



Two comparable headlines — A/B protocol

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

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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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