Supplement ad creative strategy: the 2026 data

Printable text and data edition, exported 24 September 2026. Chart values are reproduced as tables. Image exhibits remain available in the online report. The source report's methodology, estimates and limitations apply.

Open the original interactive report

html D2C Health & Wellness Ads: Cross-Market Creative Intelligence | Quickads.ai

Quickads

Home

Brands

Key Findings

Platform Spend

Ad Formats

Messaging

Deep Dives

Hooks

Platform Creative

Comparison

Gaps & Opps

Spotlights

Mistakes Made

CMO Action Plans

Top 5 Patterns

About

Quickads.ai Intelligence Report

D2C Health & Wellness Ads: Cross-Market Creative Intelligence

UK · US · India | Oct 2024 – Apr 2025

30+

Brands Analyzed

500

Top Ads Studied

3

Markets

4

Platforms

10

Frameworks

44.2%

Product Demo Share

35.8%

Single Image Volume

32.6%

UGC / Short Video

60/40

Functional vs Emotional

01 — Brands Analyzed

30+ Brands Tracked

D2C health & wellness brands across US, UK, and India.

□□ United States

Hims & Hers Ritual Care/of (Bayer) Seed Health AG1 Alo Moves Noom Gainful Obé Fitness Pendulum Beam Needed Thesis

□□ United Kingdom

Ancient + Brave Huel Zoe Innermost Revvies Bare Biology Indi Body Nourished Heights Form Nutrition Myvitamins

□□ India

Wellbeing Nutrition Oziva (HUL) Boldfit The Whole Truth Kapiva MuscleBlaze Setu Nutrition Fast&Up Habbit Health Traya Health Cureveda mCaffeine

02 — Executive Summary

5 Key Findings

What the data tells us — fast.

FINDING 01

Hybrid UGC + Science wins everywhere

Authentic creator-style content layered with clinical credibility is the dominant creative formula. Pure polish or pure testimonial both underperform alone.

FINDING 02

Meta dominates — TikTok is rising fast

Facebook/Instagram is the primary paid channel globally. TikTok accelerating in US & India. YouTube is severely underinvested across all three markets.

FINDING 03

Each market has a distinct creative tone

US = aspirational + clinical. UK = evidence-based + stricter. India = functional value + local ingredients. One creative won't work across all three.

FINDING 04

Product demo is the #1 format at 44.2%

Demos outperform static and UGC. First 3 seconds of video are decisive. Carousels at 2.2% are almost ignored despite strong multi-benefit storytelling potential.

FINDING 05

Personalisation funnels — biggest untapped lever at just 1.4% usage

Quiz-to-product funnels appear in just 1.4% of creatives despite clear consumer demand for personalised health. Hims, Thesis, and Gainful lead — but the white space across all three markets is enormous.

03 — Platform Spend

Platform Spend Breakdown

Relative activity across Meta, TikTok, Google, YouTube, and Influencer by market.

United States United Kingdom India

Chart data from the online report

Label	US	UK	India
Meta (FB/IG)	90	85	65
TikTok / Reels	75	50	55
Google/Search	55	50	35
YouTube	30	25	20
Influencer	60	55	50

What this tells you: Meta is the runaway leader in all three markets — especially US and UK. TikTok is nearly as strong as Meta in the US and growing fast in India via Reels. YouTube sits at the bottom across all markets — a clear gap for brands willing to invest in long-form education content.

Platform	US	UK	India	Direction
Meta (FB/IG)	High	High	Medium	↑ Dominant; hybrid UGC shift Oct 2024
TikTok / Reels	High	Medium	Medium	↑ Rising; TikTok Shop emerging
Google Search / PMax	Medium	Medium	Low	→ Stable; intent-driven secondary
YouTube	Low	Low	Low	↓ Underinvested everywhere
Influencer	Medium	Medium	Medium	→ Macro/expert (US), Science (UK), Micro (India)

04 — Ad Formats

Ad Format Analysis

Format share from 500-ad analysis. US/UK-heavy; India directional.

