



Quarter review — what the studio won back

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

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Time returned, performance by format, unflattering figure included · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A person-day is one working day of one person**. The measures below come from the studio's activity records and the approval log, not from an estimate.

The three measured tasks

Task	Today, by hand	Prepared by the agent, to approve
Adapting a campaign across 10 formats	60 %	18 %
Resizing a visual for the networks	32 %	8 %
Preparing A/B variants of an ad	18 %	6 %
Total returned to the studio	—	7 person-days a month

What those hours became

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Line	Change	Comment
Art direction and concept	+38 %	Per the studio's activity records
Seasonal catalogues produced in house	2, instead of being outsourced	The only figure on this list that shows up in the budget
Visuals published without human approval	0 across 980 logged approvals	Not a setting — it is how the agent is wired in

Creative performance of the campaign, format by format

Format	Share of impressions	Share of interactions	Reading
Instagram 4:5	9 %	41 %	The most profitable format in the plan
Instagram 1:1	18 %	22 %	In line
Display 300×250	24 %	21 %	In line
Display 728×90	22 % of display budget	3 %	Removal from the plan proposed, budget moved to the 300×250

A/B result

Variant	Impressions	Result	Next
"This summer, let's act together"	180,000	Baseline	Stopped
"One small act, one big difference"	180,000	1.6 times the clicks	Kept — the next two headlines already written in that angle

The figure that does not flatter the agent: of 980 visuals prepared this quarter, **138 were reworked by more than half by the art director — 14 %. Two brands**

account for 96 of those 138: the two partner brands, with 40 visuals of history each against 4,100 for the retail brand. **The working guidelines are thin where the material is thin.**

What is proposed to correct it

Action	Effect already measured	On which brand
Supply 10 approved visuals per brand and rebuild its working guidelines	Rework fell from 29 % to 8 % in 5 weeks	Aubevert Pro, where it has already been done
Apply the same correction	Comparable outcome expected	The 2 partner brands

For the company to decide

Date for supplying the 10 approved visuals per partner brand: _____

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