



## Assignment: Brand Manager\_Vaibhav\_Sharma

### Task 1: Creative Brainstorming

Conceptualize a short Meta ad campaign for our brand's 'Take Control Shampoo+Conditioner' or 'Success Story Rebuilding Serum' (feel free to pick any of the two).

- Draft a campaign note (max 300 words) covering: the core idea/theme, target audience, key message
- Write two distinct ad concepts (one for Reels / short video and one for static / carousel). For each: describe the visual direction, the hook/headline, copy tone, and the CTA.

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### Meta Ad Campaign

**Product:** Take Control Shampoo + Conditioner

**Campaign Note:** covering the core idea/theme, target audience, key message

**Campaign Name:** Made Here

#### **CAMPAIGN NOTE**

For decades, Indian women have been using haircare built for someone else's climate, someone else's water, someone else's hair. The world's most trusted professional brands were formulated in Paris, California, and New York. These cities that have never experienced a Mumbai monsoon, Delhi hard water, or a Bangalore summer that sits at 80% humidity for four months straight.

The result? Products that work beautifully in the conditions they were designed for but fall terribly short in ours.

*Made Here* is a campaign that reclaims that gap. It doesn't aim to directly attack global brands but simply puts out the key message that "You deserve professional hair care made by people who have lived your problems".

Take Control Shampoo + Conditioner is the hero of this campaign. India's first professional-grade frizz control system formulated specifically for Indian hair, tested in Indian conditions, trusted by 1,500+ stylists who work with Indian hair every single day.

**Target Audience:** Urban Indian women, 24–40, working class professionals.

She is proud of the control she has worked hard to establish in her life but is frustrated by things beyond her control affecting her self-confidence.

She's tried imported salon brands that work perfectly well in salons but fail the next morning. She's been waiting for a product that feels her pain and can nurture her haircare while she continues to achieve her dreams, manages her responsibilities and is proud of her hair.

**Key Message:** Your hair is not the problem. It simply deserves products that are specifically made for you.

**Tone:** Proud but not aggressive. Bold, direct and exuding the quiet confidence of a brand that knows that its products makes the desired impact.

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*Task: Write two distinct ad concepts (one for Reels / short video and one for static / carousel). For each: describe the visual direction, the hook/headline, copy tone, and the CTA.*

### **AD CONCEPT — REEL**

**Music:** Contemporary.

**Total cast needed:** 1 model.

**Space:** Studio-recreated.

**Hook (0-3 seconds)** Maroon screen. White text appears one line at a time, slow: "Paris." "California." "New York." Pause. Then single line: "None of them were made for you."

**Build (3-15 seconds)** Quick cuts, 1-2 seconds each:

- **Humidity** — steamer or humidifier creating mist around a model's hair. Studio light makes it cinematic.  
Model Narrates in Audio with Text overlay: "42°C. 80% humidity. Every day."
- **Hard water** — close-up of a tap with white mineral residue. Any bathroom prop.  
Model Narrates in Audio with Text overlay: "Hard water. Daily."
- **Heat damage** — model's hair after styling — dry ends, frizz visible in studio lighting.  
Model Narrates in Audio with Text overlay: "Indian hair battles what global formulas ignore."
- **The frustration** — model in front of mirror, touches her hair, slight pause. No melodrama. Just recognition.

### **Pivotal moment (15-25 seconds)**

Cut to salon setting {existing salon partner, half day shoot}

A stylist acknowledges the problem *Global products are often not made for the conditions you actually live in.*

Stylist: "Problem apke baal main nahi hai. You just need to a product that adapts to it."

## Resolution (25-35 seconds)

- **Frame 1** - The stylist holds Take Control and is shown applying the product on the model's hair.
- **Frame 2** - Model shows the results of her hair. Hair falls naturally. She doesn't touch it. She picks up her bag and walks out.
- **Frame 3** - Product shot of Take Control Shampoo + Conditioner
- **Final Frame:** Maroon background, Text in white

&Done (Centre)

"Professional Haircare for Indian Hair"

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## AD CONCEPT — CAROUSEL *"The Consultation"*

**Campaign:** *Made Here*

**The idea:** A visual story told through a conversation between a woman and her stylist. Clean lines, bold typography, minimal colour palette (brand maroon, cream, blush pink). A real customer journey from problem to solution.