Overall Format Share

Chart data from the online report

Label	Value
Product Demo	44.2
Single Image	35.8
UGC/Short Video	32.6
Hybrid UGC	21
Animation	8
Carousel	2.2
Quiz	1.4
Before/After	1.2

Format by Market — Top 5

US UK India

Chart data from the online report

Label	US	UK	India
Product Demo	42	40	52
UGC Video	38	28	30
Single Image	36	42	30
Hybrid UGC	24	18	14
Animation	6	12	5

What this tells you: Product demos dominate globally at 44.2% — India skews even higher at ~52%, reflecting a preference for show-don't-tell content. The UK leans more on single static images with clinical claims. Carousel (2.2%) and quiz formats (1.4%) are almost absent — both are significant opportunities no brand has meaningfully claimed.

Format	Share	US	UK	India	Status
Product Demo Video	44.2%	↑ High	↑ High	↑ Very High	Dominant
Single Image (Static)	35.8%	→ Stable	↑ High	→ Stable	Stable
UGC / Short Video	32.6%	↑ Rising	↑ Rising	↑ Rising	Growing

Hybrid UGC + Polished	~21%	↑ Rising	↑ Rising	↑ Rising	Fastest Growing
Animation / Education	~8%	→	↑ Strong	→	Niche
Carousel	2.2%	↓ Rare	↓ Rare	↓ Rare	Underused
Quiz / Personalisation	1.4%	↑ Opp.	↑ Opp.	↑ Big Opp.	Untapped
Before/After Meme	1.2%	↓ Fatigued	↓ Fatigued	↓	Avoid

05 — Messaging

Creative Messaging Frameworks

The 10 patterns that drive performance across markets.

01

Quantified Benefit + Offer

"X g protein… 20% off." Hard numbers anchor value. Strongest in US/UK subscription tiers.

Universal

02

Science-Backed + Lifestyle

"Clinically tested… high-performance morning routine." Clinical credibility paired with aspiration.

US · UK

03

Problem → Solution → Result

Relatable hook, product as solution, UGC result close. Backbone of all short-form video.

Short-Form

04

Social Proof at Scale

"1M+ customers", star ratings, transformations. Layered heavily by Hims & Hers, AG1.

Universal

05

Ingredient Transparency

"Clean, vegan, no fillers." Ritual and Seed lead. Strong with label-reading consumers.

US · UK Premium

06

Expert / Doctor Authority

Clinical voiceover, study citations, "clinically researched" badges. Builds category trust.

Gut · Brain · Collagen

07

Aspirational Emotional Hook

"Confidence", "transform", "wake refreshed." US-led; emotional triggers rising everywhere.

US Lead

08

Value + Price Anchoring

"Just ₹X per day." Bundle deals. Critical in India; secondary in US/UK.

India Lead

09

Seasonal / Resolution Trigger

New Year gut/sleep/energy hooks; Valentine's for sexual wellness (Hims). Timing amplifies everything.

Seasonal

10

Personalisation Quiz Funnel

"Built for you." Only 1.4% usage. Hims, Thesis, Gainful lead. Biggest white space across all markets.

⚡ Big Opportunity

06 — Market Deep Dives

Market Deep Dives

Brand activity, creative patterns, and market-specific signals.

United States

Clinical + aspirational · Subscription funnels · Sexual health & gut niches

Brand	Activity	Format	Platform	Message

Hims & Hers	High	Static + Short Video	Meta	Clinical + Social Proof ("1M+ customers")
AG1	High	Demo Video	Meta	Aspiration + Routine ("one scoop morning")
Ritual	Med-High	Static + Hybrid	Meta	Science + Lifestyle ("clean, vegan, real science")
Seed Health	Med-High	Animation + Static	Meta	Clinical Gut ("24 strains, clinically tested")
Thesis / Gainful	Medium	UGC + Quiz	Meta	Personalisation ("built for you")
Noom	Medium	Short Video	Meta	Psychology-based weight/wellness
Care/of (Bayer)	Low	Legacy/Organic	—	Post-acquisition; limited paid activity observed

 Hims & Hers — Creative Standout

Static pill + before/after with "Why Testosterone by Hims? Just one pill." Consistent sexual health funnel with clinical trust signals and subscription architecture.

 AG1 — Format Leader

Minimalist demo tying morning scoop to daily performance routine. Expert voiceover + subscription CTA. Benchmark execution in the 500-ad analysis.

