



Cut & Copy

Teardown

A UK dog probiotic brand · Anonymised example · October 2026

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Anonymised example, made without the brand's involvement from public information: the Meta Ad Library, public reviews and forums, October 2026.

What I found, in three lines.

- 1 Your strongest ad has been live for over 1,000 days. It calls out owners who spot the signs, like itching, licking and grass eating, and tells them it could be the gut.
- 2 Nearly every live ad makes that same argument to that same owner. The owners who've tried four foods, the ones who want it easy, and the ones who only trust owners like them don't hear a message written for them yet.
- 3 Below are three concepts to reach them. Each one launches as its own ad set, so you find out which group is worth scaling.

What your ads are arguing now.

LIVE ADS READ	The first 30 active ads
THE ARGUMENT	These signs could be your dog's gut
WHO IT'S FOR	An owner who has noticed the signs
AWARENESS	Problem aware
FORMAT	Faceless voiceover over dog footage
LONGEST RUN	Live since January 2024, over 1,000 days

WHAT'S WORKING

The format is right. Faceless voiceover over real dog footage is the longest-lasting format in this category, and an ad that runs for 1,000 days is usually still paying its way.

THE OPPORTUNITY

Almost every new ad is a rewrite of the same idea. A new concept would open a second door rather than compete with the first one.

What owners say, in their words.

“Gone are the days of matted tails and stinky sticky poos”

Shih Tzu owner, Trustpilot, 5 stars

“I have tried multiple different probiotics and this is finally one that works!”

Owner, Trustpilot, 5 stars

“We had been through so many foods”

Owner, Mumsnet

“It's all been a bit of a shock, my previous dog had a stomach of iron.”

Owner, Mumsnet

“I'm looking for real advice, not sponsored posts.”

Owner, a pet forum

THE WORDS THEY USE

funny poos

sensitive tummy

mid-walk emergencies

stomach of iron

licky trance

Nobody says “gut imbalance”. They say “funny poos” and “mid-walk emergencies”. The hooks should sound like that.

What the category is already saying.

Itching starts in the gut	CROWDED	Your current angle, and most of your competitors'
I've tried everything	CROWDED	On its own it doesn't stand out any more
Probiotic chews don't work	GROWING	Competitors aim this at chew brands, and chew brands rarely answer it
He thinks it's a treat	UNUSED AS AN OPENER	Mentioned in plenty of ads, never in the first line
Grass eating on walks	ALMOST EMPTY IN THE UK	Only two UK ads found
UK breeds and UK walks	EMPTY	Cockapoos, spaniels, mud and verges: nobody uses them

UK owners have heard “supports gut health” many times. A bigger claim won't stand out. A concrete reason it works, honest numbers and real owners still will.



04 · AUDIENCE MAP

Your audience map.

Everyone in the UK whose dog has a sensitive tummy

- Your ads reach them now
- A concept on the next pages
- Nobody is talking to them yet

Your ads talk to one group very well. Six groups with the same problem don't hear a message written for them. The three concepts on the next pages go after the three with the clearest way in.

“Stop changing your dog's food”

For Tried four foods

Solution aware

Its own ad set

THE ARGUMENT

A new food changes what goes in. It doesn't change the gut bacteria that have to digest it. So the fifth food won't fix what the first four didn't.

WHAT SHE NEEDS TO BELIEVE, IN ORDER

- 1 The food isn't the real problem
- 2 A chew can actually help
- 3 He'll actually eat it
- 4 It takes weeks, so three tubs make sense
- 5 Starting now beats starting after Christmas

HOOKS TO TEST

“Stop changing your dog's food.”

“Four foods since spring. Still three poo bags on every walk.”

“Before you change his food a fifth time, watch this.”

FORMAT

Faceless voiceover over phone footage of the food-swap routine: your winning format, with a new argument.

OFFER

Three tubs, sold as the 90 days the brand says it takes, not as a discount.

I've made this one as a spec ad. Watch it at cutandcopy.com/work.

“He thinks it's a treat”

For Wants it easy

Most aware

Its own ad set

THE ARGUMENT

She already knows she should do something. What stops her is the faff: pills in cheese, powder on dinner, a dog who spits it out. A duck-flavoured chew answers that.

WHAT SHE NEEDS TO BELIEVE, IN ORDER

- 1 This takes no extra effort
- 2 My dog will actually take it
- 3 It's worth trying now

HOOKS TO TEST

“He thinks it's a treat. It isn't.”

“No pills in cheese. No powder on his dinner.”

“The only supplement he's ever asked for.”

FORMAT

Creator video shot on a phone: the dog, the tub, the chew. 15 to 25 seconds.

OFFER

One tub to start, with the guarantee said plainly.

“The cockapoo on the verge”

For Trusts other owners

Problem aware

Its own ad set

THE ARGUMENT

Speak to one breed and one very British walk. An owner who sees her own dog in the first second keeps watching, and the gut message lands as advice from someone like her.

WHAT SHE NEEDS TO BELIEVE, IN ORDER

- 1 This is about a dog like mine
- 2 Other owners like me found it worked
- 3 It's safe to try

HOOKS TO TEST

“Cockapoo owners, you know the grass-eating thing on walks?”

“If your spaniel grazes the verge on every walk, it could be worth looking at his gut.”

“Mud, verges and a dog who eats everything.”

FORMAT

An owner talking to camera after a walk, shot on a phone. 30 to 45 seconds.

OFFER

Three tubs, with real reviews from owners of the same breed.

How I'd test them.

CAMPAIGN	One ABO campaign, kept just for testing new concepts
AD SETS	Three, one per concept, each with the same budget
ADS	Five per ad set: the main ad and four variations on the hook, opening and length
KILL RULE	Agreed before launch, for example pause an ad set at three times your target cost per purchase with no sale
READING IT	After about a week: purchases first, then where Meta chose to spend. Winners get new variations; losers still tell you which group isn't worth chasing

NEXT STEP

Want me to make one of these?

Each concept becomes an Ad Set Pack: the foundational research, five finished video ads, the copy and the launch plan. Reply to this email and tell me which one, or book a call and we'll talk it through.

FOUNDING PILOT

£250

A full Ad Set Pack at half price, for the first three brands

AD SET PACK

£495

One concept, five video ads, copy and launch plan



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