



**Brighter Click**

X Brain

# Competitor Review Research

# Dynamic Brain Research

## What this data tell us

The customer reviews for the cognitive enhancement supplement largely express positive sentiments, with customers highlighting both emotional and rational benefits derived from using the product.

**Emotional drivers** like improved focus, enhanced memory, and a feeling of well-being emerged as significant positives. These factors indicate that users have had a favorable personal and emotional experience, denoting satisfaction and a perceived positive impact on their cognitive abilities.

**Rational drivers**, including affordability and the non-prescription nature of the product, were seen as added advantages. These rational drivers suggest that customers appreciate the value and accessibility of the product. However, there were also concerns about the taste and size of the pills and potential side effects. It is noted that while these negative aspects were mentioned, they did not dominate the conversation, but still signify areas the company can work on to improve the product.

### Leveraging this information means a marketer can:

Highlight Positive Aspects: Craft messages that emphasize the benefits that have resonated well with existing customers - like the product's assistance in improving focus and its affordability. Develop messaging that acknowledges and proactively addresses the concerns raised, showcasing a transparent and responsible brand image. Create engagement strategies that foster a community and encourage neutral reviewers to share more about their experiences over time, perhaps highlighting gradual benefits that come with continued use of the product.

### Findings

#### Overall Sentiment Analysis

Sentiment Type	Number of Instances	Frequency Ratio
Positive	8	8/13
Negative	2	2/13
Neutral	3	3/13

#### Emotional Drivers

Emotional Drivers	Positive/Negative	Number of Mentions	Frequency Ratio
Improved focus	Positive	4	4/13
Enhanced memory	Positive	3	3/13
Greater well-being	Positive	3	3/13
Displeasurable taste	Negative	1	1/13
Expensive for some users	Negative	1	1/13

#### Rational Drivers

Rational Drivers	Positive/Negative	Number of Mentions	Frequency Ratio
Non-prescription	Positive	1	1/13
Affordable compared to alternatives	Positive	2	2/13
Natural contents	Positive	1	1/13
Long-lasting supply	Positive	1	1/13
Pill size	Negative	1	1/13
Possible side-effects	Negative	1	1/13

# Prevagen Review Research

## What this data tell us

### Emotional Drivers

**Peace of Mind:** Mentioned positively in 80% of the reviews, with an overall 80% positive sentiment.

**Improved Mood and Well-being:** Mentioned positively in 40% of the reviews, with a 100% positive sentiment.

### Rational Drivers

**Noticeable Improvement in Memory:** Mentioned positively in 80% of the reviews, with a 75% positive sentiment.

**Ease of Procurement:** Mentioned positively in 20% of the reviews, with a 100% positive sentiment.

**Scientific Backing (Double-blind Study):** Mentioned positively in 20% of the reviews, with a 100% positive sentiment.

**Price Concern:** Mentioned in 40% of the reviews, having a mixed sentiment with 50% positive and 50% negative.

### Emotional Drivers

Driver	Frequency Ratio	Positive Sentiment	Negative Sentiment	Neutral Sentiment
Peace of Mind	4/5 (80%)	80%	0%	20%
Improved Mood and Well-being	2/5 (40%)	100%	0%	0%

### Rational Drivers

Driver	Frequency Ratio	Positive Sentiment	Negative Sentiment	Neutral Sentiment
Noticeable Improvement in Memory	4/5 (80%)	75%	0%	25%
Ease of Procurement	1/5 (20%)	100%	0%	0%
Scientific Backing (Double-blind Study)	1/5 (20%)	100%	0%	0%
Price Concern	2/5 (40%)	50%	50%	0%

# Qualia Mind Review Research

## Review Analysis

Aspect	Description	Frequency Ratio (%)
Positive Reviews	Positive feedback on focus, motivation, etc.	79.17
Negative Reviews	Complaints about smell, difficulty swallowing, etc.	16.67
Neutral Reviews	Mixed reviews with both pros and cons	4.16

## Emotional Drivers

Drivers	Description	Frequency Ratio (%)
Happiness/Optimism	Users feeling happier and more optimistic	54.17
Lucid Dreaming/Improved Sleep	Experiencing lucid dreams and having deeper sleep	20.83

## Rational Drivers

Drivers	Description	Frequency Ratio (%)
Improved Focus/Productivity	Notable improvement in focus and productivity	75
Enhanced Memory Retention	Beneficial effect on memory retention	8.33
Quick Shipping	Positive remarks on prompt shipping	4.17

## Messaging Themes

### Emotional Messaging Themes

Themes	Frequency Ratio (%)
Happiness and Optimism	54.17
Lucid Dreaming and Better Sleep	20.83

### Rational Messaging Themes

Themes	Frequency Ratio (%)
Improved Focus and Productivity	75
Memory Retention	8.33
Prompt Shipping	4.17

## Marketing Recommendations

### Messaging Themes Suggestions for Marketing Copy

Themes	Suggestions
Emotional	Focus on users' happiness and positive experiences
Rational	Highlight the productivity and focus-enhancing features

## Opportunities for Marketing Messaging

Opportunities Identified	Strategies
Testimonial Section	Showcase positive customer experiences
Address Negative Feedback	Explore alternative delivery methods, enhance customer satisfaction

# What this data tell us | Thoughts Opinions

The majority of users have reported a significant improvement in focus, productivity, and a heightened sense of happiness and optimism while using Qualia Mind. Therefore, emotional messaging should be at the forefront of our Facebook ad campaigns if we leverage these sentiments for X Brain. We can tap into potential customers' desires for an enhanced mood and a more optimistic outlook on life, showcasing testimonials that highlight the "happiness" and "lucidity in dreams" users experienced. Visuals should be vibrant and invoke a sense of joy and clarity, aligning with the testimonials of increased happiness and better quality of sleep. Storytelling can be a powerful tool here; real-life experiences of customers feeling more motivated and optimistic could resonate well with prospective buyers, creating a compelling narrative around the transformative experiences X Brain can offer.