United Kingdom

Evidence-based · Brain & gut health · ASA-compliant clinical tone

Brand	Activity	Format	Platform	Message
Huel	High	Demo Video + Image	Meta	Functional + Value ("ready in minutes, $3.95")
Ancient + Brave	Medium	Static / Video	Meta GB	Clinical + Women's ("True Collagen, clinically researched")
Zoe	Medium	Static / Video	Meta	Science gut ("30+ plants, world-leading scientists")
Heights / Form / Myvitamins	Medium	Static + UGC	Meta	Brain/Nutrition — quantified + lifestyle

Innermost / Bare Biology / Nourished	Low	Static / Niche	Meta	Brain/Sleep/Collagen — science + transparency

 Huel — Creative Standout

Routine-building demos with everyday-user UGC. "Ready in minutes" + explicit price point. The clearest UK performance creative template.

 Zoe — Clinical Leader

"30+ plant gut supplement… world-leading scientists." Product shot + clinical claim + subscription funnel. Exemplifies UK's evidence-first, ASA-compliant tone.

India

Value + protein · Local ingredients · Emerging paid scale

Brand	Activity	Category	Primary Message
MuscleBlaze	Medium	Protein / Sports	Functional + value; protein quantity anchors
Traya Health	Medium	Hair Health	Local ingredient + clinical; problem → solution UGC
The Whole Truth Foods	Medium	Nutrition / Protein	Radical ingredient transparency; "nothing to hide"
Oziva (HUL)	Low–Med	Women's Nutrition	Plant-based lifestyle; shifting post-acquisition
Wellbeing / Setu / Kapiva / Fast&Up	Low–Med	Gut / Immunity / Ayurvedic	Local ingredients + affordability + functional demos

⚠ Limited granular ad-library data for India in this period — directional estimates only. DATA NEEDED for specifics.

 The Whole Truth — Standout

Radical transparency: every ingredient shown, "nothing to hide." Price-anchored bundles. Differentiated positioning vs incumbent brands.

 Traya Health — Growth Brand

Problem → solution UGC for hair health with Ayurvedic credibility. Local trust signals. Strong subscription funnel candidate.

07 — Hook Analysis

Hook Analysis

First-3-second hook types and saturation by market.

US UK India

Chart data from the online report

Label	US	UK	India
Problem	80	78	75
Demo Open	75	72	85
Statistic	78	75	55
Pattern Interrupt	55	40	52
Expert Auth.	50	72	35
Price Reveal	30	25	78
Emotional	60	45	28

Hook Type	US	UK	India	Saturation
Problem Statement	↑ High	↑ High	↑ High	Medium
Demo Open	↑ High	↑ High	↑ Very High	High
Statistic / Claim	↑ High	↑ High	→ Med	Medium
Pattern Interrupt	→ Med	→ Low	→ Med	Low
Expert Authority	→ Med	↑ High	→ Low	Low
Price / Value Reveal	→ Low	→ Low	↑ High	Low–Med
Emotional Cold Open	↑ Rising	→ Stable	→ Low	Low

The winning arc: Hook → Problem → Solution → Result → CTA. Demo opens dominate because they establish relevance immediately. India's price-reveal hook is a unique market differentiator with no equivalent in US/UK creative.

08 — Platform Creative

Platform Creative Breakdown

What works on each platform, by market — 9 combinations.

M

Meta — US

FB / Instagram

- UGC video + single image mix
- Problem-first hooks with emojis
- Static/video split ~36/53%
- Subscription quiz landing pages
- Sexual health & gut personalisation

M

Meta — UK

FB / Instagram

- Clinical static emphasis
- Product + lifestyle image pairs
- ASA-compliant "supports" language
- Brain/gut/collagen categories
- Evidence-based + expert-led

M

Meta — India

FB / Instagram

- Functional demo + price anchoring
- Local ingredient trust signals
- Hindi/vernacular emerging
- Bundle pricing CTAs prominent
- Lower paid scale vs US/UK

T

TikTok — US

Short-Form + Shop

- Talking head / demo / creator UGC
- First-frame relatability hooks
- TikTok Shop emerging for supplements
- Micro health/fitness creators
- Sexual health / nootropics lead

