

Creative Diagnostic

Client	Period	Issued
Sample report, fictional client (three public US beauty ads, brands withheld)	2026-03-27 – 2026-09-23	2026-09-23
Platform	Market	Ads analysed
TikTok	United States	3

Summary

Top hypotheses

- 1

ASSOCIATION

The two ads that change the picture within the first 2 seconds had more viewers still playing at 0:03: A3 (cut to a close-up at 0:01.6) holds 48% and A2 (cut from the finished look to the raw wig at 0:01.3) holds 44%, against 31% for A1, whose first 2.8 seconds are one continuous shot.
- 2

OBSERVATION

In A1 the brand is first legible on the jar at 0:04, first spoken at 0:12.7, and the price comes at 0:36; 25% of viewers are still playing at 0:04, 10% at 0:12 and 7% at 0:36.
- 3

OBSERVATION

A2 never says the brand: the audio is a sung track with no spoken words, and there is no call to action. The brand appears only in the fixed text line, from the first frame to the last.

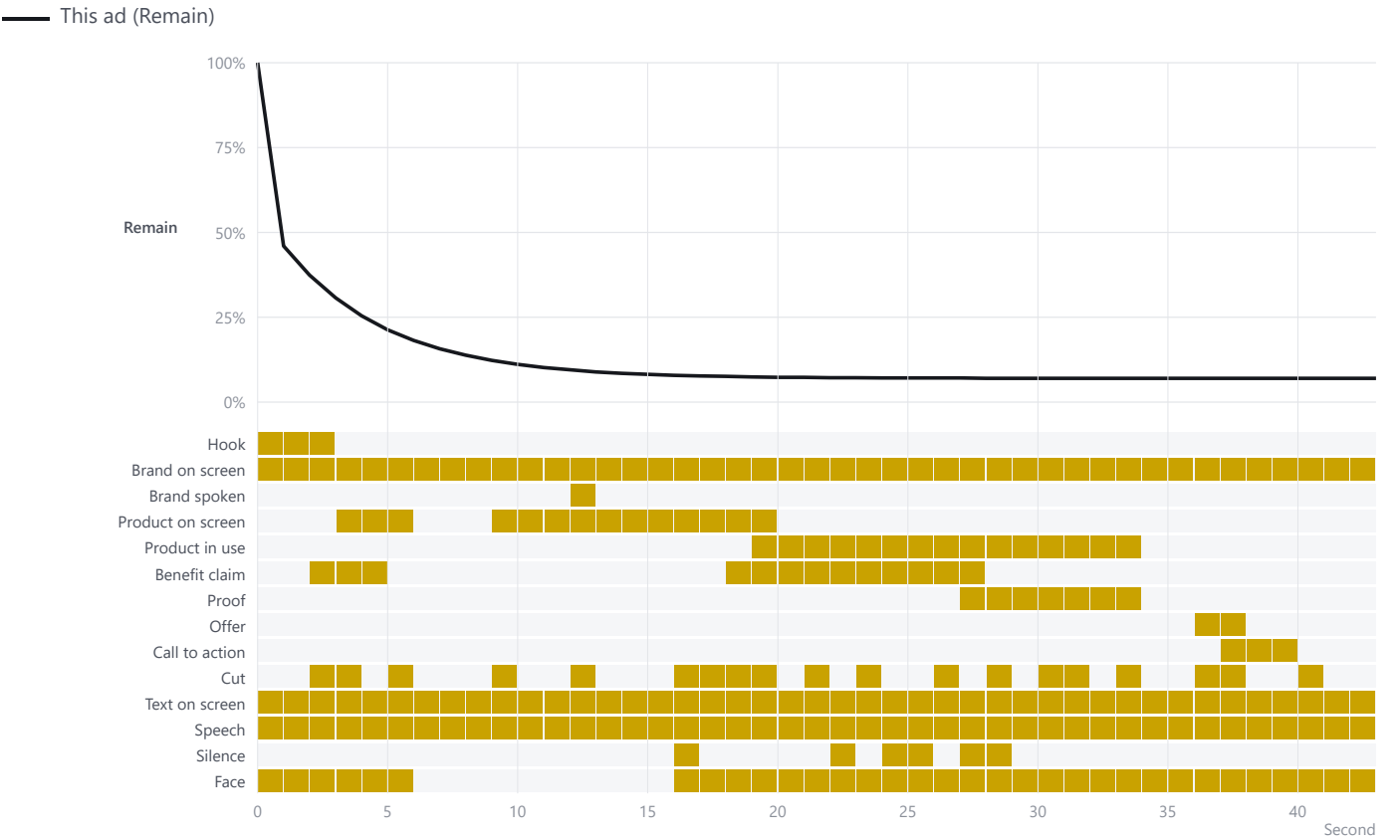
How to read the evidence seals

OBSERVATION Describes what this ad did in this campaign: when the brand appears, what a metric was. It does not compare ads and does not say why.	