

SAMPLE BRIEF · written as Tentree would receive it, from public data. Tentree did not order it.

Your next 3 ads, from your customers' own words.

Tentree compared with Gymshark and The Oodie. We read each brand's live Facebook and Instagram ads and its most recent Trustpilot reviews, collected 5 Oct 2026. Every customer quote is word for word and linked.

The short version

Tentree's sampled ads all lead with the 10 trees (10 of 10), often with clothes kept out of landfill (5 of 10). Its 40 most recent Trustpilot reviews mostly talk about something else: fast, helpful fixes when an order goes wrong (27 of 40) and quality (13 of 40). Neither Gymshark's sampled ads (a welcome code, 8 of 10) nor The Oodie's (softness, 8 of 10) mention help with orders, so that is the clearest room for Tentree to test.

1 Wrong size or a missing piece? Tell us and we'll sort it fast. Your order still plants 10 trees.

Fast fixes when an order goes wrong. Page 2.

2 The 10 trees are the bonus. The quality is the point.

Quality customers notice. Page 3.

3 Feeling lucky? Try a mystery box. Every piece still plants 10 trees.

Mystery boxes customers enjoy. Page 4.

3 hooks

with the customer words
behind them

Ready-to-use ads

headline, ad text and an
image idea for each

Your competitors

what their ads push and
where they leave room

How to test

what to run it against and
what to watch

Hook 1 of 3 · Fast fixes when an order goes wrong

Wrong size or a missing piece? Tell us and we'll sort it fast. Your order still plants 10 trees.

Your customers praise how fast your team fixes wrong sizes, missing items and defects (27 of 40 recent reviews); none of your 10 sampled ads mention it. Your ads lead with the 10 trees instead (10 of 10).

In your customers' words

"My exchange was processed quickly and correctly."

[Trustpilot review · 29 Sep 2026](#)

"they were extremely helpful in sending out the proper items quickly"

[Trustpilot review · 12 Aug 2026](#)

What the competitors' ads do

Neither competitor's sampled ads mention help with orders: Gymshark's lead with a welcome code (8 of 10) and The Oodie's with softness (8 of 10), while 13 of The Oodie's 40 recent reviews describe an order that went wrong and 8 of Gymshark's describe late, lost or slow deliveries.

Ad copy and visual preview, ready to edit and test

Headline	Wrong size? We'll sort it fast.
Ad text	Swaps, missing pieces and mix-ups, fixed quickly by our team. Every item still plants 10 trees.
Image idea	Candid 4:5 photo: hands opening a recycled kraft mailer on a wooden table, a folded sage-green hoodie inside and a small handwritten card that says swap sorted. Soft window light, natural colours, nothing staged, clear space at the top for a headline.

Proposed copy, not a customer quote. Use the image idea with your own photos, or paste it into your image tool.



AI visual preview of this idea, not a photo of your product.

How to test it

Run against your current 10-trees ad with the same audience, offer and spend; watch click-through rate and cost per purchase.

Before you run it

6 of your 40 recent reviews describe slow or missing replies. Check current response times before promising speed, and quote a reviewer in an ad only with their permission.

Hook 2 of 3 · Quality customers notice

The 10 trees are the bonus. The quality is the point.

13 of your 40 recent reviewers call the clothes high quality; none of your 10 sampled ads mention quality. The ads lead with trees (10 of 10), landfill (5 of 10) and comfort (2 of 10).

In your customers' words

"The clothing is superior to any brand I have bought online."

[Trustpilot review · 29 Sep 2026](#)

"We are so impressed with the quality and pride you take in your clothing."

[Trustpilot review · 23 Nov 2025](#)

What the competitors' ads do

Gymshark's reviews are split on quality: 9 of its 40 praise quality and fit, and the same sample includes reviewers who say the material got cheaper. The Oodie's sampled ads sell softness (8 of 10), not quality.

Ad copy and visual preview, ready to edit and test

Headline **Quality first. 10 trees on top.**

Ad text Our customers keep bringing up the quality. Every item still plants 10 trees.

