

Project Round

"Beauty & Wellness"

My Thinking Process

#1 – Researched a self-tracking tool to log time spent on the test. Chose Clockify.com.

#2 – Reviewed the test requirements and used ChatGPT to create a clear, actionable to-do list.

#3 – Selected my product and immediately identified a Best Seller competitor.

#4 – Scanned and compared listings:
Their top section makes it easier to explore all product variations, with clearer color options. Notable difference in storytelling between their main and secondary images.

#5 – Conducted a deeper comparison by analyzing product descriptions and reading customer reviews for both listings.

#6 – Decided what elements to keep and remove from the ASIN, using review insights as my guide.

#7 – ASIN vs. Competition: Key Notes

ASIN

GOOD: Great color, non-sticky, large applicator, glossy finish

BAD: Needs multiple applications, overpriced for perceived value

COMPETITION

GOOD: Smooth texture, good formula

BAD: Faded color, unpleasant smell, sticky consistency

#8 – Talked through both ASINs with Rufus to double check value propositions.

#9 – After wrapping the analysis, I jumped into DALL·E (even though I'm usually a Midjourney user) and took on the challenge of a new tool.

#10 – Mapped out how to build the final presentation. Used ChatGPT for structure recommendations, then designed it in InDesign.

[ASIN](#)

[COMPETITION](#)

ASIN Chosen

Beauty & Personal Care > Makeup > Lips > Lip Glosses



Click to see full view

Summer Fridays Dream Lip Oil - Tinted Lip Oil with Moisturizing Sheer Coverage, High-Shine and Deep Hydration - Non-Sticky Formula for Long-Lasting Softness - Rosewood Nights (0.15 Oz)

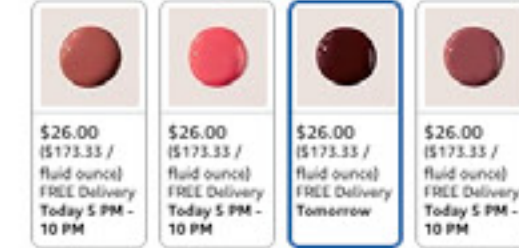
Visit the Summer Fridays Store
4.6 ★★★★★ (357) | Search this page
400+ bought in past month

\$26.00 (\$173.33 / fluid ounce)

prime One-Day
FREE Returns

Thank you for being a Prime member. Get \$150 off: Pay \$0.00 \$26.00 upon approval for Prime Visa.

Color: Rosewood Nights



Purchase options and add-ons

Brand Summer Fridays

One-time purchase: \$26.00 (\$173.33 / fluid ounce)

prime One-Day

FREE delivery Tomorrow, June 16. Order within 5 hrs 55 mins

Deliver to Gabriela - Doral 33178

FREE Returns

In Stock

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon
Sold by Front Row Group
Returns 30-day refund/replacement
Customer service Amazon
See more

Subscribe & Save

\$26.00 (\$173.33 / Fl Oz)

prime

FREE delivery Tomorrow, June 16

Ships from Amazon
Sold by Front Row Group

Best Seller (Competition)



Click to see full view



e.l.f. Glow Reviver Lip Oil, Nourishing Tinted Lip Oil For A High-shine Finish, Infused With Jojoba Oil, Vegan & Cruelty-free, Jam Session

Visit the e.l.f. Store
4.6 ★★★★★ (15,181) | Search this page

#1 Best Seller in Lip Gloss

10K+ bought in past month

\$8.00 (\$52.00 / fluid ounce)

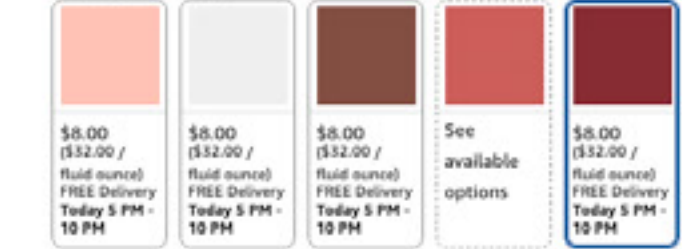
prime Same-Day
FREE Returns

Savings: \$5 Amazon credit when you spend \$30 Shop Items
Save up to 16% with business pricing. Sign up for a free Amazon Business account

