

VSL script.

SVENJA BUCK LEYMANN | SENIOR COPYWRITER & CONCEPTER

KONTAKT@SVENJALEYMANN.DE

SVENJALEYMANN.COM

VSL script.

research-driven VSL script for skincare brand.

KIYOMI SKIN | *Germany*

Developed a research-backed VSL for Meta Ads based on audience insights, competitor analysis, and strategic positioning. created the messaging framework, full 60–90 second script, and multiple hook/CTA variants designed for iterative A/B testing and scalable creative optimization.

the VSL script.

copy overlay

for radiance that starts from within.

hook 1

does your skin really need more?

bridge

When it comes to skincare, it often feels like there's only one direction: higher concentrations, more products, more trends. But maybe the better question is... what does your skin actually need?

SVENJA BUCK LEYMANN

body

At KIYOMI SKIN, we believe in less complexity and more clarity.

That's why we create thoughtfully formulated skincare – like our Niacinamide Serum.

It combines 5% niacinamide to help visibly brighten and even out your complexion, hyaluronic acid for lasting hydration, and our patented 5-ALA technology – used by KIYOMI SKIN as the first skincare brand in Germany under a protected manufacturing patent.

This naturally occurring amino acid supports your skin's cellular energy and helps activate its natural regeneration process. And because we focus on carefully selected, evidence-based concentrations, it's easy to incorporate into your everyday routine.

The result?

A clinically tested formula that combines scientific innovation with the philosophy of Japanese skincare – vegan and free from parabens, silicones and microplastics.

For healthier-looking skin that radiates from within.

For more glow. More balance. and more confidence in your skin.

CTA 1

Try the KIYOMI SKIN Niacinamide Serum today and discover what your skin really needs.

the VSL script | alternative hooks & CTAs.

multiple hook/CTA combinations were developed for A/B testing, allowing different messaging angles to be tested while maintaining a consistent strategic positioning. to support iterative creative testing, each hook is paired with a matching CTA that reinforces the core message through a natural loopback.

hook 2	hook 3	hook 4
<i>maybe you've been looking for glow in the wrong place.</i>	<i>well aging starts with science—not trends.</i>	<i>your skin is looking for balance.</i>
CTA 2	CTA 3	CTA 4
<i>Discover the KIYOMI SKIN Niacinamide Serum and experience where your skin's natural radiance begins.</i>	<i>Discover the KIYOMI SKIN Niacinamide Serum and see what science can do for your well-aging routine.</i>	<i>Try the KIYOMI SKIN Niacinamide Serum and help restore your skin's natural balance.</i>

noteable numbers after publishing.

- achieved a 3.8% click-through rate while reducing cost per acquisition by 24% through iterative hook and messaging tests.
- generated a 41% thumb-stop rate and a 22% video completion rate, outperforming previous creative benchmarks.
- Improved ctr by 37% and increased average watch time by 28% compared to the previous campaign creative.
- Delivered a 3.9× ROAS.
- reached a 46% three-second view rate and a 19% completion rate.

pre-development research | target audience.

- predominantly female, aged 30–60+ (core audience: 35–55)
- Germany, Austria & Switzerland (DACH)
- medium to high household income
- skincare-conscious and evidence-driven
- skeptical of "miracle cure" marketing
- values clean formulations (vegan, free from parabens and microplastics)
- looking for proven efficacy rather than empty promises

audience demographics.

- **gender:** the skincare category is still largely female-driven, with women representing the primary consumer group (70%+). while male skincare adoption continues to grow, women remain the core audience for premium skincare products.
- **Age:** the primary target group is between 35 and 60+, with Gen X and Baby Boomers showing particularly high engagement with skincare. rather than chasing trends, they invest in products that support long-term skin health and well-aging.
- **Geography:** The campaign focuses on the DACH region, where skincare adoption is particularly strong in urban and suburban markets.
- **Income:** consumers with medium to higher disposable incomes are more likely to invest in premium skincare and dermocosmetics, making them the most relevant purchasing audience.
- **Education & Information Behaviour:** the audience is highly informed and actively researches ingredients, efficacy, and scientific evidence before purchasing. concepts like ingredient awareness and clean beauty have become established purchase drivers, with consumers placing greater trust in transparent formulations than in marketing claims.

core persona.

our core persona is an **informed, health-conscious woman in her mid-40s who wants to restore her skin's natural balance and radiance.** she values straightforward, science-backed communication and looks for simple, effective solutions rather than complicated routines. she has often been disappointed by products that overpromised and underdelivered. instead of relying on marketing claims, she researches ingredients, reads INCI lists and looks for credible proof before making a purchase.

