



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

01 · DECIDE · Q1 SHOULD WE POST IT?

● Red

How sure · Not yet

COMING SOON

Not ready yet: fix two things, then post



● Fix, then post

Reel 10 as submitted · 32 s · TikTok

CREATIVE TESTING

Before an influencer posts, check it is legal, says what you paid for and shows your brand, to the second.

Two things stop it posting: no ad label up front, and “number one” at 0:29 with nothing to prove it. The rest is ready.

IS IT SAFE TO POST?

● Red

Not yet

No ad label up front; “number one” at 0:29 has no proof.

WILL PEOPLE NOTICE THE BRAND, AND WHEN?

● Green

From 0:00

Pack in view in 67% of the seconds checked; name said at 0:02.

DOES IT SAY WHAT THE BRIEF ASKED?

● Red

6 of 8 lines

Misses the ad label and the no-superlatives line.

READY TO POST? **4 of 7 readiness checks now; 7 of 7 once fixed**

❗ Ad label first in the caption

❗ Ad label on screen from 0:00

✅ Pack in view by 0:03

✅ Brand or product name said aloud

❗ No claim that needs proof

✅ Under 60 seconds

✅ Vertical 9:16



THE EDITED VERSION

The edited version (gift label added, “number one” cut): 29 s long; after the fix it meets 8 of 8 brief lines and passes our check, so the call moves to Post.

What to change: page 6. All ten answers: page 2.

Fix the label and one claim; the rest is ready

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

#	THE QUESTION	THE ANSWER, IN ONE LINE	STATUS	PAGE
1	Should we post it?	Not yet: add the gift label, cut “number one”, then post.	● Red	p. 1
2	Is it safe to post?	No: no ad label, and “number one” has no proof.	● Red	p. 3
3	Does it say what the brief asked?	6 of 8 brief lines; misses the label and “number one”.	● Red	p. 4
4	Will people notice the brand, and when?	Yes: pack in view from 0:00, name said at 0:02.	● Green	p. 4
5	Does it hold attention, second by second?	One look throughout; the edit loses its warmest moment, the closing shot.	● Amber	p. 5
6	Who is it for, and what do they say?	UK run pending: about 39 of 200 would watch to the end.	● Amber	p. 7
7	How did posts like this do?	Five closest real posts: a median 31% of followers viewed.	● Amber	p. 9
8	How many views should we plan on?	200 to 15,600 views; middle 11,600; not yet graded.	● Amber	p. 9
9	What should we change before it goes live?	Must fix: gift label up front; cut “number one” at 0:29.	● Red	p. 6
10	How often are you right?	Not proven yet: our forecast hasn’t beaten a simple rule.	● Amber	p. 10

COLOUR KEY ● Red must fix before posting · ● Amber worth fixing, or a watch-out · ● Green good to go

WHAT TO DO NEXT

- MUST FIX** Add ‘Ad - Gifted’ on screen from 0:00 and first in the caption.
- MUST FIX** Cut the “number one” line at 0:29 and “No.1” from the caption.
- WORTH FIXING** Hold the pack higher, clear of TikTok’s caption and buttons.
- ASK FOR EDITS** Ask for these edits, then approve and release payment.

Neither is ready: Reel 8 owes one must-fix, Reel 10 two

THE QUESTION		EVIDENCE	
	 Reel 10 · as submitted blemish-range routine	 Reel 8 damaged-barrier routine	
What stops it posting	2 must fixes the label; “number one”, said and written	1 must fix the label; the pack shows late, at 0:10	● FACT
Brand name said at	0:02 in the opening line	0:12 with the first product	● FACT
Brief lines met	6 of 8 misses the label, the superlative	6 of 8 misses the label, the early pack	● FACT
Pack in view	67% of the seconds checked	75% of the seconds checked	👁 MODEL READ
Pack size	13% of the frame largest clear pack	8% of the frame largest clear pack	👁 MODEL READ
Posts like this at each size	200 to 15,600 not yet graded	1,000 to 61,100 not yet graded	■ REAL POSTS
Our call	● Fix, then post label it, cut the claim	● Fix, then post label it	● FACT
Which will get more views?	Not called: our pair calls are right 52.9% of the time, below hook strength alone. See page 10. ✓ SCOREBOARD		