T

TikTok — UK

Short-Form

- Science/wellness micro-creators
- Lower brand paid vs US
- Gut/brain supplement demos
- ASA applies to paid content
- Creator strength growing (Kantar)

T

Reels/Moj — India

TikTok-adjacent

- TikTok banned; Reels/Moj replace
- Local micro fitness creators
- Demo + price-reveal hooks
- Vernacular content fast-growing
- WhatsApp commerce emerging

G

Google — US

Search / PMax / YT

- "Best gut probiotic", "personalised vitamins"
- Performance Max with demo assets
- YouTube: skippable 15–30s (low)
- Long-form YouTube = big opportunity

G

Google — UK

Search / PMax / YT

- Brain health, collagen search terms
- Evidence-backed ad copy
- YouTube severely underinvested
- ASA rules apply to all digital ads

G

Google — India

Search / YouTube

- Lower investment observed
- Protein/ayurvedic search terms
- YouTube vernacular rising fast

- Price-comparison search high
- DATA NEEDED

09 — Cross-Market Comparison

Cross-Market Comparison

Key differences and shared patterns across US, UK, and India at a glance.

Dimension	United States	United Kingdom	India
Dominant Format	UGC Video / Image Hybrid	Clinical Static + UGC	Functional Demo
Top Platform	Meta + TikTok (rising)	Meta dominant	Meta + Reels
Primary Message	Clinical + Personalisation	Science + Brain/Gut	Value + Protein
Price Strategy	Premium subscription + BOGO	Premium + first-order off	Explicit affordability + bundles
Regulatory Tone	FTC: outcome-oriented + disclaimers	ASA: strict evidence + "supports"	ASCI: similar + local ingredient nods
Creator Type	Macro / expert hybrid	Science / wellness expert	Micro / local fitness
Leading Category	Gut / Sexual / Nootropics	Brain / Gut / Collagen	Protein / Hair / Immunity
Emotional Split	60/40 (functional + rising emotional)	70/30 (functional)	75/25 (strongly functional)
Creative Fatigue	High (static claims)	Medium	Low — emerging scale
Personalisation Use	Low but leading	Very Low	Very Low — biggest opportunity
YouTube Investment	Low — opportunity	Low — opportunity	Very Low — major opportunity

The big picture: All three markets converge on hybrid UGC + science framing on Meta — but tone, economics, and regulation diverge sharply. The single largest untapped lever across all markets is personalisation funnels at just 1.4% usage . YouTube is underinvested everywhere. India has the lowest creative fatigue — and the most room to grow.

10 — Gaps & Opportunities

Gaps & Opportunities

What to pursue vs what to avoid — per market.

United States

✓ Pursue

Personalisation quiz funnels — massive white space

Humour / irreverence — untouched creative territory

Long-form YouTube health education

Full ingredient sourcing transparency

Third-party certs + independent lab links

TikTok Shop full integration

× Avoid

Pure static claims without social proof (fatigued)

Generic "clinically tested" without specificity

Before/after meme format (1.2% — declining)

Carousel without multi-benefit story

FTC-risking guaranteed outcome language

□□ United Kingdom

✓ Pursue

YouTube brain/gut health education series

Carousels for multi-benefit storytelling

Personalisation quiz funnels — near-zero adoption

Expert long-form (podcast / documentary style)

Community building beyond UGC reviews

× Avoid

Unsubstantiated clinical claims (ASA risk)

US-style sexual health messaging (mismatch)

Generic "natural" without evidence

Before/after without regulatory disclaimers

□□ India

✓ Pursue

Vernacular (Hindi/regional) creative at scale

WhatsApp commerce for supplement subscriptions

Personalisation quiz funnels — highest upside globally

Ayurvedic + modern science hybrid narrative

YouTube vernacular health education

Micro-influencer fitness creator networks

× Avoid

Premium-only positioning without price anchoring

Western lifestyle imagery (low local resonance)

English-only creative ignoring vernacular

ASCI non-compliant health outcome claims

11 — Brand Spotlights

Brand Spotlights

Six standout brands — two per market.

□□ US · High Activity

Hims & Hers

The benchmark for clinical D2C health ads. "1M+ customers", "just one pill" — social proof at scale with accessible clinical language. Every CTA drives a consultation funnel. Architecture others in the space should study.

