

WWP & Notes from first test on this link if needed to revisit:

☰ WWP Client 1 - R.G

After using the AI and soaking in the valuable feedback, made these two revisions to the highest two performing copies from the 1st test. Will be focusing on regions of this eCommerce client in Test 2 .

US, Europe, and Pacific (Japan, Australia and Philippines)

AD 1 - Rebel Spirit

PRIMARY TEXT:

Refuse to be ordinary, customize your kicks with a personal touch.

Headline

Customized kilties will elevate your laced shoes. Get noticed today!

Description:

10% off your first order, take your next step with spirit!

**STAND OUT FROM THE CROWD &
UNLEASH YOUR REBEL SPIRIT!**



**DON'T BLEND IN,
MAKE A STATEMENT TODAY WITH
YOUR UNIQUE MONOGRAM KILTIES**

AD 2 - Defy Norms

PRIMARY TEXT:

Why be ordinary? Showcase yourself!

Headline

Get a pair of Kilties for your laced shoes and make a bold statement!

Description:

Get 10% off your first order, now show off your personality!



Defy THE NORMS

TRANSFORM ANY SHOE INTO A STATEMENT!
DON'T limit yourself by THE CONVENTIONAL

Get your custom monogram
neo-classic kiltie today!

Scrapped versions:



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Custom Monogram
Neo Classic Kiltie