Two legal fixes: add the gift label, cut “number one”

WHAT IS SAID, SECOND BY SECOND

THE BRIEF'S LABEL WINDOW: NO LABEL

0:000:080:160:240:32

0:00Come do my skincare with me using [brand]'s [range] range.

0:04Firstly, I'm going to be using the brightening peeling gel to gently exfoliate

0:08and remove dead skin cells without being harsh on my skin.

0:11Now you use this after cleansing so I've already cleansed.

0:13Next is the [range] clear soothing toner.

0:17Next I'm applying the soothing serum.

0:18Finally, I'm locking everything in with the [range] clear soothing cream.

0:23What I like about this range is it focuses on soothing hydration

0:26and skin barrier support rather than using harsh ingredients.

0:29It's easy to say why [brand] is [country]'s number one skincare brand.

CAPTION ENDS No wonder [brand] is [country]'s No.1 Skincare Brand and No.1 Dermocosmetic Brand Have you tried [brand] before? @[distributor] thanks for the gift!

1 · No ad label up front

MUST FIX

FOUND Only a thanks for the gift, at the end of the caption.

RULE Made to the brief, so it is an ad (the UK advertising code, rule 2.1).

FIX 'Ad - Gifted' on screen from 0:00 and first in the caption.

2 · An unproven “number one”

MUST FIX

FOUND Said at 0:29; “No.1” in the caption.

RULE A ranking needs proof first (the UK advertising code, rule 3.7).

FIX Cut at 0:29; delete the “No.1” sentence.

Our compliance check: WARNING · 70 of 100 · after the edits PASS · 100 of 100 · approval record

COMING SOON

How this check works: guidance, not legal advice.

Six of eight brief lines land; the two misses are legal

	THE BRIEF LINE	WHERE IT LANDS	REEL 10 AS SUBMITTED	AFTER THE EDITS
SAY	Say it is kind to sensitive skin	gently · soothing ×4	Met: "gently" at 0:07	no change
	Name the problem it helps: redness or a damaged skin barrier	barrier	Met: "barrier" at 0:26	no change
	Say the product name aloud	[brand] ×2	Met: at 0:02 and 0:30	no change
SHOW	Show the product in the first 3 seconds	pack	Met: pack at 0:00	no change
	Keep it under 60 seconds		Met: 32 s	no change
DISCLOSE	Label it an ad, on screen and first in the caption	NO LABEL	Missed: no label up front	Met: 'Ad - Gifted' 0:00 to 0:05
AVOID	No medical or health claims (heals, anti-inflammatory, anti-ageing)		Met: none found	no change
	No superlatives we cannot prove (number one, the best)	number one	Missed: "number one" at 0:29	Met: cut at 0:29

THE BRIEF

EXAMPLE DATA

Main message: "Start fresh this spring with skincare that is kind to sensitive skin."

REEL 10 AS SUBMITTED

6 of 8

→

THE EDITED VERSION

8 of 8

YARDSTICK

Joint first of the ten, with Reels 4, 7 and 8.

06 • SEEN • Q4 WILL PEOPLE NOTICE THE BRAND, AND WHEN?

Green

How sure • Directional

MODEL READ

FACT

Your pack is in view from the first second

0:00

0:03

0:21

0:29

0:00

first clear pack in view

67%

of the seconds checked show a clear pack

13% of the frame

average size of the largest clear pack

0:02

name first said; again at 0:30

Pack in view
TALLER = BIGGER

Logo readable
OUR VIDEO READING

Name said aloud
WORDS

0:00

0:08

0:16

0:24

0:32

Solid boxes count (score 0.5 or more); dashed ones are below that and do not.

