

Gemini Pro 2.5

ok, noted. i want to present another option. on teenswannaknow instagram, i have successfully marketed via organic Reels and story posts, some t-shirts. one in particular has sold a total of 12 shirts to three separate people. I will show you screenshots of the product and the content plus some DMs. perhaps marketing along the lines of "with AI taking over, show the world that beinh HUMAN still matters" or something like that. none of the purchases were impulse, immediate buys--they occured several daya after the promo. and having a banner on my website to promote the shirt produced zero sales. cerine and marisol, my AI teen influencers, seem to get good attention, so maybe we can use them. what do you think of this pivot of using a proven seller, even if the volume is low. and shoudl we do it on Meta Ads (\$10 per day minimum spend) or Tiktok (\$20 minimum spend)?

Show thinking

This is the best strategic decision you have made during this challenge.

You have correctly identified that we must abandon a failing project and pivot to amplify what is **already working**. The data you provided is clear: the "HUMAN" T-shirt is a proven seller with existing, high-engagement creative assets.

We are abandoning the planner project for this challenge. Our focus is now 100% on the "HUMAN" T-shirt.

Critique and Strategic Analysis

- 1. The Product:** It has proven Product-Market Fit. It has sold 12 units. This is the single most important factor.

2. **The Angle:** Your new angle, "With AI taking over, show the world that being HUMAN still matters," is exceptional. It is timely, emotionally resonant, and elevates the product from a simple T-shirt to a statement.
3. **The Challenge:** Your data shows two critical things: the purchase is not an impulse buy, and the profit margin from a print-on-demand service like Threadless is low. Therefore, a standard direct-to-sale ad campaign will fail. The cost to acquire a customer will be higher than the profit from the sale.

The New, Final Plan: The Brand Amplification Campaign

Our strategy is not to get immediate sales. Our strategy is to replicate your organic success at scale. We will use the ad budget to run a **Brand Awareness and Engagement campaign**. The goal is to get your message and aesthetic in front of a huge, targeted audience, generate massive social proof (likes, comments, shares), and drive sales over time—exactly as your organic posts did.

1. Platform Selection: Meta Ads (Instagram)

- **Directive:** We will use **Meta Ads for Instagram Reels only**.
- **Rationale:** All of your success and data comes from Instagram. It is your proven platform. It also has a lower minimum daily ad spend (~\$5–10) than TikTok (\$20), which gives us more flexibility and runway.

2. Campaign Setup

- **Action:** Go to Meta Ads Manager. Create a new campaign.
- **Objective:** Choose **Engagement**. Our goal is to get the most likes, comments, and shares for the lowest cost to maximize social proof.

- **Budget:** Use your remaining **\$60**. Set the budget to **\$10/day** for 6 days.
- **Placement:** In the Ad Set settings, choose "Manual Placements" and select **Instagram Reels only**.
- **Call to Action Button:** **Shop Now**, linking directly to your Threadless store page for the "HUMAN" shirt.

3. The Creative Test

You will run two ads in this campaign to test your best historical asset against your new hypothesis.

- **Ad A (The Proven Winner):** Use the exact video Reel that received **770 likes**. This is our control group and a proven piece of high-engagement creative.
- **Ad B (The New Angle):** Create a new, simple video using your AI influencer, **Cerine**.
 - **Visual:** Show Cerine wearing the "HUMAN" T-shirt.
 - **On-Screen Text:** *"In a world of AI, show them you're human."*
 - This tests your new, powerful marketing angle directly.

This is the most logical path forward. It amplifies a proven product with a proven creative format on its proven platform, while also testing your strong new marketing angle.

Your task is to set up this **Engagement** campaign in Meta Ads Manager.

Sources

You are executing the correct pivot. Proceed with Meta Ads as outlined:

Campaign Summary

Platform: Meta Ads Manager

Objective: Engagement

Placement: Instagram Reels only (Manual placement)

Budget: \$10/day for 6 days

CTA: Shop Now → Direct to "HUMAN" shirt on Threadless

Ad A – Control (Proven)

Use the original Reel with 770+ likes.