On the rational side, we have an equally compelling story to tell. A significant percentage of users have reported being more productive and focused, with enhanced memory retention, aspects that are central to personal and professional success. The ad messaging can articulate how X Brain aids in memory retention and significantly boosts focus and productivity, helping users reach their goals efficiently (should we leverage this for our brand.) Testimonials from customers who have experienced these benefits should take precedence, perhaps even presenting case studies demonstrating how X Brain helped individuals excel in their respective fields. Moreover, addressing the issue of the aftertaste and large pill size transparently, and conveying the work being done to improve these aspects could build trust. A series of educative videos or webinars could be planned, addressing the science behind X Brain, reassuring potential customers of its efficacy and showcasing the brand's commitment to continuous improvement.

By prioritizing these themes, that are not just highly mentioned but also very positively reviewed, in our Facebook ad messaging, we will be drawing from authentic user experiences to create a narrative that is both convincing and grounded in real results. The goal will be to resonate emotionally while showcasing proven rational benefits, offering a balanced and compelling reason for new customers to try X Brain.

# Alpha Brain Review Research

Reviewer	Memory	Focus & Concentration	Verbal Communication
1	Improved	Improved with additional supplements	N/A
2	Improved	Improved	Improved
3	Improved	Improved	Improved
4	Improved	Improved	N/A
5	N/A	N/A	N/A
6	Improved	N/A	Improved
7	No Effect	No Effect	N/A
8	Improved	N/A	N/A
9	N/A	Improved	N/A
10	N/A	Improved	N/A

**Table 2: Effects on Sleep Quality and Energy Levels**

Reviewer	Sleep Quality	Energy Levels
1	N/A	N/A
2	Improved	Improved
3	N/A	Improved
4	N/A	N/A
5	N/A	N/A
6	Improved	Improved
7	N/A	N/A
8	N/A	N/A
9	Improved	Improved

**Table 3: Side Effects**

Reviewer	Side Effects
1	None mentioned
2	None mentioned
3	None mentioned
4	None mentioned
5	Sickness
6	None mentioned
7	None mentioned
8	None mentioned
9	None mentioned
10	None mentioned

**Table 4: Customer Service Experience**

Reviewer	Customer Service Experience
1	Positive experience with the customer service department
2	Not mentioned
3	Not mentioned
4	Not mentioned
5	Not mentioned
6	Not mentioned
7	Not mentioned
8	Not mentioned
9	Not mentioned
10	Disappointed with the packaging, felt it was misleading and a scam

**Table 5: Recommendations and Overall Satisfaction**

Reviewer	Recommendations and Overall Satisfaction
1	Recommends it for memory but suggests supplementing for better focus
2	Highly recommends it as a game-changer in her lifestyle
3	Recommends it and plans to continue using it
4	Highly recommends it for people with similar challenges
5	Does not recommend due to adverse health reactions
6	Highly recommends it for elderly individuals showing signs of cognitive decline
7	Does not recommend due to perceived deceit in the product description and packaging
8	Recommends it with a warning about patience and maintaining a healthy lifestyle
9	Highly recommends it due to its positive effects on many aspects of mental health
10	Not clear

# What this data tell us | Thoughts Opinions

The dominant feedback from our reviewers underscores the promising effects of Alpha Brain on cognitive functions such as improved memory, focus, and verbal communication. Leveraging these powerful testimonials, we suggest crafting Facebook ads that highlight or simulate “real” stories of individuals experiencing enhanced cognitive performance, possibly using phrases like “Unlock your brain’s full potential with X Brain,” or “Experience heightened focus and memory retention with X Brain.” Incorporating visual content showcasing different age groups, from young adults to elderly individuals, can also underscore the broad appeal and effectiveness of the product. Moreover, emphasizing the product’s potential to enhance sleep quality and energy levels could add a compelling dimension to the campaign, drawing in individuals seeking holistic well-being that X Brain provides.

While formulating the marketing message, it is vital to maintain a balance by acknowledging the different reactions to the product. Given that a minority of users didn’t experience the expected benefits or faced adverse reactions, it would be strategic to include a message of commitment to quality and customer satisfaction, perhaps by spotlighting a responsive customer service ready to address concerns and queries. To address the mixed reviews regarding the packaging and product description, we propose ads that provide clear, unambiguous information about the product’s ingredients and potential benefits, guiding the customers to make informed decisions. Transparent marketing could include phrases like “Your well-being is our priority,” emphasizing a commitment to continuous improvement based on honest feedback. This approach would foster trust and credibility among prospective customers, paving the way for a community of satisfied and loyal customers to use or continue using X Brain.

# Target Audience Personas

## Top Priority Emotional Drivers



Meet Hendricks a newly retired CFO looking to keep his mind and body sharp. As a newly turned 60 year old man. He is looking to keep his mind and body sharp. Always on the cutting edge of adventure Hendricks is looking for a supplement to support his active lifestyle.

**Fear of Decline:** The transition to retirement and the milestone age of 60 might bring about fears of cognitive decline. Hendricks wants to be proactive in combating any potential mental deterioration.

**Desire for Adventure:** Hendricks has always been on the cutting edge of adventure. He wants to ensure that his mental faculties are in the best shape to continue pursuing new adventures and challenges.

## Top Rational Drivers

**Scientific Backing:** Hendricks would look for supplements that have scientific evidence or clinical trials supporting their efficacy. As a C-Suite executive, he's used to relying on data and would want the same for his health choices.