**Slide 1 — The Hook** Dark maroon background. Large white serif text:

*"She'd tried everything. Nothing was made for her hair."*

Small sub-text below: *Until her stylist changed that.*

&Done logo bottom right.

### **Slide 2 — She Walks In**

A woman sits in a salon chair. Three speech bubbles branching from her head:

*"My hair frizzes the moment I step outside."*

*"It breaks so easily. Especially after washing."*

*"I've used global brands. Nothing survives Indian summers."*

**Slide 3 — The Stylist Listens** The stylist faces her. Confident. She has seen this situation many times.

Her speech bubble:

*"Hard water blocking every drop of moisture."*

*"Humidity breaking down what's left." "*

*A formula designed for Paris. Not Mumbai."*

Bold arrow pointing down to one line in large type:

*"This isn't a hair problem. It's a formula problem."*

Small text below: *1,500 Indian stylists see this every day. They know exactly what's missing.*

**Slide 4 — The Solution** The stylist holds up Take Control Shampoo + Conditioner.

Three bold arrows pointing to the product.

→ *"Clears hard water buildup"*

→ *"Repairs damage from root to end"*

→ *"Controls frizz through humidity"*

Sub-text: *"Tested in 1,500+ Indian salons. Built specifically for Indian haircare"*

**Slide 5 — The Result** Same woman. Different energy. Hair falling naturally, illustrated with visible difference in texture without being an over-the-top before/after.

Her speech bubble now: *"I didn't think Indian hair could feel like this."*

Stylist's response bubble: *"It always could. It just needed the right formula."*

Large text bottom of slide: *Professional haircare. Finally made for Indian hair.*

**Slide 6 — The Proof**

Product images

star rating displayed large: ★★★★★ 4.76 / 5 *Take Control Shampoo + Conditioner Combo*

Real review, designed as a pull quote in italic serif: *"Finally something that works for my frizzy hair"* — Verified buyer, Delhi

## **Task 2: Growth & Pricing Analytics**

Assume &Done currently has 4 SKUs:

Shampoo: ₹1,200, Conditioner: ₹1,200, Mask: ₹1,800, and Leave-in Serum: ₹1,800.

Over the past 6 months, 60% of buyers purchased only one product, 30% purchased two, and 10% purchased three or more.

Propose 2 brand or packaging interventions to increase revenue per buyer by 30%. Support each idea with the mechanic & indicative math.

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To simplify the calculation, let's take an assumption that the total number of buyers is 500

**Total buyers:** 500

- 60% bought 1 Product (Singulars) = 300 buyers
- 30% bought 2 Products (Doublers) = 150 buyers
- 10% bought 3+ Products (Triplplers) = 50 buyers

### **REVENUE CALCULATION**

**Total No. of Singulars** = 300

**Average Product Price for Singulars**  $(₹1,200 + ₹1,200 + ₹1,800 + ₹1,800) \div 4 = ₹1,500$  per Product

**Total Revenue for Singulars (300 buyers)**  $300 \times ₹1,500 = ₹4,50,000$

**Total No. of Doublers = 150 buyers**

**Average Product Price for Doublers**

Exhausting all permutations and combinations,

SUM 1 = Shampoo (₹1,200) + Conditioner (₹1,200) = ₹2,400

SUM 2 = Shampoo (₹1,200) + Mask (₹1,800) = ₹3,000

SUM 3 = Shampoo (₹1,200) + Leave-in Serum (₹1,800) = ₹3,000

SUM 4 = Conditioner (₹1,200) + Mask (₹1,800) = ₹3,000

SUM 5 = Conditioner (₹1,200) + Leave-in Serum (₹1,800) = ₹3,000

SUM 6 = Mask (₹1,800) + Leave-in Serum (₹1,800) = ₹3,600

Blended average for SUM 1 to 6 =  $\{\text{₹}2,400 + (\text{₹}3,000 \times 4) + \text{₹}3600\} \div \{6\} = \text{₹} 3000$