Image idea 4:5 close-up product photo: the stitching and fabric texture of an earth-toned knit sweater draped over a wooden chair, natural daylight, shallow depth of field, no people, calm neutral background, clear space at the bottom for text.

Proposed copy, not a customer quote. Use the image idea with your own photos, or paste it into your image tool.



AI visual preview of this idea, not a photo of your product.

How to test it

Run against your current 10-trees ad with the same audience, offer and spend; watch click-through rate and add-to-cart rate.

Before you run it

One recent review says leggings split at the seams within five months. Talk about quality, not durability, and check return reasons for the products you feature.

Hook 3 of 3 · Mystery boxes customers enjoy

Feeling lucky? Try a mystery box. Every piece still plants 10 trees.

5 of your 40 recent reviewers enjoy the mystery or surprise boxes, and one says the value beat the advertised discount; none of your 10 sampled ads mention them.

In your customers' words

"I find the value way more than even the advertised discount."

[Trustpilot review · 14 Mar 2026](#)

"rolling the dice on the mystery boxes for a couple of years now"

[Trustpilot review · 14 Mar 2026](#)

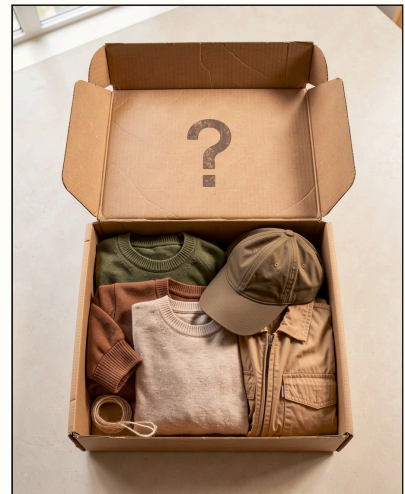
What the competitors' ads do

Gymshark's sampled ads compete on price with a welcome code (8 of 10) and a sale of up to 50 percent (2 of 10). A mystery box is a value offer that isn't a straight discount, and The Oodie's sampled ads don't use one.

Ad copy and visual preview, ready to edit and test

Headline	Feeling lucky? Try a mystery box.
Ad text	A surprise mix of Tentree pieces, picked in your size. Every item still plants 10 trees.
Image idea	Overhead 4:5 photo of an open recycled cardboard box with a large question mark stamped on the lid, folded sweaters, a cap and a light jacket in earthy colours inside, warm natural light, playful but uncluttered, clear space at the top for a headline.

Proposed copy, not a customer quote. Use the image idea with your own photos, or paste it into your image tool.



AI visual preview of this idea, not a photo of your product.

How to test it

Run as a mystery-box ad against your current ad with the same audience and spend; watch click-through rate and mystery box orders.

Before you run it

Thin evidence (5 of 40), and in 2 of those 5 the sizes were wrong at first. Confirm boxes are on sale and the size choice is clear before running it.

What your customers say, and what your ads say.

Customers: 40 most recent Trustpilot reviews

Fast, helpful customer service, especially when an order goes wrong 27 of 40 reviews

“TenTree replaced my entire order for free with no hesitation.”

[Trustpilot review · 16 Jul 2025](#)

Customers who disagree: “I’ve been waiting over a week for my order to ship and have had no response from customer service”

Clothes customers call high quality 13 of 40 reviews

“We are so impressed with the quality and pride you take in your clothing.”

[Trustpilot review · 23 Nov 2025](#)

Customers who disagree: “5 months later, now September they are unwearable. All of them split at the seams.”

Sustainability, values and the tree-planting mission 9 of 40 reviews

“Their mission to plant trees for every item sold is wonderful”

[Trustpilot review · 24 Jul 2026](#)

Customers who disagree: “Sustainable clothing also needs to be long lasting otherwise it becomes garbage.”

Ads: 10 live Meta ads

Ten trees planted for every item 10 of 10 ads

“Every piece plants 10 trees. Every outfit does more.”

Clothes kept out of landfill 5 of 10 ads

“Most clothes end up in landfills. Yours don’t have to.”

