



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

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

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.

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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