ASSOCIATION Among comparable ads, this pattern went together with a different result. Audience, bid or context the data does not show may explain it. It is not a cause.	TEST Under the stated conditions, the variant changed the chosen KPI by this much, with this uncertainty. The line "What it estimates" gives the reach of that claim.
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Ad by ad

A1 · Night cream, creator to camera with an age claim

Length: 0:43 · Objective: Reach · Optimization: Not shown in the public listing



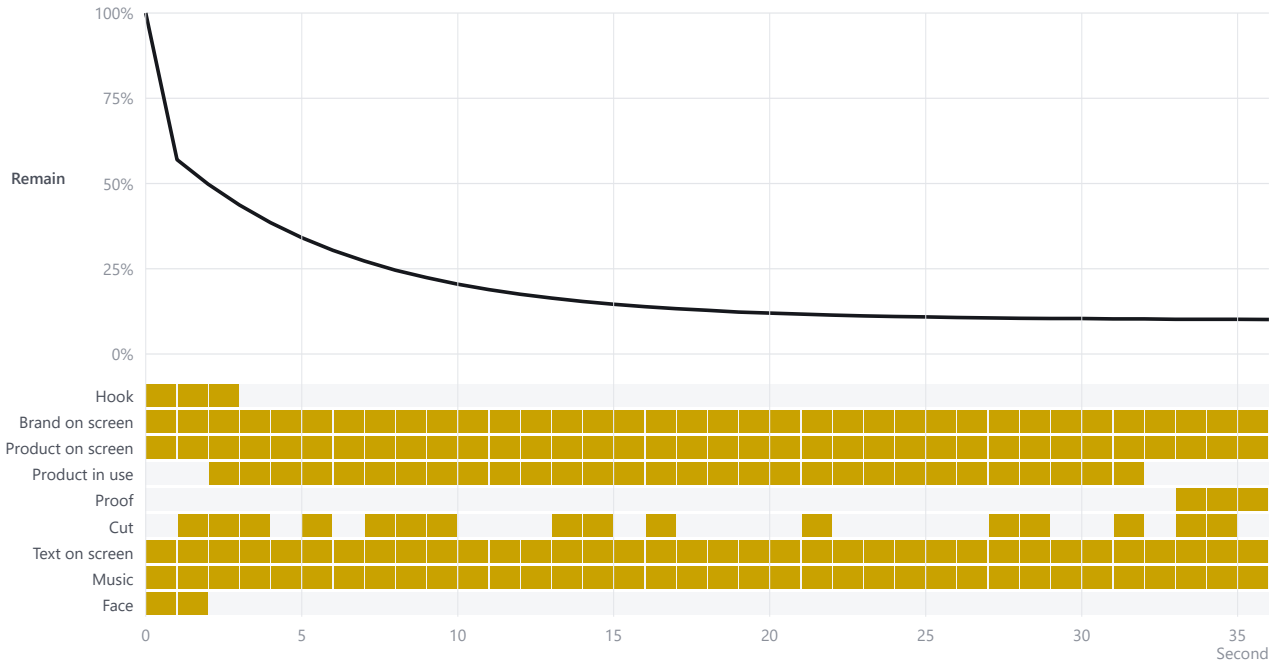
Element	Start	End	Detail	Marked by
Hook	0:00	0:02.8	"Wake up like this at 56", spoken and captioned, over one continuous shot of the creator walking in	model
Face	0:00	0:05.3		model
Speech	0:00	0:42.2	creator to camera	tool
Text on screen	0:00.3	0:42.2	burned-in captions of the speech	model
Brand on screen	0:00.5	0:43	small "[brand] Partner" label, top right	model
Benefit claim	0:02.8	0:04.8	"No injectable, just one jar"	model
Product on screen	0:03.9	0:05.3	jar held to the lens	model
Brand on screen	0:03.9	0:05.3	brand legible on the jar	model
Product on screen	0:09.3	0:19.4	jar in hand, then a product shot	model
Brand spoken	0:12.7	—	"[brand] new Triple Power Rich Night Moisturizer"	tool
Face	0:16.3	0:43		model

