

# Calmrise Creative Testing Matrix

## Portfolio Sample Support Asset | DTC Wellness Paid Social

### Overview

This creative testing matrix was developed for **Calmrise**, a speculative stress and cortisol-support supplement for women 35–50 dealing with fatigue, brain fog, poor recovery, irritability, restless sleep, afternoon crashes, and the tired-but-wired pattern.

The purpose of this matrix is to show how creative can be structured as a testing system rather than a pile of disconnected ad ideas.

It is designed to demonstrate:

- angle selection
  - audience-state awareness
  - hook variation strategy
  - funnel alignment
  - testing priorities
  - performance-minded creative thinking
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### Core Strategic Foundation

**Core emotional truth:**

She doesn't just feel tired. She feels unlike herself.

**Core reframe:**

She is not lazy, weak, or failing. She is depleted.

**Positioning principle:**

Calmrise is not framed as a stimulant or miracle fix. It is framed as a more grounded, targeted form of stress-response support.

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## Creative Testing Matrix

Script / Angle	Audience State	Funnel Stage	Primary Hook Styles	Core Reframe / Promise	What This Ad Is Testing	Best Success Signal
<b>Tired But Wired</b>	Problem-aware but confused	Cold traffic	direct symptom recognition, frustrated question, daily-pattern observation	This pattern has a real explanation, and it may be stress-response related	Whether immediate symptom recognition outperforms explanation-led framing	Strong hold rate / thumb-stop in first 3–5 seconds
<b>Depleted, Not Lazy</b>	Problem-aware and self-blaming	Cold to warm	confessional, self-judgment, emotional reframe	This is not a discipline failure, it is depletion	Whether shame-relief messaging creates stronger emotional engagement than symptom-led messaging	Higher watch-through and stronger save/share/comment behavior
<b>Doing Everything Right</b>	Health-conscious but frustrated	Cold to warm	checklist, frustration search, effort-vs-outcome contrast	Good habits may not be enough if the underlying stress response is off	Whether the “missing piece” frame resonates with already-disciplined buyers	Strong CTR from viewers who identify with the checklist

<b>What Calmrise Does, and Doesn't Do</b>	Skeptical, evaluating product fit	Warm / retargeting	anti-hype, not-a-stimulant, formula credibility	Trust this because it is more specific and less overpromising	Whether honesty/restaint improves trust vs more traditional supplement positioning	Higher click quality and improved retargeting conversion intent
<b>I've Tried Supplements Before</b>	Burned by the category, hesitant to buy	Warm to bottom-of-funnel	skepticism acknowledgment, category fatigue, drawer-of-bottoms visual	This may be worth trying because it is more targeted and lower-risk	Whether direct skepticism handling improves purchase consideration	Better landing-page engagement and stronger conversion-assist behavior

## Primary Variables to Test

### 1. Hook Format

Test which opening style earns the strongest first-stop effect:

- direct statement
- question
- confessional
- checklist
- skeptical observation

### 2. Emotional Entry Point

Test which emotional starting point performs best for this market:

- symptom recognition
- self-blame relief
- frustration from effort without results
- skepticism toward overhyped products
- category disappointment

### 3. Explanation Load

Test whether the audience responds better to:

- lighter explanation with faster emotional entry
- moderate explanation with more mechanism clarity

For this market, over-explaining is likely to reduce performance, especially on cold traffic.

### 4. Product Framing

Test whether the strongest product-fit message is:

- not a stimulant
  - targeted stress-response support
  - more specific than generic wellness products
  - sensible next step for someone already trying to take care of herself
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## Initial Testing Priorities

### Priority 1 — Cold Traffic Identification

Run these first:

- **Tired But Wired**
- **Depleted, Not Lazy**
- **Doing Everything Right**

**Reason:** These are the strongest audience-identification angles and do the best job of meeting the buyer before asking for product trust.

### Priority 2 — Warm Traffic Trust Building

Retarget engaged viewers with:

- **What Calmrise Does, and Doesn't Do**
- **I've Tried Supplements Before**

**Reason:** These ads work better after the audience already sees herself in the problem.

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## Example Testing Flow

### Cold Traffic Round 1

- Launch 3 ads simultaneously:
  - Tired But Wired
  - Depleted, Not Lazy
  - Doing Everything Right
- Give each angle at least 2 hook variants
- Watch for first-3-second hold rate, CTR, and comments/saves

### Retargeting Round 1

- Audience: 3-second video viewers, higher-engagement viewers, clickers, profile visitors
- Launch:
  - What Calmrise Does, and Doesn't Do
  - I've Tried Supplements Before
- Focus on trust and objection handling rather than broad problem education

### Iteration Round

Double down on:

- strongest emotional angle
- strongest hook structure
- strongest trust-builder for warm traffic

Then expand into:

- additional hook variants
  - alternate CTA structures
  - shorter cutdowns
  - creator-style variations
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## Hypotheses by Angle

### Tired But Wired

**Hypothesis:** Pattern recognition will stop the scroll fastest because the symptom paradox is highly recognizable and easy to self-identify with.

## Depleted, Not Lazy

**Hypothesis:** Self-blame relief will drive the strongest emotional response because it removes shame instead of just describing symptoms.

## Doing Everything Right

**Hypothesis:** This angle will perform especially well with more health-conscious buyers who already have decent habits and feel frustrated by lack of results.

## What Calmrise Does, and Doesn't Do

**Hypothesis:** Trust will improve when the product is introduced through restraint and specificity rather than broad promise language.

## I've Tried Supplements Before

**Hypothesis:** Skepticism handling will increase consideration among warmer audiences who have already written off the category.

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## Why This Sample Works as a Portfolio Piece

This matrix is designed to show:

- creative strategy thinking
- ad testing logic
- understanding of paid-social iteration
- ability to connect messaging angles to buyer states
- ability to think beyond writing one-off scripts

It is meant to position the work not just as copywriting, but as **structured creative development for performance-minded DTC brands**.

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*Speculative sample created to demonstrate creative testing logic, angle selection, and performance-minded messaging strategy for a DTC wellness brand.*