

What makes him buy *is a date that's already set.*

How 212 customer phrases became one avatar and five ad concepts for a men's supplement sold online in Latin America. Brand and account data removed.

212

customer phrases, each with its source link

1

avatar built from their own words

5

ad concepts: three for cold audiences, two for remarketing

10

hooks, two per concept, ready to test

01 · LISTEN

Read what buyers write when nobody is selling to them.

02 · FIND THE TRIGGER

Name the moment that makes them search.

03 · WRITE WITHIN THE RULES

Copy that Meta and the local ad rules let run.

04 · TEST ONE THING

Two hooks per concept, one variable at a time.

01 What buyers say when nobody is selling

Marketplace reviews and questions, forums and video comments, read in Spanish and English. A selection of the 212; in the delivery, every phrase links to where it was written.

THEY SEARCH WHEN THERE IS A DATE

«tengo 59 años y tengo 15 años de divorciado [...] ahora que conseguí una»

"I'm 59 and have been divorced for 15 years [...] now that I've met someone"

HEALTH Q&A SITE

«I was extremely skeptical and went back and forth with myself on whether or not to take it.»

Man, 45, on trying a product like this one

FORUM

EMBARRASSMENT SHAPES HOW THEY BUY

«comprarlo [...] en alguna farmacia lejana que no frecuente [...] (así no me da tanta pena)»

"Buy it at some faraway pharmacy I don't go to [...] so it's less embarrassing"

FORUM

«Si lo compro el envío viene tapado o se puede ver»

"If I buy it, does the package come covered or can you see what it is?"

MARKETPLACE QUESTION

THE CATEGORY HAS A BAD NAME

«Literal solo es [ingrediente].»

"It's literally just [ingredient]."

1-STAR REVIEW

«Y si no cumple su función puedo pedir mi devolución?»

"And if it doesn't work, can I get a refund?"

MARKETPLACE QUESTION

The trigger is a day *already on his calendar.*

In the testimonials the search starts with a date: "this Friday", "now that I've met someone". Delivery takes three to five business days, so the man with a date has to order days ahead. That is an honest reason for urgency, and the brand never needs a fake countdown.

02 One avatar, built from their words

AVATAR

A man of 45 or older, dating again after years (divorce, widowhood or the end of a long relationship), with a date already set.

WHAT HE FEARS Letting down someone who matters. That anyone finds out he prepared. Paying for something that turns out to be “just [ingredient]”.	WHAT HE WANTS Everything ready before the date, the night going well, and nobody knowing.	HOW HE BUYS Far from home or online. He asks whether the package shows what is inside, and he distrusts what these products contain.
HIS WORDS «ahora que conseguí una» «solo es [ingrediente]» «this Friday»	KEPT OUT OF THE ADS the clinical name “performance” his age	CONFIDENCE The age range is measured. That he is dating again is a hypothesis, and concept 1 is built to test it.

No promised effect

Supplement advertising rules forbid presenting the product as changing the body or giving extraordinary abilities.

Nothing personal in second person

Meta’s policy doesn’t let an ad assert the viewer’s age, health or sex life.

No alcohol cues

The product is a “shot”, so glasses and drinks stay out of every image.

Room for the health notice

Every layout keeps space for the mandatory legend.

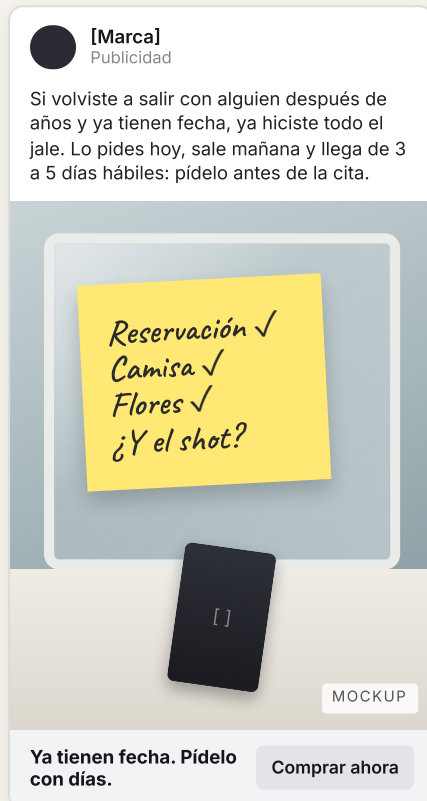
4 of 5 In a category where the product’s main benefit can’t be stated, four of the five concepts sell by removing a reason not to buy: not arriving in time, not knowing what it is, the embarrassment of asking for it, and not knowing whether it works. The fifth shows the scene itself.