Silence	0:16.5	0:17		tool
Benefit claim	0:18.5	0:27.8	"Three dermat-proven actives": hydrate, brighten, smooth and firm	model
Product in use	0:19.4	0:33.7	cream applied to the face	model
Silence	0:22.6	0:23		tool
Silence	0:24.6	0:25.1		tool
Proof	0:27.8	0:33.2	testimonial, not a demonstration: "my skin is more even and the texture is smoother"	model
Silence	0:27.9	0:28.4		tool
Offer	0:36.3	0:37.5	price, spoken and captioned: "\$29.99"	model
Call to action	0:37.7	0:39.7	"See what it does for your skin"	model
Cut (19)	0:02.8 · 0:03.9 · 0:05.3 · 0:09.3 · 0:12.8 · 0:16.3 · 0:17.7 · 0:18.7 · 0:19.4 · 0:21.3 · 0:23.8 · 0:26.2 · 0:28.4 · 0:30.7 · 0:31.7 · 0:33.7 · 0:36.2 · 0:37.8 · 0:40.2			tool

A2 · Wig install, result first, song only

Length: 0:36 · Objective: Traffic · Optimization: Not shown in the public listing

— This ad (Remain)

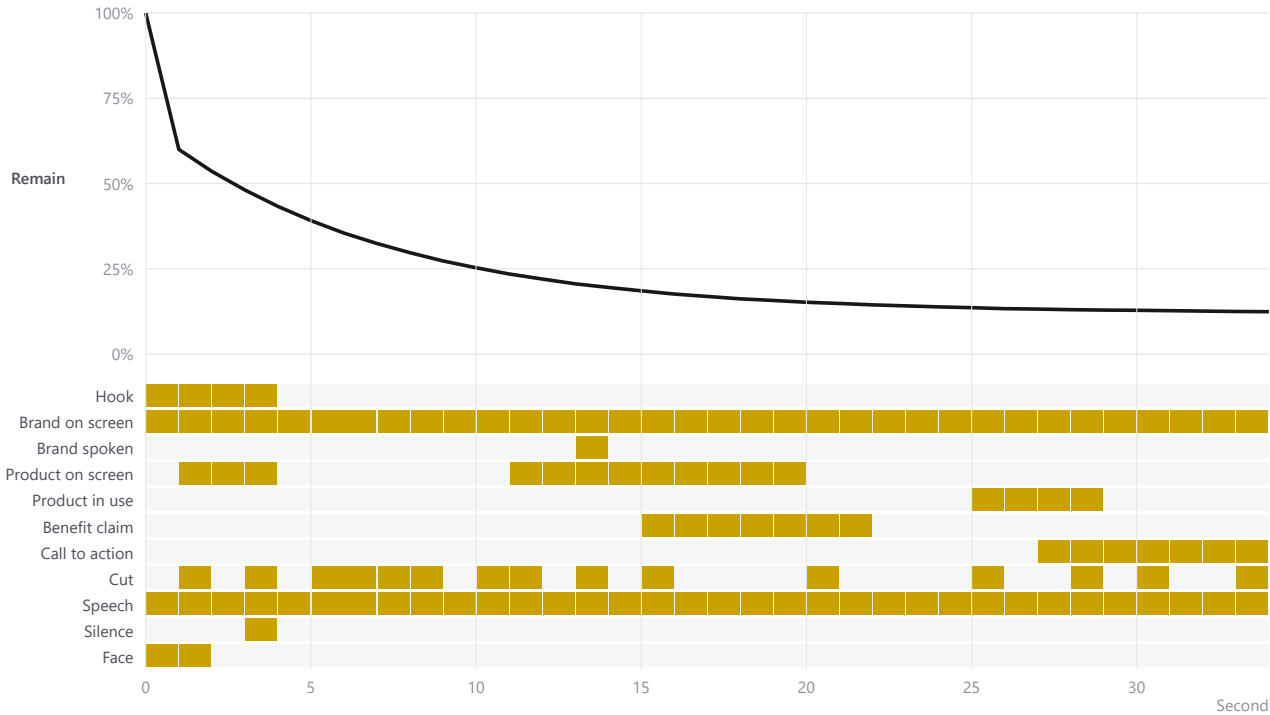


Element	Start	End	Detail	Marked by
Hook	0:00	0:02.5	result first: the finished look, then a cut to the raw wig at 0:01.3	model
Face	0:00	0:01.3		model
Text on screen	0:00	0:36	one fixed line: "I mastered finding good wigs on amazon ft. [brand] wig amazon"	model
Brand on screen	0:00	0:36	brand name inside the fixed text line; no logo	model
Product on screen	0:00	0:36	the wig, worn from the first frame	model
Music	0:00	0:36	a sung track; no spoken words, so the brand is never heard	tool
