

Prepared for

Aster & Co Interiors

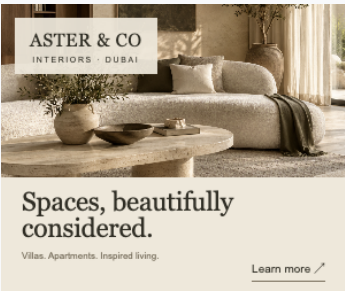
Keep the atmosphere. Make the invitation clear.



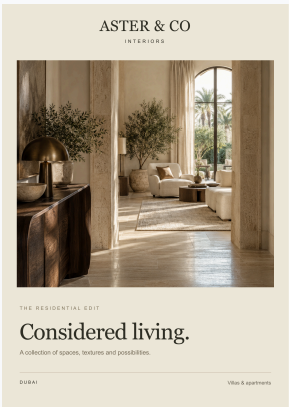
E01 · Portrait feed creative



E02 · Static vertical story



E03 · Display banner



E04 · Brochure cover — selected page 1

AUDIT TYPE

Creative Audit

SCOPE

3 images · 1 PDF page

REPORT IDENTITY

ASTER-CR-2026-01 / v1.0

PREPARED

11 October 2026

Original sample artwork and authored analysis for Prooflin. The interior photography was generated for this scenario; it is not a real client project, completed campaign or Prooflin engine result. Scores, sources and uncertainty are explained in the report.

Contents & reading guide

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Three ways to use this report

For decisions, start with the executive assessment and action plan. For design work, use the asset reviews, linked findings and replacement copy. For evidence, open the original gallery and inspect the exact files beside the detail views.

E identifies a frozen original; D identifies a derivative inspection view; F a finding; R a recommendation; C a copy record; T a proposed test; S a source note. Every recommendation and copy record remains proposed and review-required.

A considered visual world, ready for a more direct conversation.

Aster's creative set already communicates warmth and restraint. The next revision should make the residential design service and the route to an enquiry just as clear.

Across the feed, story, small display banner and brochure cover, the photography does the strongest work. Pale stone, warm timber, soft upholstery and natural-looking light form a coherent visual language. The layouts give the rooms space, and the Aster name remains recognisable across very different formats. Those choices should survive the revision.

The central weakness is the distance between atmosphere and action. "A quieter kind of luxury," "Room to live beautifully" and "Spaces, beautifully considered" describe a feeling, while the more useful service and location details occupy smaller text. The three paid creatives then use three exploratory action labels. None says what the supplied brief asks for: a consultation enquiry about a residential interior project.

The correction is selective. Give each paid creative a clear service statement and one truthful action. Rework the story's text field around the pendant, and simplify the native-size display banner instead of shrinking the feed's hierarchy into it. The brochure needs a clearer introduction, but its quieter cover treatment is appropriate; a contact route is only necessary on that page if it will circulate alone.

Preserve

- Room-led composition and warm material palette.
- The shared name treatment and serif/sans relationship.
- The feed's plain copy field and brochure's spacious editorial structure.

Change first

- Define the paid creative's action as an enquiry or a booking, then verify the destination.
- Promote service, residential project type and Dubai into readable main copy.
- Review the story text field and native 300 × 250 banner after the wording is fixed.

One truthful next step

Use enquiry language unless a confirmed appointment-booking journey exists. No price, free offer or response-time commitment is assumed.

One job per format

Feed introduces the service; story names a planning need; banner carries one compact message; brochure introduces the document.

Preserve the source

E01–E04 remain the original evidence. The replacement wording is a separate proposal and has not been applied to the artwork.

Scope & context provenance

Four selected visual units; one coherent review set.

The review examines three finished PNG creatives and page 1 of a one-page PDF cover. Image dimensions, PDF page count and source hashes come from the supplied files. Visible copy was transcribed from the frozen artwork and checked against the full-resolution exports. Detail crops and resized views preserve their relationship to the originals.

The supplied scenario describes Aster & Co Interiors as a warm, elegant premium studio in Dubai, seeking consultation enquiries for villa and apartment interiors. Intended feed/story/display uses are supplied context, not inferred campaign delivery. The brochure's introductory role is an authored presentation assumption and is treated conditionally where it changes a recommendation.

Comparisons are restricted to these four selected visual units. The report does not assess a full brand identity, unseen brochure pages, a moving story sequence, video, carousel, ad-account data or destination journey.

ASSET / SOURCE	FILE AND SELECTION	INTENDED ROLE
A01 · Portrait feed creative E01	1080 × 1350 px PNG · 4:5	Instagram / Facebook feed — intended use supplied by the sample brief
A02 · Static vertical story E02	1080 × 1920 px PNG · 9:16	Instagram story — one static composition supplied
A03 · Display banner E03	300 × 250 px PNG · native 300 × 250	Uploaded Google Display image — intended use supplied
A04 · Brochure cover — selected page 1 E04	A4-like portrait · 595.92 × 841.92 pt PDF · 1 page · page 1 selected	Residential brochure cover / PDF introduction — authored sample role

Visible in the assets

Aster name, Interiors descriptor, Dubai labels, residential imagery and the quoted on-asset wording.

Supplied sample context

Premium positioning, intended placements, homeowners/villa audience and consultation-enquiry objective.

Local file / editorial inspection

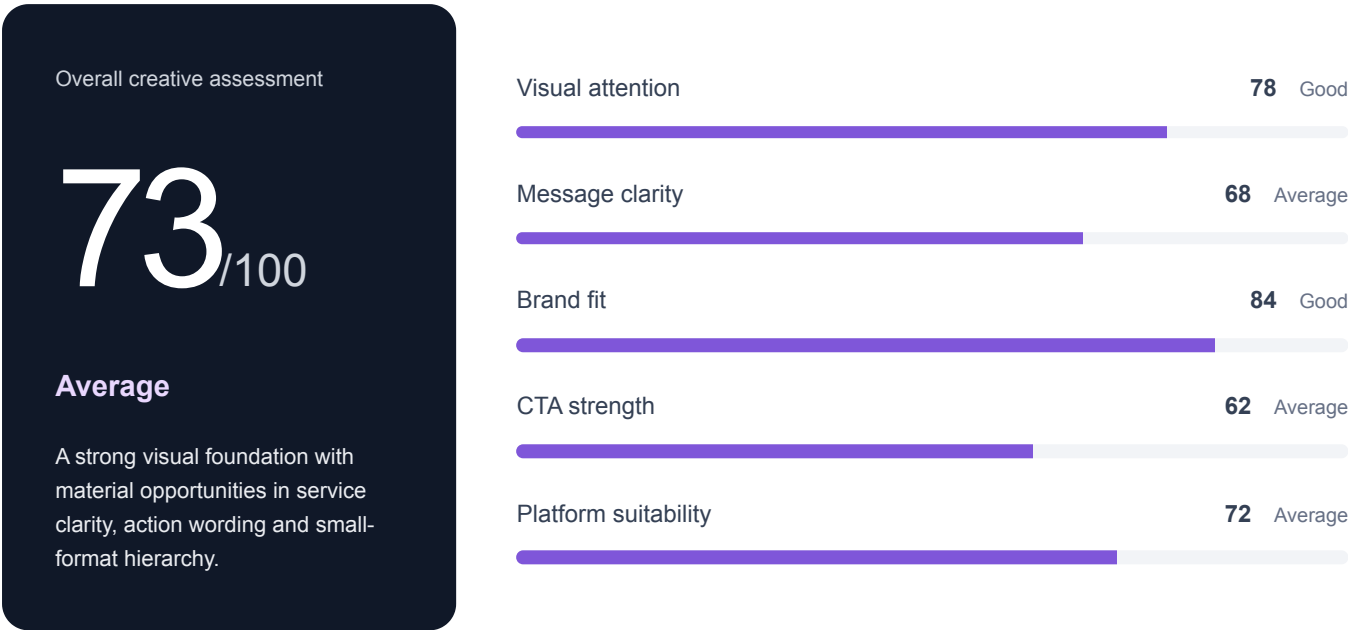
Dimensions, selected page, hashes, manual transcription and stated scaled viewing sizes; not a claimed OCR, color-analysis or live campaign extraction.

Not supplied

Captions, native platform CTA settings, approved destinations, booking semantics, brand manual, real portfolio evidence, campaign outcomes and print proof.

Context boundary: the written sample brief supplies the audience, location and enquiry goal. The visual files establish only what is visible in the four selected artworks. No business verification, audience research or destination review is implied.

Assessment & confidence



These exact values are authored illustrative assessments retained from the supplied sample scenario. They were not produced by a Prooflin engine run, measured from campaign data or calculated with a reproducible formula. The overall value is not a computed average of the category values.

The frozen artwork is directionally consistent with the scenario’s assessment: strong aspirational imagery and a calm tone, with less explicit service and action language. The newly authored assets are not the original evidence behind the supplied values. The exact numbers therefore remain illustrative; conclusions and priorities are grounded in the supplied pixels. No numeric score was changed to make a finding appear justified.

Confidence is medium in the broad qualitative assessment and limited in the precision of the numeric values. Confidence in each observation is stated separately. Low confidence or missing context does not automatically reduce a score.