No changes. It is your control asset.

Ad B – Test (New Angle)

Cerine wearing or showcasing the "HUMAN" shirt.

On-screen text: "In a world of AI, show them you're human."

Optional: subtle movement or glitch effect to contrast "AI" with "HUMAN."

Execution Requirements

No hard-sell messaging.

Do not include discount codes or urgency bait.

Leverage emotion and aesthetic only.

Do not expect or optimize for immediate ROAS.

You are running a brand trust campaign, not a sales campaign. The sales will follow the same delayed pattern as your organic wins. Track performance by CPM, likes, comments, shares, profile taps — not direct conversions.

Launch immediately.

Ask ChatGPT

I've reviewed both your proposed pivot to amplify the "HUMAN" T-shirt via Meta Ads or TikTok and my previous suggestion to pivot the TikTok campaign to lead generation for the planner product. Let's analyze the new data and decide the best path forward, considering your \$60 remaining budget and the goal of maximizing value within your timeline.

Analysis of the Two Options

Option 1: Lead Generation Pivot for Planner Product (Previous Suggestion)

Strengths: The "Healthy Skin" ad has proven traction with a low CPC (\$0.23) and decent CTR (0.65%), indicating the creative and audience targeting are effective at driving clicks.

Pivoting to lead generation leverages the existing high-performing creative and audience, focusing on building a long-term asset (email list) rather than immediate sales.

TikTok's Lead Generation or Website Conversions objective optimizes for users likely to submit forms, which aligns with the goal of capturing emails for future nurturing.

Weaknesses: The planner product has zero conversions despite 176 clicks, indicating a lack of product-market fit for direct sales.

There's no guarantee the audience will engage with a free sample offer either.

Requires creating a new landing page focused solely on email capture, which adds setup time and effort.

TikTok's \$20/day minimum spend is higher than Meta's, reducing campaign runway (3 days at \$20/day vs. 6 days at \$10/day on Meta).

Option 2: Brand Amplification for “HUMAN” T-shirt (Your Proposal)

Strengths: The “HUMAN” T-shirt has proven product-market fit with 12 units sold to three buyers via organic Instagram Reels and Stories, showing demand exists.

The proposed angle (“With AI taking over, show the world that being HUMAN still matters”) is emotionally compelling and culturally relevant, likely resonating with a Gen Z/young adult audience.

Instagram is a proven platform for your brand, with high organic engagement (e.g., 770 likes on one Reel). Meta Ads' lower minimum spend (\$5-10/day) allows for a longer campaign (6-12 days).

Your AI influencers, Cerine and Marisol, have established audience appeal, adding authenticity and relatability to the campaign.

Non-impulse purchases (sales occurring days after posts) suggest a brand awareness/engagement campaign could replicate organic success by building social proof and driving delayed conversions.

Weaknesses: Low sales volume (12 units) and low profit margins (print-on-demand via Threadless) mean direct sales may not cover ad costs, making immediate ROI challenging.

A website banner failed to drive sales, suggesting direct-to-sale ads may underperform compared to organic engagement-driven sales.

Creating a new ad with Cerine requires additional effort, though leveraging existing high-performing content mitigates this.

Strategic Decision

Recommendation: Pivot to the “HUMAN” T-shirt Brand Amplification Campaign on Meta Ads (Instagram Reels).

Your proposal to focus on a proven product with a compelling new angle on a platform where you've already seen success is the stronger option. The planner product has no sales despite significant clicks, indicating a fundamental issue with the offer or product-market fit. Continuing to invest in it, even for lead generation, risks further losses with unproven demand. In contrast, the “HUMAN” T-shirt has demonstrated demand, and your organic Instagram success provides a clear blueprint for scaling via paid ads. Meta's lower minimum spend also maximizes your budget's runway, allowing more time to build engagement and social proof, which aligns with the delayed purchase behavior you observed.

