Winter range launch — 6 networks, 18 visuals

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Maison Brivet · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **One message, six wordings.** The same argument, but length, rhythm and call to action change with the network — a copy-paste across six networks shows.

The texts

Network	Length	What changes
Instagram	90 words	**The hook fits the first two visible lines**
LinkedIn	220 words	The argument can breathe, expert register
Facebook	140 words	Explicit call to action
TikTok	40 words	One idea only
Pinterest	60 words	Visual keywords first

Network	Length	What changes
X	35 words	The figure first

The visuals

Family	Count	Source
Square	6	**Studio templates**
Vertical	6	**Studio templates**
Banners	6	**Studio templates**

Element	Adapted?
Crop and type size	**Yes**
Grid, margins, typefaces, palette	**Never — Brivet brand guide v2**

The two variants to test

Variant	Angle	What is held identical
A	The product	**Visual, time, network, length**
B	The use	**Visual, time, network, length**

> **If one variant wins, it's the angle that won**, not a better-turned sentence. That's why everything else is held identical.

What awaits confirmation

Item	Why
“100 % French origin”	**Stated in the brief, supported by no brand document — a claim that binds the advertiser**

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