

YITTY × FABLETICS

Fit. Feel. Visual proof.

Turning a dense brief into an Instagram Story system that made the product experience clear and the next tap easy.

1.582M

SUMMED STORY FRAME VIEWS

5,681

STORY LINK CLICKS



APRIL + JUNE 2025 ANALYTICS

The brief set the requirements. My job was to make them usable.

THE BRAND NEED

Product + membership clarity

Explain how the pieces look and feel, communicate the VIP offer accurately, and provide a clear shopping route.

THE AUDIENCE NEED

A recommendation, not a recital

Give viewers a reason to care about the garment before asking them to process discounts, credits and eligibility.

MY CONTRIBUTION

Script, direction, follow-through

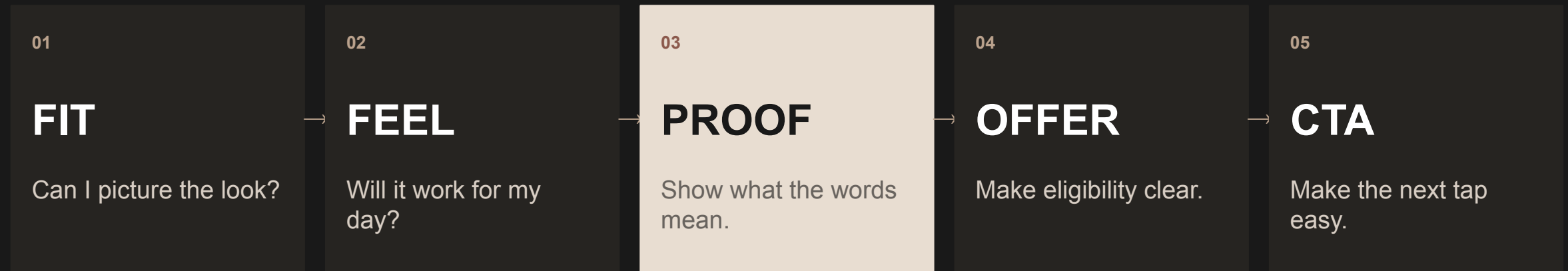
Translate the requirements, write creator-ready copy, coordinate corrections and specify frame-level publishing details.

Rochelle: filming, delivery and edits / Brand team: offer requirements and review / Dominique: creative translation and coordination

Sequence the persuasion.

Keep the shopping path available.

Fit → feel → visual proof → offer → CTA is a message hierarchy, not a rule that all offers must wait until the final frame.



LINK STICKER + BRAND TAG + PARTNERSHIP TAG ON EVERY FRAME

Lead with the feeling. Then explain the membership.

“Bestie, I have to put you on real quick.”

FAMILIAR VOICE

Uses the creator’s conversational address before introducing a commercial explanation.

“confidence in fabric form.”

BENEFIT BEFORE MECHANICS

Makes the emotional promise memorable without opening with membership terms.

“sculpt, support, move, breathe and still feel cute?”

A WEARABLE VALUE PROPOSITION

Pairs shaping with movement and comfort so the story is not only about appearance.

Make a fabric description feel like a wearing experience.

“It’s ribbed, it’s breathable, and
it moves with you not against
you.”

TEXTURE → COMFORT → MOVEMENT

CONVERSATIONAL TRANSITION

“And let me put you on real quick...”

A spoken bridge keeps the membership section connected to the recommendation.

THE SCRIPT’S JOB

**Translate product language
into something the
audience can imagine
wearing.**

The draft then shifts into VIP value, eligibility and the closing action. The offer is previewed early; the deeper explanation comes after product relevance.

A different camera setup for a different communication job.

The retained shaping-swim draft contains explicit four-frame directions—not just voiceover copy.

01



DIRECT TO CAMERA

Relaxed, natural light

Establish a human recommendation before moving into explanation.

02



STYLE THE LOOK

With a cover-up, ideally outdoors

Demonstrate how a swim piece can work beyond the pool.

03



RETURN TO CAMERA

Energy picks up for VIP

Give eligibility and credit details a clear verbal focus.

04



MIRROR OR SEATED

Cozy and confident

Return to the look while delivering the final invitation.

The footage gives each part of the story a different texture.



PRODUCT DETAIL

The garment becomes tangible.



FULL LOOK

Styling makes the benefit visible.



DIRECT EXPLANATION

The creator carries the information.



LOOK + CLOSE

Return attention to the outfit.

Longer could not mean more filler.

20 sec

INITIAL DRAFT

Brand feedback identified a runtime gap.



39 sec

UPDATED DRAFT

The creator's update still fell short of the requirement.



4 × 15 sec

PUBLISHING PLAN

A four-frame, 60-second structure was specified.

The creative response: add product detail and membership clarity not empty seconds.

One qualifier can change what the offer promises.

WORDING RISK

REQUIRED CLARITY

A discount without eligibility



80% off the first order when signing up as a VIP.

“50% off everything after”



“Up to 50% off everything after.”