03 Three of the five concepts

Feed mockups of the copy as delivered, in the market's Spanish. The brief tells the designer what to shoot; product details are replaced with brackets.

COLD · FIRST DATE AGAIN

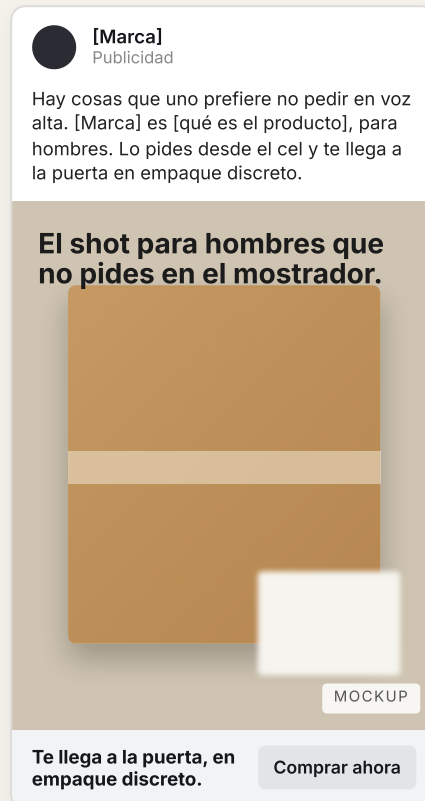
The date is set. What's missing is the shot.



Hook 2: «Para el que vuelve a salir después de años: pídelo con días.» Reservation ✓ Shirt ✓ Flowers ✓ And the shot?

COLD · NO COUNTER

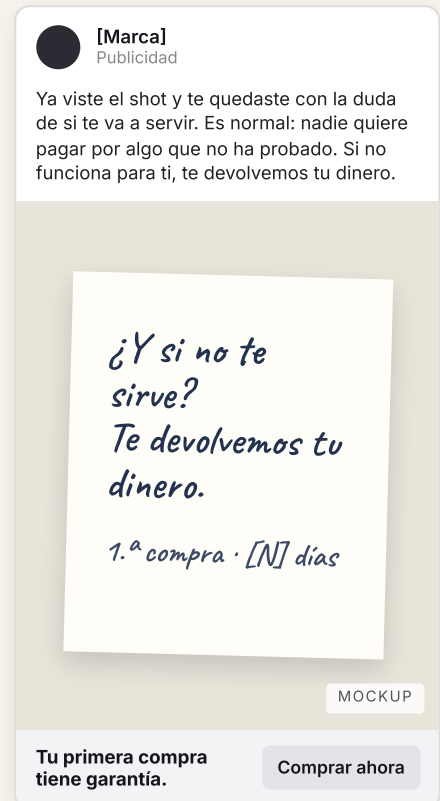
What you'd rather not ask for out loud.



Hook 2: «Sin mostrador, sin fila, sin explicarle nada a nadie.» "Counter" hints at the pharmacy; "no prescription" would cross the line.

REMARKETING · GUARANTEE

For the man who saw it and didn't buy.



Hook 2: «Tienes [N] días para probarlo.» The text also says how to claim the refund, which is what makes it believable.

What the full delivery included

One document the media buyer and the designer could work from on day one, without a call.

- 212 customer phrases, each with the link to where it was written
- 5 concepts with angle, stage, visual brief, primary text, headline and why it should work
- 10 tracker rows, one per hook, named the same as in the document
- 1 pre-launch check of the landing page, because Meta reviews the page as well as the ad