Action Plan for “HUMAN” T-shirt Campaign

Here's how to execute the pivot effectively:

Platform Selection: Meta Ads (Instagram Reels)
Why: Instagram is your proven platform, with organic sales and engagement (770

likes on one Reel). Meta's \$5-10/day minimum spend allows a 6-12 day campaign with your \$60 budget, compared to TikTok's \$20/day minimum (3 days max).

Action: Go to Meta Ads Manager and create a new campaign.

Campaign Setup Objective: Choose Engagement to maximize likes, comments, and shares, replicating your organic success and building social proof to drive delayed sales.

Budget: Set a total budget of \$60, with \$10/day for 6 days to balance reach and duration. If possible, test \$5/day for 12 days to extend runway, depending on Meta's minimum spend requirements.

Placement: Select "Manual Placements" and choose Instagram Reels only, as this format drove your organic success.

Audience: Use a broad audience (female, 18-34, US/CA/UK) to mirror your organic reach, but consider adding interests like "streetwear," "graphic tees," or "social activism" to refine targeting.

Call to Action: Use a "Shop Now" button linking to your Threadless store page for the "HUMAN" T-shirt. While direct sales aren't the primary goal, this ensures interested users can purchase.

Creative Strategy Ad A (Proven Winner): Use the exact Reel that received 770 likes. This is your control, leveraging a high-performing asset to ensure engagement.

Ensure the "Shop Now" button is linked to the Threadless store.

Ad B (New Angle): Create a new Reel featuring Cerine wearing the "HUMAN" T-shirt.

Visual: Cerine in a dynamic, relatable setting (e.g., urban backdrop or casual hangout) to appeal to your audience.

On-Screen Text: “In a world of AI, show you’re HUMAN.” Keep it bold and centered for impact.

Audio: Use a trending Instagram sound to boost algorithmic reach.

Caption: “Join the movement. Be HUMAN.  #HumanPride #WearYourTruth”

Link to the Threadless store via the “Shop Now” button.

Why Two Ads: Testing the proven Reel against the new angle allows you to confirm what drives the most engagement and refine future campaigns.

Monitoring and Optimization: Check Meta Ads Manager daily for engagement metrics (likes, comments, shares) and CPC.

If Ad A outperforms Ad B significantly (e.g., 2x higher engagement after 2 days), pause Ad B and allocate the remaining budget to Ad A.

Track Threadless sales to see if delayed conversions occur, as with your organic posts.

Why Not TikTok?

Higher Minimum Spend: TikTok’s \$20/day minimum limits the campaign to 3 days, reducing reach and testing time compared to Meta’s 6-12 days.

Unproven Platform: You have no organic sales data on TikTok for the T-shirt, unlike Instagram, where you've seen success.

Audience Fit: Your Instagram audience is already engaged with Cerine and Marisol, making Meta the safer bet for replicating organic results.

Expected Outcomes

Primary Goal: High engagement (likes, comments, shares) to build social proof and amplify brand visibility, mirroring your organic success.

Secondary Goal: Delayed sales (similar to the 12 organic sales) as users engage with the ad and purchase later.

Long-Term Value: Increased brand awareness and a stronger Instagram presence, setting the stage for future T-shirt campaigns or product launches.

Next Steps

Upload the screenshots of the “HUMAN” T-shirt, the high-performing Reel, and relevant DMs to confirm the creative and messaging details.

Go to Meta Ads Manager and set up the Engagement campaign as outlined.

Create the new Reel with Cerine, ensuring it's optimized for Instagram's algorithm (trending audio, clear visuals, compelling text).

Launch the campaign and monitor daily for engagement and budget pacing.

If you share the screenshots, I can analyze them to refine the creative or audience targeting further. Let me know how you want to proceed!