- 90–100 · Excellent
- 75–89 · Good
- 60–74 · Average
- 40–59 · Needs improvement
- 0–39 · Critical attention required

What the assessment does—and does not—say

CATEGORY	EVIDENCE-BASED INTERPRETATION	LIMITS
Visual attention F01 F06 F10	Prominent imagery and clear main focal areas; the story's pendant/text interference is the main local distraction.	Visual prominence is judged from composition. Attention, recall and viewing time were not measured.
Message clarity F02 F05 F08 F11	Atmospheric headlines are coherent, but service/location details often sit in smaller supporting text.	Visible-copy assessment only. Off-asset captions and destination content are missing.
Brand fit F01 F14	Warm materials, serif headlines and repeated identity cues fit the supplied premium residential scenario.	Fit to this written scenario and supplied set; not a full Brand Audit, brand-manual compliance or measured differentiation.
CTA strength F03 F07 F09 F13	Three paid assets offer exploratory actions without naming the supplied consultation-enquiry objective.	The brochure's cover-only scope is not penalised as though it were a paid ad. Native platform CTAs and destinations are unknown.
Platform suitability F04 F06 F09	The supplied formats have usable compositions, but text hierarchy needs format-specific review, especially at native banner size.	Visual placement suitability only. No platform approval, actual delivery, crop/overlay acceptance or print certification.

Not Scored

AREA	REASON
Campaign performance or conversion effectiveness	No spend, reach, clicks, leads, conversions or experiment data supplied.
Platform policy acceptance and actual delivery	No account review result or real placement preview supplied; design judgement is not approval.
Full brand consistency / logo quality	No independent logo variants, official guidelines or wider touchpoint set supplied.
Destination and booking experience	No destination page, enquiry flow or booking journey supplied.
Physical print production	One digital PDF cover only; no print proof, stock, bleed or color-production specification.

Asset-by-asset review

The originals are unchanged. Recommendations and proposed copy appear separately.

A01 / E01 · PNG · 4:5

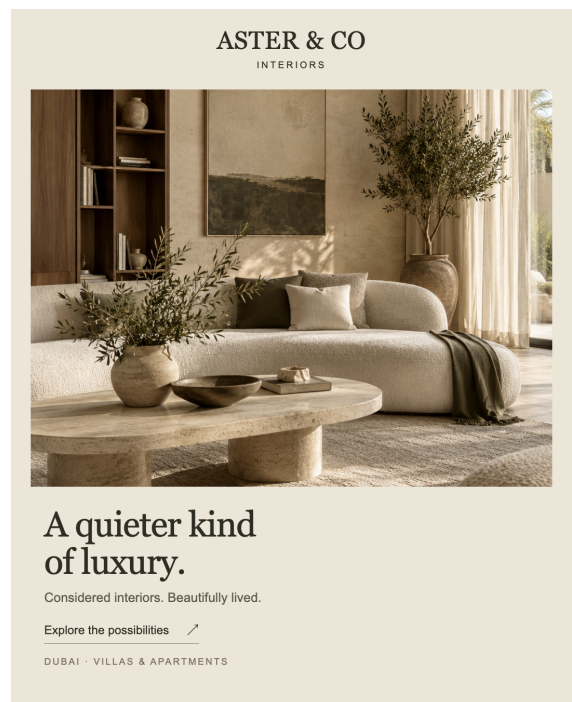
Portrait feed creative

A strong room image, with the service left in the margins.

The cream frame, generous image and large serif headline create a calm opening. The photograph has a clear foreground, tactile materials and an uncluttered palette. The design feels intentional at full size, and its copy sits on a plain panel rather than competing with the room.

The hierarchy gives most of the space to atmosphere. “A quieter kind of luxury” is memorable as a tone, but it does not explain what Aster can be contacted about. “Interiors” and the villa/apartment descriptor supply that context in much smaller type. At the 390px-wide inspection size, the main headline stays easy to read while the service and location line requires closer attention. The problem is unequal emphasis, not an absence of information.

Keep the room, cream border and one serif headline. Move “Villa & apartment interiors in Dubai” into the main reading path, then make a consultation enquiry the explicit next step. Shorten supporting copy to create space for a more legible action treatment. The source is a flat image: the underlined arrow is a visual cue, not a tested link.



E01 · 1080 × 1350 px

Visible message · transcription

ASTER & CO / INTERIORS / A quieter kind of luxury. / Considered interiors. Beautifully lived. / Explore the possibilities ↗ / DUBAI · VILLAS & APARTMENTS

No post caption, native platform CTA or destination was supplied. The assessment does not infer how those missing elements might complete the message.

D01: complete source at 390px wide; D03: untouched lower-copy crop.

F01 F02 F03 F04 F13 F14 F15

Static vertical story

An inviting scene; the headline and action need clearer jobs.

The full-height dining photograph makes good use of the vertical canvas. Warm wood, linen upholstery and side light create continuity with the feed piece while showing a different part of a home. The headline is large enough to remain readable in the 360 × 640 inspection view.

The promise “Room to live beautifully” remains broad, and “Spaces shaped around you” repeats the mood rather than identifying a villa or apartment design service. The pendant stem passes through the headline area, and the supporting line lies across changing tones near the pendant and doorway. The small “Discover more” cue sits far below the headline, separated by most of the photograph. These are visible composition facts; they do not establish viewing order or lost enquiries.

Use the upper message to name the project the reader is planning. Give the text a quieter part of the photograph or an intentional tonal panel, and bring a clear enquiry cue into a deliberate action area. Keep enough uninterrupted photography to preserve the feeling of the room. Review the final version inside the selected placement before release.



E02 · 1080 × 1920 px

Visible message · transcription

ASTER & CO / INTERIORS / Room to live beautifully. / Spaces shaped around you. / Discover more ↗ / DUBAI

This is a static image, not a video, animation or tested sequence. No platform interface overlay, native link, caption or actual delivery preview was supplied. No safe-zone breach is asserted.

D02: complete source at 360 × 640px; D04: unannotated headline/pendant crop.

F01

F05

F06

F07

F13

F14

F15

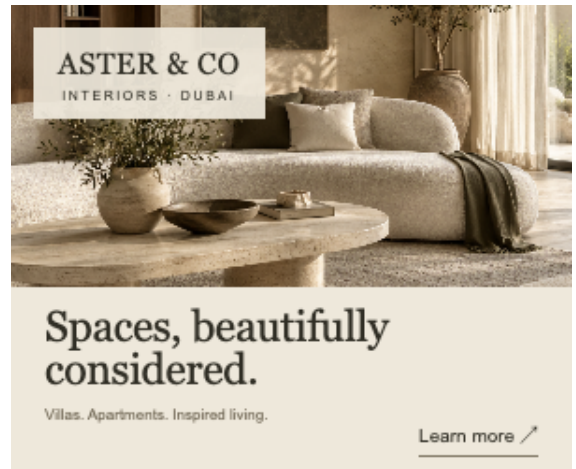
Display banner

A recognisable family resemblance, carrying too much quiet detail.

The crop keeps a recognisable sofa, table and window scene. The cream copy panel separates the headline from photographic detail, and the brand label is visually distinct from the image. The piece is an actual 300 × 250 file, not a large mockup with a dimension label.

At native pixels, the headline is the clearest text. Its phrase is almost entirely atmospheric, while the small brand descriptor carries “Interiors · Dubai” and the smallest support line carries the villa/apartment context. “Learn more” is isolated at the lower right. All of the words can be recovered with inspection, but the message asks the viewer to assemble several small fragments. Enlarging the artwork makes these fragments easier to inspect; it cannot prove they are effective at native size.

Give this format a shorter message of its own: a service/location headline, one residential qualifier and one action. Reduce the number of text scales. Keep the room crop and the cream panel, but allocate enough space for the action to read as part of the message. Judge the export at 300 × 250 before reviewing any enlargement.



E03 · 300 × 250 px

Visible message · transcription

ASTER & CO / INTERIORS · DUBAI / Spaces, beautifully considered. / Villas. Apartments. Inspired living. / Learn more ↗

The checked Google size listing supports the file dimensions only. No upload, ad review, campaign delivery, destination or account eligibility was tested. Small-placement persuasion remains low confidence.

Original shown at native 300 × 250 CSS pixels; D05 is explicitly a 2× pixel enlargement.

F01

F08

F09

F13

F14

F15

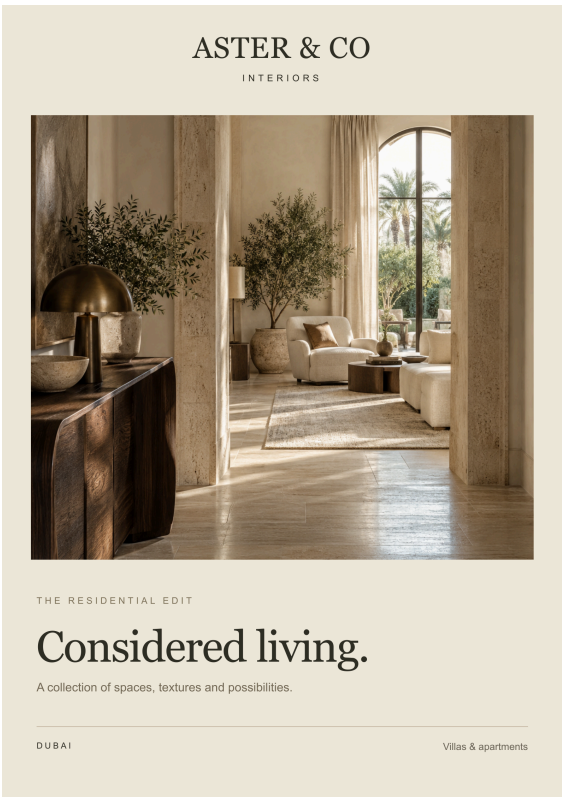
Brochure cover — selected page 1

A composed editorial cover that needs a more explicit introduction.