YARDSTICK

1st of the ten to say its name; 4th on time in view.

YARDSTICK

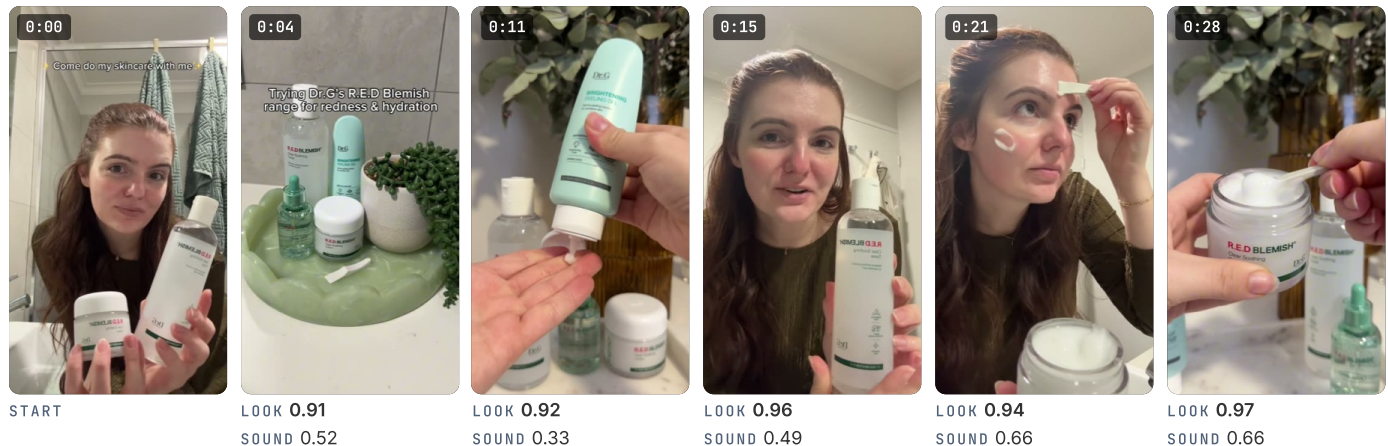
Kantar found saying the name aloud goes with 22 percentile points more brand linkage.

Justify | Fernwick Spring Drop · Creative Testing · one influencer video

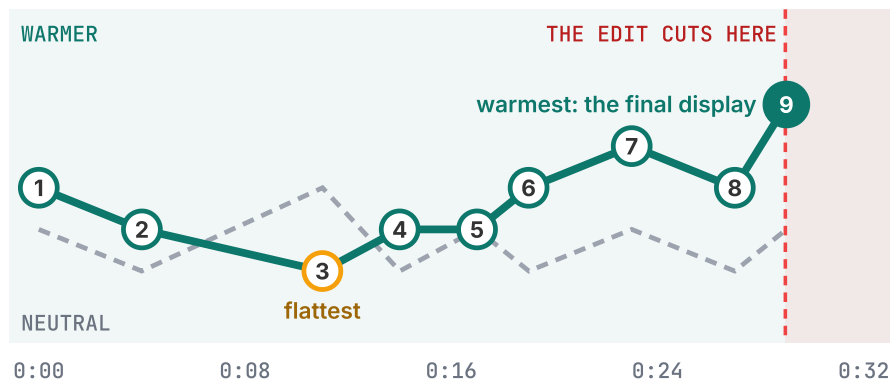
A real public TikTok standing in for a Fernwick post | page 4 of 11

