AD COPY SET BRIEF

Kaleia Marine Collagen. Cold Meta Set. 5 Angles.

Client:	Kaleia (Marine Collagen Synthesis Complex)
Product:	Marine Collagen Synthesis Complex. $54 / 30-day supply. 90-day guarantee.
Platform:	Meta (Facebook + Instagram), cold prospecting
Destination:	Advertorial pre-sell → PDP with code GLOW25
Funnel Mechanic:	Cold ad → Advertorial → PDP → Post-purchase sequence
Traffic Temperature:	Cold
Awareness Stage:	Solution-aware. Skincare-motivated women who have tried collagen before.
Concepts:	5 (Benefit, Mechanism, Social Proof, Story, Contrarian)
Writer:	Bas Rijksen

Brand & offer snapshot

Kaleia is a marine collagen brand built around a single idea most of the category ignores: collagen peptides do not automatically become skin collagen. They pass through a second step called synthesis, and synthesis needs vitamin C, silica, and copper to fire. Kaleia is the only marine collagen on the market that bundles all three synthesis cofactors into the base powder, not as an upsell.

The product is a 30-day tub at $54, sold as one-time or subscription (first month free on subscribe). 90-day empty-tub guarantee. Third-party tested, MSC-certified wild sourced, GMP manufactured. No flavoring, mixes into morning coffee or water, slight taste of almost nothing.

The core promise this Ad Copy Set is selling is not "more collagen." It is "the collagen you are already taking finally starting to work." That shift from category to category-myth is the angle foundation every concept leans on.

Audience & awareness snapshot

Primary audience is women 32-52, USA and UK, household income $75k+, previously bought at least one collagen product, and still skeptical about whether collagen actually does anything. They have tried two or three brands, they remember the first week of hope, they remember quietly deciding it probably was not working, and they remember justifying the monthly cost anyway.

Awareness stage is solution-aware. They know collagen exists, they know it is supposed to support skin, and they know the market is flooded. They are sitting on one specific objection: "I already tried this and it did not work." Every concept must address that objection either in the hook or the body.

The language they use when they talk about their skin is: "tired," "crepey around the eyes," "not glowing anymore," "I look like I need sleep even when I slept fine." Concepts should use their words, not the brand's words.

Ad-to-destination message match

Destination advertorial headline: "The Collagen Paradox: Why the collagen you are already taking probably is not reaching your skin (Cambridge 2023)"

Every concept in this set pays off that destination headline from a different angle. The Benefit concept pays it off as an outcome promise. The Mechanism concept pays it off as a named-paradox hook. The Social Proof concept pays it off as a real customer who felt the paradox and fixed it. The Story concept pays it off as a founder or researcher confession. The Contrarian concept pays it off as a "stop doing this" pattern interrupt. Five different doors into the same room.

Note: the advertorial pre-sell page itself (the full 2,000-word editorial article with embedded CTAs, testimonials, proof stack, and reader comments) is a separate deliverable. The Advertorial product covers it in full. This Ad Copy Set brief focuses strictly on the paid creative that drives traffic to the pre-sell.

Target performance benchmarks

Metric	Target	Read as
Thumbstop rate (3s/impression)	**30%+**	Top quartile for supplement cold Meta. Below 25% flags weak hook.
3-second view rate	**40%+**	Meta reporting threshold. Below 30% kills a concept fast.
Ad CTR (link)	**2.0%+**	Cold supplement benchmark. 1.5% acceptable in week 1 learning phase.
Ad CPC	**$0.70-$1.40**	Healthy range for US/UK women 32-52. Above $1.80 flags creative fatigue.
CPM	**$18-$32**	Meta supplement cold range. Above $40 suggests policy review friction.
Advertorial-to-PDP CTR	**18%+**	Advertorial owns this number, not the ad. Flagged here for funnel awareness.
Landing page view rate	**80%+**	Use LPV as the campaign optimization event (not Purchase) per Meta health policy.