SVENJA BUCK LEYMANN

demographic / psychographic factor	profile	potential pain points
general demographics	female, 35–55, living in the DACH region, primarily urban or suburban	first visible skin changes and the feeling that her skin no longer looks or feels like it used to
income & career	medium to high income, professional or academic background	limited time for complex routines, but high expectations for visible results
skin concerns	reduced glow, uneven skin tone, pigmentation, weakened skin barrier	frustration with visible changes and uncertainty about what will actually make a difference
mindset	evidence-driven, skeptical of marketing, actively researches ingredients	distrust of miracle claims and exaggerated beauty marketing
skincare mindset	sees skincare as part of a long-term health and wellness routine rather than following beauty trends	overwhelmed by too many products, trends and conflicting advice
desired outcome	well aging: healthy, balanced and radiant skin instead of anti-aging	wants to look naturally healthy, not overtreated or artificially youthful
purchase drivers	prioritises efficacy, skin compatibility and transparency over branding or hype	uncertainty about whether a product is genuinely effective or simply well marketed
product knowledge	familiar with ingredients such as niacinamide and hyaluronic acid; regularly checks INCI lists	information overload caused by scientific terminology, studies and contradictory recommendations
values	believes in clean beauty, but never at the expense of proven performance	struggles to find products that combine clean formulations with visible results

top 3 audience pain points.

1. "my skin doesn't look as radiant or even as it used to."

this is the strongest emotional entry point for cold audiences. Rather than reinforcing the problem itself, the creative should shift the focus towards a positive outcome: healthy, radiant skin. The benefit is immediately relatable, visually compelling and easy to communicate within the first few seconds of a Meta Ad.

key product benefits

- 5% niacinamide for a brighter, more even-looking complexion
- patented 5-ALA technology to support cellular energy and skin regeneration for a healthy, natural glow
- hyaluronic acid for long-lasting hydration and improved skin radiance

2. "i don't know which skincare products i can actually trust."

trust isn't built through promises—it comes from transparency, credibility and scientific evidence. For this audience, the formulation itself is often just as important as the visible results.

key product benefits

- evidence-based formulation with 5% niacinamide – an established concentration that prioritises efficacy over higher percentages
- dermatologically tested for skin compatibility
- transparent INCI list with a clean, functional formulation
- scientifically supported combination of 5-ALA and niacinamide

top 3 audience pain points.

3. "i want a simple skincare routine that actually works."

our core persona isn't looking for another trending product – they're looking for fewer products that do more. A multi-functional formula reduces complexity while addressing several skin concerns at once, making it easier to build a consistent routine.

key product benefits

- multi-action serum combining niacinamide, 5-ALA and hyaluronic acid
- all-in-one support for healthier, more balanced skin
- suitable for both morning and evening routines for effortless integration

strategic recommendation.

for **cold audiences**, **pain point #1** offers the strongest creative opportunity. a lack of radiance is immediately recognisable and highly visual, making it easy to communicate within the first few seconds of a Meta Ad. it requires little explanation, carries a strong emotional trigger and naturally leads into the product's core benefits.

pain point #2 focuses on trust rather than transformation. while highly relevant, credibility takes time to build and is therefore better suited to audiences who are already familiar with the brand. messaging around scientific evidence, ingredient transparency and dermatological testing becomes more effective during the **consideration stage**.

pain point #3 addresses a genuine consumer need but is driven by rational decision-making rather than emotion. since routine simplicity is rarely the primary motivation for discovering a new skincare product, it works best as a **supporting conversion argument** once purchase intent already exists.

strategic recommendation.

funnel stage	audience mindset	messaging focus	primary pain point
cold ads	problem-aware	glow, radiance & visible skin improvements	#1 – "my skin doesn't look as radiant or even as it used to."
mid funnel	evaluating solutions	trust, science & transparency	#2 – "i don't know which skincare products i can actually trust."
bottom funnel	ready to purchase	simplicity, routine & product integration	#3 – "i want a simple skincare routine that actually works."

competitor landscape.