The arch photograph has a clear architectural subject and a strong sense of depth. A separate cream area gives the title generous breathing room. The wordmark, image and title form distinct zones. For a cover that introduces an interiors document, this restraint is an asset.

“The Residential Edit” and “A collection of spaces, textures and possibilities” frame the document as a collection. They do not clarify whether the reader is opening a portfolio, an inspiration guide or a service introduction. “Villas & apartments” helps, but appears as a small footer note. There is no visible contact route on this one selected page. That is not evidence that the complete brochure lacks contact details.

Preserve the spacious cover and arch crop. Replace the supporting line with a concise description of the studio’s residential focus. If the cover will circulate alone, add a restrained enquiry prompt and an owner-verified route. If it is always attached to a full brochure with a clear contact page, retain the cover’s editorial restraint and make the handoff explicit in that document.



E04 · A4-like portrait · 595.92 × 841.92 pt

Visible message · transcription

ASTER & CO / INTERIORS / THE RESIDENTIAL EDIT / Considered living. / A collection of spaces, textures and possibilities.
/ DUBAI / Villas & apartments

Only page 1 exists in the supplied file and was assessed. Inner-page structure, portfolio evidence, contact pages, physical print, paper, bleed and production color are outside this review.

Preview is rendered from the frozen one-page PDF at 1588 × 2246px; D06 is its lower-copy detail.

F01

F10

F11

F12

F14

F15

All 15 findings

Each finding separates observation, interpretation, next step and uncertainty. Priorities address this supplied brief; they are not performance predictions.

F01

Strength P4 Informational severity

Preserve the warm material palette and credible room compositions

A01, A02, A03, A04 · Main photographic areas

IMPACT	EFFORT		CONFIDENCE	RECOMMENDATION
Medium	Easy		High	R01
E01	E02	E03	E04	

What is visible

The selected photographs use cream upholstery, warm wood, pale stone and natural-looking side light. Each shows a recognisable residential setting; none relies on a dense collage or unrelated decorative imagery.

Interpretation

The rooms fit the supplied warm, elegant positioning as a design judgement. This is not evidence of audience preference, documented studio work or a real project outcome.

Why it matters

A consistent material story gives the copy a useful visual foundation. Clearer service language can be introduced without replacing the visual character that already supports the premium interiors scenario.

Exact next step · R01

Retain the material palette and room-led composition when revising the copy. Re-crop only where text needs a calmer area; keep recognisable furniture and architectural relationships.

Confidence basis: Direct inspection of the frozen selected originals. The conclusion is limited to the supplied set.

Limit: The photography was generated for this sample. It is not proof of Aster's portfolio, workmanship or any completed property.

Evidence E01 E02 E03 E04

Bring the feed’s actual service into the main message

A01 · Headline and service/location line

IMPACT

High

EFFORT

Easy

CONFIDENCE

High

RECOMMENDATION

R02

A quieter kind
of luxury.

Considered interiors. Beautifully lived.

Explore the possibilities ↗

DUBAI · VILLAS & APARTMENTS

D03 · E01 · Unannotated 1:1 pixel crop of lower copy region.

What is visible

The largest copy says “A quieter kind of luxury.” The text naming villas and apartments appears in the smaller final line, while the supporting sentence says “Considered interiors. Beautifully lived.”

Interpretation

The piece currently behaves more like an image-led brand introduction than a self-contained invitation to discuss a residential design project. This is a message-structure judgement, not an observed campaign result.

Why it matters

A homeowner should be able to identify the service before deciding whether the mood is relevant. A stronger service statement would connect the aspiration to the consultation-enquiry objective.

Exact next step · R02

Use a service-led headline or bring “Villa & apartment interiors in Dubai” directly below the headline. Retain the calm tone; avoid adding delivery scope or process promises that have not been confirmed.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: The supplied goal informs this recommendation. No off-asset caption or audience test was available.

Evidence

E01

Proposed copy

C01

C02

C18

Replace the feed’s exploratory CTA with a clear enquiry action

A01 · Lower-left underlined action

IMPACT

High

EFFORT

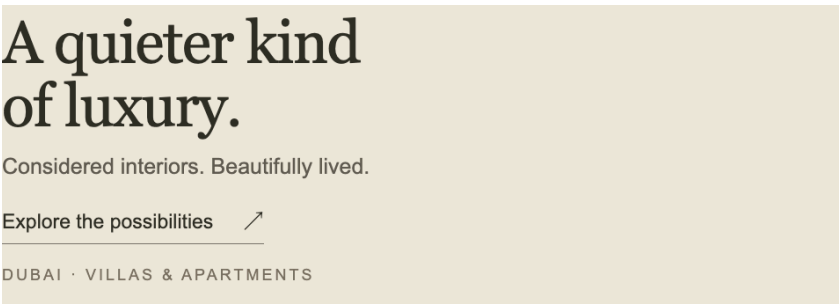
Easy

CONFIDENCE

High

RECOMMENDATION

R03



D03 · E01 · Unannotated 1:1 pixel crop of lower copy region.

What is visible

The feed asks the viewer to “Explore the possibilities” using an underlined line of text and arrow. It does not name a consultation or enquiry.

Interpretation

The current wording is appropriate to open-ended browsing, but is less explicit than the supplied lead-generation goal. The flat artwork cannot establish whether a native platform button compensates for it.

Why it matters

The requested next step should match the report brief. An enquiry label tells the reader what kind of interaction follows and gives the destination a concrete promise to fulfil.

Exact next step · R03

Replace the visible label with “Enquire about a consultation” and give it a distinct action treatment. Use “Book a consultation” only after the actual destination supports booking and the studio confirms that commitment.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: No clickable destination or booking flow was supplied, so the recommended CTA remains review-required.

Evidence

E01

Proposed copy

C03

Promote useful feed detail before reducing the whole composition

A01 · Supporting sentence and bottom descriptor

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Moderate	Medium	R04



D01 · E01 · Whole source scaled to 390px wide; output height rounded to 488px. No platform chrome.

What is visible

In the 390px-wide view, the headline remains prominent while the support line and “DUBAI · VILLAS & APARTMENTS” become noticeably smaller. The final line is also lighter than the headline.

Interpretation

The source contains the information; the opportunity is to reassign space and emphasis. This is not a claim that every reader will find the text illegible or that a particular font size is a platform violation.

Why it matters

These small elements carry information the headline does not. If they require closer inspection, the service proposition depends on the least prominent copy in the design.

Exact next step · R04

Shorten the support line and combine location with the residential service descriptor in one clearer line. Increase its visual weight before shrinking the image or adding more text. Review at 390px and 320px widths.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: Viewing-size inspection is one editorial observation, not a user study or a device-wide accessibility measurement.

Evidence

E01

Proposed copy

C04

Give the story a project-specific hook

A02 · Main headline and supporting line

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Easy	Medium	R05



D02 · E02 · Whole source scaled to 360x640px; no platform chrome or sequence.

What is visible

The story headline says “Room to live beautifully.” Its supporting line, “Spaces shaped around you,” adds another broad aspiration. Residential project type is not stated in either line.

Interpretation

The large headline is legible and calm; the issue is specificity rather than a need for louder language. Dubai audience relevance comes from the supplied scenario and small location label, not from verified audience research.

Why it matters

A question about an apartment or villa interior can connect the scene to a concrete planning need. The current emotional language can remain as secondary tone instead of carrying the whole proposition.

Exact next step · R05

Test “Planning your apartment interior?” as the main hook, supported by “Interior design in Dubai.” Keep the villa-focused alternative separate so each static creative makes one clear proposition.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: The static image does not establish a first-frame timing result, retention or how a story sequence would perform.

Evidence

E02

Proposed copy

C05

C06

C17

Move the story copy away from the pendant stem and tonal changes

A02 · Upper headline and supporting line

IMPACT

Medium

EFFORT

Moderate

CONFIDENCE

High

RECOMMENDATION

R06



D04 · E02 · Unannotated 1:1 pixel crop; pendant stem and headline visible.

What is visible

The pendant stem passes through the large headline area. The supporting line crosses the transition between the dark doorway and the brighter wall/pendant area. D04 preserves this exact region.

Interpretation

The copy is still decipherable. The concern is local interference, not a claim of total unreadability or a computed contrast-ratio failure across the photograph.