**Brand Reputation:** Trusted brands or those recommended by professionals would appeal to him. He'd likely rely on reviews, testimonials, and perhaps even endorsements by known figures in the health and wellness industry.



Say hello to Henry spending another late night working in the office. As a COO he is always clocking in overtime to cut costs. He secretly worries about keeping up with life and his younger peers in the industry and wants a competitive edge to stay on track and maybe even get home early to spend time with the wife and kids after all he is nearly 60. Can't keep moving like this without help forever...if only there was supplement to help him stay focused and clear.

## Top Priority Emotional Drivers

**Fear of Being Replaced:** In a competitive industry, there's always the underlying fear of being replaced by someone younger, more energetic, and potentially more focused.

**Need for Validation:** As a COO, he has a reputation to uphold. He wants to be seen as competent, sharp, and on top of his game, not just by his peers but also by his subordinates.

**Desire for Family Time:** He yearns to spend quality time with his wife and kids. The thought of being more efficient at work and getting home early to be with his family is a strong emotional motivator.

## Top Rational Drivers

**Efficiency at Work:** A supplement that can help him stay focused and clear would mean he can get more done in less time, leading to potential cost savings for the company.

**Recommendations and Reviews:** Henry would likely trust a product more if it comes recommended by trusted peers or has positive reviews from credible sources.



Meet Reggie a former business owner turned full time grand dad. He loves spending time with his grandkids and adores all the memories he is making with them. He wants something to help him keep sharp and on track to live a long life with all his new precious memories

## Top Priority Emotional Drivers

### Love for Grandchildren

**Emotion Involved:** Love, affection, and attachment.

**Explanation:** Reggie's grandkids are a significant part of his life, and his emotional well-being is closely tied to spending quality time with them. He is driven by the love and bond he shares with his grandchildren, and this motivates him to seek ways to stay healthy and sharp.

### Desire to Preserve Memories

**Emotion Involved:** Nostalgia, sentimentality.

**Explanation:** Reggie cherishes the memories he is creating with his grandchildren and wants to ensure he remembers these precious moments. This emotional driver might lead him to explore options that help in enhancing memory retention.

## Top Rational Drivers

### Health Maintenance

**Rationale:** To ensure longevity and a good quality of life.

**Explanation:** Reggie understands the importance of staying healthy to ensure he can enjoy his time with his grandchildren for as long as possible. He might be inclined to adopt a healthy lifestyle, including regular exercise, a balanced diet, and regular medical check-ups.



## Top Priority Emotional Drivers

### Aspiration for Success

**Emotion Involved:** Ambition, aspiration.

**Explanation:** Brett's desire to reach the CEO level and succeed in his side hustle fuels his emotional drive. He may believe that health supplements will give him the physical and mental edge needed to achieve these goals.

### Fear of Falling Behind

**Emotion Involved:** Fear, anxiety.

**Explanation:** The competitive environment and his high aspirations might make Brett fear falling behind in his career and personal goals. He may see health supplements as a way to maintain peak performance and stay ahead of the competition.

Meet Brett newly promoted to upper middle management with dreams of being a CEO one day. When he is not in the office he is hitting the gym to hit that next step in his fitness goals. He loves motivational podcasts and life hacks, he has a new side hustle in the works.

## Top Rational Drivers

### Performance Enhancement

**Rationale:** To improve physical and mental performance.

**Explanation:** Brett rationally understands the potential benefits of health supplements in boosting his physical energy and mental clarity, helping him perform optimally in his professional life, side hustle, and fitness routine.



Meet Andrew a student studying for his MBA and in desperate need of something to help him focus and get his midterm studies done. He has a big deadline coming up and needs a tool to help him focus and catch up on course work.

## Top Priority Emotional Drivers

### Desire for Academic Success

**Emotion Involved:** Ambition, aspiration.

**Explanation:** Andrew's strong desire to succeed academically is a significant emotional driver. He may believe that brain supplements can enhance his cognitive functions, helping him to excel in his studies and achieve his academic goals.

### Fear of Failure

**Emotion Involved:** Fear, worry.

**Explanation:** The fear of not meeting his academic expectations and the potential impact on his future career prospects can be an emotional driver for Andrew. He may view brain supplements as a way to ensure he does not fall behind and can meet his academic challenges head-on.

## Top Rational Drivers

### Time-Efficiency

**Rationale:** To make the most of his study time.

**Explanation:** With a looming deadline, Andrew needs to use his time efficiently. He may look for brain supplements that promise quick and effective results, helping him to concentrate better and understand and retain information faster.



Meet Kevin a twitch streamer, gamer and podcast host looking to up not just his gamer scores and viewers but his life as well. Something to take his focus to the next level in building his media empire.

## Top Priority Emotional Drivers

### Desire for Enhanced Performance

**Emotion Involved:** Ambition, aspiration.

**Explanation:** Kevin's desire to improve his gaming scores and increase his viewership is a significant emotional driver. He may believe that mental supplements can boost his cognitive functions, helping him to perform better in gaming and engage more effectively with his audience.

### Passion for Building a Media Empire

**Emotion Involved:** Passion, enthusiasm.

**Explanation:** Kevin's dream of building a media empire fuels his emotional drive. He may see mental supplements as a tool to enhance his focus and productivity, enabling him to work more efficiently towards his goals.

## Top Rational Drivers

### Productivity Improvement

**Rationale:** To increase efficiency and output.

**Explanation:** With a goal to build a media empire, Kevin needs to be highly productive. He may look for mental supplements that promise to enhance his productivity, allowing him to accomplish more in less time.