High Activity

Meta Platform

Clinical + Social Message

□□ US · High Activity

AG1 (Athletic Greens)

The gold standard of routine-integration supplement marketing. Minimalist demo, expert voiceover, "one scoop morning ritual." Subscription CTA is aggressive but natural. Benchmark execution in the 500-ad analysis.

High Activity

Meta + Expert Channels

Routine + Aspiration Message

□□ UK · High Activity

Huel

UK's clearest D2C paid creative benchmark. Routine-building demos with everyday-user UGC. "High-protein complete meal, ready in minutes, $3.95." Explicit price point reduces friction. Bridges premium and value masterfully.

High Activity

Meta Platform

Functional + Value Message

UK · Medium Activity

Ancient + Brave

Award-winning collagen brand. "True Collagen… clinically researched" — ASA-navigant while delivering strong functional claims. Product + lifestyle imagery on Meta GB campaigns. Premium positioning with rigorous evidence standards.

Medium Activity

Meta GB Platform

Clinical + Women's Message

India · Medium Activity

The Whole Truth Foods

India's most differentiated supplement creative: radical ingredient transparency. Every label shown, "nothing to hide." Price-anchored bundles convert price-sensitive consumers. Blueprint for competing on values rather than just price.

Medium Activity

Meta/IG Platform

Transparency + Value Message

India · Medium Activity

Traya Health

Hair health brand combining Ayurvedic ingredients with modern clinical credibility. Problem → solution → result UGC in a high-emotional-stakes category. Strong subscription funnel potential. A model for localising clinical trust for Indian consumers.

Medium Activity

Meta Platform

Local Clinical + UGC Message

12 — Mistakes Already Made

Mistakes Already Made in H&W Advertising

Patterns of wasted spend, missed signals, and creative decisions that cost brands across all three markets.

Global Mistakes — All Three Markets

Over-polishing UGC Until It Stops Working

Brands took genuine creator content and added heavy post-production — colour grading, graphic overlays, brand watermarks — stripping out the rawness that made it convert. Audiences on TikTok and Reels can smell a corporate UGC ad instantly. The hybrid format works because it looks authentic, not because it looks expensive.

 Wasted Spend

Recycling the Same 3-Second Hook Until Audiences Go Blind

The "ever feel tired all the time?" hook worked — then every brand in every category used it. Creative fatigue hit hardest in the US market where ad frequency is highest. Brands that didn't rotate hook variants saw CPMs spike and CTRs collapse. Hook libraries, not single hooks, are what scale.

 CPM Inflation

Treating "Clinically Tested" as a Differentiator

When every supplement brand in the category claims "clinically tested" or "scientifically formulated" without specificity, the claim becomes wallpaper. Seed and Zoe showed the right path: name the study, cite the strains, show the mechanism. Vague clinical language now signals low credibility, not high trust.

⚠ Missed Signal

Ignoring the First 0.5 Seconds on Mobile

Most brands optimise for the 3-second hook. The actual battleground is the first half-second before the thumb scrolls. Brands that started with motion, a face, or a visual problem in frame zero outperformed those that opened with a logo, a packshot, or black screen. The thumb doesn't wait.

 Lost Impressions

 US-Specific Mistakes

Leading with the Product, Not the Problem

US supplement brands — especially in the nootropics and gut health categories — consistently opened ads with product shots and brand names rather than anchoring in the consumer problem. Hims cracked this early: lead with the embarrassing truth ("Low T is more common than you think"), then introduce the product. Brands that skipped this paid in thumbstops.

⚠ Conversion Loss

Underbuilding the Subscription Funnel While Pushing Subscriptions

Nearly every US health brand pushed subscription CTAs while their post-click experience — landing page, onboarding, email flows — was built for one-time purchases. High subscription click rates, poor activation rates. The creative promised a routine. The funnel delivered a checkout page.

 Revenue Leak

 UK-Specific Mistakes

⚖

Importing US Creative Directly Without ASA-Proofing

Multiple UK supplement brands ran US-originated creatives with outcome-specific claims ("lose 10 lbs", "regrow hair in 60 days") that passed FTC scrutiny but violated ASA guidance. The result: takedowns, brand trust damage, and the cost of reshooting with "supports" language. Market localisation isn't just translation — it's regulatory architecture.