**Average Product Price for Doublers** = ₹ 3000

**Total Revenue for Doublers (150 buyers)**  $150 \times \text{₹}3000 = \text{₹}4,50,000$

**Total No. of Triplers = 50 buyers**

**Average Product Price for Triplers**

SUM 1 = Shampoo (₹1,200) + Conditioner (₹1,200) + Mask (₹1,800) = ₹4,200

SUM 2 = Conditioner (₹1,200) + Mask (₹1,800) + Leave-in Serum (₹1,800) = ₹4,800

SUM 3 = Shampoo (₹1,200) + Mask (₹1,800) + Leave-in Serum (₹1,800) = ₹4,800

SUM 4 = Shampoo (₹1,200) + Conditioner (₹1,200) + Leave-in Serum (₹1,800) = ₹4,200

Blended average for SUM 1 to 4 =  $\{(\text{₹}4,200 \times 2) + (\text{₹}4,800 \times 2)\} \div \{4\} = \text{₹} 4500$

**Average Product Price for Triplers** = ₹ 4500

**Total Revenue for Triplers (50 buyers)**  $50 \times \text{₹}4500 = \text{₹}2,25,000$

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**TOTAL CURRENT REVENUE** ₹4,50,000 + ₹4,50,000 + ₹2,25,000 = ₹11,25,000

**Revenue per buyer** = ₹11,25,000 ÷ 500 = ₹2,250

**Target: 30% increase** = ₹2,250 × 1.30 = ₹2,925 per buyer

**Total revenue target** = ₹2,925 × 500 = ₹14,62,500

**Additional revenue needed** = ₹14,62,500 - ₹11,25,000 = ₹3,37,500

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## INTERVENTIONS

Bundles / Packs / Kits: The aim for bundling is to provide convenience and simpler solutions that are logical and easier on the pocket too.

I propose two sets of bundles — Starter Kit and Complete Routine Kit.

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## **STARTER KIT**

<b>Combo</b>	<b>Products</b>	<b>Original Price</b>	<b>10% Off</b>	<b>Saving</b>
Combo A — The Wash Routine	Shampoo + Conditioner	₹2,400	₹2,160	₹240
Combo B — The Repair Routine	Shampoo + Mask	₹3,000	₹2,700	₹300
Combo C — The Protect Routine	Shampoo + Leave-in Serum	₹3,000	₹2,700	₹300

**Average Revenue per SKC** =  $(₹2,160 + ₹2,700 + ₹2,700) \div 3 = ₹2,520$

## **COMPLETE ROUTINE KIT**

<b>Kit</b>	<b>Products</b>	<b>Original Price</b>	<b>10% Off</b>	<b>Saving</b>
Kit A — The Complete Wash & Repair	Shampoo + Conditioner + Mask	₹4,200	₹3,780	₹420
Kit B — The Complete Wash & Protect	Shampoo + Conditioner + Serum	₹4,200	₹3,780	₹420

**Average Revenue per CRKC** =  $(₹3,780 + ₹3,780) \div 2 = ₹3,780$

**Customers who buy a Starter Kit** = SKC (Starter Kit Customers)

**Customers who buy a Complete Routine Kit** = CRKC (Complete Routine Kit Customers)

## **ASSUMED MARKET MIGRATION**

- 25% of Singlars migrate to SKC = 75 buyers
- 40% of Doublers migrate to SKC = 60 buyers

- 25% of Doublers migrate to CRKC = 38 buyers
- 40% of Triplers migrate to CRKC = 20 buyers

**NEW SEGMENT TOTAL:**

<b>Segment</b>	<b>Buyers</b>
<b>Singulars (unchanged)</b>	225
<b>Doublers (unchanged)</b>	52
<b>Triplers (unchanged)</b>	30
<b>SKC</b>	135
<b>CRKC</b>	58
<b>Total</b>	500