Comfortable clothes that fund reforestation 2 of 10 ads

“Tentree makes ridiculously comfortable clothing that doesn’t just feel good — it does good.”

What the competitors push, and where they leave room.

Gymshark

Their ads say

Extra 10 percent off with a welcome code 8 of 10 ads

“Extra -10% avec le code WELCOME10”

Motivation and new personal records in the kit 5 of 10 ads

“Ça sent une motivation à bloc et de nouveaux PRs dans ces tenues”

Their customers say

Support that answers fast and fixes the problem 15 of 40 reviews

“I received quick responses and they sorted my issue without any problems”

Trustpilot review · 4 Oct 2026

Clothes praised for quality and fit 9 of 40 reviews

“I find the clothes really nice and fit my body type perfectly”

Trustpilot review · 4 Oct 2026

Complaints in this sample: Late, lost or slow deliveries (8 of 40)

Room for you: Gymshark’s sampled ads compete on price, and none mention help with orders or deliveries. Showing how fast you fix order problems is a hypothesis worth testing against it.

The Oodie

Their ads say

Ultra-soft, cosy comfort all day 8 of 10 ads

“Ultra-soft fabrics that feel like a warm hug”

Social proof from customer and reviewer counts 5 of 10 ads

“Why 4+ Million Customers Love Us”

Their customers say

Fabric that feels soft, warm and cosy 15 of 40 reviews

“It’s the softest and warmest blanket ever”

Trustpilot review · 28 Sep 2026

Orders that went wrong: wrong item, late or lost parcel, fault on arrival 13 of 40 reviews

“I ordered a black sherpa blanket only to receive a pink hello kitty wearable blanket”

Trustpilot review · 28 Sep 2026

Complaints in this sample: Orders that went wrong: wrong item, late or lost parcel, fault on arrival (13 of 40)

Room for you: The Oodie’s sampled ads sell softness and big customer numbers (5 of 10), while 13 of its 40 recent reviews describe an order that went wrong. A promise to fix mistakes fast is a hypothesis worth testing against it.

Sources and limits

Tentree: 10 Meta ads · 40 Trustpilot reviews (2025-07-16 to 2026-09-29)

[Ad 841701359011557](#) · DCO · running since 2026-04-29

[Ad 1924054224919581](#) · DPA · running since 2026-06-12

[Ad 3458118961059930](#) · VIDEO · running since 2026-08-21

[Ad 2882924918722049](#) · DPA · running since 2026-08-21

[Ad 1828865384958812](#) · DPA · running since 2026-06-26

[Ad 2245578869596195](#) · DPA · running since 2026-06-30

[Ad 1641816850842274](#) · DCO · running since 2026-08-24

[Ad 2866572067039571](#) · IMAGE · running since 2026-08-14

[Ad 1105887005101617](#) · DPA · running since 2026-08-15

[Ad 1610865107438730](#) · DCO · running since 2026-08-24

“My exchange was processed quickly and correctly.” [Trustpilot](#) · 2026-09-29

“they were extremely helpful in sending out the proper items quickly” [Trustpilot](#) · 2026-08-12

“The clothing is superior to any brand I have bought online.” [Trustpilot](#) · 2026-09-29

“We are so impressed with the quality and pride you take in your clothing.” [Trustpilot](#) · 2025-11-23

“I find the value way more than even the advertised discount.” [Trustpilot](#) · 2026-03-14

“rolling the dice on the mystery boxes for a couple of years now” [Trustpilot](#) · 2026-03-14

“TenTree replaced my entire order for free with no hesitation.” [Trustpilot](#) · 2025-07-16

“I’ve been waiting over a week for my order to ship and have had no response from customer service” [Trustpilot](#) · 2026-04-18

“5 months later, now September they are unwearable. All of them split at the seams.” [Trustpilot](#) · 2026-09-14

“Their mission to plant trees for every item sold is wonderful” [Trustpilot](#) · 2026-07-24

“Sustainable clothing also needs to be long lasting otherwise it becomes garbage.” [Trustpilot](#) · 2026-09-14