Testing framework

Budget allocation across the 5 concepts is anchor-weighted. The highest-scoring concept is the anchor (40% of initial daily spend), the other four split 15% each. For this set the anchor is Concept 2 (The Collagen Paradox, Mechanism angle) because it scores highest on specificity, differentiation, and message match with the advertorial headline.

Learning phase threshold is 50 landing page views inside 7 days per concept. Concepts below that threshold stay in learning and are not judged. Concepts above that threshold get judged against the benchmarks.

Kill rule. After 1,000 impressions, any concept with CPM above 2x category benchmark and CTR below 0.5% is killed. After 50 LPVs, any concept with LPV rate below 60% is killed. Dead concepts get rewritten inside the same 5-angle slot, not replaced with a different angle.

Scale rule. After 3 days of stable performance, any concept with ROAS above the target and CPC below benchmark gets a 20% budget bump. Do not 2x overnight. Meta learning phase breaks on aggressive budget jumps.

Iteration rule. Any concept below the median CTR of the set after the full learning phase gets rewritten in its own angle slot. Never rotate an angle out of the set. The 5-angle framework is a hard constraint.

Meta 2025 health optimization note: supplement advertisers cannot optimize for Purchase or Add-to-Cart events as of January 2025. This set optimizes for Landing Page View as the campaign event, with Purchase tracked as a secondary conversion via UTM and the GLOW25 discount code.

Funnel conversion flow

Cold Meta ad (this brief) → Advertorial pre-sell (separate brief) → PDP (separate brief) → Post-purchase email sequence (separate brief)

The ad earns the click. The advertorial installs the belief (the collagen paradox and the named mechanism). The PDP closes with the offer, the guarantee, and the GLOW25 code. The post-purchase sequence handles onboarding, usage education, and the 30-day check-in. This Ad Copy Set brief owns step one only.

Part 2. The Ad Copy Set

Concept 1: Firmer Skin in 8 Weeks. Benefit Angle.

Angle: Benefit. Hook Formula: Time-Bound Outcome Hook.

Firmer, plumper skin in 8 weeks, backed by a 2023 Cambridge study of 312 women aged 35-55.

Purpose: The outcome ad. For women who have heard of collagen but want a specific, time-bound, study-backed promise before they will click.

Primary Text Variants

1. 8 weeks. That is how long it took 312 women in a 2023 Cambridge study to measurably firm up their skin. Same routine, one change. Read what they did →
2. 312 women over 35 tried this for 8 weeks. 84% said their skin looked firmer in the mirror. The full study results are worth reading →
3. What changed after 8 weeks of drinking this with your morning coffee. Real Cambridge-study numbers, real women, real photos in the write-up →
4. Most collagen powders fail one test: the 8-week mirror test. This one did not. Cambridge 2023 has the numbers →
5. A 2023 Cambridge study tracked 312 women for 8 weeks. 84% reported firmer skin. Here is what they were drinking every morning →

Headline Variants

1. Firmer Skin in 8 Weeks
2. 312 Women. 8 Weeks. Real Results.
3. The 8-Week Mirror Test
4. 84% Saw Firmer Skin in 8 Weeks
5. Cambridge 2023: The Skin Study

Description Variants

1. Backed by the 2023 study

2. Read the full results

3. 312 women. 8 weeks. 84%.

CTA Button

Learn More (drives to advertorial pre-sell)

Visual Direction

Feed (Meta):
Square 1080x1080. Hero frame is a close-up of a woman's hand holding a small glass of Kaleia in warm morning light, slightly out of focus coffee mug behind. On-screen text overlay reads "8 Weeks. 312 Women. 84%." in clean sans-serif centered, white with soft black drop-shadow. No product label visible in hero frame.

Reels (Meta):
Vertical 1080x1920. Thumbstop (first 2 seconds) is the same woman in morning light, glass in hand, subtle head-turn toward camera. Overlay drops headline to 8-10 words max ("8 weeks. 312 women. 84%.") due to the Reels 10-char headline slot constraint. Silent-first playback. Subtitle burn-in carries the voiceover.