A credit described like unrestricted cash



Credit applies to any single item up to \$100.

Requested execution: clarify the membership section with text overlays while protecting the conversational delivery.

Eight Story frames. Two campaign periods.

All headline results are recalculated from the original Instagram Insights screens.

1,582,444

STORY FRAME VIEWS

The exact total behind the 1.582M headline.

5,681

STORY LINK CLICKS

Measured link actions—not purchases.

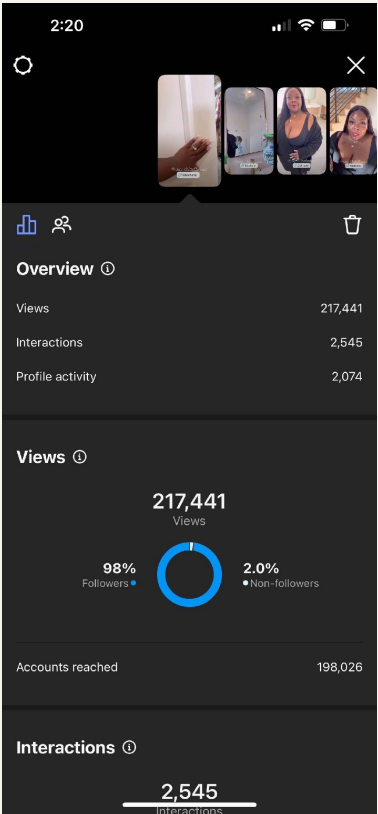
15,007

INTERACTIONS

11,111

PROFILE ACTIVITY

A strong closing frame for shopping action.



FRAME 1 / OVERVIEW



FRAME 4 / CLICKS

787,762

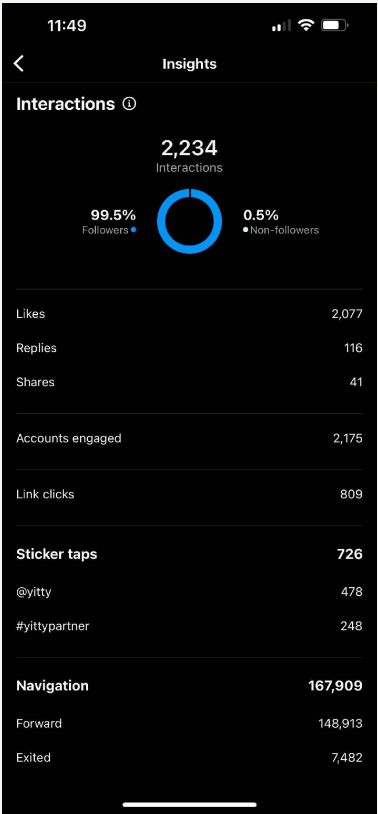
APRIL FRAME VIEWS

3,603

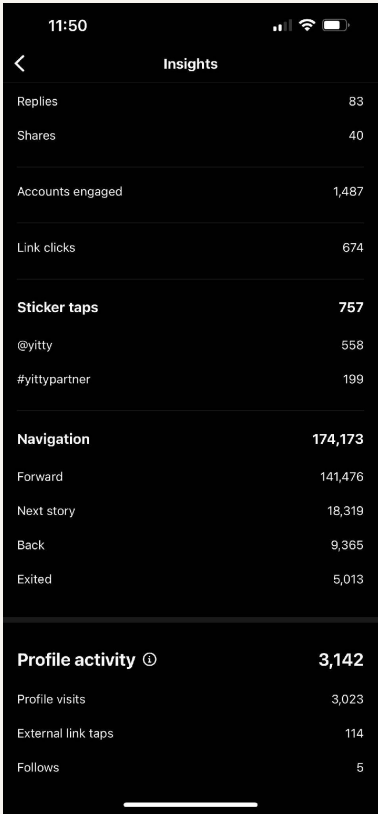
APRIL LINK CLICKS

The fourth frame supplied 1,525 clicks—42.3% of April’s link-click total, despite having fewer views than the opening frame.

Different frames drove different kinds of action.