 Regulatory Risk

Underestimating the UK Consumer's Evidence Bar

UK audiences — particularly in the brain health and collagen categories — skew more sceptical of wellness claims than US counterparts. Brands that relied on aspirational lifestyle imagery without substantiation saw lower engagement and higher comment scepticism. The UK consumer wants the study, not just the story.

⚠ Trust Gap

 India-Specific Mistakes

English-Only Creative in a Vernacular-First Market

Despite over 60% of India's internet users preferring vernacular content, the majority of health supplement brands ran English-only paid creative. The brands that tested Hindi and regional-language variants — even simple dubbed audio over existing video — saw meaningfully higher engagement rates in Tier 2 and 3 cities, which represent the fastest-growing protein supplement buyer segment.

⚠ Audience Miss

Premium Positioning Without Price Anchoring

Several India-focused brands attempted to import Western premium supplement positioning — clean design, minimalist copy, no price mention — into a market where price sensitivity is a primary purchase driver. Without a per-day cost breakdown or value comparison anchor ("less than your daily chai"), premium signals read as inaccessible, not aspirational.

 Conversion Failure

13 — CMO Action Plans

CMO Action Plans

Market-specific 90-day playbooks — what to do now, what to build next, and what to cut.

□□

United States

Priority: Deepen personalisation · Diversify off Meta · Refresh fatigued formats

⚡ Do Now — Days 1–30

Audit & Rotate Your Hook Library

Pull all Meta ads running >45 days

Identify hooks with dropping CTR — retire them

Brief 5 new hook variants: problem, demo, stat, emotional, expert

Test one UGC-hybrid format per ad set

Q1 Priority

◆ Build Next — Days 31–60

Launch a Personalisation Quiz Funnel

Build a 4-question quiz → product recommendation

Create 3 creative variants per quiz outcome

Retarget quiz completers with result-specific video

A/B test quiz CTA vs direct product CTA on Meta

Q2 Priority

✕ Stop Doing — Immediately

Retire These Creative Patterns

Before/after meme format (1.2% — declining fast)

Generic "clinically tested" without citing the study

Product logo as the first frame of any video

Subscription CTA without post-click onboarding flow

Act Immediately

□□

United Kingdom

Priority: Evidence depth · YouTube investment · ASA compliance architecture

⚡ Do Now — Days 1–30

ASA-Proof All Active Creatives

Audit every live ad for outcome-specific claims

Replace "will" with "supports", "helps", "designed to"

Add study citations to clinical claim ads

Run static image variants with evidence badges

Q1 Priority

◆ Build Next — Days 31–60

Invest in YouTube Education Content

Produce 2× 5-min explainer videos (gut/brain health)

Feature a credentialled expert or GP on camera

Run as skippable pre-roll + organic channel upload

Repurpose into 30s Meta clips with expert soundbite

Q2 Priority

× Stop Doing — Immediately

Retire These Creative Patterns

Importing US creatives without UK regulatory review

Lifestyle-only ads with no evidence signal

Before/after transformation without disclaimers

Generic "natural" or "pure" language without proof

Act Immediately

□□

India

Priority: Vernacular at scale · Price anchoring · Micro-creator activation

⚡ Do Now — Days 1–30

Launch Hindi Creative Variants

Dub your top 3 performing videos in Hindi

Add per-day price anchor to all creatives ("₹X/day")

Test bundle-price creative vs single-unit creative

Activate 5 micro fitness creators (50K–200K following)

Q1 Priority

◆ Build Next — Days 31–60

Build WhatsApp Commerce Flow

Create a WhatsApp catalogue for top 5 SKUs

Add WhatsApp CTA to Reels and Meta ads

Set up a quiz bot: "Find your supplement" in Hindi

Launch subscription reminder flows on WhatsApp

Q2 Priority

× Stop Doing — Immediately

Retire These Creative Patterns

English-only creative targeting Tier 2+ cities

Western lifestyle imagery (gym, minimalist aesthetic)

Premium-only positioning with no price mention

ASCI non-compliant outcome claims

Act Immediately

14 — Best vs Rest

5 Patterns Separating the Best from the Rest

What the top-performing D2C health brands consistently do that the average brands don't.