Thank you for being a Prime member. Get \$150 off: Pay \$0.00 \$8.00 upon approval for Prime Visa.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Color: Jam Session



One-time purchase:

\$8.00 (\$52.00 / fluid ounce)

prime Same-Day

FREE delivery Today 5 PM - 10 PM on qualifying orders over \$25. Order within 3 hrs 20 mins

Shorter shipping distance

Deliver to Gabriela - Doral 33178

FREE Returns

In Stock

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon.com
Sold by Amazon.com
Returns 30-day refund/replacement
Customer service Amazon.com
See more

Subscribe & Save

\$7.60 (\$50.40 / Fl Oz)

prime

FREE delivery Today 5 PM - 10 PM on qualifying

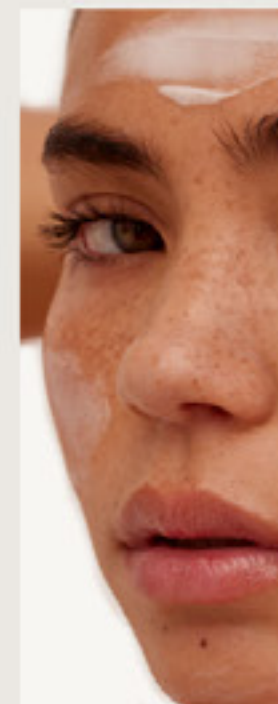
From the brand

SUMMER FRIDAYS

Essential beauty formulations from California. For the skin and senses.



Summer Fridays' intelligent formulas effortlessly optimize skin and beauty, please the mind and bring ease and softness to everyday life.



From the brand

e.l.f.
eyes.lips.face.

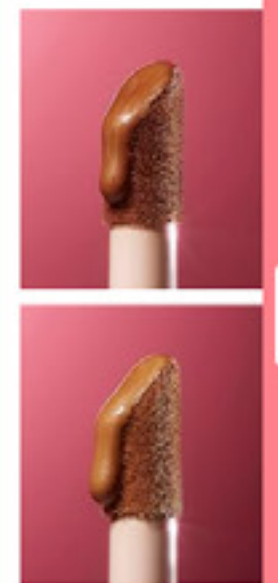
E.L.F. IS FOR EVERY EYE, LIP AND FACE.

you dropped hints. we dropped tints.