# Creative + Ads

# OUR 90 DAY CREATIVE TESTING PLAN

Emotional & Rational Drivers

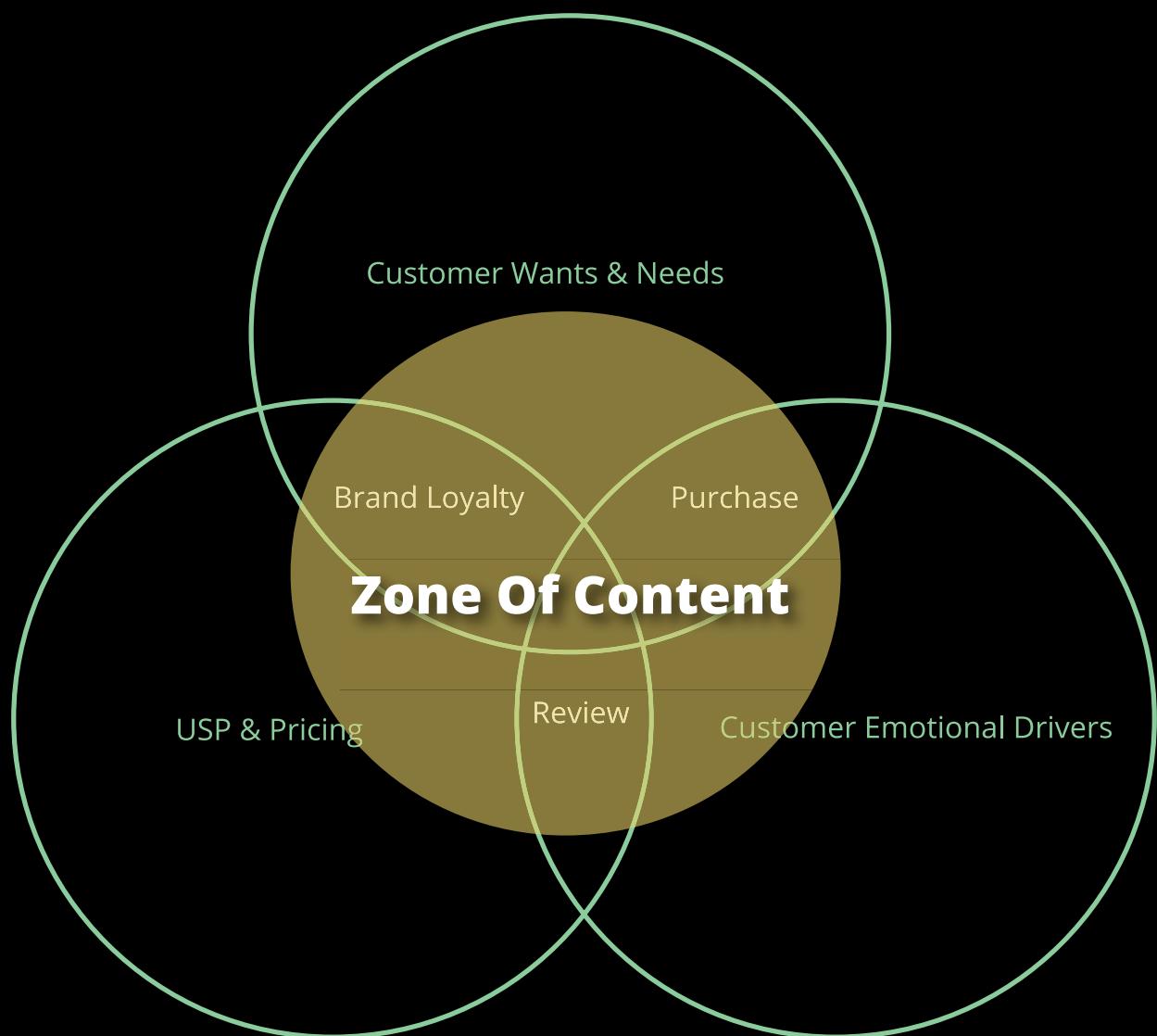
**How are your markets customers are feeling...**

TOF (Top Of Funnel) Overarching Themes

- **Improved Focus & Mood**
- **Increased Productivity and Performance**
- **Better Memory And Retention**

## **The impact of emotional drivers**

Emotional drivers play a pivotal role in influencing consumer purchasing behavior. They tap into the underlying feelings, desires, and motivations that often dictate why a consumer chooses one product over another, even when logic or objective analysis might suggest a different choice.



## Audience Persona (Target)



Meet Hendricks a newly retired CFO looking to keep his mind and body sharp. As a newly turned 60 year old man. He is looking to keep his mind and body sharp. Always on the cutting edge of adventure Hendricks is looking for a supplement to support his active lifestyle.



Feel The X Brain Power

**Keep your mind sharp and  
your spirit wild**

[Learn More](#)

**Headline:** For the sophisticated adventurer

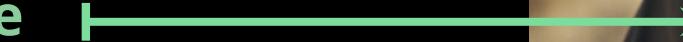
**Body Copy:** Discover the blend of focus and wild spirit. Our brain supplement is the perfect partner no matter what adventure you are on

# How we build your Ad



Emotional Driver

**Fear of Decline**



Emotional Driver

**Desire for Adventure**



**Headline:** For the sophisticated adventurer

**Body Copy:** Discover the blend of focus and wild spirit. Our brain supplement is the perfect partner no matter what adventure you are on



## Audience Persona (Target)



Say hello to Henry spending another late night working in the office. As a COO he is always clocking in overtime to cut costs. He secretly worries about keeping up with life and his younger peers in the industry and wants a competitive edge to stay on track and maybe even get home early to spend time with the wife and kids after all he is nearly 60. Can't keep moving like this without help forever...if only there was supplement to help him stay focused and clear.