One steady look; the edit loses the warm closing shot

THE SIX MOMENTS • LOOK: LIKE THE ONE BEFORE (BELOW 0.90 = A NEW LOOK) • SOUND: 0 TO 1



HOW IT FEELS • SOLID: HOW WARM • DASHED: ENERGY



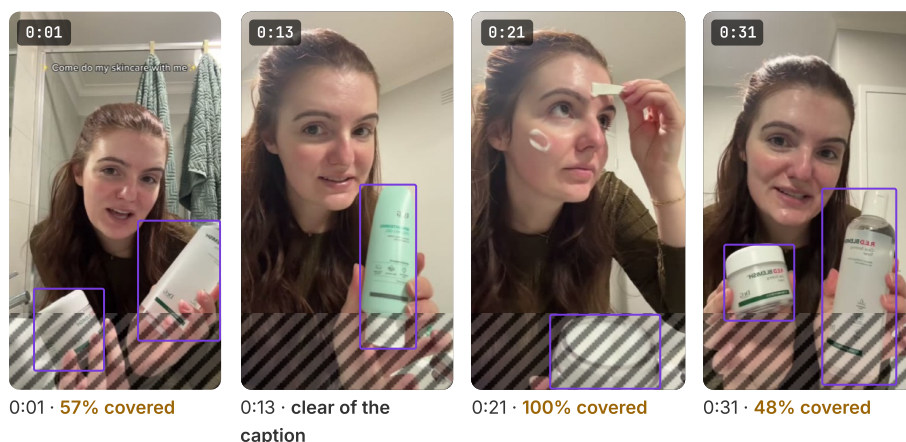
- 1 Intro, packs in hand
- 2 Shows the gel
- 3 Applies the gel
- 4 Shows the toner
- 5 Applies the serum
- 6 Shows the cream
- 7 Holds two packs
- 8 Scoops the cream
- 9 Final display

Our video reading, not yet graded (page 7).

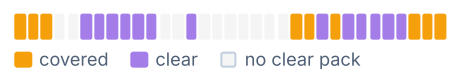
YARDSTICK

Reel 10's lowest cut, 0.91, is the highest of the ten: the steadiest look.

Hold the pack higher, clear of TikTok's caption and buttons

**9 of 22**

seconds in view with the pack at least a quarter covered. The edited version keeps 6 of them.



WORTH FIXING

Hold the pack higher on the next take (page 6).

EXAMPLE DATA

Where eyes go

Not yet run on this reel; the numbered path shows how the answer will look (17% of attention where a thumb rests).

Hatched: where TikTok's caption and buttons sit on a phone.

Make two edits: gift label from 0:00, cut at 0:29

AS SUBMITTED → EDITED

● Safe to post 2 issues → none

● Readiness 4 of 7 → 7 of 7

● Brief lines 6 of 8 → 8 of 8

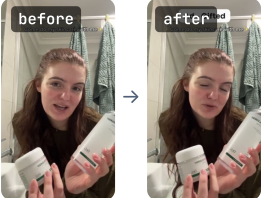
EXAMPLE DATA

● Length 32 s → 29 s

The call Fix, then post → Post

MUST FIX

0:00 to 0:05 • caption



'Ad - Gifted' on screen from 0:00 and first in the caption

THE REAL EDITED FILE

CHECK: OUR COMPLIANCE CHECK, AND BY EYE ON SCREEN ● FACT

MUST FIX

0:29 • caption



Cut "number one" at 0:29 and "No.1" from the caption

THE REAL EDITED FILE

CHECK: OUR COMPLIANCE CHECK ● FACT

WORTH FIXING

0:21 • 0:30



Hold the pack higher, clear of TikTok's caption and buttons

ILLUSTRATION, NOT YET TESTED

CHECK: A RE-TEST 👁 MODEL READ

NEXT TIME

a re-record



Say the gift aloud and end on the brand (a re-record)

ILLUSTRATION, NOT YET TESTED

CHECK: A RE-TEST, THEN BRAND LIFT ● FACT

The edited version (gift label added, "number one" cut) is what Brand Lift reads (page 10).

Our forecast can't see the two fixes; don't plan on it

CHANGE IN OUR VIEW FORECAST • THE BLUE BAND IS ITS OWN RANGE

EXAMPLE DATA

Forecast: 6,500 (1,500 to 30,000), 21% sure.