Gymshark: 10 Meta ads · 40 Trustpilot reviews (2026-10-03 to 2026-10-05)

[Ad 1201251448800306](#) · DCO · running since 2026-07-02

[Ad 1917103678879810](#) · DCO · running since 2026-07-02

[Ad 1035896478962196](#) · DCO · running since 2026-07-02

[Ad 3342047735972606](#) · DCO · running since 2026-07-02

[Ad 3979846825485970](#) · DCO · running since 2026-07-02

[Ad 1566148211527316](#) · DCO · running since 2026-07-03

[Ad 1382541530431430](#) · DCO · running since 2026-07-03

[Ad 1324447563178832](#) · DCO · running since 2026-07-03

[Ad 1353284589767881](#) · VIDEO · running since 2026-07-31

[Ad 1655418438878766](#) · VIDEO · running since 2026-07-06

“Order was due Tuesday and by Saturday it still hadn’t arrived.” [Trustpilot](#) · 2026-10-03

“I received quick responses and they sorted my issue without any problems” [Trustpilot](#) · 2026-10-04

“I was stuck dealing with an unhelpful AI chatbot that provided zero actual support or resolution.” [Trustpilot](#) · 2026-10-04

Read this with the brief

- Tentree: 10 sampled Meta ads; its 40 most recent Trustpilot reviews span 16 Jul 2025 to 29 Sep 2026; overall rating 4.1 across 360 reviews.
- Gymshark: 10 sampled ads, with French ad copy; 40 reviews from 3 to 5 Oct 2026, a three-day window that skews toward recent support and delivery events; overall rating 3.5 across 42,062 reviews.
- The Oodie: 10 sampled ads; 40 reviews from 12 Aug to 4 Oct 2026; overall rating 3.6 across 37,186 reviews. The customer counts in its ads were not checked here.
- Gaps are judged on ad text only (titles, bodies, card text), not images or video. Ads are a sample, not the full inventory.
- These are messages to test, not predictions. Headlines, ad text and image ideas are proposed copy, not customer quotes.
- SAMPLE built from public data collected 5 Oct 2026 to show what a brief contains. Tentree did not order it and has no connection with LaunchWords.

Customer words belong to their authors. Quote your own reviewers in ads only with their permission, and never present another brand’s customers as yours. These are ideas to test, not predictions of results.

"I find the clothes really nice and fit my body type perfectly" [Trustpilot](#)
· 2026-10-04

"Gymshark used to be so good now everything is getting made out of
cheap material" [Trustpilot](#) · 2026-10-04

"Everything turned up very quickly" [Trustpilot](#) · 2026-10-03

The Oodie: 10 Meta ads · 40 Trustpilot reviews (2026-08-12 to 2026-10-04)

[Ad 1339346894976249](#) · DPA · running since 2026-06-29

[Ad 990970663526285](#) · DPA · running since 2026-06-16

[Ad 5152035298361192](#) · DPA · running since 2026-06-15

[Ad 1558514545622847](#) · DPA · running since 2026-06-15

[Ad 1369851675361211](#) · VIDEO · running since 2026-08-05

[Ad 1072126748548028](#) · DCO · running since 2026-07-27

[Ad 1563077702039476](#) · VIDEO · running since 2026-06-29

[Ad 1779749236367651](#) · VIDEO · running since 2026-08-15

[Ad 1605085374369279](#) · IMAGE · running since 2026-07-28

[Ad 28653764630973863](#) · IMAGE · running since 2026-09-28

"I ordered a black sherpa blanket only to receive a pink hello kitty
wearable blanket" [Trustpilot](#) · 2026-09-28

"It's the softest and warmest blanket ever" [Trustpilot](#) · 2026-09-28

"Always quick delivery too and never have had damaged goods."
[Trustpilot](#) · 2026-08-21

"She answered all my emails clearly, and my new dressing gown was on
its way in under 24 hours." [Trustpilot](#) · 2026-09-09

"I messaged the company through their website on 30/9/2026 but have
not received any response or even an acknowledgement." [Trustpilot](#) ·
2026-10-02