

COMING SOON

Not a no	It moved, but not enough people to be sure: the range still reaches no change.
What it could see	The smallest lift this study can see is 8.6 points.
What would settle it	About 1,040 people a group sees the 5-point bar.

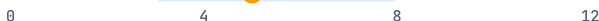
HOW BIG IS IT?

MIDDLE OF THE FUNNEL



Out of every 100 people who saw it, about 5 more said "very strongly".

THE BAR	We set 5 points as the bar before fieldwork; it moved 5.
HEADROOM	About 1 in 16 of the 79% with room to move were won over.
YARDSTICK	The planner's usual band is 3 to 8 points.



06 • RESULTS • WHAT DID THE CREATIVE MOVE?

Every measure moved a little; none is significant yet

👁 Brand Awareness (unaided)	6% → 7%	+1 pts	● DIRECTIONAL
👁 Brand Awareness (prompted)	38% → 41%	+3 pts	● DIRECTIONAL
💡 Consideration	34% → 36%	+2 pts	● DIRECTIONAL
✓ Message Association	21% → 26%	+5 pts	● DIRECTIONAL
👤 Purchase Intent	14% → 15%	+1 pts	● DIRECTIONAL

Didn't see it → saw the post, % of people.

11 • ACT • WHAT SHOULD WE DO NEXT?

Not a no: re-read with about 1,040 a group

WHAT TO DO NEXT

NEXT TIME

- 1 Re-read with about 1,040 people a group to see a 5-point lift.

NEXT TIME

- 2 Test the re-record next: the gift said aloud, the brand at the close.

APPROVE AND RELEASE PAYMENT

- 3 Approve and pay for the organic post; hold the boost for now.

Ask the study anything; answers are scripted for now

BRAND LIFT

Before you put money behind it, real people tell you whether the message landed.

Ask about any number on any slide...

Ask

DEMO ANSWERS Scripted until Ask reads the stored run.

Did the message land?

Yes: significant, +9 points (21% → 30%). It was the one measure named before fieldwork.

page 3

Why is consideration only directional?

It moved 6 points, but the range still reaches no change at this size.

page 4

WHAT TO DO NEXT

- 1** **NEXT TIME** Make consideration the main measure next time, about 1,000 a group.
- 2** **NEXT TIME** Test the re-record next: the gift said aloud, the brand at the close.
- 3** **BOOST THIS ONE** Boost the edited video: the message landed with people who saw it.

THE STORY, IN HEADLINES

- | | | | |
|------|---|-------|---|
| p. 1 | The message landed: boost the edited video | p. 5 | No group moved differently enough to call |
| p. 2 | Significant on the message; everything else directional | p. 6 | Three ideas to test next, none yet a finding |
| p. 3 | Significant: +9 points (21% → 30%) on the message | p. 7 | Nine questions; Fernwick unnamed until the awareness question |
| p. 3 | People saw the edited video once, in full | p. 8 | Boost it, and test consideration next with 1,000 a group |
| p. 4 | The edited version cleared Creative Testing's two fixes | p. 8 | 700 people split at random, several checks corrected together |
| p. 4 | The message moved significantly; other measures are directional | p. 10 | Ask the study anything; answers are scripted for now |
| p. 5 | 30% of those who saw it linked Fernwick very strongly | | |

NOT A PLATFORM LIFT

Platform lift studies run only on paid delivery above the platform's spend threshold; this reads the influencer's own post, shown in full to real people, against a group who didn't see it, before you put money behind it.

WHAT IT TAKES

PEOPLE

700 people

UK skincare buyers
aged 25 to 44, split at
random.

TURNAROUND

about 14 days

12 days of fieldwork,
then the report.

WHAT WE NEED

**The post, the
audience, the
message**

plus rival brands and
an influencer release.