

ADVERTORIAL BRIEF & EXPLAINER

Black Girl Vitamins

Product: PCOS Relief

Deliverable: Long-form storytelling advertorial — a native “editorial” story ad.

Premise: A first-person customer transformation story, told as a third-party editorial with a health-news byline.

Format: Standalone landing page that cold and warm traffic clicks into from paid social.

Destination: [PCOS Relief product page, with 2-bottle package automatically selected.](#)

AUDIENCE & AWARENESS LEVEL

Who: Black women, roughly 28–45, living with PCOS.

Managing chin/facial hair, stubborn weight, irregular or missing periods, acne, bloating, and fatigue. She has usually been dismissed or misdiagnosed by doctors, handed birth control or metformin (which often made her feel worse), and burned by supplements that underdelivered. She's skeptical but tired, and desperate to “feel like herself again.”

Awareness level: Solution-aware, sliding toward product-aware.

She already knows she has PCOS and knows the usual options exist. So the piece does not waste time convincing her she has a problem. It does three jobs instead: (1) makes her feel understood and validated, (2) reframes the root cause so it feels newly solvable, and (3) differentiates this product from everything that already let her down.

The belief we move her to: *“My body isn't broken and I'm not failing — the real root was just never treated. This targets that root, so for once I have a real reason to expect a different result.”*

RESEARCH SOURCES

The story, the language, and the objections were built from real customer voice gathered before any copy was written:

- **Community forums and discussion threads** where women with PCOS talk candidly

- **Comment sections** on personal-story videos and educational YouTube videos about PCOS
- **Customer reviews** across major retail and review platforms, plus the brand's own on-site reviews
- **The product's existing sales page**, testimonials, and published customer-outcome data
- A scan of how **other brands in the category** advertise, to find both proven angles and untouched “whitespace” angles

Every emotional beat and objection traces back to something a real customer actually said. The specific phrasings are drawn from that voice, so the piece reads as one of *them*, not as an ad.

THE BRIEF: HOW IT FLOWS (AND WHY IT WORKS)

1. Hook + recognition. It opens on an instantly relatable question and the exact daily rituals she lives, so within seconds she thinks “this is me.” Recognition earns the right to keep her reading.

2. The failure ladder + rock bottom. It walks through everything she's already tried and lands on a genuine low point. This proves the piece gets it and shifts the blame off her willpower: she isn't lazy, she's been fighting the wrong thing.

3. The discovery + the reframe. A relatable third party (not the brand) introduces the product and delivers the key idea: all her symptoms share one root cause, and most solutions only attacked the surface. This turns frustration into rational hope.

4. The mechanism, made fascinating. It explains why it works in plain, vivid language, with the real ingredient doses on display. This is where a skeptic converts from “sounds nice” to “oh, that actually makes sense.”

5. Differentiation + proof. It spells out why this is different from what burned her, then stacks proof: a believable week-by-week progression and real testimonials. She starts seeing herself in the after.

6. Price reframe + risk reversal. Only now, after desire is built, does price appear — anchored against the expensive alternatives she's considered, then revealed as the affordable option, backed by the guarantee. This dissolves the “another wasted purchase” fear.

7. The close. It ends on validation and gentle urgency, turning the decision into relief rather than risk.

Why the order matters: Each section pays off the emotional debt the previous one created. She's never asked to believe the product works before she believes *it wasn't*

her fault and the root is fixable. We sell the reframe first; the product sells itself second.

PRE-RUN CHECKLIST

- ☐ **Verify every number and claim** against your live offer: price, discount, guarantee window, review counts, and any scarcity language. The draft uses your real figures — confirm they're current before spend goes live.
- ☐ **Confirm outcome stats are cleared for advertising** (survey percentages, “period returned” testimonials). Powerful, but they should be substantiated and shown as customer testimonials with the standard supplement disclaimer (included in advertorial).
- ☐ **Get sign-off for any named person** (the formulating physician) and any named customer photos or quotes before they appear in paid creative.
- ☐ **Compliance guardrail:** the narrator's own language purposely stays at “helped/supported/for me.” Strong results live inside customer testimonials, not brand claims. Avoid disease-treatment and guaranteed-weight-loss phrasing when editing.
- ☐ **Imagery:** some before/after and emotional visuals are marked “page only” — they work on the advertorial but may trip ad-platform health policy in the ad itself, so plan a softer variant for the ad account.
- ☐ **Testing:** the draft includes several headline options and both price-led and story-led angles. Run them against each other; the hero image and headline are the highest-leverage variables for click-through.

This advertorial is one asset in a funnel. It's built to do the selling once someone clicks. Pair it with ad creative that earns the click and a checkout that honors every promise made here.

COMPLIANCE NOTES

Practices followed in the advertorial to support Meta ad compliance (confirm against current policy before spend, as Meta's rules change):

- **No before/after body claims in the ad creative itself.** The transformation and before/after visuals are kept to the advertorial page, where the full story provides context. The ad that drives traffic avoids them, since side-by-side body/skin imagery is a common Meta health-policy trigger.

- **No “you”-targeted problem callouts.** The copy never assumes or points out a personal attribute (“struggling with facial hair?”). It tells one woman's story in the first person, which sidesteps Meta's personal-attributes rule.
 - **No disease-treatment or cure language.** The product is framed as supporting the body and its root cause, never as treating, curing, or preventing PCOS or any condition.
 - **No guaranteed or typical-results promises.** Outcomes are shown as one person's experience and individual testimonials, not as what any buyer will get. A “results may vary” disclaimer is included.
 - **Strong claims live in testimonials, not the brand's voice.** Specific results (periods returning, acne clearing) appear as real customer quotes with attribution; the narrator's own language stays at “helped/supported/for me.”
 - **Outcome statistics are framed as survey data.** Any percentages are presented as self-reported customer-survey figures, substantiated and clearly sourced, rather than as clinical or medical claims.
 - **Sensationalized and shaming language avoided.** No fear-mongering, no body-shaming, and no “miracle” or “breakthrough” absolutes that draw ad-review scrutiny.
 - **Standard supplement disclaimer included.** The page carries the “not evaluated by the FDA / not intended to diagnose, treat, cure, or prevent” and “consult your healthcare provider” language.
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