SAMPLE · Hollins Bakery and Ashvale are fictional. This shows the format of a free ad check; it is not a real review.

Free 3-angle ad check

Hollins Bakery, Ashvale (fictional) · prepared by Anglecraft Studio · 2 working days after request

1. What your current ads say

We found 2 live ads in Meta's public Ad Library. Both show a tray of pastries with the line "Fresh every morning". Neither gives a price, a reason to visit this week, or what makes Hollins different from the supermarket bakery counter. The landing link goes to your homepage, which takes three taps on a phone to reach the order page.

2. Three angles worth testing

Angle	Why it might work	Headline idea
Timing The Saturday morning ritual	Your reviews mention queuing on Saturdays. Make the queue a reason to come, and pre-ordering the way to skip it.	"Skip the Saturday queue. Pre-order by Friday 6pm."
Proof Made here, at 4am	"Fresh every morning" is generic. Showing the 4am bake (real footage) proves it.	"Baked here at 4am. Gone by noon."
Gift The easy thank-you	A boxed half-dozen is an easy gift for neighbours, teachers or the office.	"Six pastries, one box, £[price]. The easiest thank-you in Ashvale."

3. Anything risky we spotted

• "Best croissants in Ashvale" on your Instagram bio would need evidence before it goes in an ad. Use a real review quote instead.
• "Gone by noon" must be true most days. If it isn't, use "Baked here at 4am" on its own.

4. The one change we'd make first

Point every ad straight at the pre-order page, not the homepage. It costs nothing, and every angle above depends on it.

Use this with or without us. If you'd like these angles made into finished ads, ask about a Creative Test Pack. Anglecraft Studio · ad creative built to be tested.