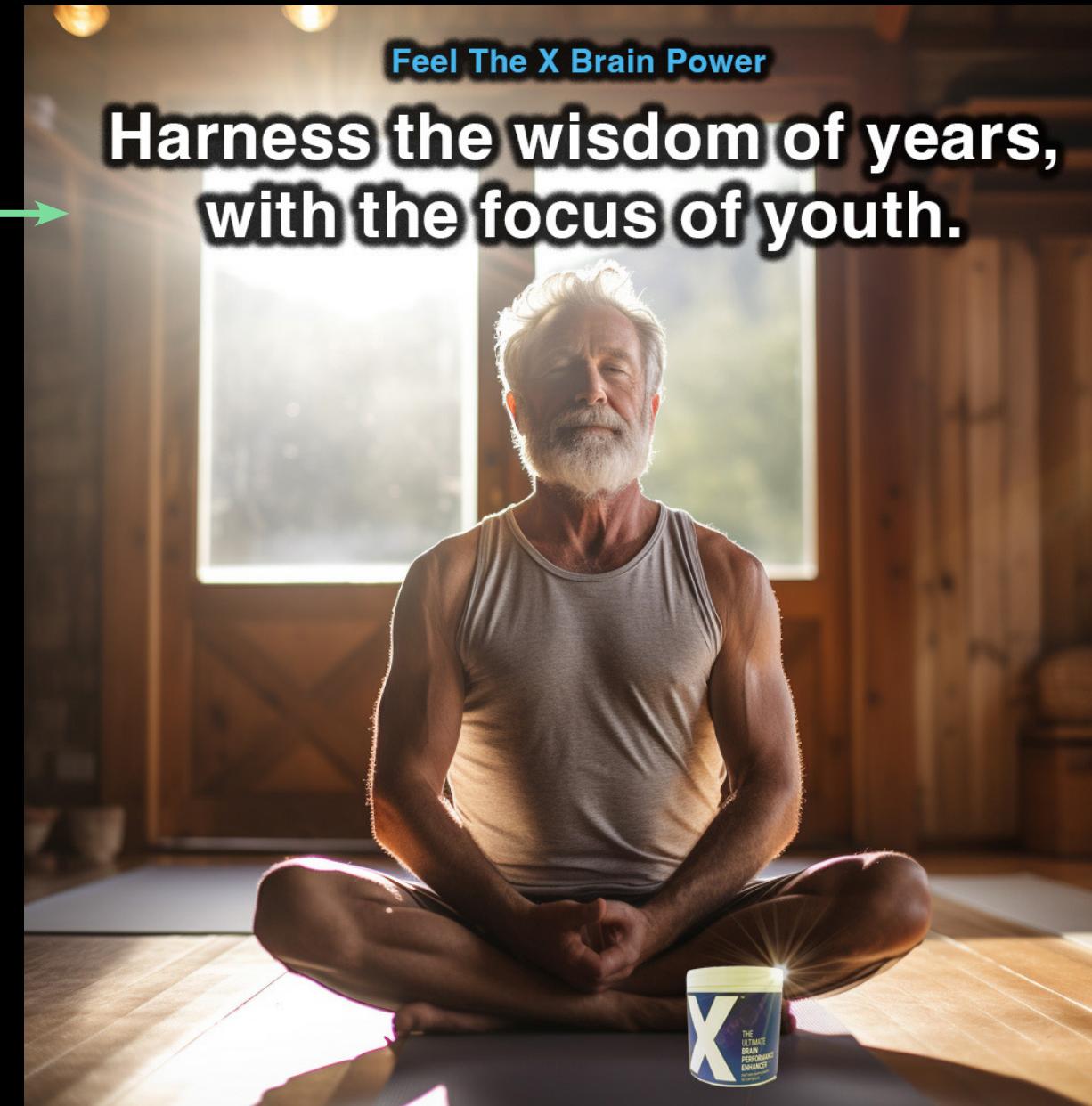
**Headline:** Stay sharp, stay active, stay young

**Body Copy:** Stay sharp, stay active, and embrace every sunrise. Our supplement is there to increase mood & focus.

# How we build your Ad

Emotional Driver

**Fear of Being Replaced**



Emotional Driver

**Fear of Being Replaced**



Rational Driver

**Efficiency at Work**



**Headline:** Stay sharp, stay active, stay young

**Body Copy:** Stay sharp, stay active, and embrace every sunrise. Our supplement is there to increase mood & focus.



## Audience Persona (Target)



Meet Reggie a former business owner turned full time grand dad. He loves spending time with his grandkids and adores all the memories he is making with them. He want something to help him keep sharp and on track to live a long life with all his new precious memories



**Headline:** A memory suppliment that helps

**Bodycopy:** Our formula helps with memory and increased focus so you can focus on what matters

# How we build your Ad

Emotional Driver

**Love for Grandchildren**

**Desire to Preserve Memories**

Emotional Driver

**Desire to Preserve Memories**

Rational Driver

**Health Maintenance**



**Headline:** A memory supplement that helps  
**Bodycopy:** Our formula helps with memory and increased focus so you can focus on what matters

