
MS PAINT AD CASE STUDY

The ad I drew in MS Paint got 11.22% CTR. It had no product, no offer, no discount in the picture.

DTC health supplement brand (Brand and products blurred.)

Presented by Joshua Chui

— THE CONTEXT

The health supplements industry is a competitive space where everyone's ad looks similar.

The audience: women 40 to 60, already familiar with the brand.

The problem: every brand sells the same benefits in the same words. Nothing in the feed sounds like the customer's own experience.

— THE QUESTION

What does this audience actually stop scrolling for?

We ran creative tests with multiple formats, each one a different hypothesis about what triggers genuine engagement.

01 Product and offer messaging

Relatable face + product range + clear discount offer

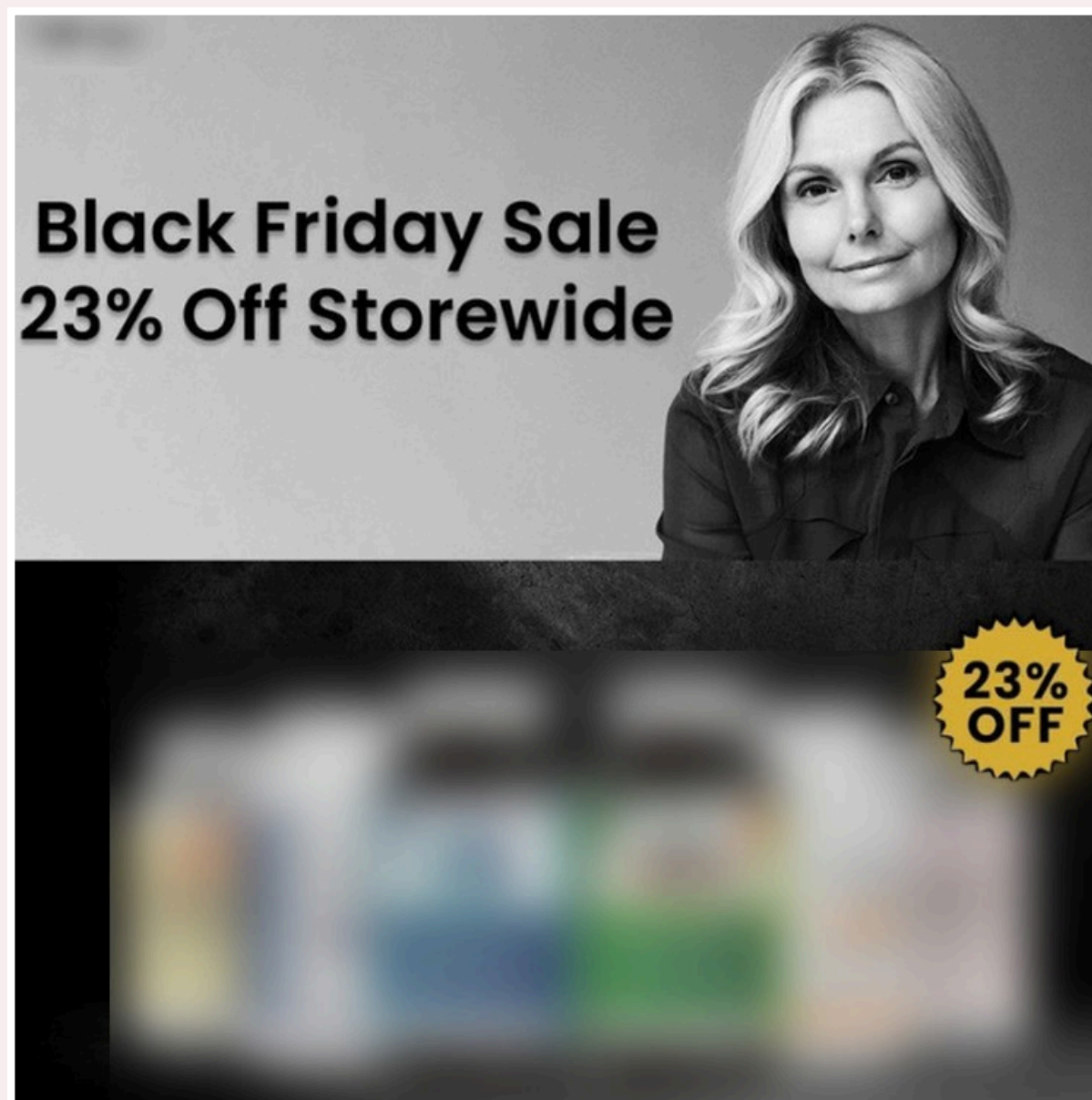
02 The customer's own words

A line from a real customer review, no product visible

— FORMAT 01 • CONVENTIONAL

Polished photography + clear discount offer

From past testing we knew this audience responds to black and white photography. The conventional play: show the product, lead with the offer.



Customer emotion. No product, no offer.

The headline is a sentence lifted from a real customer review. Make the reader feel understood before asking anything.



— THE OUTCOME: CTR (ALL)

PRODUCT + OFFER vs MS PAINT DRAWING

1.02% vs 11.22%

Both ads ran to the same warm retargeting audience during the Black Friday sale.

— THE MECHANISM

Three reasons the customer's own words outperformed.

1 The line was not written, it was found

The headline is a sentence from a real customer review, quoted almost word for word.

2 Empathy before persuasion

Naming the pain makes the reader feel understood, not marketed to.

3 The visual serves the sentence

With no product on screen, nothing competes with the line for attention.

— THE IMPACT

One test validated a creative philosophy.

We expanded this approach across other creative outputs.

BODY ILLUSTRATIONS

Bold visual metaphors e.g. bloating as a balloon

COMIC STRIP STYLE

Storytelling through visual means

EMAIL CREATIVES

Same visual language extended into email campaigns, gradually improving email CTR