Product in use	0:02.5	0:31.8	install: lace dried, trimmed and laid, then curled and styled	model
Proof	0:33.2	0:36	the same wig finished, against the raw unit at 0:01.3	model
Cut (16)	0:01.3 · 0:02.5 · 0:03.5 · 0:05.5 · 0:07 · 0:08.5 · 0:09.8 · 0:13.2 · 0:14.5 · 0:16 · 0:21.2 · 0:27.3 · 0:28.8 · 0:31.8 · 0:33.2 · 0:34.8			tool

A3 · Body oil, postpartum story in voice-over

Length: 0:34 · Objective: Video views · Optimization: Not shown in the public listing

— This ad (Remain)



Element	Start	End	Detail	Marked by
Hook	0:00	0:03.6	"My body looks like this... and it also looks like this": the creator dancing, then a cut to stretch marks in a heart mirror at 0:01.6	model
Face	0:00	0:01.6		model
Speech	0:00	0:33.7	voice-over: the creator is never seen speaking	tool
Brand on screen	0:00	0:34	small "[brand]Partner" label, top left	model
Product on screen	0:01.6	0:03.6	bottle beside the mirror	model
Brand on screen	0:01.6	0:03.6	name on the bottle, partly legible	model
Silence	0:03.1	0:03.6		tool
Product on screen	0:11.7	0:20	bottle close-up, then in hand	model
Brand on screen	0:11.7	0:13.9	brand legible on the bottle	model
Brand spoken	0:13.5	—	"[brand]"	tool
Benefit claim	0:15.2	0:21.2	"the number one recommended product to me for helping improve the appearance of my c-section scar"	model
Product in use	0:25	0:28.4	oil poured and rubbed on the belly	model