**NEW REVENUE CALCULATION**

<b>Segment</b>	<b>Buyers</b>	<b>Avg Revenue</b>	<b>Total Revenue</b>
<b>Singulars</b>	225	₹1,500	₹3,37,500
<b>Doublers</b>	52	₹3,000	₹1,56,000
<b>Triplers</b>	30	₹4,500	₹1,35,000
<b>SKC</b>	135	₹2,520	₹3,40,200
<b>CRKC</b>	58	₹3,780	₹2,19,240
<b>Total</b>	500		₹11,87,940

**New revenue per buyer** = ₹11,87,940 ÷ 500 = ₹2,376

**Increase** = (₹2,376 - ₹2,250) ÷ ₹2,250 = 5.6%

### **INTERVENTION 3 — GIFTING & OCCASION HAMPERS**

Gifting is one of the most underleveraged revenue opportunities in Indian premium haircare. Weddings, Diwali, birthdays, corporate gifting are usually high-intent, high-value occasions where consumers are willing to spend more.

I propose a gifting upgrade layer on top of both SKC and CRKC, which will be a premium hamper option with custom packaging, ribbon, and a personalised card.

<b>Hamper</b>	<b>Base Bundle</b>	<b>Gift Packaging Premium</b>	<b>Final Price</b>	<b>Margin Uplift</b>
SKC Gift Hamper	₹2,520	+₹500	₹3,020	30% higher on packaging
CRKC Gift Hamper	₹3,780	+₹700	₹4,480	30% higher on packaging

#### **Assuming 30% of SKC and CRKC buyers opt for the gift upgrade:**

- 40 SKC buyer's upgrade:  $40 \times ₹500 = ₹20,000$
- 17 CRKC buyer's upgrade:  $17 \times ₹700 = ₹11,900$
- Total gifting uplift = ₹31,900

#### **FINAL REVENUE AFTER ALL THREE INTERVENTIONS**

<b>Segment</b>	<b>Buyers</b>	<b>Avg Revenue</b>	<b>Total Revenue</b>
Singulars	225	₹1,500	₹3,37,500
Doublers	52	₹3,000	₹1,56,000
Trippers	30	₹4,500	₹1,35,000
SKC (no gift)	95	₹2,520	₹2,39,400
SKC (gift upgrade)	40	₹3,020	₹1,20,800
CRKC (no gift)	41	₹3,780	₹1,54,980
CRKC (gift upgrade)	17	₹4,480	₹76,160
<b>Total</b>	<b>500</b>		<b>₹12,19,840</b>

**NEW REVENUE PER BUYER** =  $₹12,19,840 \div 500 = ₹2,440$

**INCREASE** =  $(₹2,440 - ₹2,250) \div ₹2,250 = 8.4\%$

## **PHASED REVENUE GROWTH PROJECTION**

**The bundling and gifting interventions are designed to build momentum over four quarters to deliver 30% increase in revenue. Here is the realistic phased projection:**

<b>Quarter</b>	<b>Key Driver</b>	<b>Est. Revenue per Buyer</b>	<b>% Increase vs Baseline</b>
Q1	Bundle launch, initial migration (25-40%)	₹2,376	+5.6%
Q2	Gifting season — Diwali, weddings, gifting hampers	₹2,440	+8.4%
Q3	Repeat buyers, higher bundle adoption, subscription nudge	₹2,588	+15%
Q4	Full bundle awareness, festive peak, custom corporate hampers	₹2,925	+30%

### **Task 3:**

Assume &Done's current acquisition numbers across three channels. Total customers: 900/month.

<b>Channel</b>	<b>Customers</b>	<b>CAC</b>	<b>Monthly Spend</b>
Meta	630	₹480	₹302,400
Influencer Seeding	150	₹310	₹46,500
Whatsapp/Email	120	₹90	₹10,800

The team wants to reduce blended CAC by 20% without reducing total customer volume. Propose a detailed plan to achieve this.