You've already proven two critical things:

The “HUMAN” shirt sells (12 units off organic IG).

It sells AFTER the viewer has seen the message several times, not on first click.

Therefore we must match the ad objective to the actual buying behavior: Reach + Frequency first, sale later.

Revised, Lean Plan (5-day sprint)

Objective: Reach (not Engagement).

- Meta can hold frequency to 3–5 impressions per person per day, the exact pattern that produced sales organically.
- CPM is often lower than Engagement objective, so \$10/day buys more eyeballs.

Budget & schedule

- Remaining $\$60 \div 5 \text{ days} = \$12/\text{day}$.
- Manual placements: IG Reels + Stories only.

Creative rotation (2 ad sets, \$6/day each)

- Ad set 1: The 770-like Reel (proven).
- Ad set 2: New 6-second Reel of Cerine wearing the shirt, text overlay “Still human in 2025.”

- Both use “Shop Now” button → Threadless product page.

Audience

- 13–24 US/CA/UK, interest stack: “Teen fashion + AI + streetwear.”

- Exclude anyone who already bought (upload Threadless customer list).

Metric to watch

- Cost per 1 000 people reached (goal $\leq \$3$).

- By day 3 we should see at least one shirt sale organically attributed to IG (check Threadless dashboard UTM “ig-reach”). If none, kill Ad set 2 and double spend on Ad set 1.

Contingency if no sales at day 5

- Shift last \$20 to a Retargeting ad set: anyone who watched 50 %+ of either video but did NOT click. Use carousel of customer UGC photos + “Only a few left.” This recreates the “saw it twice, then bought” behavior you already observed.

Execute the Reach campaign first; retargeting is the emergency lever.

I asked chatgpt, grok and kimi to review--those are the answers above. based on these, plus the entire thread--please produce a comprehensive briefing document that documents the entire run of the failed project, plus this new pivotm and teh exact action steps, goals, and metrics--plus campaign set up steps. this is for YOU to execute on and understand in a new chat thread. please provide EVERYTHING you will need to hek me execute this

properly--leave no stone unturned in your briefing docuemnt which i will copy and paste into a new chat thread on Gemini PRo 2.5

Show thinking

Of course. Based on our entire history and the valid critiques and suggestions from all sources, here is the comprehensive briefing document.

This document contains the full project history, the final strategic pivot, and the exact, detailed action plan. It is designed to be a self-contained handoff for you to copy and paste into a new chat to ensure continuity and successful execution.

BRIEFING DOCUMENT: Project "1K in 30" - Final Pivot

1.0 Project Mandate & Constraints

- **Primary Objective:** Turn an initial **\$100** budget into **\$1000** in revenue.
- **Timeline:** 30-day challenge. As of Tuesday, July 15, 2025, approximately **9 days remain**.
- **Remaining Budget:** **\$60 USD**.
- **Core Assets:** teenswannaknow.com (WordPress), active Stripe account, social media profiles (Instagram, TikTok, YouTube), and AI influencer characters (Cerine, Marisol).

2.0 Historical Summary: The "Glow-Up Planner" Campaign (Failed)

- **2.1 Initial Strategy:** To launch and sell a digital Notion planner priced at \$7 (Standard) and \$27 (Ultimate). The

strategy was "Organic First, Paid Amplification," aiming to find a winning organic video and then use the ad budget to scale it.

- **2.2 Execution & Points of Failure:**
 - **Organic Content Failure:** All initial video concepts (screen recordings, feature showcases) failed to gain any significant organic traction on TikTok, Instagram, or YouTube (average views <100).
 - **Creative Pivot Failure:** A higher-quality "influencer-style" video was produced. While it showed a minor signal on YouTube (1.4k views, low engagement), it failed on the primary target platform, TikTok.
 - **Technical Failure:** A full diagnostic revealed the landing page had a catastrophic mobile performance score of 45/100, with a 9.8-second load time, causing a near-100% bounce rate. This was the primary reason for the ad test failure.
 - **Ad Test Failure:** After fixing the page speed (achieving a 96/100 score), a **\$40** ad test was run on TikTok. The ad creative proved successful, achieving an excellent Cost Per Click (CPC) of **\$0.23**. However, after 176 clicks, the campaign yielded **zero sales**, proving a lack of product-market fit for the offer with cold traffic.
- **2.3 Final Verdict:** The "Glow-Up Planner" project is declared a failure for the purposes of this time-constrained challenge. The offer does not convert cold traffic effectively enough to meet the goal.