Stories (Meta):
Vertical 1080x1920. No primary text renders. On-screen text overlay IS the hook: "8 weeks. 312 women. 84% saw firmer skin." Sticker CTA at the bottom.

Thumbstop frame detail:
Thumbnail captures a number and a timeframe in under 1 second of glance. "8 weeks" is the single strongest word pairing on the feed. Number first, timeframe second, everything else secondary.

Pacing beats (video):
0-2s: hero + overlay + voiceover hook. 2-5s: reveal the brand name in soft lower-third. 5-10s: the "full Cambridge study results" text callout. 10-13s: CTA frame "Read the full study →" with the advertorial URL baked in.

Subtitle / caption direction:

Always include burn-in subtitles on every video placement. 85%+ of Meta video views are sound-off. Sans-serif, white, black drop-shadow, bottom third. Kill any subtitle font that looks like TikTok's native style.

Compliance Notes

- Meta 2026: DSHEA disclaimer "These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease." must appear in the primary text field of the Ads Manager setup (not only the landing page).
- Meta 2026: Optimize campaign event at Landing Page View, not Purchase. Supplements cannot optimize Purchase since January 2025.
- FTC 2024: Cambridge citation must be linked to the real study in the advertorial destination. Do not claim the study unless the URL resolves.
- FDA DSHEA: "Firmer skin" is a structure-function claim, allowed. Never upgrade to "reverses wrinkles" or "treats aging skin" (drug claims).
- SHAFT: Clean.

Layout note: Number and timeframe should be the largest text elements on the thumbnail. Resist the urge to center the brand name.

Concept 2: The Collagen Paradox. Mechanism Angle.

Angle: Mechanism. Hook Formula: Named Mechanism Hook.

The collagen paradox: most of the collagen you are already taking never reaches your skin. It is not the brand. It is the synthesis gap.

Purpose: The belief-install ad. ANCHOR concept. For skeptical women who already tried collagen and quietly concluded it did not work. The mechanism explains why their first brand failed and installs the frame the rest of the funnel needs.

Primary Text Variants

1. The reason your collagen is not working has nothing to do with the brand. It is a second step called synthesis, and 90% of powders skip it. The full explanation is worth 7 minutes →
2. Collagen peptides do not automatically become skin collagen. There is a second step. 2023 Cambridge research explains what most brands are missing →
3. Why your collagen powder feels like it stopped working: the synthesis gap most brands never mention. Cambridge 2023 spelled it out →
4. There is a reason expensive collagen powders still do not show up in the mirror. It is called synthesis, and most brands skip the cofactors that make it fire →
5. The collagen paradox (2023 Cambridge): peptides go in, but without three cofactors they never become skin collagen. Most powders skip all three →

Headline Variants

1. The Collagen Paradox
2. Why Your Collagen Is Not Working
3. The Synthesis Gap Most Brands Skip
4. Peptides Are Not Enough
5. Cambridge 2023: The Collagen Gap

Description Variants

1. Cambridge 2023 explains

2. It is not the brand. It is the gap.

3. 7-minute read

CTA Button

Learn More (drives to advertorial pre-sell)

Visual Direction

Feed (Meta):
Square 1080x1080. Hero frame is a simple diagram on a clean cream background. Left side shows a pile of small pink peptide shapes. Right side shows a patch of skin. Between them, a big empty gap labeled "synthesis." Overlay text reads "The Collagen Paradox" in serif-lookalike font, top center. No product in the hero frame.

Reels (Meta):
Vertical 1080x1920. 3-second thumbstop opens with the same diagram drawing itself live: peptides appear, arrow draws toward skin, arrow stops at the gap, text slam-zooms onto "Synthesis Gap." Silent-first. Subtitle burn-in reads "Most collagen powders skip this step."

Stories (Meta):
Vertical 1080x1920. Static of the same diagram. No primary text renders. On-screen overlay is the hook: "The collagen paradox." Sticker CTA at bottom.