Feel The X Brain Power

A birthday worth  
remembering



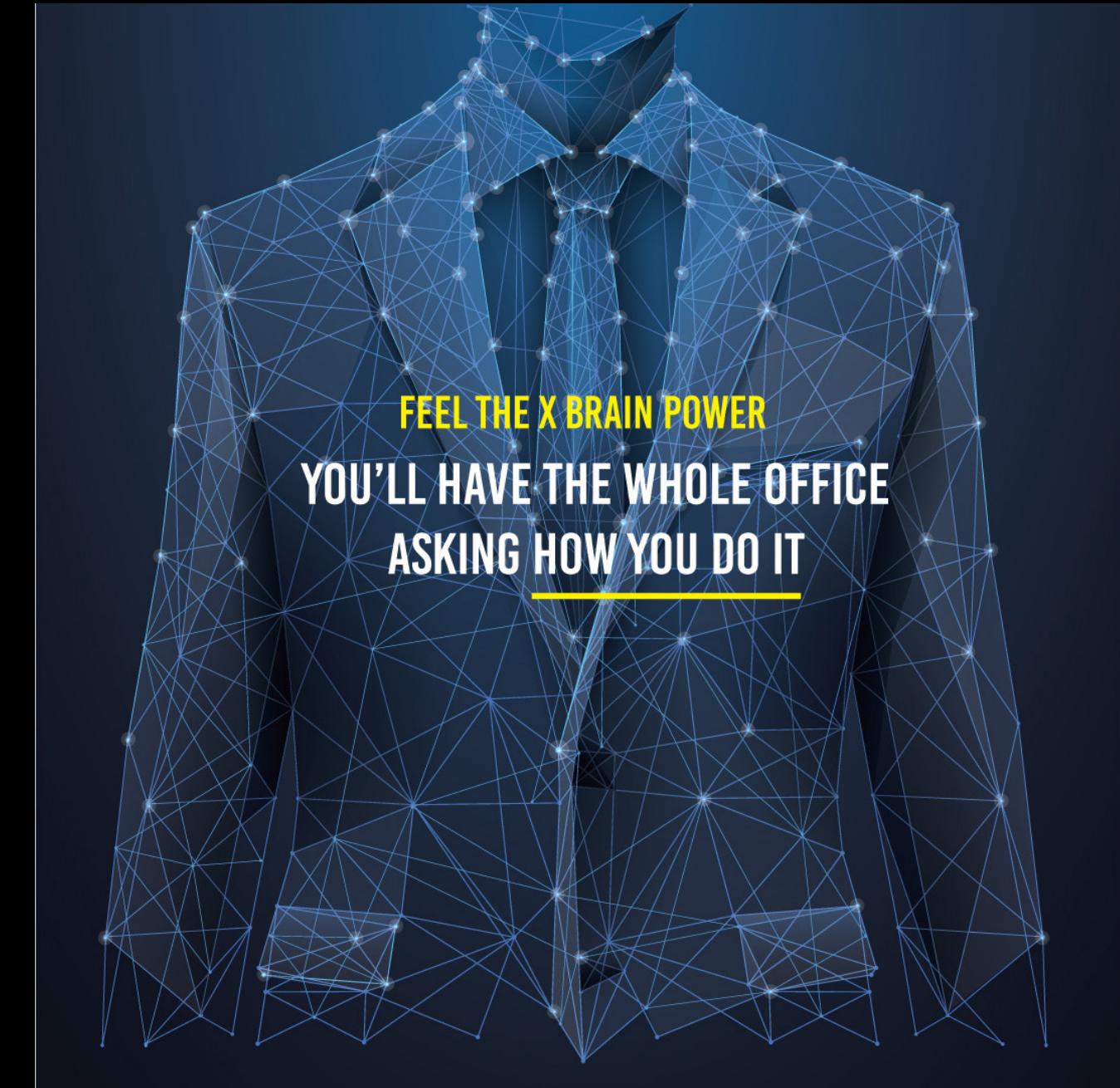
Feel The X Brain Power

A birthday worth  
remembering





Meet Brett newly promoted to upper middle management with dreams of being a CEO one day. When he is not in the office he is hitting the gym to hit that next step in his fitness goals. He loves motivational podcasts and life hacks, he has a new side hustle in the works.