Why it matters

A quieter text field would let the lettering and architecture each read clearly. The improvement can protect the room's visual strength while making the communication feel more deliberately composed.

Exact next step · R06

Reposition the headline within a calm image area, adjust the crop, or introduce a subtle consistent backing field. Keep the pendant intact as part of the room and avoid placing a long line over its stem.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: No OCR confidence, exact color sampling, contrast-ratio calculation or native placement rendering was used.

Evidence

E02

Make the story’s action visible and specific within this single image

A02 · Bottom-left “Discover more” action

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
High	Moderate	Medium	R07



D02 · E02 · Whole source scaled to 360x640px; no platform chrome or sequence.

What is visible

The only action phrase is “Discover more,” placed near the bottom of the image in much smaller type than the headline. Most of the dining photograph separates it from the opening message.

Interpretation

The bottom action is visible on inspection, but it is a quiet secondary element. No actual interface overlay was supplied, so this report does not claim it is covered or outside a platform safe area.

Why it matters

A static story should communicate both the subject and the next step within its one supplied composition. Explicit enquiry wording reduces the amount of interpretation required from the reader.

Exact next step · R07

Use “Enquire about a consultation” in an intentional action zone with a clearer background and sufficient space around it. Review its relation to the headline at 360 × 640 and in the selected platform preview.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: No tap test, story delivery, native CTA, video timing or campaign outcome was observed.

Evidence

E02

Proposed copy

C07

Let the display headline carry service and location

A03 · Main headline and brand descriptor

IMPACT

High

EFFORT

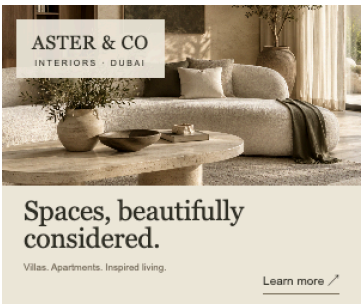
Easy

CONFIDENCE

Medium

RECOMMENDATION

R08



D05 · E03 · 2x nearest-neighbor enlargement for inspection, not extra source detail.

What is visible

The native banner headline reads “Spaces, beautifully considered.” “INTERIORS · DUBAI” sits in the small brand panel, with “Villas. Apartments. Inspired living.” below the headline.

Interpretation

The current copy is coherent with the feed’s tone but repeats its dependence on atmosphere. The smaller canvas makes that trade-off more consequential as a communication judgement.

Why it matters

The banner has limited area. A direct service/location headline would keep the most useful information in the most readable line rather than spreading it across the smallest text.

Exact next step · R08

Use “Interior design in Dubai” as the display headline, “For villas & apartments” as the support, and one enquiry action. Remove “Inspired living” from this compact version to make room.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: Small-placement effectiveness remains uncertain; no impressions, clicks or user-comprehension results were supplied.

Evidence

E03

Proposed copy

C08

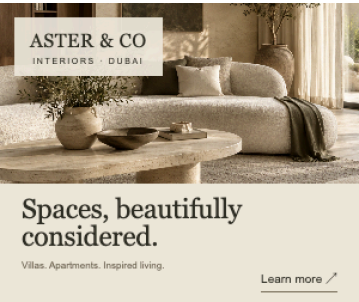
C09

C11

Simplify the banner’s smallest text and action treatment

A03 · Small brand descriptor, support and lower-right CTA

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Moderate	Low	R09



D05 · E03 · 2x nearest-neighbor enlargement for inspection, not extra source detail.

What is visible

The 300 × 250 source uses a small descriptor inside the brand panel, a small support line below the headline and a separate “Learn more” cue at the lower right. The 2× view makes their relative scale easier to inspect but adds no detail.

Interpretation

All text is recoverable with close inspection. Confidence in its ease of reading during actual display delivery is low because only one flat file and editorial viewing conditions are available.

Why it matters

Simplifying these fragments can give the action more presence while preserving the clean image and cream panel. The goal is a coherent message that survives at the file’s actual size.

Exact next step · R09

Reduce duplicated descriptor content, reserve a single clear action area and use stronger separation between action and background. Review the native-size export before looking at D05’s enlargement.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: This is not a platform rejection, a measured attention result or a universal minimum-font-size rule.

Evidence

E03

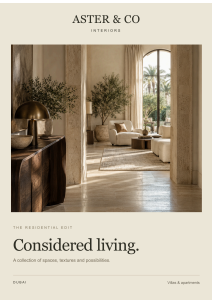
Proposed copy

C10

Retain the brochure cover’s clear editorial structure

A04 · Wordmark, image and title zones

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Easy	High	R10



E04

What is visible

The selected cover separates the centred wordmark, large arch photograph and lower title block. The title sits on a plain cream field, and the small footer is visually secondary.

Interpretation

The generous spacing is purposeful on a brochure cover. The same spacing would not automatically suit a small paid banner, and the report does not impose one density across every format.

Why it matters

This arrangement gives the cover a calm introduction suitable for the supplied premium residential scenario. It offers a strong structure for clearer descriptive copy without demanding a full redesign.

Exact next step · R10

Keep the three main zones and the uncluttered title field. Make targeted wording changes inside the existing structure before altering the overall proportions.

Confidence basis: Direct inspection of the frozen selected originals. The conclusion is limited to the supplied set.

Limit: This observation covers page 1 only, viewed digitally; print finish and the rest of the brochure are not assessed.

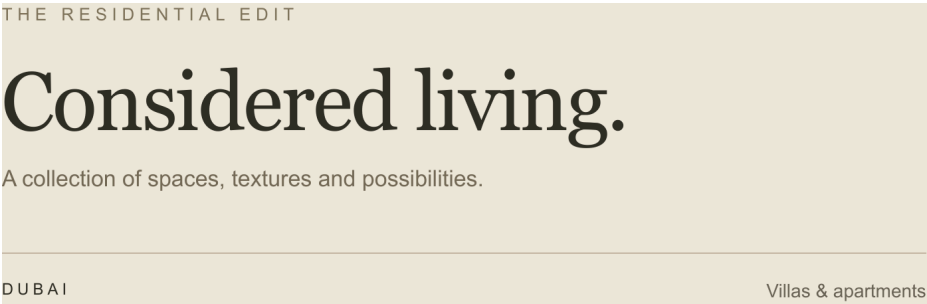
Evidence

E04

Explain what the brochure is introducing

A04 · “Residential Edit” and cover supporting line

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Easy	Medium	R11



D06 · E04 · Crop of page-1 preview rendered from the original PDF; coordinates refer to 1588x2246 preview.

What is visible

The cover uses “THE RESIDENTIAL EDIT” and describes itself as “A collection of spaces, textures and possibilities.” It also names villas and apartments in the footer.

Interpretation

The current wording can work for a mood-led collection. Its weakness depends on the intended use: as an introduction to Aster’s services, it is less informative than it could be.

Why it matters

A concise service-led descriptor would help a new reader distinguish an interiors studio introduction from a general inspiration collection, while leaving the editorial title intact.

Exact next step · R11

Retain “Considered living” if desired and replace the supporting line with “Interior design for Dubai villas and apartments.” Use the alternative “Villa & apartment interiors” when a more direct cover title is preferred.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: No inner-page contents or confirmed brochure distribution journey was supplied, so the recommendation remains conditional on its introductory role.

Evidence

E04

Proposed copy

C12

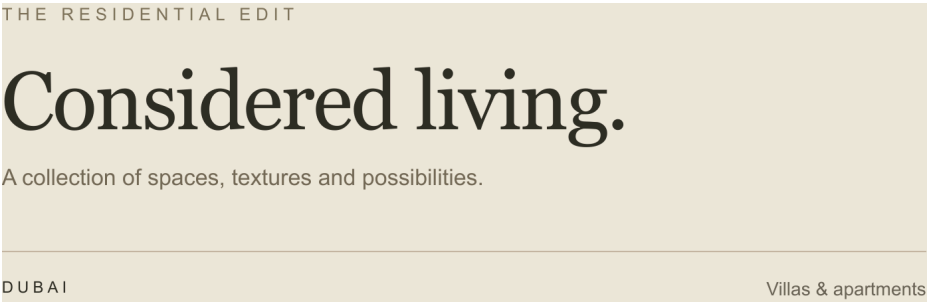
C13

C14

Add an enquiry route only if the cover must stand alone

A04 · Cover footer

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Easy	Medium	R12



D06 · E04 · Crop of page-1 preview rendered from the original PDF; coordinates refer to 1588x2246 preview.

What is visible

The selected page ends with “DUBAI” and “Villas & apartments.” It shows no enquiry instruction, web address or other contact route.

Interpretation

This is a distribution-dependent opportunity, not evidence of a missing contact page in the full document. Adding a large sales button to an editorial cover is not automatically the right correction.

Why it matters

If this page circulates by itself, a reader needs a verified way to take the next step. If it always introduces a complete brochure, that route may belong on a later page instead.

Exact next step · R12

For standalone use, add “Enquire about a consultation” beside an owner-verified contact route. For bound use, keep the cover restrained and confirm that a clear enquiry route exists elsewhere before distribution.

Confidence basis: Direct inspection of the frozen source and its stated viewing-size derivative. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: The supplied cover contains no contact destination, and this task does not invent one or assess unseen brochure pages.