Thumbstop frame detail:
The gap is the entire point. The diagram must make the gap visually obvious in the thumbnail. If the thumbnail looks like a generic skincare ad, the hook is wasted.

Pacing beats (video):
0-3s: diagram draws itself, "Collagen Paradox" text appears. 3-7s: voiceover explains the synthesis step missing in most brands. 7-11s: reveal that Kaleia bundles the three cofactors. 11-15s: CTA frame "Read the Cambridge paper →".

Subtitle / caption direction:
Burn-in subtitles required. Diagram should speak on its own with no sound. The voiceover is backup, not the primary delivery.

Compliance Notes

- Meta 2026: DSHEA disclaimer required in the primary text field per 2025 supplement policy.
- Meta 2026: Optimize at Landing Page View, not Purchase.
- FTC 2024: Cambridge 2023 study must be real and linked in the advertorial destination. If the client cannot produce a real published study, rewrite the mechanism hook to reference a different cited mechanism.
- FDA DSHEA: "Synthesis gap" and "cofactors" are mechanism language, allowed. Never upgrade to "reverses aging" or "treats collagen deficiency."
- Named mechanism ("synthesis gap") installs the belief. Protect this phrase across every concept in the account. Do not let an iteration drift into generic "absorption" language.
- SHAFT: Clean.

Layout note: ANCHOR concept. Flag for 40% of initial daily spend. Designer should build the diagram as a reusable asset for both Reels and Feed.

Concept 3: "My Dermatologist Asked Me What I Changed". Social Proof Angle.

Angle: Social Proof. Hook Formula: Customer Quote Hook.

A specific real customer quote with a specific outcome moment. No fabricated names, no composite characters, no "happy customers."

Purpose: The credibility ad. For the stranger who needs to see a real person with a real outcome before she clicks. Leans on a verifiable customer story the client has on file.

Primary Text Variants

1. "I went in for a standard skin check. My derm stopped halfway through and asked what I had changed. I had not changed anything. Except one thing." Laura M., 48, Chicago. Full story →
2. "My dermatologist asked what I was doing at my 8-week follow-up. I told her. She wrote it down." Laura M., 48, Chicago. Here is what Laura was drinking →
3. Laura went to her derm after 8 weeks on a new morning drink. Her derm asked what she was doing differently. She wrote it down. The drink is linked here →
4. "8 weeks in, my derm paused mid-appointment. She said, 'whatever you are doing, keep doing it.' I told her what I was doing." Laura M., 48. Read what she told her →
5. One Trustpilot review mentioned a dermatologist. Then another. Then four more in two months. Here is what they all had in common →

Headline Variants

1. Her Derm Asked What She Changed
2. The Trustpilot Review Pattern
3. "Whatever You Are Doing, Keep Going"
4. Laura, 48, Chicago
5. "My Derm Wrote It Down"

Description Variants

1. Real review, real name

2. Full Trustpilot story

3. 8 weeks in

CTA Button

Learn More (drives to advertorial pre-sell)

Visual Direction

Feed (Meta):
Square 1080x1080. Hero frame is a Trustpilot-style review card screenshot with the quote in large serif-like type, Laura's first name + last initial + city at the bottom, and a 5-star row above. Clean cream background. No product in the hero frame.

Reels (Meta):
Vertical 1080x1920. Thumbstop is the quote card drawing itself line by line: "I went in for a standard skin check..." Subtitle burn-in repeats the text for silent viewers. 3 seconds on the review, then pivot to the product with one simple line "She was drinking Kaleia."

Stories (Meta):
Vertical 1080x1920. Static of the review card. Sticker CTA at bottom. Overlay text repeats the hook if the static is too busy.

Thumbstop frame detail:
Trustpilot-style cards are thumbstoppers because they look like organic content. Avoid making it look like a native ad. The quote must be legible at thumbnail size.

Pacing beats (video):
0-3s: review card fades in, quote draws itself. 3-7s: pivot to a second real review with the same pattern (derm mentioned). 7-11s: text callout "4 reviews in 2 months mentioned the same thing." 11-15s: CTA "Read them all →".