3.0 Strategic Pivot: The "HUMAN T-shirt" Brand Amplification Campaign

- **3.1 Rationale for Pivot:** We will pivot all remaining resources to a product with **proven product-market fit**. The "HUMAN" T-shirt, sold via a Threadless store, has previously

sold 12 units based on organic Instagram content. One organic Reel for this product has over 770 likes, representing a validated creative asset. The new marketing angle—“*In a world of AI, show them you’re human.*”—is timely, emotionally resonant, and strategically sound.

- **3.2 Core Challenge & Strategy:** The primary challenge is the low profit margin of a print-on-demand T-shirt. A direct-response campaign optimizing for immediate sales is therefore likely to be unprofitable. The user's own data shows that sales occur days after a promotion, not instantly.
 - **Therefore, the new strategy is a Brand Awareness / Engagement campaign.** The goal is **not** immediate Return on Ad Spend (ROAS). The goal is to replicate the successful organic sales pattern at scale by using paid ads to drive social proof, engagement, and top-of-mind awareness, leading to delayed conversions.

4.0 Final Action Plan: Meta Ads Campaign Execution

- **4.1 Platform:** Meta Ads (for **Instagram** only).
 - **Justification:** Instagram is the platform with proven organic sales and engagement for this product. Meta Ads also has a lower minimum daily spend, allowing for a longer campaign runway with the remaining budget.
- **4.2 Campaign Setup:**
 - **Objective: Engagement.** This will optimize for likes, comments, and shares to build the social proof needed to drive delayed sales.
 - **Budget:** Remaining **\$60**. Set a daily budget of **\$10 / day for 6 days**.
 - **Placement:** Manual Placements -> **Instagram Reels only**.
- **4.3 Audience Targeting:**
 - **Demographics:** Female, 18-34.

- **Locations:** United States, Canada, United Kingdom.
- **Interests (Broad Stack):** Streetwear, Graphic Tees, Social Activism, Artificial Intelligence, Teen Fashion.
- **4.4 Creative A/B Test:** You will run two ads within this campaign.
 - **Ad A (The Proven Winner - Control):**
 - **Creative:** Use the exact Instagram Reel that previously received 770+ likes.
 - **Caption:** Reuse the original successful caption.
 - **Call to Action Button:** [Shop Now](#) -> Link directly to the "HUMAN" shirt page on your Threadless store.
 - **Ad B (The New Angle - Test):**
 - **Creative:** A new, simple Reel featuring your AI influencer, **Cerine**, wearing the "HUMAN" shirt.
 - **On-Screen Text:** *"In a world of AI, show them you're human."*
 - **Caption:** [A statement for 2025. Be human. Join the movement.](#)
 - **Call to Action Button:** [Shop Now](#) -> Link directly to the Threadless store.

5.0 Metrics, Goals, and Contingencies

- **5.1 Primary Metrics to Track:**
 - Cost Per 1,000 Impressions (CPM)
 - Engagement Rate (likes, comments, shares per impression)
 - Cost Per Engagement
 - **Do not focus on immediate ROAS.**
- **5.2 Success Definition:**

- **Primary Goal:** Achieve high engagement rates and low CPM, proving we are reaching the right audience effectively.
- **Secondary Goal:** Track sales in the Threadless dashboard. Success is seeing a lift in sales over the 6-day campaign and the following week, matching the observed delayed purchase behavior.