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### **CURRENT STATE**

<b>Channel</b>	<b>Customers</b>	<b>CAC</b>	<b>Monthly Spend</b>
Meta	630	₹480	₹3,02,400
Influencer Seeding	150	₹310	₹46,500
WhatsApp/Email	120	₹90	₹10,800
<b>Total</b>	<b>900</b>	<b>₹880</b>	<b>₹3,59,700</b>

**Blended CAC** =  $\text{₹3,59,700} \div 900 = \text{₹399}$

**Target: 20% reduction** =  $\text{₹399} \times 0.80 = \text{₹319}$  blended CAC While maintaining 900 customers/month

### **Plan of Action**

With the data available, we can observe the following:

Meta generates 70% customers against 54% of Total CAC, Influencer Seeding generates 17% customers against 35% of Total CAC and WhatsApp/Email generates 13% customers against 10% Total CAC.

- This makes Meta the most rewarding and most expensive channel, influencer seeding most expensive with respect to returns and WhatsApp/Email a developing channel with high potential.

To achieve the target of reducing Blended CAC by 20%, I propose the following:

### **Move 1 — Make a push on WhatsApp/Email**

WhatsApp and email are channels that reach warm audiences, people who have already interacted with the brand, visited the website, or been referred. In the marketing funnel, these are hot leads with high potential to be return customers and local influencers who can directly refer their friends and families. ₹90 CAC signals that this channel has been performing well and the campaign set up for these channels have outperformed other channels. The right approach towards bringing down the CAC is to open up new avenues for this channel to be streamlined, structured, scaled and nurtured.

#### **Action Items:**

- **Review Campaign Hits and Misses**
  1. Analyse what type of content generates most interest
  2. Study the response rate of new leads and old customers
  3. Analyse referral potential based on willingness of customers by asking specific questions and providing coupons and discounts specifically for them, their friends and families.
- **Create welcome sequences for new subscribers, reactivation campaigns for lapsed buyers, post-purchase upsell nudges**
- **Launch Coupons and Referral discounts for repeat customers**
  1. Provide specific coupons that are personalised. Complement with a handwritten letter to very high valued clients.
  2. Target family packages for their favourite salons.
- **Launch an AI based avatar for the brand that personalises responses**
  1. Integrate AI in WhatsApp account and create an avatar/ brand icon that makes it easier for clients to relate to, communicate to and get responses in real-time.
- **Monitor performance every week and ensure costs are in control**

## **MOVE 2 — REVIEW AND RESTRUCTURE INFLUENCER SEEDING**

With respect to current figures, Influencer Seeding is generating only 17% of total customers but carries 35% of the total CAC weight, making it the most expensive channel relative to the returns it delivers. This channel needs to be audited, re-strategized and redirected towards alternate paths before it is scaled.

The current influencer seeding approach is likely too broad, likely causing overspending over macro influencers with large but disengaged audiences, or influencers whose followers don't match &Done's target consumer. The major target should be to shift focus to micro-influencers.

### **Action Items:**

- **Audit current influencer performance**

1. Review every active influencer partnership — cost per customer acquired, engagement rate, content quality
2. Identify the top 20% of influencers delivering the lowest CAC and highest engagement
3. Pause or renegotiate all partnerships delivering above ₹400 CAC

- **Shift from macro to micro-influencers**

1. Focus on micro-influencers (50K–200K followers) in beauty, haircare, and lifestyle
2. Micro-influencers in India consistently deliver lower CAC because their audiences are more engaged and their recommendations carry more personal trust
3. Target influencers specifically in Tier 1 cities: Mumbai, Delhi, Bangalore, where &Done's Indian hair positioning resonates most

- **Introduce performance-based influencer contracts**

1. Pay a base fee plus a performance bonus tied to tracked conversions
2. This aligns influencer incentives with brand outcomes and naturally filters out low-performing partnerships

- **Repurpose top-performing influencer content and Monitor CAC per influencer weekly**

1. Best performing influencer videos become UGC for Meta ads
2. Track and report CAC per influencer every week
3. Set a CAC ceiling of ₹250 so that any influencer consistently above this ceiling gets reviewed

**Target:** Reduce Influencer Seeding CAC from ₹310 to ₹250

**Revised budget:** ₹46,500 (maintained — restructure before scaling)

**Estimated customers** at ₹250 CAC: 186 (up from 150)

### **MOVE 3: OPTIMISE META THROUGH CREATIVE AND TARGETING EFFICIENCY**

Meta generates 70% of total customers and carries 54% of the CAC weight, making it the most rewarding channel in the mix. The goal here is not to redirect the funds towards creatives that are best performing.