Subtitle / caption direction:
Always burn subtitles. Customer voice is the entire delivery. Never use a voiceover on this concept, it kills authenticity.

Compliance Notes

- Meta 2026: DSHEA disclaimer in primary text field.
- Meta 2026: Optimize at Landing Page View.
- FTC 2024: THIS IS THE HIGHEST-RISK CONCEPT. Review quote MUST be a real verifiable Trustpilot or Amazon review. The client must provide direct URLs before the concept runs. "Laura M., 48, Chicago" must match a real reviewer. No composites, no rewrites, no "inspired by" edits.
- FTC 2024: Because outcome is above typical, the footer must add "results not typical" or cite the typical outcome rate.
- FDA DSHEA: Customer quotes about "firmer skin" and "glow" are structure-function, allowed. Never upgrade the customer voice to imply a dermatologist treatment or a medical diagnosis.
- SHAFT: Clean.

Layout note: Designer should build the review card as a flexible template so new Trustpilot reviews can be swapped in without a full reshoot as the brand collects more dermatologist mentions.

Concept 4: The Researcher Who Laughed at Collagen. Story Angle.

Angle: Story. Hook Formula: Personal Story Hook.

A founder-origin moment built around a real researcher who used to dismiss collagen powders, then changed her mind after reading the Cambridge synthesis paper.

Purpose: The narrative ad. For cold audiences who are resistant to direct claims but respond to a story with a setup, a turn, and a revelation. Creates the cliffhanger the advertorial closes.

Primary Text Variants

1. Three years ago, a nutrition researcher in Oxford told me collagen powders were "marketing, not biology." Last month, she asked me for the link. Here is what changed her mind →
2. She spent a decade telling patients collagen powders were a waste of money. Then a 2023 Cambridge paper landed in her inbox. She sent me a two-word email: "I was wrong." →
3. I used to laugh at anyone who took collagen. I was a nutrition researcher. I thought I knew. Then I read a 7-page paper out of Cambridge and closed my laptop quietly →
4. A researcher I trust told me collagen powders were nonsense. I believed her for three years. Then she read the synthesis paper and her opinion turned 180 →
5. The email I got from my Oxford friend after she read the Cambridge paper was two lines long. The second line was "I was wrong." Here is what she read →

Headline Variants

1. "I Was Wrong About Collagen"
2. The Oxford Email
3. A Researcher Changed Her Mind
4. The Paper That Flipped Her
5. Two Words: I Was Wrong

Description Variants

1. The 2023 paper

2. Full story inside

3. 7 minute read

CTA Button

Learn More (drives to advertorial pre-sell)

Visual Direction

Feed (Meta):
Square 1080x1080. Hero frame is a clean screenshot-style mockup of a short email: "Subject: I was wrong. I read the Cambridge paper. Send me the brand link." on a cream background. No product in the hero frame.

Reels (Meta):
Vertical 1080x1920. Thumbstop is the email drawing itself letter by letter. 3 seconds on the email body. Then pivot: "This is what she read" and a brief flash of the Cambridge paper cover. 15 seconds total.

Stories (Meta):
Vertical 1080x1920. Static of the email screenshot with the overlay "I was wrong about collagen." Sticker CTA at bottom.

Thumbstop frame detail:
Email screenshots have a higher thumbstop rate in Meta testing because they look private. The hook lives inside the frame, not above it.

Pacing beats (video):
0-3s: email draws itself. 3-6s: voiceover or subtitle says "I used to laugh at collagen powders. A researcher changed my mind." 6-10s: flash of Cambridge paper and the named mechanism. 10-15s: CTA "Read the paper that flipped her →".

Subtitle / caption direction:
Burn-in subtitles required. If the story is founder-voiced in VO, keep it casual and conversational. Zero sales voice.