**Headline:** Connect the dots even faster

**Bodycopy:** Our formula helps with increased focus so you stand out in the office

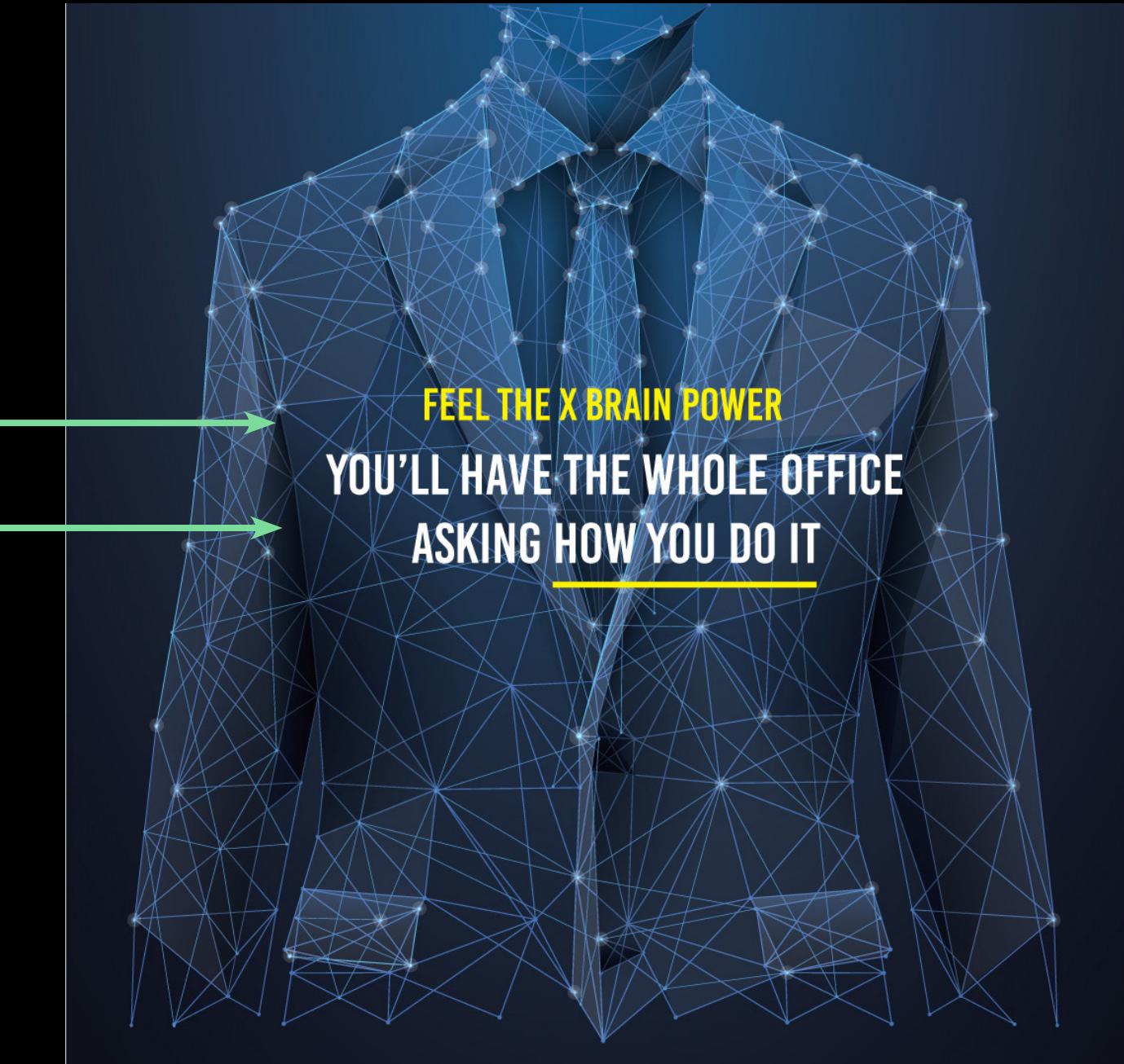
# How we build your Ad

Emotional Driver

**Aspiration for Success**

Rational Driver

**Performance Enhancement**



Rational Driver

**Performance Enhancement**

**Headline:** Connect the dots even faster

**Bodycopy:** Our formula helps with increased focus so you stand out in the office



FEEL THE X BRAIN POWER  
YOU'LL HAVE THE WHOLE OFFICE  
ASKING HOW YOU DO IT

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Meet Andrew a student studying for his MBA and in desperate need of something to help him focus and get his midterm studies done. He has a big deadline coming up and needs a tool to help him focus and catch up on course work.



**Headline:** Reach the summit of studying

**Bodycopy:** Our formula helps with increased focus to help with studying & deadline completion

# How we build your Ad

Emotional Driver

**Desire for Academic Success**  
**Fear of Failure**



Emotional Driver

**Desire for Academic Success**



Rational Driver

**Time-Efficiency**



**Headline:** Reach the summit of studying

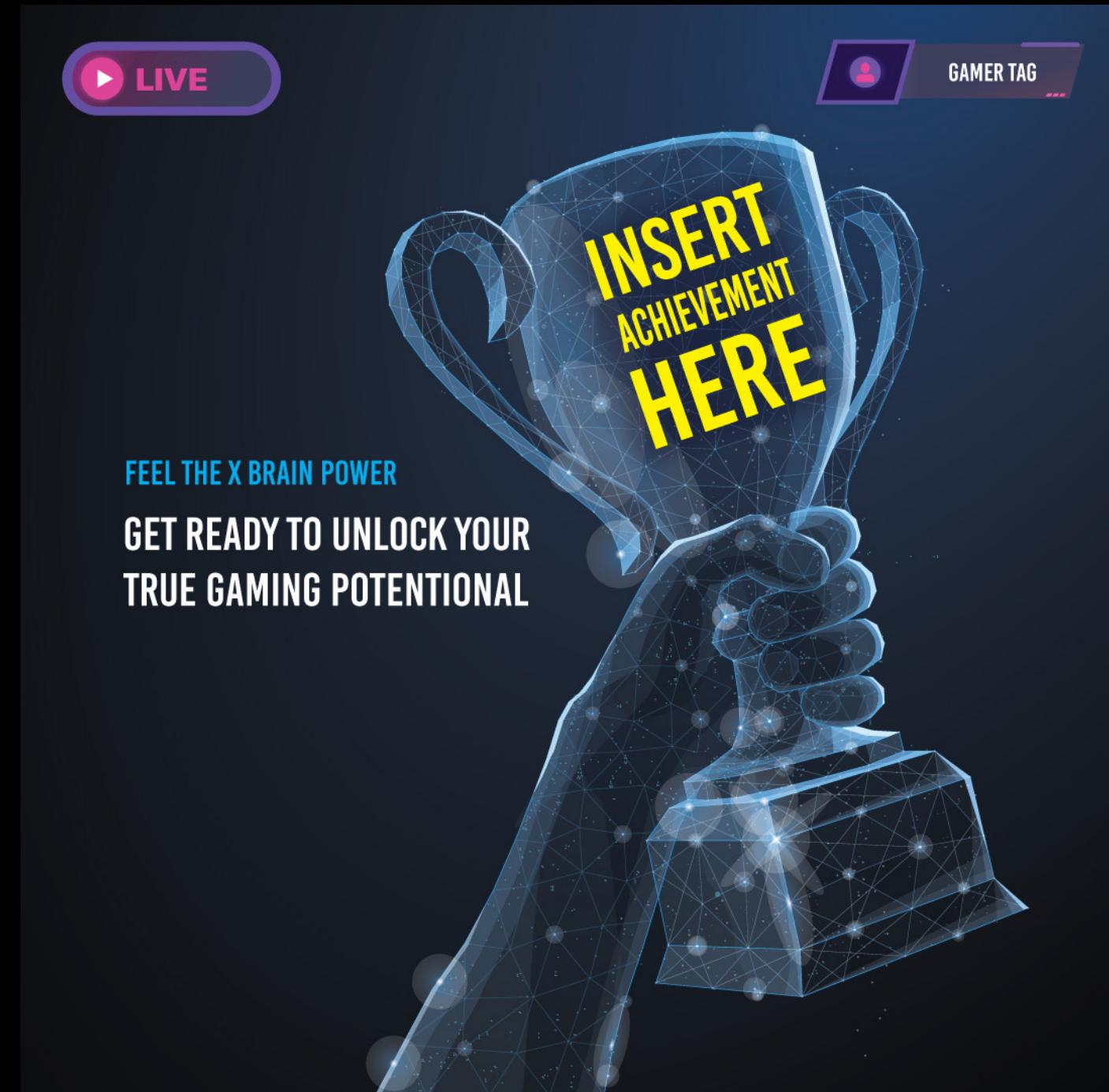
**Bodycopy:** Our formula helps with increased focus to help with studying & deadline completion