NEW! Halo Glow Skin Tint SPF 50

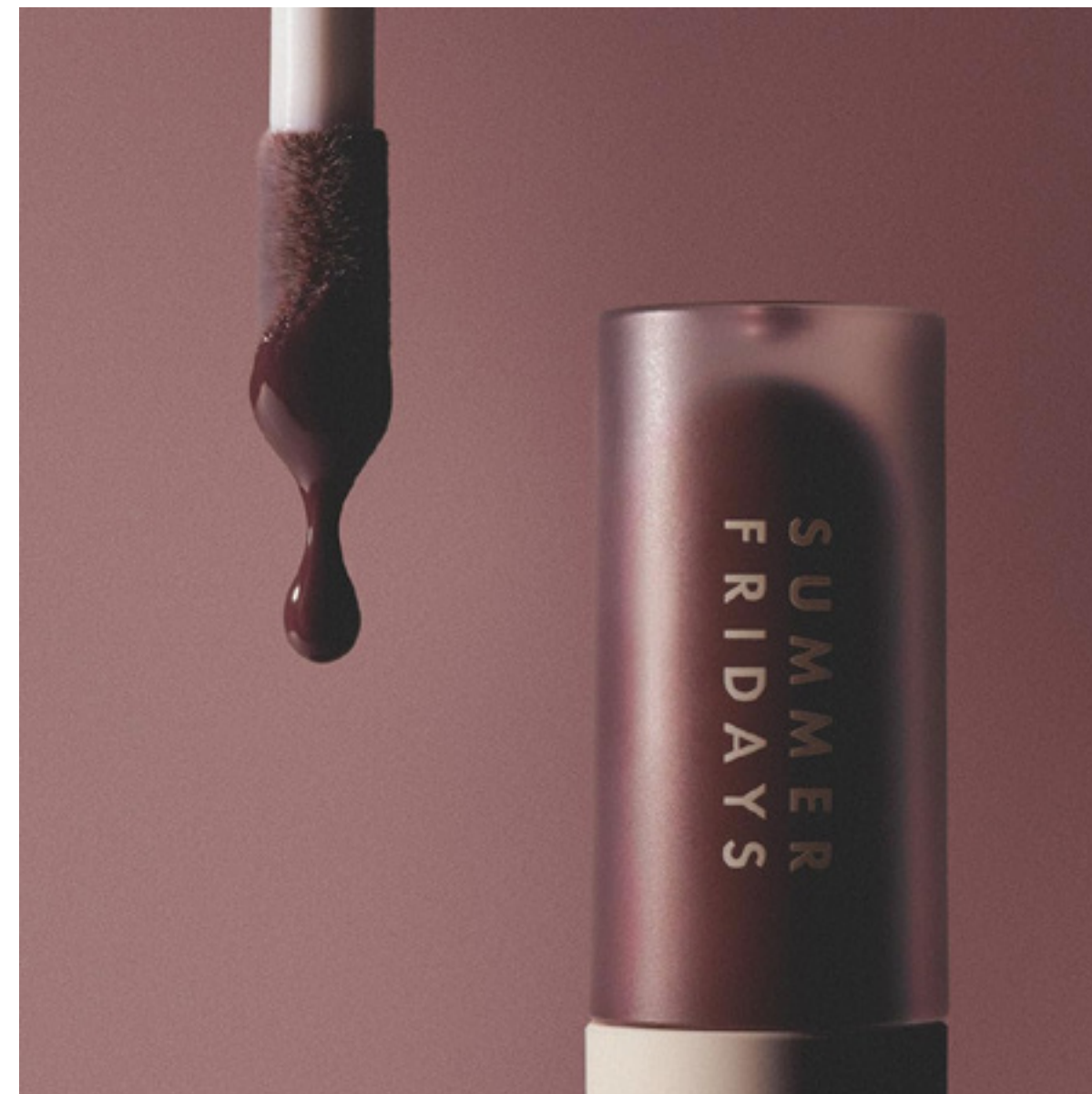