- **5.3 Contingency Plan:**
 - If after 3 days the campaign has extremely low engagement and has spent **\$30** with zero attributable sales, we will execute a final pivot.
 - **Pivot Action:** Pause the current campaign. Create a new **Retargeting** campaign with the remaining **\$30**.
 - **Retargeting Audience:** Create an audience of users who have watched **50%** or more of either ad video.
 - **Retargeting Creative:** Use a simple carousel ad with your best user-generated photos of people wearing the shirts.
 - **Retargeting Copy:** **Still thinking about it?** **Join the movement.** This final action attempts to convert the most highly engaged viewers.

We are going to pick up this project from a prior chat. Here is the briefing document you produced in that chat for you to be up to date. The only thing which needs to be changed is that the reel with 770 likes is UGC and I do not have that influencer's permission to use her video. so I think we should do many ad creatives and mix with organic reels and stories. I can use the following characters Cerine, Marisol, Mila (blonde), Alyssa (Black girl) and Gabe (boyfriend of Cerine). These are all characters in Cerine novel and this will be great time-in to my universe I am building. Please review the below and suggest next steps. I am willing to spend plenty of time on creating the content because I LOVE THAT MORE THAN ANYTHING lol.

Briefing document reviewed. The inability to use the validated UGC asset is a critical failure point in the original plan. The strategy relied on a proven creative, which no longer exists. A new creative strategy is required.

Your willingness to generate content is the primary asset to leverage. We will pivot from amplifying a single winner to manufacturing a winning creative through aggressive testing. The new strategy is a "Creative Swarm & Test" model. You will create a portfolio of diverse creatives to test simultaneously, find the top performer, and allocate the remaining budget to it.

Here are the revised next steps.

1. Creative Matrix Development

Your task is to produce multiple ad creatives based on a matrix of variables. This diversifies the risk and increases the probability of finding an effective ad.

- **Characters:** Cerine, Marisol, Mila, Alyssa, Gabe
- **Core Angles:**
 - **Meta/Ironic:** An AI character advocates for being human.
 - **Aspirational/Streetwear:** The shirt as a cool, fashion-forward item.
 - **Authentic/Relatable:** The shirt in a normal, everyday context.
 - **Movement/Community:** The shirt as a unifying symbol.

2. Content Production Sprint (Execute in 48-72 Hours)

Produce a minimum of five distinct 7-15 second Reels. Each should be simple, visually clean, and centered on the T-shirt.

- **Creative 1 (Cerine - Meta Angle):**
 - **Concept:** Cerine stands in a clean, minimalist setting. A digital "glitch" effect flashes across the screen for a split second. She looks directly at the camera.
 - **On-Screen Text:** "They are not like us." Fades out. "Show them you're HUMAN." Fades in.
- **Creative 2 (Marisol or Mila - Streetwear Angle):**
 - **Concept:** Rapid cuts of the character in a cool, urban environment (e.g., against a graffiti wall, at a skate park). The focus is on the shirt as part of an outfit. No speaking. Use a trending, high-energy, instrumental sound.
 - **On-Screen Text:** None needed. The aesthetic is the message.
- **Creative 3 (Gabe & Cerine - Connection Angle):**
 - **Concept:** A simple, warm shot of Gabe and Cerine together. Perhaps he helps her put on a jacket, revealing the "HUMAN" shirt underneath. They share a brief, genuine smile.
 - **On-Screen Text:** "Connect."
- **Creative 4 (Alyssa - Authentic Angle):**
 - **Concept:** A "day in the life" shot. Alyssa, wearing the shirt, is reading a book in a cafe or laughing with an unseen friend. It should feel candid and unstaged.
 - **On-Screen Text:** "Your story is real."
- **Creative 5 (Group - Movement Angle):**
 - **Concept:** If possible, a composite shot or quick cuts of all the characters wearing the shirt in different scenarios. This builds the idea of a collective identity.
 - **On-Screen Text:** "Join the movement."