Call to action	0:27.7 · 0:33.7	a soft ask with no shop action: "find the beauty in every single mark... nourish it with love"	model
Cut (15)	0:01.6 · 0:03.6 · 0:05.2 · 0:06.4 · 0:07.5 · 0:08.9 · 0:10 · 0:11.7 · 0:13.9 · 0:15.1 · 0:20 · 0:25 · 0:28.4 · 0:30.6 · 0:33.2		tool

Hypotheses

H1

ASSOCIATION

Exploratory

The two ads that change the picture within the first 2 seconds had more viewers still playing at 0:03: A3 (cut to a close-up at 0:01.6) holds 48% and A2 (cut from the finished look to the raw wig at 0:01.3) holds 44%, against 31% for A1, whose first 2.8 seconds are one continuous shot.

What it estimates	Goes together with, in these three ads only. They also differ in product, objective (reach, traffic, video views), listing period and audience reached, so this is a lead for a test, not a cause.
Evidence	Remain at 0:03 in the three curves; first scene cut per ad (scene detection) and the hook annotations at 0:00–0:03.
Ads	A1, A2, A3

H2

OBSERVATION

In A1 the brand is first legible on the jar at 0:04, first spoken at 0:12.7, and the price comes at 0:36; 25% of viewers are still playing at 0:04, 10% at 0:12 and 7% at 0:36.

What it estimates	Describes this ad only. It says nothing about why viewers left or about other ads.
Evidence	Brand, product and offer annotations in A1; Remain at 0:04, 0:12 and 0:36.
Ads	A1

H3

OBSERVATION

A2 never says the brand: the audio is a sung track with no spoken words, and there is no call to action. The brand appears only in the fixed text line, from the first frame to the last.

What it estimates	Describes this ad only. It does not say whether a spoken brand would do better or worse.
Evidence	Transcript of A2 (sung lyrics only); text and brand annotations; frame review found no call to action.
Ads	A2

H4

OBSERVATION

In A3 the product is first applied at 0:25, after a story told in voice-over; by 0:25, 14% of viewers are still playing.

What it estimates	Describes this ad only. It says nothing about why viewers left or about other ads.
Evidence	Product demo and speech annotations in A3; Remain at 0:25.
Ads	A3

Niche comparison

The niche comparison is not included in this report. It will follow as an annex when the niche data is ready; nothing in this report depends on it.

Next test

Hypothesis	H1
Change	Open A1 on its jar close-up with "No injectable, just one jar" (now at 0:02.8–0:04.8), then cut to the walk-in.
Keep the same	- script and captions after 0:05 - creator and locations - price and call to action (0:36–0:40) - length (43 s)
Primary KPI	2-second views ÷ impressions
Guardrails	6-second views ÷ impressions, CPM
Design	Platform A/B (split test)
Duration	7 days
Minimum budget	US\$76
Power	80%
Minimum detectable effect	+3 points in the 2-second view rate (30% to 33%)
What it estimates	Causal for the 2-second view rate, not for sales.
Where the numbers come from	Sample-size calculator (experiment-calculators, two proportions, α 5% two-sided): 3,763 impressions per arm, 7,526 in all. The 30% baseline and the US\$10 CPM are illustrative for this fictional client; the platform's own split-test minimum may be higher. The 7 days cover one full week; the calculator does not ask for them.

Platform A/B with divergent delivery: causal for the choice between these ads as the platform delivers them. It does not separate the creative from the audience the algorithm found for each ad.

Method and limits

- Remain is the share of viewers who started the video and are still playing it at each second. It measures playback, not gaze, comprehension or memory.
- Platform metrics have their own definitions. TikTok's 6-second view also counts interactions in the first 6 seconds and full plays of shorter videos, and average watch time can include replays.
- Rates across ads are computed from summed numerators and denominators, never as an average of per-ad rates.
- The platform decides who sees each ad. Objective, optimization, audience, placement, period and bid shape every metric in this report; only a test with a control supports a causal claim, and each claim carries the seal that says how far it goes.
- Every annotation says who marked it: by hand, by a deterministic tool, or by a model.