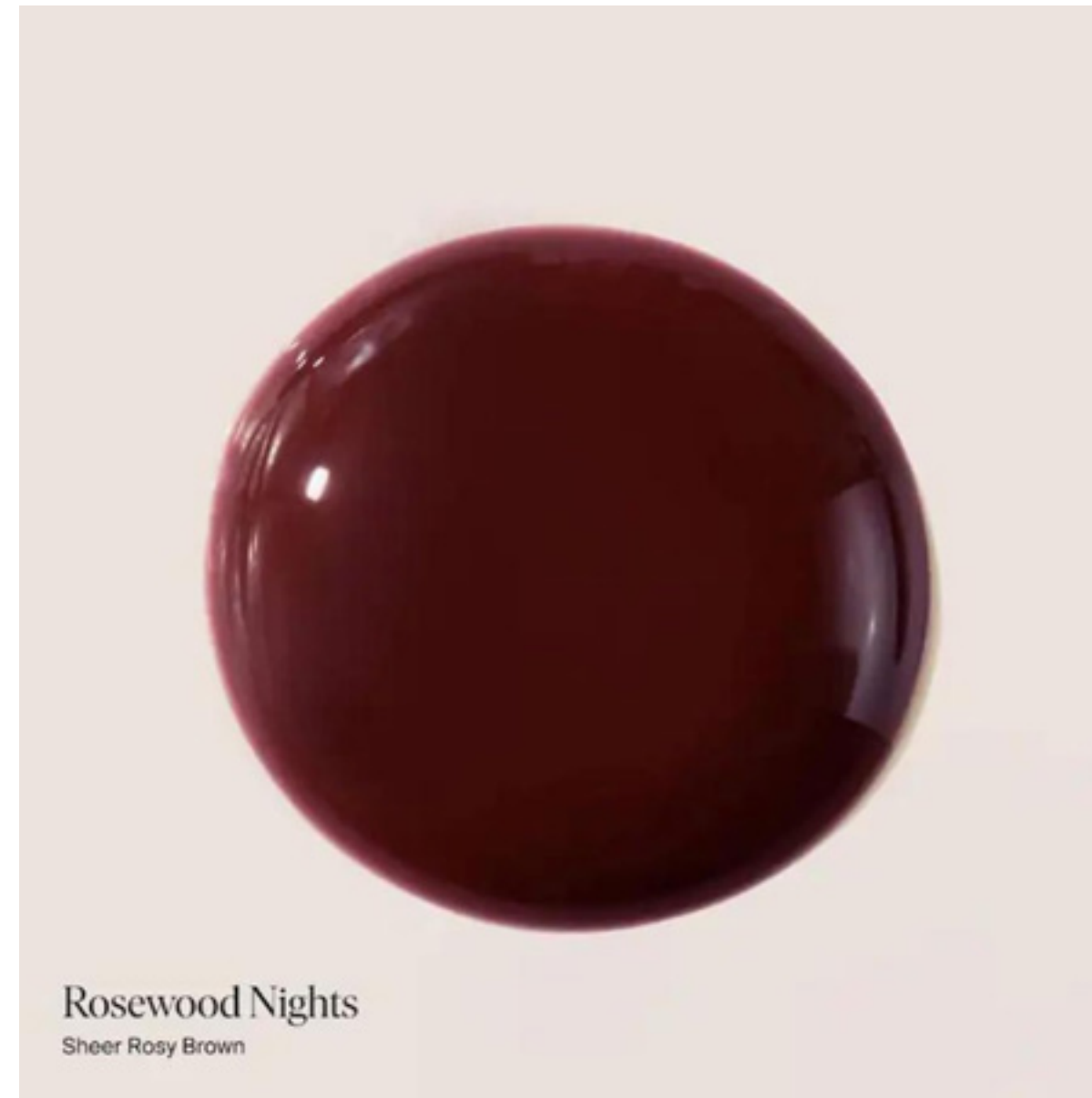


