

One Product, Five Testable Angles

A fictional lightweight daily moisturiser. Each angle starts from a different customer motivation, so the tests can teach you something distinct.

ANGLE	CUSTOMER TENSION	CREATIVE OPENING	WHAT IT TESTS
Routine simplicity	"I don't want another step."	"A moisturiser that fits the routine you already have."	Does ease resonate?
Heavy-feeling formulas	"Most creams feel like too much."	Texture close-up + "Light on skin, easy to layer."	Does sensory feel drive interest?
Uncertainty about fit	"Will this work with my routine?"	Show how it layers with familiar morning steps.	Does compatibility reduce hesitation?
Consistency	"I start routines, then stop."	"Make the easiest step the one you keep."	Does habit framing connect?
Value / use frequency	"Will I actually use it?"	Show the product in a repeatable everyday moment.	Does daily-use context matter?

Before production

Check each angle against actual customer language, product evidence, brand tone and platform policy. These are hypotheses to validate, not performance promises.

For each angle, brief one clear variable at a time: hook, proof, demonstration or framing. Keep a record of what changed and what the campaign taught you.