Test plan & creative rationale

HM-001 · Tapwise Plumbing & Heating (fictional, simulated job) · Creative Test Pack

What's in the folder

Concept (angle)	V0: lead design	V1: visual variation	Sizes
C1 Price certainty: fear of an unknown bill	Price-led, boiler illustration	Quote vs final bill	4:5 + 9:16
C2 Before the cold: seasonal timing	Thermometer and frost	Calendar, "before winter"	4:5 + 9:16
C3 Your time: no waiting in all day	Text message with arrival window	Clock showing a 2-hour window	4:5 + 9:16

6 designs × 2 sizes = 12 files. Copy options for every concept are in the copy sheet (CSV), ready to paste into Ads Manager.

How to test (2 weeks)

1. **Week 1, which angle?** One ad set, one audience, equal budget. Run the three V0 designs (C1, C2, C3) side by side. Upload both sizes in each ad so Meta can place them.
2. **Judge after 5–7 days** or about 1,000 impressions per ad, whichever comes later. Compare cost per booking first; if bookings are too few to read, compare click-through rate.
3. **Week 2, which visual?** Keep the winning angle and add its V1 beside its V0. Pause the weakest angle.
4. **Send us a screenshot** of the ad-level results. The next batch builds on the winner.

Why these choices

- **Three different reasons to book,** not three versions of one idea: money (C1), timing (C2) and convenience (C3). A test then tells you which motive moves your customers.
- **Price in every design**, with the qualification "parts quoted before any work" kept readable. "Fixed" is only accurate with that line, so it never gets dropped.
- **No claims we can't evidence.** Your Gas Safe registration and reviews were left out until the registration number and permission to quote are supplied. Both could become stronger concepts later.
- **Button text matches your booking page** ("Book a service"), so people land where the ad promised.

Ads don't post themselves. You upload them in your own Meta account and set the budget. We don't guarantee results: they also depend on your offer, budget, audience and booking page.