PATTERN 01

They Build Routine, Not Just Product Awareness

The best brands — AG1, Huel, Hims — don't advertise a product. They advertise a slot in your day. "One scoop every morning." "Ready in minutes." "Just one pill." The creative positions the product as already part of the consumer's life, not something they're being asked to add to it. Average brands show what the product is. The best brands show what your life looks like with it.

Seen in practice

AG1's entire creative library frames the product around the morning routine — not ingredients, not benefits, not even taste. The routine IS the product.

AG1 Huel Hims

Impact signal

PATTERN 02

They Layer Proof Types — Not Just Pile Them On

Top brands use a deliberate proof architecture: clinical data establishes category credibility, expert voiceover builds authority, UGC testimonials make it personal, and social proof numbers ("1M+ customers") remove purchase risk. Average brands use one proof type repeatedly — usually social proof — which fatigues quickly. The best layer different types across the funnel at each stage.

Seen in practice

Seed Health uses animation (mechanism), then UGC (social proof), then a clinical badge (authority) — all in one creative. Three distinct proof layers in 30 seconds.

Seed Health Ritual Zoe

Impact signal

PATTERN 03

They Write the Hook for the Person, Not the Product

The worst-performing H&W ads open with the brand or the product. The best-performing ones open with a truth about the person watching. "You're not lazy. Your gut microbiome is." "Testosterone starts declining at 30." These hooks work because the viewer's brain says "that's me" before they realise they're watching an ad. The hook earns the pitch — the pitch doesn't replace the hook.

Seen in practice

Hims leads with the uncomfortable truth about hair loss or low testosterone before ever naming the product. The viewer is already nodding before the brand appears.

Hims Noom Thesis

Impact signal

PATTERN 04

They Treat Creative as a Testing Infrastructure, Not a Campaign

Average brands produce a campaign (3–5 assets), run it, evaluate it, repeat on a quarterly cycle. Top-performing brands run a continuous creative testing machine — new hooks weekly, format variants monthly, new proof types quarterly. The result is a creative library that compounds: winners stay in rotation, losers get retired fast, and learning accumulates. Their cost per acquisition drops over time while others' rises.

Seen in practice

The 500-ad analysis found that the brands with the most total ads in rotation (AG1, Hims) also had the lowest creative fatigue scores — because they never stopped testing.

AG1 Hims & Hers Gainful

Impact signal

PATTERN 05

They Match the Creative Tone Precisely to the Market's Emotional Temperature

This is the pattern that most multi-market brands fail. The top performers understand that US consumers respond to aspirational permission ("you deserve to feel good"), UK consumers respond to evidence authority ("here's what the research shows"), and Indian consumers respond to practical value ("this is exactly what you get and what it costs"). The same product needs three distinct emotional postures — not three translations of the same ad. Brands that localise at this depth — not just language but emotional register — consistently outperform those that adapt the copy and leave the feeling the same.

Seen in practice

Huel's UK creative is UGC-practical ("meal in minutes, £X"). A hypothetical US version of the same product would lean harder on performance identity — "fuel for people who don't stop." Same product. Different emotional contract.

Huel (UK) Ancient + Brave (UK) Traya (India) Hims (US)

Impact signal

About Quickads

Quickads.ai — AI Ads Operating System

Research winning ads. Generate high-converting creatives. Scale ROAS. All under one roof.

20M+

Ads in Library

35+

Languages

23K+

Brands Trust Us

Ad Intelligence

Search and analyze competitor ads across Meta, Google, TikTok. Filter by industry, format, hook type, and engagement.

Creative Production

Generate high-performing ad creatives using AI. Static, video, carousel. From brief to live creative in minutes.

Want to scale your creative production while improving ROAS?

Visit: quickads.ai →

© 2025 Quickads.ai · D2C Health & Wellness Ad Intelligence · UK · US · India · Oct 2024–Apr 2025

Get In Touch

Schedule a Call

Fill out this form and our team will get back to you shortly.

By submitting, you agree to receive communications from Quickads.ai

html Floating CTA Button

Schedule a Call