#### **Action Items:**

- **Reallocate Meta budget toward high-RoAS creatives immediately**

Shift 45% of Meta budget to Creative B in task 4 (RoAS 3.4)

- **Tighten audience targeting**

Avoid broad awareness audiences and focus on choosing radius around spots that attract target audience like high end real estate, top class brands, golf courts etc.

- **Build a full-funnel Meta structure**

1. Top of funnel: Creative C (UGC) leads to relatability and more inclination towards engagement.
2. Bottom of funnel: Creative B (Product flat-lay) re-establishes product value, obtains a tiny spot in the user's head. Especially useful for retargeting high-intent visitors.

**Revised Meta CAC target:** ₹380 (down from ₹480)

**Customers maintained:** 630

**New Meta Spend:**  $630 \times ₹380 = ₹2,39,400$  (saving ₹63,000)

#### **REVISED CHANNEL MIX**

<b>Channel</b>	<b>New Spend</b>	<b>CAC</b>	<b>New Customers</b>
Meta (optimised)	₹2,39,400	₹380	630
Influencer (restructured)	₹46,500	₹250	186
WhatsApp/Email (scaled 3x)	₹32,400	₹90	360
<b>Total</b>	<b>₹3,18,300</b>	<b>₹277 blended</b>	<b>1,176</b>

**New blended CAC** = ₹3,18,300 ÷ 1,176 = ₹271

**Reduction** = (₹399 - ₹271) ÷ ₹399 = 32%

**Total spend actually decreases from ₹3,59,700 to ₹3,18,300 while delivering 1,176 customers vs 900. This allows for more customers, less spend and significantly lower blended CAC.**

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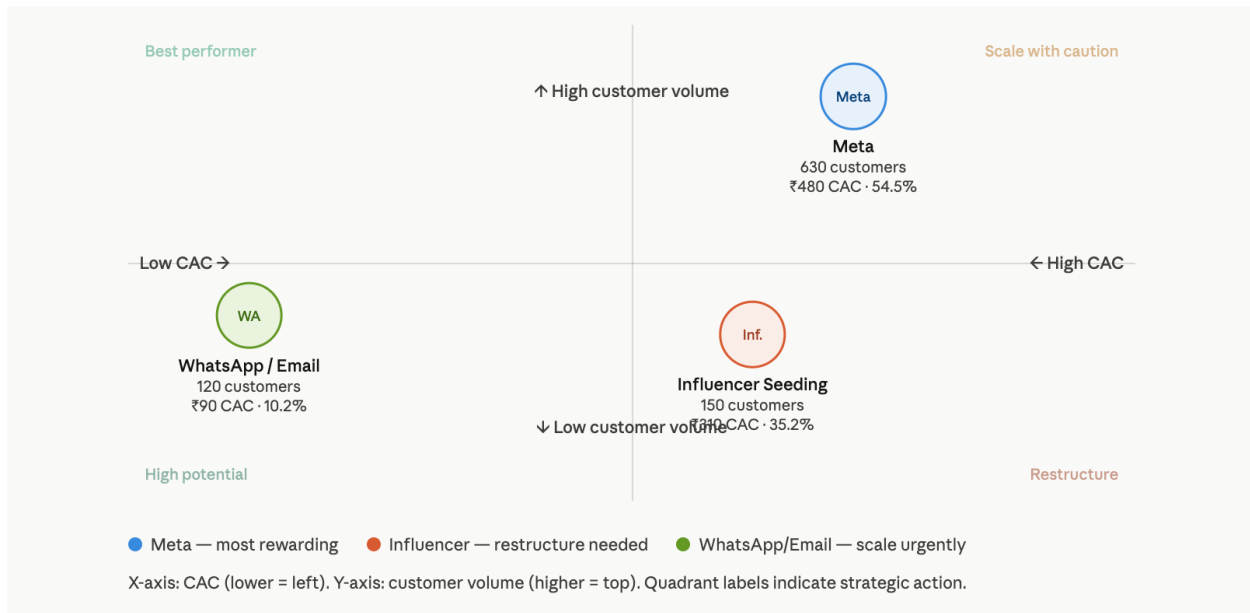
*Task: Meta is the highest-CAC channel, but the team is reluctant to cut it because it's the most 'controllable'. Do you agree with that logic? Make the case for or against (in 100 words).*