Shop Halo Glow Skin Tint
Visit the Store



Multi-Use Glow Bo
Visit the Store

Original Images



Amazon Listing Infographic

Objective: Drive conversion by using an infographic that quickly communicates the Lip Butter Balm's core benefits: hydration, shine, and clean ingredients. Keep it punchy and focus on key values to move the shopper from browsing to Add to Cart.

Target Insight: Gen Z and Millennial beauty shoppers want high-shine without stickiness, clean ingredients, and ethical brands. This product checks those boxes. It is vegan, non-sticky, and nourishing. The infographic should tap into those emotional and functional triggers visually.

Visual & Messaging Approach: Clean layout. Tight messaging. Show the product in a modern way and mention the benefit callouts like "Glossy Finish," "Deep Hydration," and "Vegan Formula." Use icons (Cruelty-Free) and on-brand color to keep it visually aligned with Summer Fridays' soft, modern aesthetic. Focus on value proposition.

Performance Notes: Make the images into a storytelling carousel to catch quick scrollers. Prioritize mobile legibility—bold fonts, minimal words (~20 max). It needs to be scannable and conversion-focused.

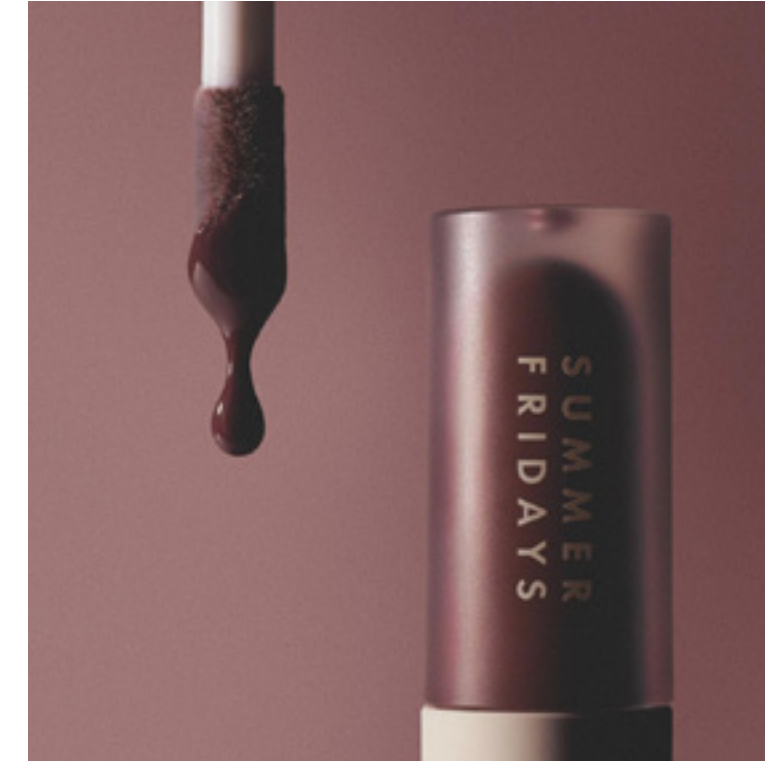
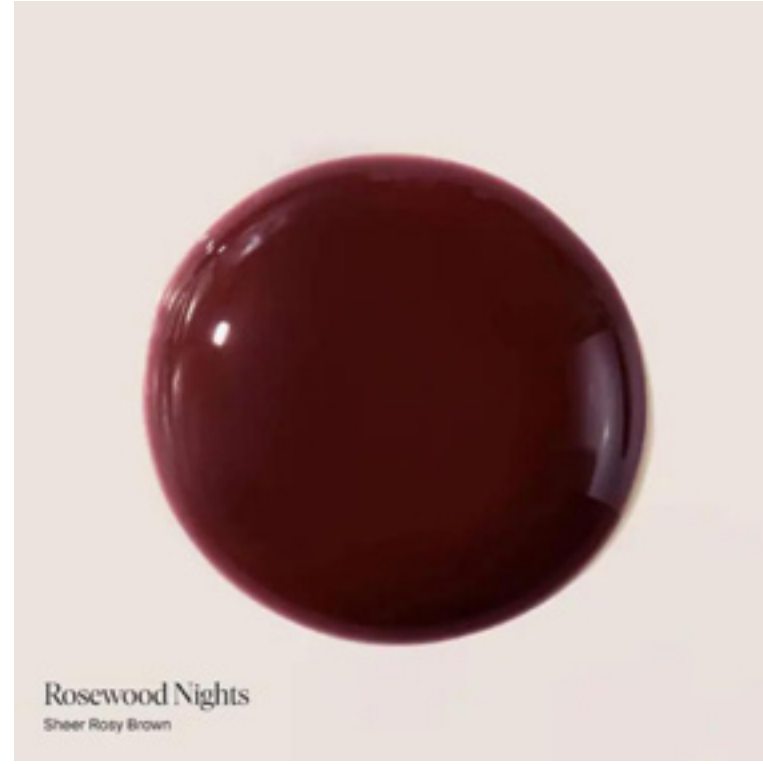
KPIs: Track add-to-cart rate, conversion rate, and A/B test multiple versions. A sharp infographic can lift both in-page engagement and CTR from search—improving both performance and ranking.