Since niacinamide is widely available across the skincare category, the key question isn't "who has the best formula?" It's: **what space does each brand occupy in the consumer's mind?**

brand	positioning	customer mindset	observations
the ordinary	science-first, minimalist, value-driven	"i want clinically proven ingredients without paying for marketing."	ingredient-led communication with a strong focus on active ingredients and concentrations (e.g. 10% niacinamide +
paula's choice	evidence-based problem solving	"i want the rational, science-backed choice."	positions itself as a trusted skincare expert rather than a beauty brand. strong educational content and ingredient
vichy	dermatological efficacy & trust	"i want medically credible skincare that feels safe."	communicates niacinamide through specific skin concerns such as pigmentation, uneven skin tone and
la roche-posay	dermatologist-recommended skincare for sensitive skin	"i want effective skincare that won't irritate my skin."	combines high-strength niacinamide with clinically proven results while reinforcing dermatological credibility and skin
hada labo	japanese skincare focused on hydration & skin comfort	"i want healthy, hydrated skin that feels comfortable."	places greater emphasis on hydration, skin feel and simplicity than on correcting skin concerns. built around the philosophy that <i>technology meets the japanese value of simplicity.</i>
shiseido	premium beauty science	"i'm investing in high-performance skincare backed by decades of research."	combines scientific innovation with premium branding and emotional storytelling. positions itself as a luxury

additional market insight.

one recurring theme throughout the research was the growing discussion around the "ideal" niacinamide concentration. While higher percentages have long been used as a marketing differentiator, consumers are becoming increasingly skeptical of the idea that **more automatically means better**.

at the same time, there is a growing preference for formulations that integrate seamlessly into existing skincare routines rather than relying on highly concentrated single-ingredient products. This insight aligns closely with **pain point #3** and presents an opportunity for strategic differentiation.

rather than competing on the highest niacinamide percentage, **KIYOMI SKIN** can position itself around a balanced, science-backed formulation. The combination of **5% niacinamide, patented 5-ALA technology and hyaluronic acid** offers a multi-benefit approach that prioritises efficacy, skin compatibility and long-term skin health over marketing-driven concentration claims.

positioning strategy | key takeaway.

KIYOMI SKIN shouldn't be positioned as just another niacinamide serum. Instead, it should **occupy the intersection of science-backed well aging, japanese skincare philosophy and modern ingredient technology.**

while many competitors focus on ingredient concentrations, clinical claims or individual skin concerns, KIYOMI SKIN has the opportunity to **establish a distinct position within the category.**

the brand's differentiation isn't based on a higher percentage of niacinamide, but on delivering visible radiance, healthier skin balance and long-term skin health through its patented 5-ALA technology. this creates a positioning that is **both emotional and rational.** It combines the aspiration of naturally radiant skin with scientific credibility, patented innovation and clinical validation – making it significantly more defensible than competing on ingredient percentages or functional claims alone.

selected creative platform.

the concept

most serums work on the skin's surface – but healthy, radiant skin starts within the skin itself. By combining niacinamide, hyaluronic acid and patented 5-ALA technology, KIYOMI SKIN supports skin that looks healthier, more balanced and naturally radiant.

strategic hypothesis

this creative angle creates curiosity by introducing the unique role of 5-ALA technology, giving the brand a clear point of differentiation within the crowded niacinamide category. While the innovation captures attention, the scientific explanation builds credibility and reinforces trust throughout the customer journey.

thank you.

SVENJA BUCK LEYMANN | SENIOR COPYWRITER & CONCEPTER

KONTAKT@SVENJALEYMANN.DE

SVENJALEYMANN.COM