

Our content looks great. It doesn't say what buyers need.

We produce hundreds of assets a year. Few use the words buyers use or answer the questions they ask, so AI and retailers pass them over. We can brief from buyer evidence and test before we produce.

WHERE WE STAND

400+

assets produced this year

12%

use buyer language

1 in 4

assets reused by eCom

0

tested before production

CONTENT ANSWERING TOP BUYER QUESTIONS

Leader		64%
Challenger		41%
Us		23%

Assets across site, retailer pages and social, 2 markets.

WHY · THREE LAYERS OF EVIDENCE

Human Intelligence · leads

The words, worries and moments buyers talk about.

Product Intelligence

What rival content shows and claims.

Machine Intelligence

Which content AI picks up and repeats.

WHAT BUYERS SAY

"I want to see it on a real baby who wriggles, not a sleeping one."

Top request in content-related reviews

BUYER QUESTIONS OUR CONTENT ANSWERS

Does it leak overnight?		18%
Is it gentle on skin?		46%
Will it fit my baby?		12%
Is it worth the price?		21%

CONTENT CHECK

Briefs built on buyer evidence	10%
Real-life imagery	Low
Reused across channels	25%
Picked up by AI	9 assets

Buyers' top question — will it leak overnight — has almost no content behind it.

THREE MOVES

01 Brief from evidence

Every brief starts with buyer words.

02 Show real life

Real babies, real nights.

03 Test before we shoot

Personas review the concept.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Evidence brief template all new work Buyerwords + questions · Creative lead	Days 1-14	HUMAN
Overnight content set pages, social, retail Answers top question · Content	Days 14-42	HUMAN
Persona concept tests every brief Before production · Creative	Ongoing	HUMAN
Content bank approved blocks Reused by eCom · Content	Days 21-42	PRODUCT
AI pickup check what AI cites Monthly · Content + eCom	Days 30-90	MACHINE

02 What we expect · 90 days

12% → 60%
assets in buyer language

1 in 4 → 3 in 4
assets reused

-20%
production cost per asset

4 / 4
top questions answered

03 How we measure it

Buyer language Share of new assets	MONTHLY
Reuse rate Across channels	MONTHLY
Concept test scores Before production	PER BRIEF
AI pickup Assets cited by AI	MONTHLY
Board readout Content before / after	DAY 90

Baseline locked day 1. This year's 400 assets are the benchmark.

THE TEAM GETS
Win plan
Content priorities

Content bank
Reusable blocks

Action decks
Creative readouts

Buyer personas
Test any concept

The ask: approve evidence-based briefs and persona testing for all new content.

CONSENSYSONE.COM