Revised Images

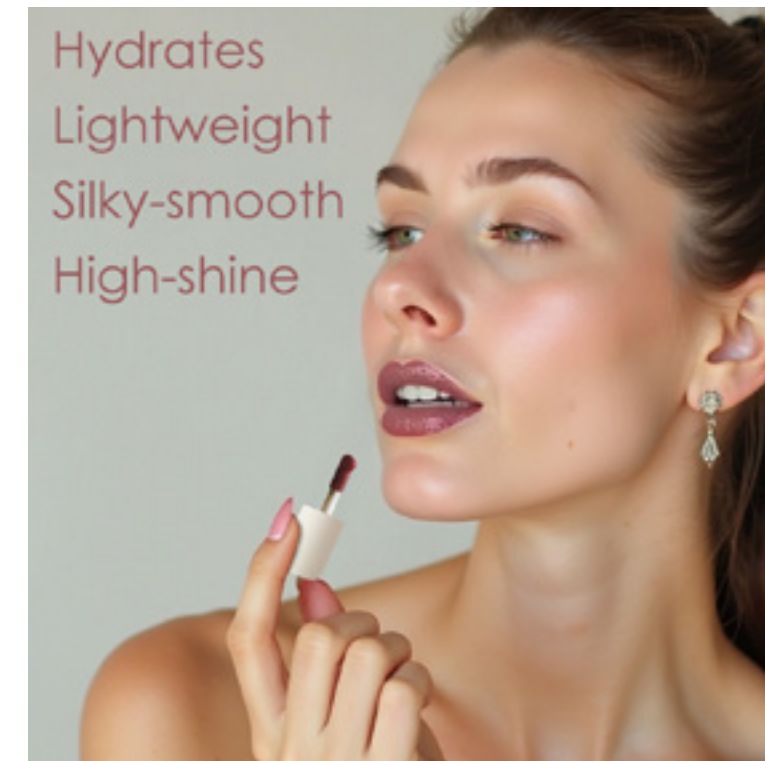
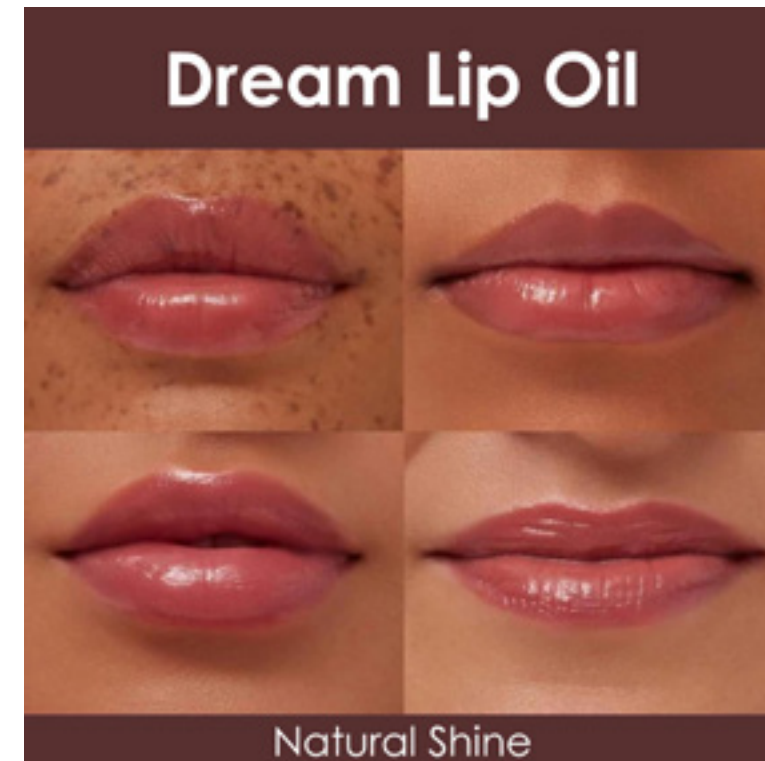
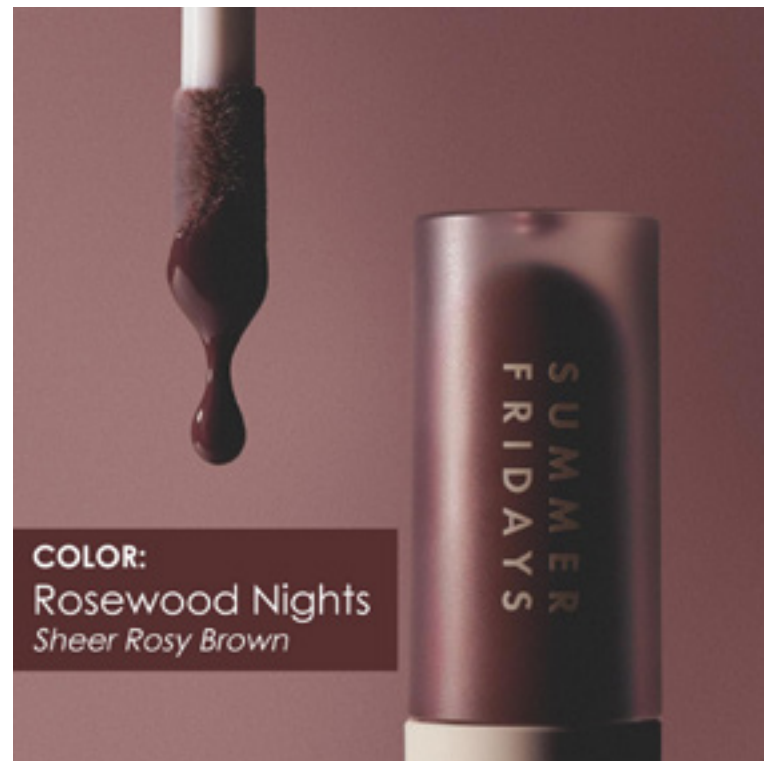


