

CREATIVE DIAGNOSTIC · 02

Anonymous Agency: Lead Generation Ad

An honest review of a second ad from the same company.

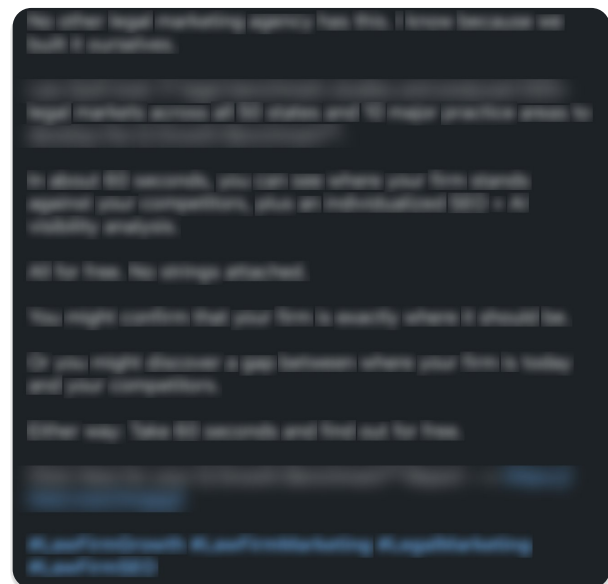
I've kept this ad and brand anonymous to protect the business and its owner. This is meant as an honest critique. The last thing I'd want is to unfairly hurt anyone's name.

6/10

Strong copy and offer, held back by a visual that sends the wrong first signal.



The ad creative (blurred). At a glance, it reads more like a cell carrier's coverage map than a competitive benchmark.



The post copy (blurred). A strong, confident opening, but the research details show up too early and stretch it out.

This ad has a lot going for it. The copy is stronger than the first one I reviewed, the message is clearer, and it feels more confident in what it's selling. But the visual is working against it.

The opening grabbed me right away. It tells the reader that nobody else in the space has this, because the agency built it themselves.

It's direct and confident, and it gives the reader a reason to pay attention. Instead of another generic marketing question, the agency is telling the audience it built something unique. That feels a lot more like the founder's personal brand.

I also really like the part where a business might find out it's exactly where it should be, or might discover a gap between itself and its competitors.

That's good copywriting.

It doesn't assume the reader has a problem. It just makes them curious about their own business and invites them to find out. The offer is strong too. A free competitive benchmark in about 60 seconds is easy to understand, and the call to action is clear. I wouldn't change much there.

Where It Could Improve

My biggest criticism is the visual. It doesn't reflect the personality I see in the founder's personal branding.

My issue isn't with the agency's brand identity. It's with how that identity is being expressed in this particular advertisement.

I get why someone chose a map. The product analyzes markets across the country, so it makes logical sense. But the map feels generic. It shows geographic coverage without saying anything meaningful about the product or giving me a reason to look closer. I had to read most of the ad before the image made sense, and someone scrolling their feed isn't going to give it that much time.

Here's the biggest thing I noticed. When I first skimmed past the image, I didn't think of a competitive benchmark at all. I thought of cell phone coverage. A red map of the United States covered in glowing dots looks a lot like the coverage maps carriers like Verizon have used in their advertising for years.

That's a big deal. The first association the visual creates, before anyone reads a word, has nothing to do with the audience or how they compare to their competitors.

I'd rather see a visual that makes a business owner curious about their own competitive position before they've even read the copy. Something as simple as two businesses in the same market, side by side, would do it.

That's the creative opportunity I see here.

Right now the copy is doing most of the work. For a company that sells marketing, the visual should be pulling its weight too.

The Copy Could Be Shorter

The copy is good, but it could be tighter. The long list of studies, markets, and categories behind the report builds credibility, but it doesn't need to show up this early. A business owner cares more about what the report can tell them about their own business than how many datasets went into it.

I'd keep the opening, move straight into why the reader should care, and get to the offer faster. I'd also build more of the copy around the "right where you should be, or falling behind" idea, because that's the strongest part of the whole ad.

Brand and Creative Direction

The founder comes across as experienced, approachable, and confident, and the advertising has room to show more of that. This ad does it better than the first through its opening and more natural language, but visually it still reads like standard B2B marketing.

The audience is made up of professional organizations, so a reserved approach makes sense. But professional doesn't have to mean visually uninteresting. The goal is an ad people recognize as theirs before they ever see the name. That could come from better composition, stronger typography, more intentional use of color, or a visual idea that actually says something.

What I Would Change

I wouldn't rebuild this from scratch. The offer, the confident opening, and the "where do you stand" idea all stay. I'd shorten the supporting copy, pull back on the technical details, and redesign the visual around the insight the report actually gives.

Before building anything new, I'd dig into what the audience is worried about and how they size up marketing agencies. And if the report can reveal one especially useful or surprising insight, that could become the foundation of the entire ad.

Final Assessment

6/10. Whoever wrote this understood the offer and communicated it well. The opening is strong, the proposition is credible, and the call to action is clear.

Where it falls short is the visual, which sends the wrong first signal and doesn't carry enough weight, and the copy, which could say the same thing with fewer words. The creative also plays it a little safe for a brand this distinctive.

I don't have the campaign's performance data, so this is about the creative and messaging, not the results.

The offer is good. The copy is good. I think the creative has room to catch up.

Concept Direction



Speculative concept mockup by Daniel Rodriguez, showing one possible direction. Not an official advertisement for the business.

Daniel Rodriguez Strategy

See how I work →