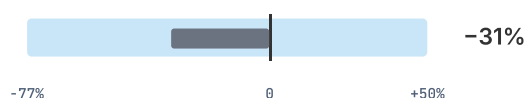
A stronger opening (the hook read up a fifth)

MOVES: OPENING STRENGTH



Post it on Instagram instead

MOVES: PLATFORM



-77% 0 +50%

the range runs on to +362%

This changes the numbers we read, not your video.

We change one input and keep everything else.

OUR FORECAST CANNOT SEE

The 'Ad - Gifted' label

Cutting "number one"

The caption

A clearer message

Aged 25 to 44 only

Women only

The UK market

MUST FIX RULES, NOT FORECASTS

Make the two edits whatever the forecast says: our compliance check reads PASS, 100 of 100 after them.

The edited words pass our check; the re-test comes next

1 · Words checked

Warning 70 → Pass 100

Our compliance check on the kept lines and the new caption: no claim left to prove.

2 · Edited file made

COMING SOON



The edited version (gift label added, "number one" cut), made for this report with a video editor.

3 · Re-tested on the same 200

COMING SOON

○ SIMULATED // EXAMPLE DATA

Too many steps, too slow 47 → 45

Expected to watch to the end 39 → 41

No row moved beyond the wobble of 6: the change is not seen on the panel at this size.

4 · Posted and measured

COMING SOON

Day 7
9
March

Day 14
16
March

Day 30
1 April

Dates if it posts on 2 March 2027 // EXAMPLE DATA

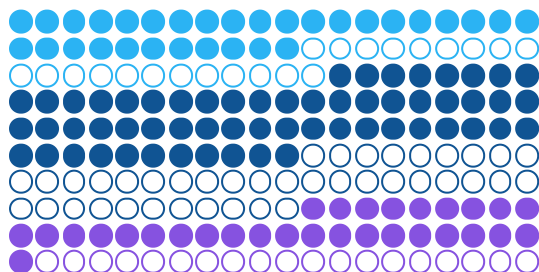
WHERE THE RESULT WILL LAND · REAL VIEWS, LOG SCALE

line: middle of the spread, 11,600, not yet graded



UK run pending: about 39 in 200 would watch to the end

THE 200, ONE DOT EACH ○ SIMULATED



● 20 to 29 52 ● 30 to 39 99 ● 40 to 49 49
● women 120 ○ men 80

The largest group is aged 30 to 39 (99 of 200). See the globe explainer on the shelf page.

FOUR OF THE 200

Viewer 17

31 · woman

sceptical of claims

watch to the end 45 in 100
· share 2 in 100

Viewer 42

27 · man

quick to get bored

watch to the end 25 in 100
· share 3 in 100

Viewer 88

38 · woman

careful with money

watch to the end 20 in 100
· share under 1 in 100

Viewer 131

44 · woman

sceptical of claims

watch to the end 8 in 100
· share under 1 in 100

WHO THEY ARE

200 simulated people matched to your audience's age and gender; they share age and gender, not shopping habits.