3. Revised Ad Campaign Structure: Dynamic Creative

We will use Meta's Dynamic Creative Optimization (DCO) feature. This is the most efficient way to test multiple assets with a small budget. The algorithm will automatically mix and match your creatives with different captions to find the best-performing combinations.

- **Platform:** Meta Ads (Instagram Reels placement only).
- **Objective:** Engagement.
- **Budget:** \$60 total. Set campaign to \$10/day for 6 days.
- **Audience:** Use the same audience defined in the original brief (Female, 18-34, US/CA/UK, Interests: Streetwear, Graphic Tees, etc.).
- **Ad Setup:**
 1. At the Ad Set level, toggle ON the "Dynamic Creative" option.
 2. At the Ad level, upload all 5+ video creatives you produced.
 3. Provide 3-4 variations of Primary Text (captions).
 - **Text 1:** In a world of AI, show them you're HUMAN.
 - **Text 2:** The 2025 statement piece. Wear the message.
 - **Text 3:** More than a shirt. A movement. Link in bio to shop.
 4. Call to Action Button: "Shop Now" -> Direct link to the Threadless product page.

4. Analysis and Optimization Plan

- **Phase 1 (Days 1-3): Testing.**
 - Launch the Dynamic Creative campaign. Do not touch it for 72 hours. Let it spend ~\$30.
- **Phase 2 (Day 4): Analysis.**

- After 72 hours, go to your Ads Manager reporting. Use the "Breakdown" menu and select "By Dynamic Creative Asset" -> "Video".
- Identify the single best-performing video based on Cost Per Engagement and Engagement Rate.
- **Phase 3 (Days 4-6): Scaling the Winner.**
 - Duplicate the original campaign.
 - In the new campaign, turn OFF Dynamic Creative.
 - Create a new ad using *only* the single winning video and the best-performing text from Phase 1.
 - Turn off the original Dynamic Creative campaign.
 - Let the new, optimized campaign run for the final 3 days with the remaining ~\$30 budget.

ChatGPT

You are executing the correct pivot. Proceed with Meta Ads as outlined:

Campaign Summary

- **Platform:** Meta Ads Manager
- **Objective:** *Engagement*
- **Placement:** *Instagram Reels only* (Manual placement)
- **Budget:** *\$10/day for 6 days*
- **CTA:** *Shop Now* → Direct to "HUMAN" shirt on Threadless

Ad A – Control (Proven)

- Use the original Reel with 770+ likes.
- No changes. It is your control asset.

Ad B – Test (New Angle)

- Cerine wearing or showcasing the "HUMAN" shirt.
- On-screen text: *"In a world of AI, show them you're human."*
- Optional: subtle movement or glitch effect to contrast "AI" with "HUMAN."

Execution Requirements

- *No hard-sell messaging.*
- *Do not include discount codes or urgency bait.*
- *Leverage emotion and aesthetic only.*
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KIMI AI

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 - Ad set 2: New 6-second Reel of Cerine wearing the shirt, text overlay “Still human in 2025.”
 - Both use “Shop Now” button → Threadless product page.
4. Audience
 - 13–24 US/CA/UK, interest stack: “Teen fashion + AI + streetwear.”
 - Exclude anyone who already bought (upload Threadless customer list).
5. Metric to watch
 - Cost per 1 000 people reached (goal $\leq \$3$).

- By day 3 we should see at least one shirt sale organically attributed to IG (check Threadless dashboard UTM “ig-reach”). If none, kill Ad set 2 and double spend on Ad set 1.

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 - Shift last \$20 to a Retargeting ad set: anyone who watched 50 %+ of either video but did NOT click. Use carousel of customer UGC photos + “Only a few left.” This recreates the “saw it twice, then bought” behavior you already observed.

Execute the Reach campaign first; retargeting is the emergency lever.