FRAME 2 / CLICKS



FRAME 4 / PROFILE

794,682

JUNE FRAME VIEWS

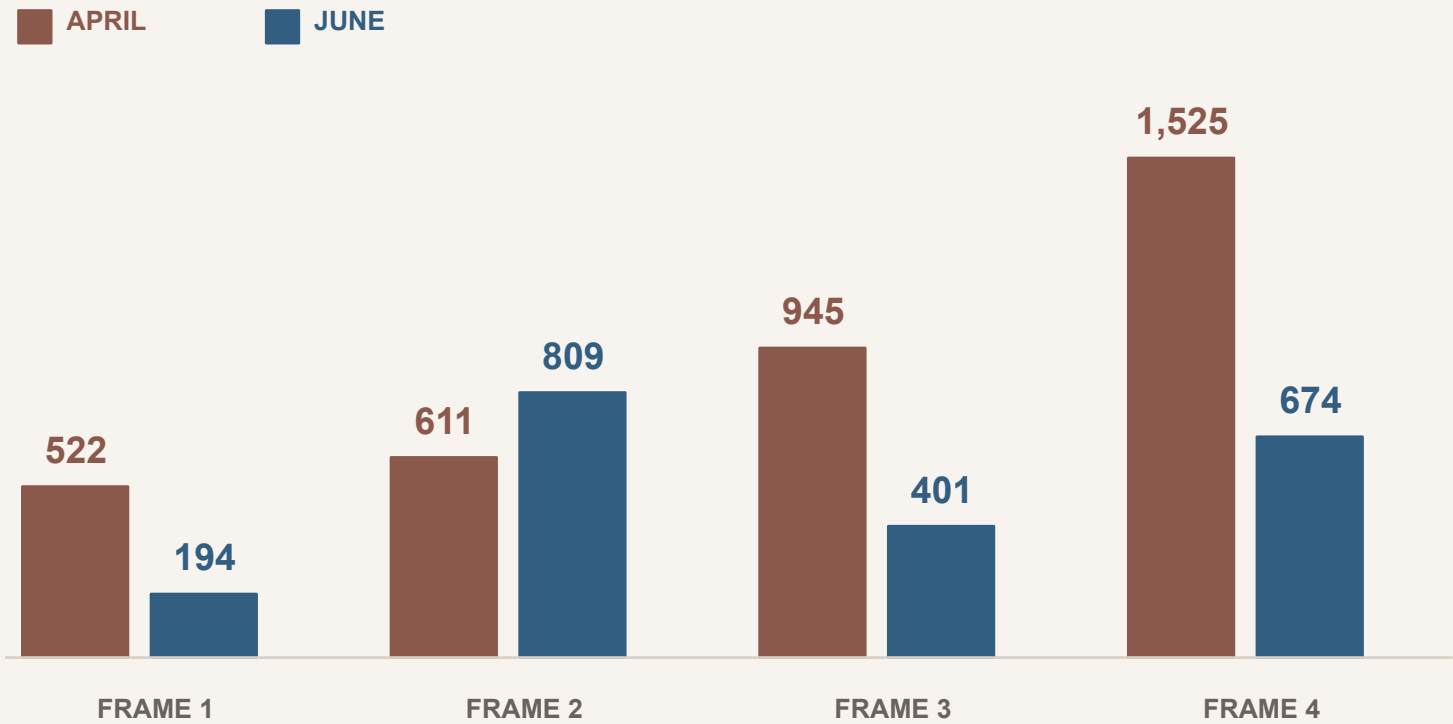
2,078

JUNE LINK CLICKS

Frame 2 led shopping clicks with 809. Frame 4 led profile activity with 3,142. The final frame was not the only meaningful action point.

Do not judge the whole sequence from the last frame alone.

Native Story link clicks by frame. Each pair compares the same frame position not the same audience or a controlled test.



CREATIVE IMPLICATION

Build every frame to stand on its own.

Keep the link accessible throughout. Test where the product proof and spoken invitation appear, rather than assuming only the close earns clicks.

Creative quality had to survive the handoff.

01	02	03	04	05
SELECT	SCRIPT	REVIEW	PACKAGE	MEASURE
Match product and sizing to the creator.	Turn mandatory points into speakable copy.	Separate creative changes from factual fixes.	Specify frames, native links and tags.	Audit unique frames before adding totals.

My contribution was the connective work: script development, creator direction, revision coordination and publishing precision.

Use the evidence to choose the next creative question.

Recommendations, not experiments already run or results already achieved.

01 / OPENING

Product first vs. routine first

The retained edit starts in the home. Test an immediate garment/fit reveal against that familiar-context opening.

02 / CLARITY

One membership point at a time

Test short, legible eligibility overlays rather than stacking several financial terms in one spoken section.

03 / ACTION

Benefit-specific CTA language

Keep links on every frame. Compare a general invitation with a CTA tied to the item or look just demonstrated.

Measure matched-window clicks per frame view, navigation exits and profile actions. Change one variable at a time.

Make the product clear. Make the next tap easy.

A strong Story system balances three things:

CREATOR VOICE

Copy that sounds like the person delivering it.

BRAND ACCURACY

Product and membership promises that remain precise.

MEASURABLE ACTION

A usable link path and honest frame-level reporting.

The exact numbers behind the headline.

FRAME	VIEWS	INTERACTIONS	LINK CLICKS	PROFILE ACTIVITY
April: Frame 1	217,441	2,545	522	2,074
April: Frame 2	197,189	1,345	611	780
April: Frame 3	188,372	1,666	945	881
April: Frame 4	184,760	1,907	1,525	2,521
June: Frame 1	215,112	2,363	194	553
June: Frame 2	201,287	2,234	809	512
June: Frame 3	190,210	1,460	401	648
June: Frame 4	188,073	1,487	674	3,142
TOTAL	1,582,444	15,007	5,681	11,111