REACH NEW HIEGHTS  
MEET EVERY DEADLINE





Meet Kevin a twitch streamer, gamer and podcast host looking to up not just his gamer scores and viewers but his life as well. Something to take his focus to the next level in building his media empire.



**Headline:** Focus on your next highscore

**Bodycopy:** Our formula helps with increased focus so you stand out online

# How we build your Ad

Emotional Driver

**Desire for Enhanced Performance**



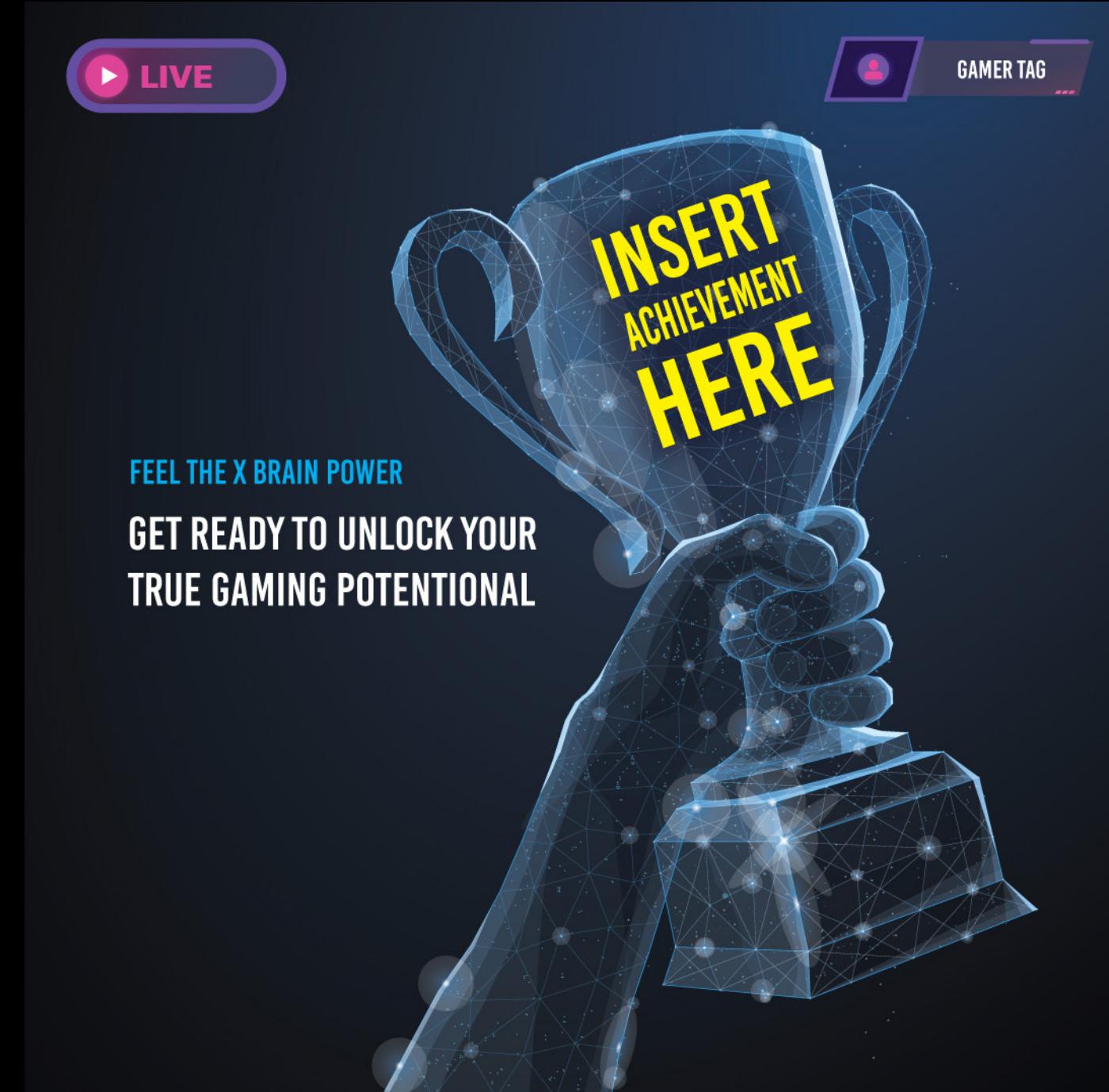
Emotional Driver

**Desire for Enhanced Performance**



Emotional Driver

**Passion for Building a Media Empire**



**Headline:** Focus on your next highscore

**Bodycopy:** Our formula helps with increased focus so you stand out online

LIVE



GAMER TAG

FEEL THE X BRAIN POWER

GET READY TO UNLOCK YOUR  
TRUE GAMING POTENTIAL



# What we need in the account to create successful future ads

- Product & Lifestyle Photography
- UGC Videos & Testimonials
- Updated highly targeted landing pages based around the personas
- More solidified branding and brand guides