about 39

expected to watch to the end

about 6

expected to like

about 3

expected to save

about 2

expected to comment

about 1

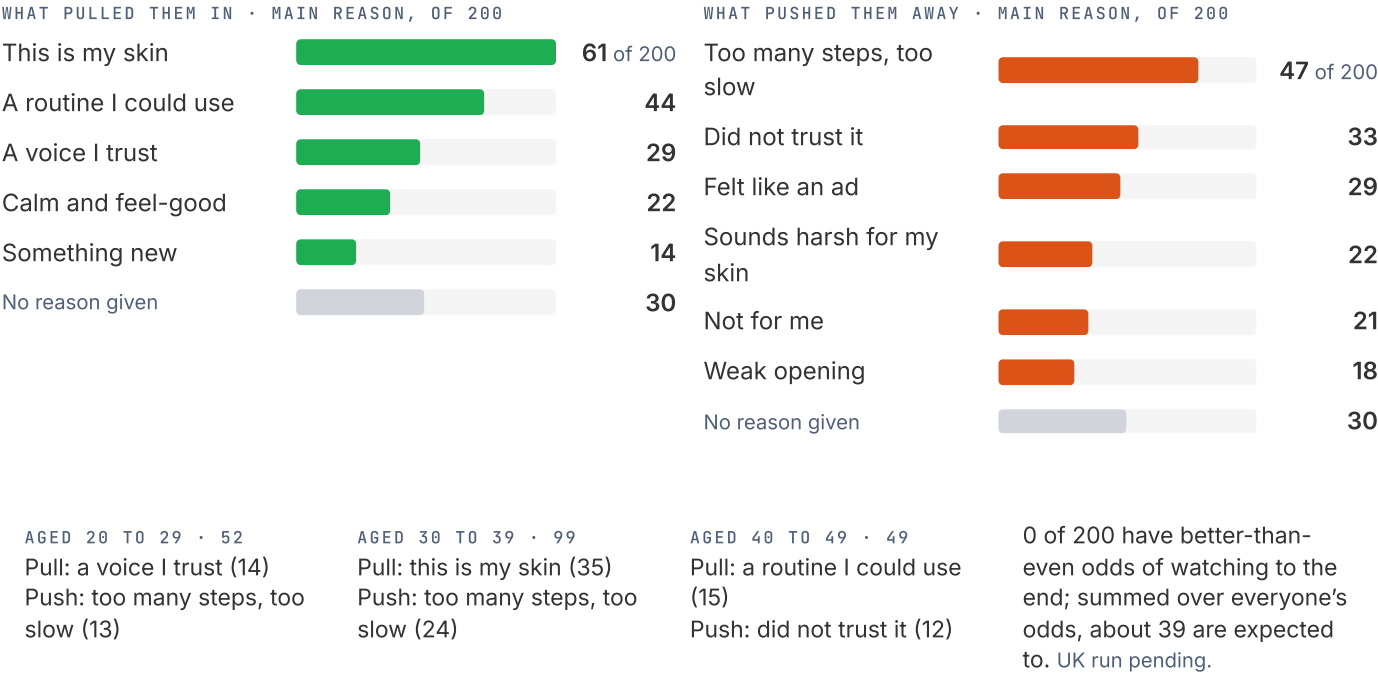
expected to share

about 152

expected to scroll on

0 of 200 have better-than-even odds of watching to the end.