Evidence

E04

Proposed copy

C15

Align action language across the paid creative set

A01, A02, A03 · Three visible action labels

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
Medium	Easy	High	R13



ASTER & CO
INTERIORS

A quieter kind of luxury.

Considered interiors. Beautifully lived.

Explore the possibilities

DUBAI - VILLAS & APARTMENTS

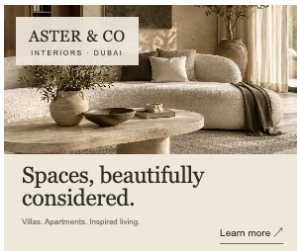


ASTER & CO
INTERIORS

Room to live beautifully.

Consider the possibilities

CHERRY LANE



ASTER & CO
INTERIORS - DUBAI

Spaces, beautifully considered.

Villas. Apartments. Inspired living.

Learn more

E01

E02

E03

What is visible

The feed says “Explore the possibilities,” the story says “Discover more,” and the display banner says “Learn more.” None names the consultation-enquiry goal supplied in the brief.

Interpretation

Variation in the visual layout is useful; the underlying action need not vary with it. This observation concerns only the three supplied paid creatives, not the entire Aster brand system.

Why it matters

A shared action meaning helps each format lead into the same kind of conversation. The words can be shortened for space without sending conflicting expectations to the destination.

Exact next step · R13

Adopt “Enquire about a consultation” as the full action phrase, with “Enquire” for the constrained banner where the service message already supplies context. Keep booking language conditional on a booking destination.

Confidence basis: Direct inspection of the frozen selected originals. Audience and enquiry-goal interpretation uses the supplied sample brief.

Limit: No brand guideline or wider campaign library was supplied; this is not a full cross-channel Brand Audit.

Evidence

E01

E02

E03

Preserve recognisable identity cues without forcing identical layouts

A01, A02, A03, A04 · Wordmarks, headline style and palette

IMPACT

Medium

EFFORT

Easy

CONFIDENCE

High

RECOMMENDATION

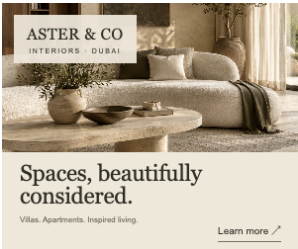
R14



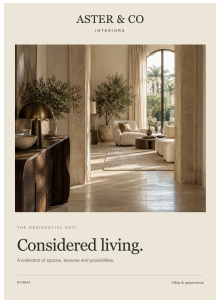
E01



E02



E03



E04

What is visible

All four assets use the same visible “ASTER & CO” name and “INTERIORS” descriptor. Serif headlines, neutral cream/stone tones and warm residential photographs recur, while the layouts adapt to their shapes.

Interpretation

The shared cues support within-set recognition as a visual judgement. They do not establish brand recall, differentiation from competitors, logo scalability at every use or compliance with a brand manual.

Why it matters

These repeated cues make the selected set feel related. More direct copy can sit inside this visual language; a wholesale change of identity is not supported by the evidence.

Exact next step · R14

Retain the current name treatment, serif/sans relationship and restrained palette across revisions. Define a consistent role for the service descriptor and action while allowing each format its own composition.

Confidence basis: Direct inspection of the frozen selected originals. The conclusion is limited to the supplied set.

Limit: No standalone logo set, guideline document, competitor set or broader brand touchpoint inventory was assessed.

Evidence

E01

E02

E03

E04

Resolve the missing message and destination context before release

A01, A02, A03, A04 · Off-asset copy and publishing context

IMPACT	EFFORT	CONFIDENCE	RECOMMENDATION
High	Easy	High	R15

What is visible

The evidence set contains three flat ad images and one brochure cover. It does not contain post captions, primary ad text, native CTA choices, destination pages, booking steps, a brand manual or campaign outcomes.

Interpretation

The absence of these materials in the audit is a limitation, not proof that the real campaign or brochure lacks them. The sample's generated rooms must also remain clearly identified as sample imagery rather than documented client projects.

Why it matters

Visible creative can be improved now, but final message continuity depends on the next screen and any accompanying text. Separating these unknowns prevents a polished image from being mistaken for a verified complete journey.

Exact next step · R15

Before real use, supply the final caption or primary text, selected native CTA and approved destination for each paid placement. Confirm residential service scope and any claims introduced during revision. Keep sample-origin context with this public report.

Confidence basis: Direct inspection of the frozen selected originals. The conclusion is limited to the supplied set.

Limit: No destination, campaign account, policy approval, legal review or actual project verification was performed.

Evidence

E01

E02

E03

E04

Proposed copy

C16

What repeats across this set

A consistent mood; a less consistent invitation

The set agrees on how the studio should feel: warm, calm and refined. It is less consistent about what the reader should do. Align the meaning of the three paid action labels while allowing their visual treatment to adapt to each format.

F01

F13

F14

Essential information is often secondary

Service, project type and location are present, but not always in the most useful position. The feed footer, banner descriptor and brochure footnote each carry information that the larger atmospheric title does not. Promote the information before adding more words.

F02

F04

F08

F11

Format-specific hierarchy is the right next step

The feed benefits from a separate copy panel. The full-bleed story needs a deliberately quiet text area. The display banner needs fewer text scales. The cover can retain more whitespace because it has a different reading role. Consistency should come from roles and tone, not identical layouts.

F06

F09

F10

This set does not establish the whole brand

The four selected units show shared cues, but no official guideline or wider touchpoint inventory was supplied. Keep these observations bounded. Logo quality, complete brand consistency and recognition research are separate questions.

F14

F15

Category coverage

CREATIVE REVIEW CATEGORY	WHAT WAS ASSESSABLE	FINDINGS
Hook / first impression	Large mood-led headlines and residential scenes are assessable. Relevance to a specific project is less explicit.	F02, F05, F08
Message / offer clarity	Visible words support interiors, Dubai and residential project types. A consultation enquiry is the supplied objective, not an existing visible offer.	F02, F03, F11
Hierarchy / readability	Relative type emphasis, photograph interference and scaled-size clarity can be inspected. No eye tracking, OCR score or full accessibility certification.	F04, F06, F09
CTA / next step	Visible action labels can be assessed. Click behaviour, native platform buttons and destinations are unknown.	F03, F07, F12, F13, F15
Imagery / visual quality	Composition, room visibility and material tone are visible. Project authenticity, build quality and client satisfaction cannot be inferred.	F01, F10
Audience / placement fit	Judged against the supplied Dubai residential scenario and stated formats. No audience research or platform-delivery test.	F05, F08, F09
Brand cues / within-set consistency	The name, palette, typography roles and action vocabulary can be compared within these four inputs.	F13, F14
Risk signals	No visible price, discount, award, testimonial or guarantee appears. This narrow observation is not legal, trademark or platform clearance; sample imagery must retain its origin.	F15

Practical visual directions

These are proposed design instructions. No automatically redesigned asset, editor or auto-fix is included.

A01

Feed: build a service-to-action path

Keep one room image and one major headline. Put the short service/location line immediately with that headline. Use a visibly distinct action treatment beneath it, with enough surrounding space to remain legible after reduction. Remove redundant footer wording before taking more space from the photograph.

Completion check

Review the whole image at 390px and 320px widths; read service and action without opening the original.

R02

R03

R04

A02

Story: give copy its own quiet field

Keep the photograph's depth, but move or reflow the headline away from the pendant stem. Avoid a support line crossing several background tones. An intentional tonal backing or a revised crop is a design direction, not an automatic fix. Give the enquiry cue a clear place inside the same static composition.

Completion check

Inspect the complete 360 × 640 view, then the actual selected placement preview; no interface-overlap claim is made from the flat source.

R05

R06

R07

Visual directions · display and cover

A03

Display: reduce the message before the type

Use one compact service/location headline, one residential qualifier and one action. Preserve the cream panel and recognisable image crop. Reallocate space from microcopy to the action, and check the native-size file before judging its 2× enlargement.

Completion check

At 300 × 250, identify brand, service and action without relying on a zoomed artboard.

R08

R09

A04

Cover: clarify purpose without crowding it

Keep the wordmark/image/title structure. Let a specific supporting line explain the subject under the editorial title. If distributed alone, add a discreet enquiry route verified by the owner; otherwise preserve the cover's pace and check the complete document's route separately.

Completion check

The final distribution context is documented and the cover wording accurately introduces that document.

R10

R11

R12

Prioritised action plan

A proposed sequence for the copywriter, designer and publishing owner. Roles are suggestions, not assigned tasks; completion has not been recorded.

P1 3 Resolve before paid use	P2 7 Important next corrections	P3 2 Conditional refinements	P4 3 Preserve strengths
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First: settle the message and the next step

Resolve the highest-impact wording and its destination before making layout changes. These are proposed work items, not scheduled or completed tasks.

R02 · P1

Copywriter · high impact · easy effort

Use a service-led headline or bring “Villa & apartment interiors in Dubai” directly below the headline

Use a service-led headline or bring “Villa & apartment interiors in Dubai” directly below the headline. Retain the calm tone; avoid adding delivery scope or process promises that have not been confirmed.