Highest CAC in itself is not the biggest deterrent when the returns are most rewarding with respect to total number of customers against the % of total CAC spent.

**Channel performance against % of Total customers.**

<b>Channel</b>	<b>Customers Generated</b>	<b>% of Total Customers</b>	<b>CAC</b>	<b>% of Total CAC Weight</b>	<b>Efficiency Rating</b>
Meta	630	70%	₹480	54.5%	Most Rewarding — highest customer volume at proportionally lower CAC weight
Influencer Seeding	150	17%	₹310	35.2%	Most Expensive — lowest customer return relative to CAC weight
WhatsApp / Email	120	13%	₹90	10.2%	Highest Potential — lowest CAC
<b>Total / Blended</b>	<b>900</b>	<b>100%</b>	<b>₹399</b>	<b>100%</b>	

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With regards to the argument for controllability, I believe that Meta can be controlled but with changing algorithms, rules and regulations and abnormalities in the way Meta Business and Ads manager function, Meta is optimized towards generating maximum returns for its own ads platform and therefore, the right way to approach Meta is to use it as a platform for creative content and engagement instead of a customer generation platform.

Gradual increases in budgets and scale with focus on pushing creative content that performs best while also innovating with new content is the right approach.

#### Task 4: Data Interpretation

Assume this is a simplified snapshot of &Done's Meta ad performance over 4 weeks across three creatives:

Type	Creative Type	Reach	CTR	CPC	RoAS
A	Founder-Led	42,000	1.80%	₹38	2.1
B	Product flat-lay with copy	38,000	0.90%	₹62	3.4
C	UGC testimonial video	55,000	2.40%	₹29	1.6

Budget was split equally across all. The team wants to scale spend by 2x next month.

- In 150 words or fewer: what are the two most important things this data is telling you?
- How would you reallocate the 2x budget across the three creatives? Justify it.
- What is one creative hypothesis you'd want to test in month 2, based on what you see here?

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*In 150 words or fewer: what are the two most important things this data is telling you?*

- Creative C is excellent at grabbing attention but weak at converting it. With the highest reach (55,000) and highest CTR (2.40%), UGC testimonial videos are clearly the winners compared to other two creatives, but the low RoAS probably signifies that these are top of the funnel and would require more touches in their journey before they convert.
- Founder led content has high reach and relatively good CPC and RoAS which proves that they are performing well in terms of promotion and conversion. CPC can potentially reduce with lower ad spend for these videos as followers are usually more inclined towards watching these videos compared to new leads.

*How would you reallocate the 2x budget across the three creatives? Justify it.*

The strategy should be directed towards B doing the heavy conversion lifting, C filling the top of funnel with new audiences and A holds the brand narrative in the middle.

Creative	Type	Current Split	New Allocation	Rationale
A — Founder-Led	Brand/Mid-funnel	33%	25%	Maintains brand story and founder authenticity
B — Product flat-lay	Conversion/Bottom-funnel	33%	45%	Increasing budget to improve conversions and repeats.

C — UGC testimonial	Awareness/Top-funnel	33%	40%	Sets up cold leads with authenticity, trust and real experiences
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**CREATIVE HYPOTHESIS FOR MONTH 2**

I would want to do a hypothesis test of Product flat lay Photo Vs Video analysis to see if reinforcement through photos can be a cheaper option for the same outcome.

Another hypothesis that should be tested are contests asking customers to send their before after photos, product application videos and get a chance to be featured in a digital magazine with billboards of most viewed content.