Workshop campaign — 34 pieces

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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One core, five adaptations, one calendar · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Everything flows from a single core:** if the article changes, the other thirty-three pieces follow without anyone having to ask.

What is produced

Channel	Volume	Angle	State
Core article	1,200 words	Main argument from the brief	**Approve this first**
LinkedIn	6 posts	One benefit per post, expert register	Ready to review
Instagram	8 posts	The workshop shown rather than described	Ready to review
Newsletter	2 sends	Announcement + re-send to non-openers at day 15	Ready to review

Channel	Volume	Angle	State
Ad headlines	**16**	4 angles × 4 formats	**Approve right after the article — they commit budget**
Editorial calendar	6 weeks	Paced Tuesday and Thursday mornings	Ready

The time this moves

Measure	Before	With the agent	What the remaining time becomes
First draft of an article or post	**22 % of a campaign's time**	**6 %**	**Review and arbitration by the copywriters**

The four headline angles, and where they come from

Angle	Source	What Cerault's history says
Time saved	Argument 1 of the brief	—
Durability	Argument 2 of the brief	—
French manufacture	Argument 3 of the brief	**2.3 times the click rate of the other three across the 2025 campaigns**
Cost in use	Argument 4 of the brief	—

The 16 headlines are built to be comparable: same length, same call to action, same visual. **If an angle wins, it's the angle that won**, not one headline written better than the others. The history justifies testing French manufacture first; it does not remove the need for the test, since the product is not the same.

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Why Tuesday and Thursday mornings

Across **the last twelve months of Cerault's audience**, those two slots carry **2.1 times the average engagement** of the others. The calendar isn't an agency habit: it comes from this advertiser's own figures, and it is recalculated every quarter.

What was not written

Item	Why	What is asked
The range's production figure	**Stated in the brief, confirmed by no agency source**	**Advertiser confirmation before publication** — that kind of figure ends up in the press

For the agency to settle

Approval order chosen: _____

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