Done when

Without the caption, a reviewer can point to the visible words that identify interior design, residential project type and Dubai. The headline and support do not repeat the same abstract idea.

Depends on

Choose whether this feed asset is intended to introduce the studio or request a consultation enquiry; the brief selects the latter.

F02

R03 · P1

Copywriter · high impact · easy effort

Replace the visible label with “Enquire about a consultation” and give it a distinct action treatment

Replace the visible label with “Enquire about a consultation” and give it a distinct action treatment. Use “Book a consultation” only after the actual destination supports booking and the studio confirms that commitment.

Done when

The new action is readable in the 390px-wide review and names the same action as the verified destination. No free-consultation, instant-booking or response-time promise has been added.

Depends on

Verify the destination and whether it collects an enquiry or reserves an appointment.

F03

Use “Enquire about a consultation” in an intentional action zone with a clearer background and sufficient space around it

Use “Enquire about a consultation” in an intentional action zone with a clearer background and sufficient space around it. Review its relation to the headline at 360 × 640 and in the selected platform preview.

Done when

The complete static image contains a readable service message and enquiry action. A real placement preview, checked separately by the publishing team, shows neither is obscured.

Depends on

Resolve enquiry-versus-booking semantics in R03 and confirm the actual story placement before publishing.

F07

Before real use, supply the final caption or primary text, selected native CTA and approved destination for each paid placement

Before real use, supply the final caption or primary text, selected native CTA and approved destination for each paid placement. Confirm residential service scope and any claims introduced during revision. Keep sample-origin context with this public report.

Done when

A release reviewer can trace each visible CTA to a matching destination and each substantive service statement to owner-supplied information. Missing fields remain marked Not Provided rather than filled with guesses.

Depends on

Requires the owner's real publishing materials; no new account connection is required by this report.

F15

Then: make the message work at each size

Apply the approved copy to each format. Review visual clarity at the stated sizes and retain the original evidence for comparison.

R04 · P2

Designer · medium impact · moderate effort

Shorten the support line and combine location with the residential service descriptor in one clearer line

Shorten the support line and combine location with the residential service descriptor in one clearer line. Increase its visual weight before shrinking the image or adding more text. Review at 390px and 320px widths.

Done when

At both proposed review widths, the service line can be read without opening the full-resolution asset. The CTA stays distinct and the cream panel has comfortable separation between lines.

Depends on

Finalise R02 and R03 wording first so the layout is adjusted around the actual copy.

F04

R05 · P2

Copywriter · medium impact · easy effort

Test “Planning your apartment interior?” as the main hook, supported by “Interior design in Dubai

Test “Planning your apartment interior?” as the main hook, supported by “Interior design in Dubai.” Keep the villa-focused alternative separate so each static creative makes one clear proposition.

Done when

A reviewer can describe the project being offered using only visible copy. The support adds service/location information rather than paraphrasing the headline.

Depends on

Confirm whether the pictured apartment message should address apartment projects or whether a villa-focused version is needed.

F05

R06 · P2

Designer · medium impact · moderate effort

Reposition the headline within a calm image area, adjust the crop, or introduce a subtle consistent backing field

Reposition the headline within a calm image area, adjust the crop, or introduce a subtle consistent backing field. Keep the pendant intact as part of the room and avoid placing a long line over its stem.

Done when

In the revised full image and 360px-wide view, no letter is visually intersected by the pendant stem and the support line has a consistently quiet background.

Depends on

Set the R05 headline before choosing its line breaks and photograph crop.

F06

Use “Interior design in Dubai” as the display headline, “For villas & apartments” as the support, and one enquiry action

Use “Interior design in Dubai” as the display headline, “For villas & apartments” as the support, and one enquiry action. Remove “Inspired living” from this compact version to make room.

Done when

At native 300 × 250 pixels, service and location are visible in the primary message without relying on the brand-panel descriptor. The supporting line adds project type once.

Depends on

Confirm the residential scope and final action destination before adjusting type sizes.

F08

Reduce duplicated descriptor content, reserve a single clear action area and use stronger separation between action and background

Reduce duplicated descriptor content, reserve a single clear action area and use stronger separation between action and background. Review the native-size export before looking at D05's enlargement.

Done when

A native-size review can identify the brand, service/location and action without zooming. No essential information exists only in decorative microcopy; the photograph remains recognisable.

Depends on

Use the shorter R08 wording and verify the final export bytes/dimensions separately from visual judgement.

F09

Adopt “Enquire about a consultation” as the full action phrase, with “Enquire” for the constrained banner where the service message already supplies context

Adopt “Enquire about a consultation” as the full action phrase, with “Enquire” for the constrained banner where the service message already supplies context. Keep booking language conditional on a booking destination.

Done when

The three final assets and their destinations use the same enquiry meaning. The brochure's editorial role is considered separately, and no unsupported service promise is introduced.

Depends on

Resolve R03 destination semantics, then apply them through R07 and R09.

F13

Finally: refine the cover and protect the strengths

Complete the distribution-dependent brochure decisions, compare the revised set, and preserve what already works. Do not hold useful ad corrections for a speculative full rebrand.

R01 · P4

Designer · medium impact · easy effort

Retain the material palette and room-led composition when revising the copy

Retain the material palette and room-led composition when revising the copy. Re-crop only where text needs a calmer area; keep recognisable furniture and architectural relationships.

Done when

Compare each revised asset with E01–E04: the room remains legible, the warm palette survives, and added copy does not conceal the main architectural subject.

Depends on

Use the sample imagery only within its documented public-sample origin; real commercial use needs appropriately authorised project imagery.

F01

R10 · P4

Designer · medium impact · easy effort

Keep the three main zones and the uncluttered title field

Keep the three main zones and the uncluttered title field. Make targeted wording changes inside the existing structure before altering the overall proportions.

Done when

The revised cover preserves a clear distinction between identity, image and title, with no crowded footer or unrelated sales badge.

Depends on

Confirm the cover's document role through R11 before adding any new information.

F10

R11 · P3

Copywriter · medium impact · easy effort

Retain “Considered living” if desired and replace the supporting line with “Interior design for Dubai villas and apartments

Retain “Considered living” if desired and replace the supporting line with “Interior design for Dubai villas and apartments.” Use the alternative “Villa & apartment interiors” when a more direct cover title is preferred.

Done when

The cover identifies the residential service and location without requiring an unseen inside page. A reviewer can explain the document's role in one sentence.

Depends on

Owner confirms whether this is a studio introduction, portfolio or inspiration document.

F11

For standalone use, add “Enquire about a consultation” beside an owner-verified contact route

For standalone use, add “Enquire about a consultation” beside an owner-verified contact route. For bound use, keep the cover restrained and confirm that a clear enquiry route exists elsewhere before distribution.

Done when

The responsible owner can identify exactly where a reader takes the next step in the delivered document. Any printed or digital address is checked; no placeholder or invented destination is published.

Depends on

Confirm standalone versus full-document distribution; obtain the real approved contact route before production.

F12

Retain the current name treatment, serif/sans relationship and restrained palette across revisions

Retain the current name treatment, serif/sans relationship and restrained palette across revisions. Define a consistent role for the service descriptor and action while allowing each format its own composition.

Done when

Place the four revised assets side by side: the family relationship remains clear, and the action/service information has a consistent purpose even where its placement differs.

Depends on

Treat these as practical rules for this four-piece revision only; a later Brand Audit is a separate scope.

F14

Replacement copy

Use each set as a coherent option. Do not append every alternative to the original. All wording remains proposed and requires owner review.

A01 / E01

Portrait feed creative — usable copy

C01 · Creative Headline

Review required

CURRENT

A quieter kind of luxury.

SUGGESTED

A considered home,
designed around you.

Keeps the calm tone while connecting the aspiration to a designed home. Pair it with C02 so service and location are explicit.

Alternative: Villa & apartment interiors, considered for you.

Review: Confirm the studio is comfortable with this positioning; it is not a promise of a particular project outcome.

F02

R02

C02 · Creative Subheadline

Review required

CURRENT

Considered interiors. Beautifully lived.

SUGGESTED

Villa & apartment interiors in Dubai.

Adds concrete service, property type and location instead of repeating mood.

Review: Residential scope and Dubai are supplied sample context; verify them for any real reuse.

F02

R02

C03 · Cta Label

Review required

CURRENT

Explore the possibilities ↗

SUGGESTED

Enquire about a consultation

Names an enquiry without implying that an appointment has already been booked.

Alternative: Discuss your interior project

Review: Use only with a matching enquiry destination. "Book a consultation" is conditional on a real booking flow.

F03

R03

C04 · Cta Supporting Copy

Review required

CURRENT

DUBAI · VILLAS & APARTMENTS

SUGGESTED

Tell us about the home you are planning.

Once C02 carries service/location, the lower line can support the enquiry instead of repeating descriptors. Omit it if space is better used for larger type.

Review: Confirm the destination invites project details. This line is optional; do not add a field or promise merely to match it.

F04

R04

Static vertical story — usable copy

C05 · Creative Headline

Review required

CURRENT

Room to live beautifully.

SUGGESTED

Planning your
apartment interior?