They stay for “my skin”, leave over too many steps



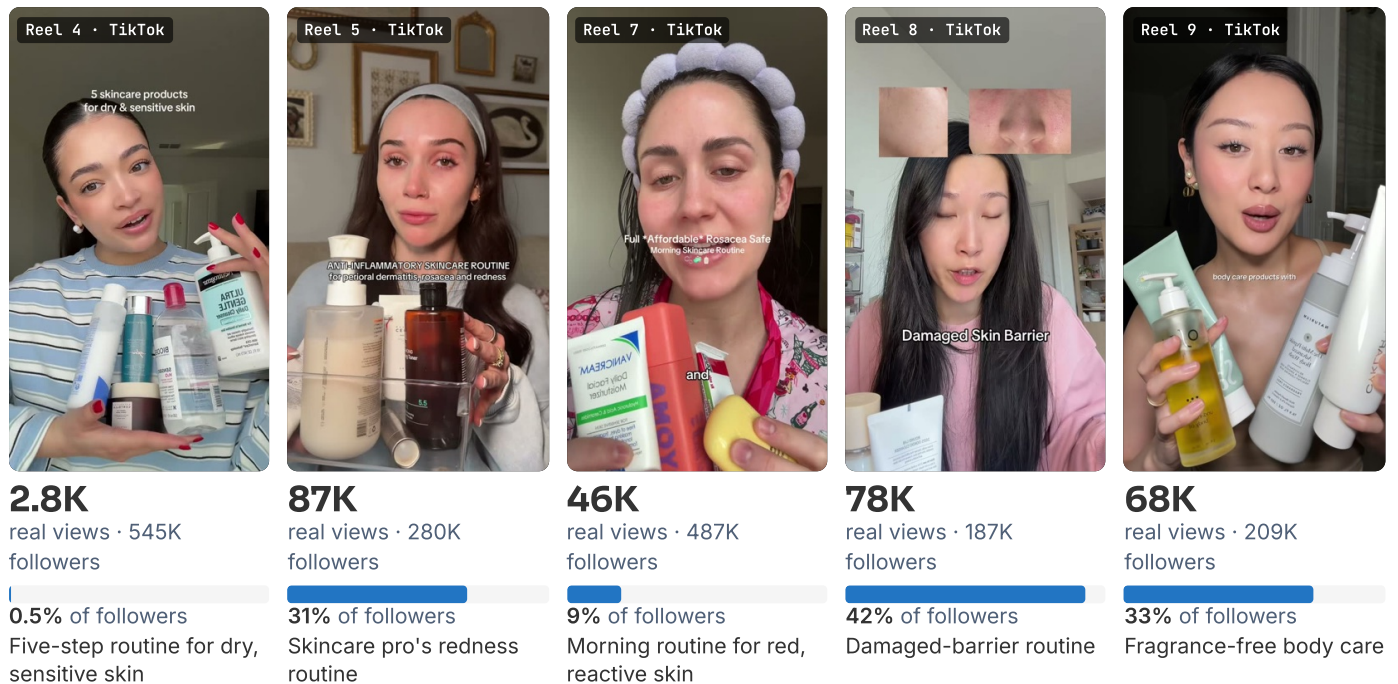
Viewers who leaned in repeat “gentle, not harsh”

Narrated, not quotes from people.

Leaned in15 narrated	In the middle20 narrated	Scrolled on15 narrated
"Gentle, not harsh, and she shows every step. That's my kind of routine." NARRATEDVIEWER 23	"I was into it until 'number one'. Says who?" NARRATEDECHOES OUR CHECKVIEWER 17	"A peeling gel first thing? My skin would be red for a day." NARRATEDVIEWER 131
"Barrier support is exactly what my skin needs after winter." NARRATEDVIEWER 9	"It looked like an ad but nothing said so, which made me trust it less." NARRATEDECHOES OUR CHECKVIEWER 102	"Too slow to get going. Nothing new in the first few seconds." NARRATEDVIEWER 76
"I like seeing the whole range together. It makes the routine easy to copy." NARRATEDVIEWER 47	"Four products for a calm routine feels like a lot. I'd want to know which one matters." NARRATEDVIEWER 64	"Skincare routines aren't for me. I scrolled past." NARRATEDVIEWER 150

Real people: page 10.

Similar posts reached about a third of their followers



MEDIAN SHARE OF FOLLOWERS

200 to 15,600**31%**

views, times 37,600 followers; not yet graded

AT THIS INFLUENCER'S SIZE

COMING SOON

Posted later: 0 of 5: none borrows hindsight.

16 • PLAN • Q8 HOW MANY VIEWS SHOULD WE PLAN ON?

