

# Spring 2026 beauty campaign, hero copy v3

28 April 2026 · 1,200 agents tested · Demo workspace

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PREDICTED LIFT

Headline metric

**+18%**

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## Executive summary

We tested the v3 hero copy against 1,200 calibrated synthetic consumers in the EU eco-aware parents cluster. 58% reacted positively, 18% were neutral, and 24% were negative, driven mostly by skepticism around the “100% natural” claim. Purchase intent landed at 41%, a meaningful 9pt jump over v2's baseline. Recommend shipping with one revision: soften the claim in the second beat, then re-test in three weeks against the same cluster to confirm the curve holds.

# Top-line metrics

REACTIONS	1,200
AVG SENTIMENT	+0.27
POSITIVE	58%
NEUTRAL	18%
NEGATIVE	24%
WOULD BUY	41%
SKEPTIC SHARE	21%
AVG SHARE INTENT	3.4 / 5

## Recommendations

### 01 - Ship v3 to the lead audience next week.

58% positive sentiment with 41% purchase intent is in the proceed band for this cluster, both numbers are above the 12-month median for beauty Pulse runs in this audience.

Expected impact: Short-cycle launch; expected accuracy within  $\pm 3$ pt of synthetic. · Confidence: high

### 02 - Soften the “100% natural” claim before broad rollout.

24% of agents flagged the language as overclaiming. The skepticism concentrates among 35–44 women in DE/NL, the same cohort that drove v2's negative tail.

Expected impact: Estimated +4–6pt purchase-intent recovery in the skeptical cohort. · Confidence: medium

### 03 - Add a sourcing proof point to the second beat.

“Where does this come from?” recurred as a phrase in 11% of negative reactions. A single line on supplier transparency converts skeptics without diluting the lead.

Expected impact: Reduces detractor share from 24% toward ~14% based on prior interventions. · Confidence: medium

### 04 - Re-test against the same cluster in three weeks.

Living agents drift with the news cycle. A second pass tells you whether today's reading is a trend or a snapshot, particularly useful before locking media buys.

Expected impact: Increases confidence interval by ~30%. · Confidence: high

**05 - Pull the top 8 quotes for the next creative brief.**

The qualitative pattern matters more than the headline number for downstream creative. Several enthusiast quotes name the texture of the photography directly.

Expected impact: Direct input to the next ad rotation. · Confidence: high

**06 - Hold the budget on the comparison with v2 until the re-test.**

v3 looks like a clear winner, but the lift is partially explained by the skeptic-cluster shift. Confirming that shift is sticky, not a news-cycle artefact, protects the buy.

Expected impact: Avoids over-committing media spend on a single-snapshot reading. · Confidence: medium

# Representative quotes

*"I love the calm of the photography. It feels like the brand actually believes what it says, which is rare in this category."*

34 · FR · enthusiast

*"“100% natural” always sets off alarm bells. I'd buy if they showed me the supplier list."*

41 · DE · skeptic

*"Honestly the texture in the close-ups did more for me than the copy. I'd try it just to see how it feels."*

28 · UK · enthusiast

*"Beautiful but expensive for what it is. Maybe in a few months when there's a sale."*

36 · NL · fence sitter

*"The phrasing reads like every other DTC beauty brand. I want to believe but they haven't given me a reason yet."*

39 · DE · skeptic

*"This made me actually pause my scrolling. The packaging is gorgeous and the headline doesn't try too hard."*

31 · IT · enthusiast

*"Skeptical of the claim but curious about the brand. Would read more before buying."*

44 · FR · fence sitter

*"Reads as overclaiming. There's no way 100% of anything in this product is natural."*

47 · NL · detractor

*"I'd share this with my sister, it feels like something she'd be into."*

29 · ES · enthusiast

*"The trust comes from how restrained the design is. They didn't shout, which is itself a signal."*

52 · UK · enthusiast

# How we got here

CLUSTER	EU eco-aware parents · 28–55
CLUSTER VALIDATION	91% · 17/04/2026
MODELS	claude-sonnet-4-6, gpt-4o-mini, gemini-flash-latest, llama-3.3-70b-versatile
CALIBRATION	Applied
SAMPLE	1,200 reactions · $\pm 2.8$ pt MoE

## Limitations

- Synthetic predictions are calibrated, not measured. A live launch will diverge.
- Skeptic-cohort signal is partly driven by recent press around “natural” claims in EU. Re-test in 3 weeks before locking media spend.
- Mode is Pulse, for qualitative depth, follow with a Focus Group on the same audience.