Compliance Notes

- Meta 2026: DSHEA disclaimer in primary text field.
- Meta 2026: Optimize at Landing Page View.
- FTC 2024: Do not name a fake researcher. Either use a real named researcher from the Cambridge paper (with their permission), or keep the friend anonymous as "a nutrition researcher I trust" and make it clear in the advertorial that the story is anonymized.
- FTC 2024: "Two-word email: I was wrong" must be either a real quote or framed as a paraphrase. Do not claim a specific person said a specific thing unless it is real.
- FDA DSHEA: Story frame does not make health claims, low risk here. Ensure any hard claim inside the story uses structure-function language.
- SHAFT: Clean.

Layout note: If the client cannot source a real researcher who will go on record, fall back to founder-voice confession. Do not fabricate. This concept gets rewritten rather than faked.

Concept 5: Stop Taking Collagen on an Empty Stomach. Contrarian Angle.

Angle: Contrarian. Hook Formula: Hidden Cost Hook.

A pattern interrupt telling the reader they are probably taking collagen wrong. Fixes the "I already tried this" objection by giving the reader a reason to try again.

Purpose: The pattern-interrupt ad. For skeptical repeat collagen buyers who concluded the category does not work. Gives them one reason to believe the fault was in the method, not the molecule.

Primary Text Variants

1. Stop taking collagen on an empty stomach. You are flushing most of it. Here is the 60-second fix most brands never tell you →
2. If you take collagen first thing in the morning on an empty stomach, you are wasting 60% of it. The Cambridge paper explains why →
3. The reason your last collagen brand did not work might not be the brand. It might be the time of day. 2023 research out of Cambridge →
4. Most people take collagen wrong. Empty stomach, no vitamin C, no silica. Fix those three things and even an old brand would have worked →
5. A 2023 paper out of Cambridge says this about collagen powders: "timing and cofactor context matter more than brand selection." Here is the full breakdown →

Headline Variants

1. Stop Taking Collagen Wrong
2. Empty Stomach Is the Mistake
3. The Collagen Timing Mistake
4. 60% of Collagen Gets Flushed
5. Cambridge 2023: Timing Matters

Description Variants

1. The 60-second fix

2. 2023 Cambridge paper

3. It is not the brand

CTA Button

Learn More (drives to advertorial pre-sell)

Visual Direction

Feed (Meta):
Square 1080x1080. Hero frame is a big "STOP" text overlay in high-contrast black, with a small image of a scoop of collagen powder over an empty glass of water underneath. On-screen text reads "Stop taking collagen on an empty stomach." No product brand visible.

Reels (Meta):
Vertical 1080x1920. Thumbstop opens with the word "STOP" filling the screen for 1 second. Then cut to the scoop-over-empty-water scene. Then cut to a hand adding a slice of orange and a capsule of silica. Voiceover: "Most people take collagen on an empty stomach. Cambridge says that is the mistake."

Stories (Meta):
Vertical 1080x1920. Static of the scoop + empty glass with the overlay "Stop doing this." Sticker CTA at bottom.

Thumbstop frame detail:
The word "STOP" is a proven thumbstop word for supplement verticals in Motion's 2026 dataset. Do not bury it. Use it as the first frame.

Pacing beats (video):
0-1s: "STOP" text full screen. 1-3s: scoop over empty glass scene. 3-7s: voiceover explains the empty-stomach mistake. 7-11s: reveal the fix (vitamin C and silica cofactors). 11-15s: CTA "Read the full explanation →".

Subtitle / caption direction:
Burn-in subtitles required. "STOP" should be on-screen as a giant visual word, not just a voiceover. This is a visual-first concept.

Compliance Notes

- Meta 2026: DSHEA disclaimer in primary text field.
- Meta 2026: Optimize at Landing Page View.
- Meta 2026: "Stop" hooks are approved as long as the stop-phrase does not target the reader's body ("Stop being fat") or medical status ("Stop suffering from"). "Stop taking collagen wrong" targets the behavior, not the person. Safe.
- FTC 2024: "60% gets flushed" must be a defensible number. If Cambridge 2023 does not cite that exact figure, rewrite to the real figure from the paper. Never invent.
- FDA DSHEA: Behavior-focused language ("take it with food") is not a drug claim. Safe.
- SHAFT: Clean.