● Amber

How sure · Not yet

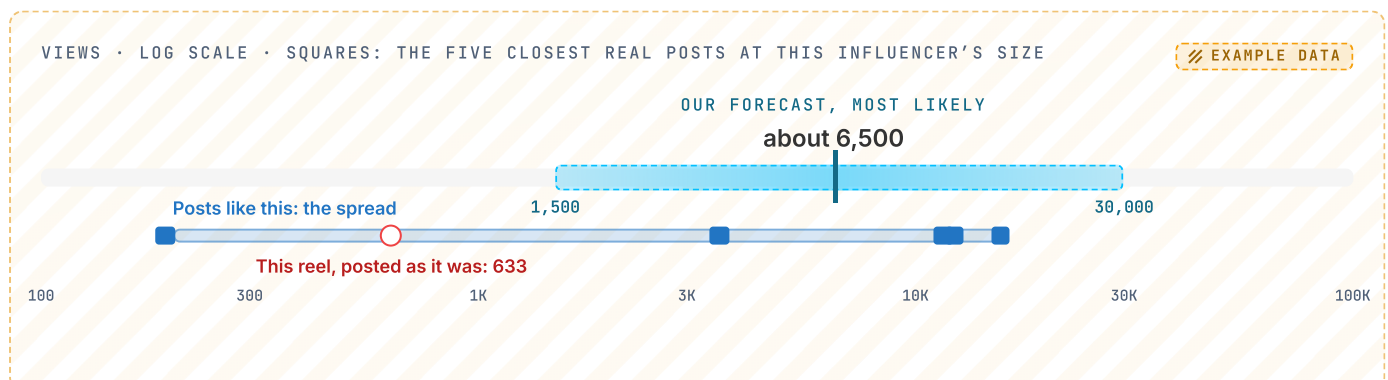
■ REAL POSTS

▲ FORECAST

// EXAMPLE DATA

COMING SOON

Plan for a wide range: 200 to 15,600 views



THE SPREAD

COMING SOON

200 to 15,600

Middle 11,600; not yet graded.

THE FORECAST: HOW SURE

21% low

Our ranges held the real result about 6 in 10 times.

HOW SURE · NOT YET

Not yet graded; on these ten the middle of the spread misses by about 6 times.

Approve after the edits; ask anything, share the report

CREATIVE TESTING

Before an influencer posts, check it is legal, says what you paid for and shows your brand, to the second.

WHAT TO DO NEXT

- 1 **MUST FIX** Add 'Ad - Gifted' on screen from 0:00 and first in the caption.
- 2 **MUST FIX** Cut the "number one" line at 0:29 and "No.1" from the caption.
- 3 **WORTH FIXING** Hold the pack higher, clear of TikTok's caption and buttons.
- 4 **ASK FOR EDITS** Ask for these edits, then approve and release payment.

THE STORY, IN HEADLINES

- | | |
|---|---|
| <p>p. 1 Not ready yet: fix two things, then post</p> <p>p. 2 Fix the label and one claim; the rest is ready</p> <p>p. 3 Neither is ready: Reel 8 owes one must-fix, Reel 10 two</p> <p>p. 3 Two legal fixes: add the gift label, cut "number one"</p> <p>p. 4 Six of eight brief lines land; the two misses are legal</p> <p>p. 4 Your pack is in view from the first second</p> <p>p. 5 One steady look; the edit loses the warm closing shot</p> <p>p. 5 Hold the pack higher, clear of TikTok's caption and buttons</p> <p>p. 6 Make two edits: gift label from 0:00, cut at 0:29</p> <p>p. 6 Our forecast can't see the two fixes; don't plan on it</p> | <p>p. 7 The edited words pass our check; the re-test comes next</p> <p>p. 7 UK run pending: about 39 in 200 would watch to the end</p> <p>p. 8 They stay for "my skin", leave over too many steps</p> <p>p. 8 Viewers who leaned in repeat "gentle, not harsh"</p> <p>p. 9 Similar posts reached about a third of their followers</p> <p>p. 9 Plan for a wide range: 200 to 15,600 views</p> <p>p. 10 Not proven yet: our forecast hasn't beaten a simple rule</p> <p>p. 10 Next, Brand Lift checks the message with real people</p> <p>p. 11 Approve after the edits; ask anything, share the report</p> |
|---|---|

ASK IT, SHARE IT

The live report answers a question about any number on any page, and downloads as a PDF or a link. Brand Lift then checks the message with real people (page 10).

TURNAROUND

About 10 minutes a video after upload; a batch runs side by side