Full Comparison

Original



Revised



Sponsored Brand Banner

Objective: Drive awareness and consideration by positioning Summer Fridays at the top of relevant search results. The banner should hook shoppers looking for lip balms or glosses and guide them toward the ASIN or/and Brand Store.

Audience Insight: Target beauty-driven shoppers searching for clean, non-sticky lip products. They're trend-aware, ingredient-conscious, and drawn to premium aesthetics. Highlighting vegan, glossy, and high-rated product features will resonate.

Visual & Messaging Approach: Modernize the listing—and stay on-brand with soft, neutral tones. Include a clean, benefit-led headline ("Glossy Shine. Clean Ingredients. 100% Vegan.") and a subtle CTA like "Shop Summer Fridays."

Performance Notes: Design with mobile and desktop crops in mind—safe zones matter. Place CTA copy clearly, and test variations of headlines and imagery to optimize CTR. High-res files are key to avoiding compression blur. Align ad targeting with high-intent keywords like "vegan."

KPIs: Monitor CTR, ROAS, and New-to-Brand orders. Strong performance means high engagement, first-time buyer growth, and conversions that justify spend. Watch add-to-cart and product detail view rates to measure mid-funnel impact.



DSP Off-Platform Display Ad

Objective: Retarget and convert high-intent shoppers who viewed or carted the product but didn't buy. Remind them of what caught their attention—whether it was shine, clean ingredients, or reviews—and nudge them to complete the purchase with a strong visual and CTA.

Audience Insight: We're speaking to warm leads: beauty-savvy shoppers who showed interest but hesitated. Maybe it was price, distraction, or comparison fatigue. A well-timed, benefit-driven ad can tip them over the edge.

Visual & Messaging Approach: Use branded imagery—product shot, and a strong, benefit-led headline like "Hydration That Shines. Vegan Formula." Add a clear CTA like "Shop Now on Amazon" and, where allowed, a Prime logo for added trust.

Performance Notes: Design for all major DSP sizes. Keep text minimal, legible, and centered for mobile compatibility. Cap frequency to avoid ad fatigue (e.g. 5/day). A/B test different hooks—e.g. one focused on benefits, another on reviews—and refine based on engagement and conversion.

KPIs: Track CTR, ROAS, and conversion rate (both click-through and view-through). Watch new-to-brand orders to see if you're closing first-time buyers. If conversions stall after repeated views, adjust frequency or creative.