Layout note: Thumbnail should foreground the word STOP, not the product. If the designer tries to balance the hero with a Kaleia jar, the thumbstop fails.

Compliance footer

Sponsored content. The Ad Copy Set in this brief is intended to be run as paid media on Meta (Facebook + Instagram). Every concept must include the DSHEA disclaimer "These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease" inside the primary text field of the Ads Manager setup per Meta 2025 supplement policy.

Individual results may vary. Outcomes described in Concept 3 (the dermatologist review) are above-typical and must be accompanied by a "results not typical" disclosure or a citation of the typical outcome rate per FTC 2024 endorsement rules.

All customer testimonials in Concept 3 must be real, verifiable Trustpilot or Amazon reviews with first name, last initial, and city matching the real reviewer. Fabricated testimonials violate FTC 2024 endorsement rules and expose the advertiser, the endorser, and Your Copy Department to penalties up to $50,120 per violation.

The 2023 Cambridge study referenced across all five concepts must be a real published paper with a verifiable URL. If the URL does not resolve, every concept referencing the study must be rewritten to a real alternative citation.

Notes for Design & Media Team

- Font and color. Every text element in the brief is Arial pure black on white. The ads themselves should use the brand's on-site font for brand continuity, but the brief itself holds to the locked YCD visual system. Do not recolor the brief document.
- Thumbnail priority. Every concept is judged on the thumbnail frame first. Before the ad goes live, render each Feed frame at 320x320 and check that the hook is legible without zoom. If the hook is not legible at thumbnail size, rewrite the overlay, not the visual.
- Anchor concept. Concept 2 (The Collagen Paradox, Mechanism angle) is the anchor. 40% of initial daily budget. If it underperforms after the full learning phase, rewrite in slot rather than replace with a new angle.
- Testing rollout order. Launch all five concepts on day one with equal creative testing budget, let Meta's learning phase do the first pass of discrimination, then shift to anchor-weighted allocation after day 4 when early winners show up.
- Subtitle burn-in. Every video concept must have subtitles baked into the video file, not added via Meta's auto-captions. 85%+ of Meta video views are silent. Auto-captions are unreliable at the exact thumbstop moment the hook delivers.
- Reels headline constraint. The Reels Overlay slot caps headlines at 10 characters. Every concept must have a short-form headline variant ready for Reels (see variant lists above, the shortest headline per concept is the Reels fallback).
- DSHEA disclaimer handling. The disclaimer must appear inside the primary text field of every ad, not only the landing page, per the 2025 Meta supplement policy update. Treat this as a hard build requirement in Ads Manager, not a post-launch addition.
- Landing Page View optimization. Campaign event is Landing Page View, not Purchase. Supplements cannot optimize Purchase on Meta as of January 2025. Track Purchase as a secondary conversion through UTM parameters and the GLOW25 discount code.
- Iteration discipline. If a concept dies, rewrite it in its own angle slot (Benefit, Mechanism, Social Proof, Story, or Contrarian). Do not rotate an angle out of the account. The 5-angle framework is the whole point of the set.
- UGC opportunity. Concept 3 (Social Proof) and Concept 5 (Contrarian) both adapt cleanly to UGC creator shoots. If the client has a Spark Ads budget or a TikTok presence, these two concepts should be the first pulled into a UGC script brief (see the VSL/UGC skill as a separate deliverable).
- Voice continuity across the account. Kaleia's brand voice is calm, research-backed, and slightly self-deprecating about the supplement category. Do not let a designer or a media buyer iterate a concept into a loud or urgent voice. That is brand drift.
- Final frame handoff. Every concept's CTA frame should link directly to the advertorial URL with UTM parameters attached: ?utm_source=meta&utm_medium=paidsocial&utm_campaign=kaleia_paradox&utm_content=concept_[1-5].