Two comparable headlines — A/B protocol

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“Solidarity Summer” campaign · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **The two headlines were not chosen, they were built to be comparable**: same length, same call to action, same visual. If one wins, it is the headline that wins.

The two variants

Variant	Headline	Angle	Characters
A	**“This summer, let's act together”**	Collective, belonging	31
B	**“One small act, one big difference”**	Individual effect, proof	34

What is held identical — the condition of a valid test

Element	Shared value	Why it must not vary
Visual	Master visual, same crop	**A different image would make the image win, not the headline**

Element	Shared value	Why it must not vary
Call to action	“Take part”	The button outweighs the headline if it changes
Formats run	4:5 and 1:1	Each format carries its own engagement rate
Time slots	Tuesday and Thursday 6:30 p.m.	The hour changes the audience, therefore the result
Audience	Split randomly in two halves	**That split is what makes the gap readable**

The protocol proposed

Step	Rule	Who decides
Duration	5 full days	Communication manager
Minimum volume before reading	**50,000 impressions per variant**	**Below that, no gap is declared a winner**
Budget switch	Onto the winning variant, at the end of the 5 days	Communication manager
Next test	**Two new headlines already written in the winning angle**	**Ready the day this one ends**

What comes with it: the export set in each support's colour profile, the compliance sheet format by format, and the rebalanced stories — title moved below the interface zone, contrast raised for reading in bright sun. **The art director approves before anything ships.**

For the company to decide

Budget allocated to the test: _____

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