Introduces a specific planning need matched to the apartment dining scene.

Alternative: A new direction for your villa interior.

Review: Audience fit is a hypothesis based on the supplied residential scenario.

F05

R05

C06 · Creative Subheadline

Review required

CURRENT

Spaces shaped around you.

SUGGESTED

Interior design in Dubai.

Adds category and location in a short line that can sit on a quiet background.

Review: Do not add full-service, renovation delivery or concept-to-completion language without scope confirmation.

F05

R05

C07 · Cta Label

Review required

CURRENT

Discover more ↗

SUGGESTED

Enquire about a consultation

Connects the static image to the same enquiry action proposed for the feed.

Alternative: Discuss your interior project

Review: Final placement preview and destination review required. No tap or delivery result is claimed.

F07

R07

Display banner — usable copy

C08 · Display Ad Headline

Review required

CURRENT

Spaces, beautifully considered.

SUGGESTED

Interior design
in Dubai

Uses the main type to carry information that currently sits in the smallest brand descriptor.

Review: Review at the native 300 × 250 export, not only a large artboard.

F08

R08

C09 · Creative Subheadline

Review required

CURRENT

Villas. Apartments. Inspired living.

SUGGESTED

For villas & apartments

Keeps residential scope and removes the generic tail to release space.

Review: Confirm both project types remain within the intended offer.

F08

R08

C10 · Display Ad Cta

Review required

CURRENT

Learn more ↗

SUGGESTED

Enquire

A short action for the small canvas, supported by the service-led headline.

Alternative: Discuss your project

Review: Use a matching enquiry destination. If the destination is only a portfolio, choose a truthful browsing label instead.

F09

R09

C11 · Banner Copy

Review required

CURRENT

Spaces, beautifully considered.
Villas. Apartments. Inspired living.
Learn more ↗

SUGGESTED

Interior design in Dubai
For villas & apartments
Enquire

Complete banner copy set, combining C08–C10. It is one coherent option, not extra copy to append to the original.

Review: Keep ASTER & CO as the identity. Review line breaks and native-size readability after composition.

F08

R08

Brochure cover — selected page 1 — usable copy

C12 · Creative Headline

Review required

CURRENT

Considered living.

SUGGESTED

Villa & apartment interiors

Direct cover-title alternative when the document is meant to introduce services. The existing title may remain if paired with C14.

Alternative: Considered living.

Review: Choose either the direct title or the retained editorial title; do not place both at equal prominence.

F11

R11

C13 · Creative Subheadline

Review required

CURRENT

THE RESIDENTIAL EDIT

SUGGESTED

RESIDENTIAL INTERIOR DESIGN

Clarifies the document's subject without making an unsupported process or delivery claim.

Review: Use for a service introduction; retain the original editorial label if the owner confirms an inspiration collection.

F11

R11

C14 · Creative Subheadline

Review required

CURRENT

A collection of spaces, textures and possibilities.

SUGGESTED

Interior design for Dubai villas and apartments.

Makes the subject clear under the retained "Considered living" title. If using C12's direct title, shorten this line to "Aster & Co Interiors · Dubai."

Review: This is a wording recommendation for page 1 only; it does not imply the unseen document has particular contents.

F11

R11

C15 · Cta Supporting Copy

Review required

CURRENT

Not supplied — proposed addition

SUGGESTED

Enquire about a consultation

Optional addition for a cover distributed on its own. There was no original CTA to rewrite.

Review: Needs an owner-verified contact route alongside it. No fake domain, phone number or QR code is supplied.

F12

R12

Accompanying text and test variants

No original caption or primary ad text was supplied. C16 is a proposed addition; C17 and C18 are optional headline variants, not completed experiments.

C16 · Ad Primary Text · A01		Review required
CURRENT	SUGGESTED	
Not supplied — proposed addition	Planning a villa or apartment interior in Dubai? Explore a warm, considered approach with Aster & Co Interiors. Enquire about a consultation to discuss your project.	
Optional new accompanying text. It joins the supplied scenario to the proposed action without inventing a process, fee or delivery commitment.		
Review: No original primary text or caption was supplied. This is a suggested addition, not a rewrite or evidence of the published ad.		
F15 R15		

C17 · Test Variant Copy · A02		Review required
CURRENT	SUGGESTED	
Room to live beautifully.	A calmer home starts with a design conversation.	
Alternative emotional hook to compare with C05's project-led question after service and CTA clarity are fixed.		
Review: Proposed test only. Keep supporting line, imagery and CTA constant; no winner or predicted uplift.		
F05 R05		

C18 · Test Variant Copy · A01		Review required
CURRENT	SUGGESTED	
A quieter kind of luxury.	Planning a villa or apartment interior?	
Direct planning question to compare with C01's benefit-led approach.		
Review: Proposed test only. Verify which message users understand; no performance result is supplied.		
F02 R02		

Questions worth testing

Clarity checks can precede any campaign experiment. No test, winner, significance or uplift is reported here.

T01 · PROPOSED ONLY

Project-led versus benefit-led feed headline

A project-led question may make the residential design service easier to identify than an abstract benefit.

- C18: Planning a villa or apartment interior?
- C01: A considered home, designed around you.

Hold constant: Keep the same room, service/location support, CTA and destination. Change only the headline and necessary line breaks.

Review question: Before any campaign test, ask reviewers what service the image offers and what they expect after selecting the action. Record their actual answers without leading them.

No test has run. A clearer explanation in a small review is not evidence of campaign uplift.

T02 · PROPOSED ONLY

Project question versus design-conversation story hook

The specific project question may communicate audience relevance more directly; the conversation-led version may better preserve a gentle tone.

- C05: Planning your apartment interior?
- C17: A calmer home starts with a design conversation.

Hold constant: Use the corrected quiet text area, identical supporting line and enquiry CTA, and the same destination. Do not compare a corrected layout with the uncorrected source and attribute the result only to copy.

Review question: Review the complete static image at the intended size, then compare clarity of service and next step. If later tested in a campaign, agree the metric and test conditions first.

No sequence, retention, winning variant, statistical significance or expected percentage improvement is claimed.

T03 · PROPOSED ONLY

Full versus short enquiry wording

The full consultation phrase may set a clearer expectation, while “Discuss your project” may feel more natural to early-stage homeowners.

- C03/C07: Enquire about a consultation
- Alternative: Discuss your interior project

Hold constant: Confirm both labels truthfully describe the same enquiry destination. Keep imagery and main service message fixed; assess fit separately in feed and story.

Review question: Ask what happens next and whether the action feels like an enquiry or a confirmed appointment. Resolve ambiguity before running any paid experiment.

A test recommendation is not a completed experiment. Use “Book” only if the destination genuinely supports booking.

Original asset gallery

Open any source at full resolution. These are the authored input artworks, not captured live placements or generated “after” designs.

E01 · Portrait feed creative



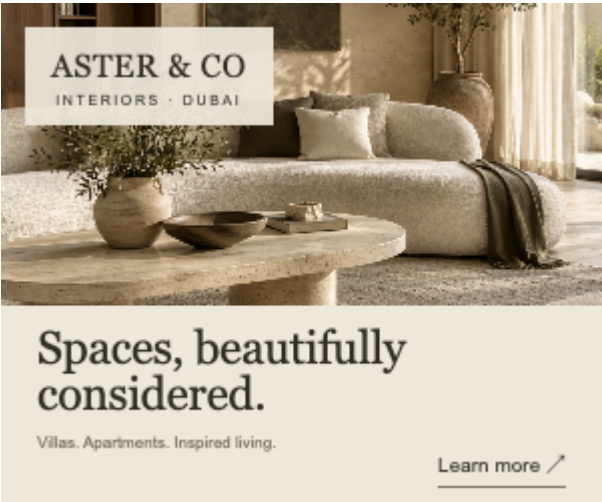
1080 × 1350 px · Frozen original PNG.

[Open original PNG ↗](#) [Download original ↓](#)

Instagram / Facebook feed — intended use supplied by the sample brief

- A01
- F01
- F02
- F03
- F04
- F13
- F14
- F15

E03 · Display banner



300 × 250 px · Frozen original PNG.

[Open original PNG ↗](#) [Download original ↓](#)

Uploaded Google Display image — intended use supplied

- A03
- F01
- F08
- F09
- F13
- F14
- F15

Original set · story and selected cover

E02 · Static vertical story



1080 × 1920 px · Frozen original PNG.

[Open original PNG ↗](#) [Download original ↓](#)

Instagram story — one static composition supplied

- [A02](#)
- [F01](#)
- [F05](#)
- [F06](#)
- [F07](#)
- [F13](#)
- [F14](#)
- [F15](#)

The selected demo originals remain available through the [source asset index](#) for comparison with this report. The images were authored for this sample and do not show completed client projects. Their availability here does not imply that customer uploads are public.

E04 · Brochure cover — selected page 1



A4-like portrait · 595.92 × 841.92 pt · Faithful PDF page-1 preview.

[Open original PDF ↗](#) [Download original ↓](#)

Residential brochure cover / PDF introduction — authored sample role

- [A04](#)
- [F01](#)
- [F10](#)
- [F11](#)
- [F12](#)
- [F14](#)
- [F15](#)

Readability & detail inspection

Each derivative is labeled and source-bound. Crops remove surrounding context; return to E01–E04 before making a whole-asset judgement.

D01 · E01



Whole source scaled to 390px wide; output height rounded to 488px. No platform chrome.

D02 · E02

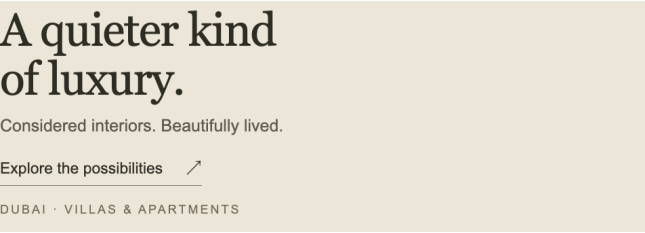


Whole source scaled to 360x640px; no platform chrome or sequence.

The derivative dimensions describe the saved inspection files. The HTML may scale them down on a narrow screen, and the PDF scales them to its page. No device, native platform interface or delivery capture is represented.

Detail views · unchanged source pixels

D03 · E01



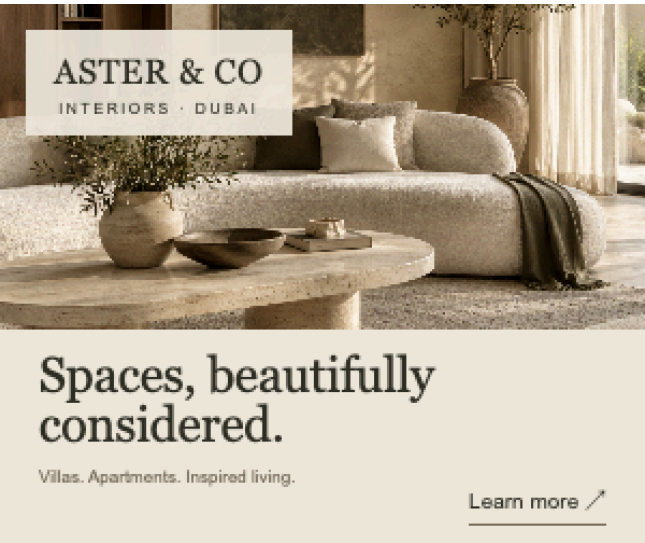
Unannotated 1:1 pixel crop of lower copy region.

D04 · E02



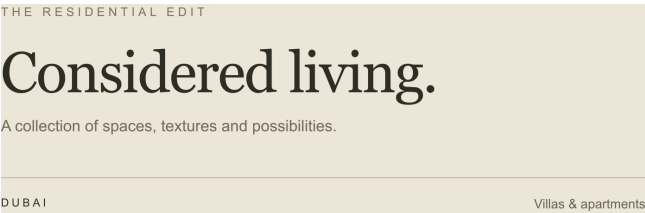
Unannotated 1:1 pixel crop; pendant stem and headline visible.

D05 · E03



2x nearest-neighbor enlargement for inspection, not extra source detail.

D06 · E04



Crop of page-1 preview rendered from the original PDF; coordinates refer to 1588x2246 preview.

Methodology & source notes

1. Establish source custody

The four named files were created for this sample, exported and visually inspected before conclusions were finalised. SHA-256 hashes identify the frozen originals. The PDF cover is one selected visual unit; its raster preview and detail crops are derivatives of that same page.

2. Read the visible communication

The review records what the artwork actually says and shows, then separates interpretation from observation. Relative hierarchy, image/text interference, visible CTA language and within-set cues are assessable. Layer semantics, native click behaviour, undocumented service delivery and unseen captions are not inferred.

3. Review stated viewing sizes

The feed was reviewed at full resolution and at 390px width; the story at full resolution and 360 × 640; the banner at native 300 × 250 plus a labeled 2× view; the cover as a rendered page. These are editorial inspection conditions, not platform delivery captures or a user study. PDF printing scales presentation views to the page.

4. Assign priorities and uncertainty

Severity describes the issue's seriousness for this brief; priority describes when to address it. P1 means resolve before using the paid creative for its stated enquiry goal; P2 is the next important correction; P3 is a conditional refinement; P4 preserves a strength. Impact and effort are qualitative judgements, not delivery estimates or expected financial returns.

5. Propose changes without changing evidence

All replacement text requires review. Supporting claims must be verified by the owner, and enquiry/booking wording must match the destination. Proposed tests identify a question, variants and completion checks; they do not report a winner, uplift or statistical result.

6. Keep sample and product evidence distinct

This is an authored sample with original artwork and editorial analysis. It illustrates evidence-linked creative findings, proposed recommendations, replacement copy, confidence and limitations. The supplied report and PDF can be compared with their selected demo originals. They do not represent a live campaign review, a completed Prooflin engine run or proof that every presentation detail is available in the current product.

Confidence, missing data & source notes

LABEL	MEANING IN THIS REPORT
High	The stated visible fact is clear in the selected source. This does not make its commercial effect certain.
Medium	The visible basis is usable, but interpretation depends on the supplied goal, viewing conditions or missing context.
Low	The small-placement or effectiveness judgement needs additional evidence. It is not an automatic low score.
Not Scored	The required evidence for that judgement is absent. No zero or invented value is substituted.

Material limitations

- No campaign spend, clicks, leads, conversion rates, revenue, CTR, CPC, CPL or ROAS was supplied or inferred.
- No account connection, platform approval result, live placement, native CTA, destination or booking test was performed.
- The warm residential imagery is generated sample artwork. It is not a real completed project, customer endorsement, testimonial or proof of construction quality.
- No trademark clearance, competitor database, legal certification or full accessibility conformance review is included.
- The cover is page 1 only. No interior brochure pages, print proof, physical finish or distribution outcome is assessed.
- No design editor, automatic redesign, auto-fix, generated logo, attention heatmap or performance prediction is represented as a Prooflin feature.

Source register

S01 · Frozen source artwork and selected PDF page

All pixel observations, visible copy and selected-file identity. E01–E04 are original authored sample exports, not captured live campaigns.

Selected demo originals and source identities in this report

S02 · Supplied Aster sample scenario

Name, warm premium positioning, Dubai, residential projects and consultation-enquiry goal. These are supplied sample context, not independently verified business facts.

Supplied Aster & Co Interiors sample brief

S03 · Authored prototype assessment values

73 overall and 78/68/84/62/72 categories; no formula, benchmark or engine-run provenance.

Supplied illustrative assessment values; score explanations in this report

S04 · Report scope and presentation

Creative findings, proposed recommendations and copy are limited to four selected visuals. This authored presentation is not proof of an engine run or of current product export fidelity.

Methodology and material limitations in this report

S05 · Uploaded display ads specifications — Google Ads Help

Lists PNG among supported image formats and 300 × 250 as an inline rectangle. This reference does not establish ad approval or an account upload result.

<https://support.google.com/google-ads/answer/1722096?hl=en> · Checked 11 October 2026

S06 · Local viewing-size and detail inspection

390px feed, 360px story, native banner and explicitly labeled crops/enlargement. These are presentation derivatives, not new independent observations.

Labeled inspection views D01–D06 in this report

Traceability register

Use these IDs to move between the original source, finding, proposed work and replacement text.

FINDING	SOURCE / ASSET	ACTION	COPY
F01 · Preserve the warm material palette and credible room compositions	E01, E02, E03, E04	R01	—
F02 · Bring the feed’s actual service into the main message	E01	R02	C01, C02, C18
F03 · Replace the feed’s exploratory CTA with a clear enquiry action	E01	R03	C03
F04 · Promote useful feed detail before reducing the whole composition	E01	R04	C04
F05 · Give the story a project-specific hook	E02	R05	C05, C06, C17
F06 · Move the story copy away from the pendant stem and tonal changes	E02	R06	—
F07 · Make the story’s action visible and specific within this single image	E02	R07	C07
F08 · Let the display headline carry service and location	E03	R08	C08, C09, C11
F09 · Simplify the banner’s smallest text and action treatment	E03	R09	C10
F10 · Retain the brochure cover’s clear editorial structure	E04	R10	—
F11 · Explain what the brochure is introducing	E04	R11	C12, C13, C14
F12 · Add an enquiry route only if the cover must stand alone	E04	R12	C15
F13 · Align action language across the paid creative set	E01, E02, E03	R13	—
F14 · Preserve recognisable identity cues without forcing identical layouts	E01, E02, E03, E04	R14	—
F15 · Resolve the missing message and destination context before release	E01, E02, E03, E04	R15	C16

Preserved original identities

FILE	SHA-256 (FIRST 16 CHARACTERS)
aster-meta-ad-creative-01.png	0be9ddddc640cd62
aster-meta-ad-creative-02.png	54fec4afbed6aabd
aster-google-display-banner-300x250.png	e9202c506c43785d
aster-brochure-cover.pdf	b8149ce25bbf4bea
aster-brochure-cover-preview.png	6b0fd95718f74a16

The source identities above refer only to the selected demo originals and their faithful PDF preview. The report remains an authored sample; recommendations and replacement copy require review before use.