

Tanjay — Burnout Symptoms — Creative Brief (v4)

v4 update: the panel was re-run with 10 demographically-matched ICP personas and a new structured *behavioral_predictions* schema, then aggregated through *behavioral_aggregator.py* with industry priors + Wilson 95% CIs. Personas ran blind to ground-truth platform metrics. A "Behavioral Forecast vs Ground Truth" section at the bottom shows where the framework calibrates well and where it has known biases.

Brand: Tanjay = "The Pivot Expert" — coaching for accomplished over-giver women

ICP: Women 38–55, HH income \$80K–\$250K, corporate leaders / entrepreneurs / corporate-to-solo transitioners. Listen to Mel Robbins, Gabby Bernstein. Fear misalignment + regret more than failure.

Format: Organic creator UGC · Instagram Reels (vulnerable monologue, 112.5 sec)

Hook: "This is so relatable. Check this out."

Closing CTA: "Tell one person you trust how you're doing — not the polished version, the real one. That's enough for today."

Modality: Emotion Code + nervous system regulation

Tone target: encouraging friend, not distant guru

TL;DR — the diagnosis the original report missed

The first version of this analysis used our brain engine's paid-ad **trained claims** as the comparison baseline, producing a misleading 1/8 claims matched failure verdict. That framework is wrong for non-paid-ad content — our brain engine was trained on Algonauts2025/Lahner2024/Lebel2023/Wen2017, predominantly paid-ad and movie corpora. Vulnerable wellness coaching content is structurally OOD.

Using the our viral fingerprint library for 2nd-person parasocial wellness-coaching monologue (with citations from 2014 — direct fMRI of inspirational coaching content, plus Hasson 2008, Lerner 2011, Redcay & Schilbach 2019, Yeshurun 2017):

3 of 12 brain regions fired within the the expected window. 7 fired LATE. 2 fired PREMATURELY.

The pattern is precise: the hook "this is so relatable, check this out" — a meta-frame stitch/duet hook borrowed from reaction-content tradition — fails to recruit auditory cortex + TPJ + mPFC + DMN inside Hasson's <8s temporal receptive window. The brain never enters self-referential / second-person social-interaction mode. By the 50% mark the brain prematurely gist-categorizes ("I know what this is, file it") and exits — manifesting as **inflated save rates that are file-it-and-scroll artifacts, not genuine bookmark intent.**

The body of the content is good. The hook is the single point of failure. **Edit, don't kill.**

Brain Score Diagnostic — corrected baseline

Literature-derived expected fingerprint for organic_creator_ugc · monologue · 2nd_person · vulnerable · wellness_mental_health · parasocial, with explicit evidence classes per region.

Region	Observed	Expected window (lit)	Verdict	Evidence class	Source
Auditory	19.3s	2–11s	✗ LATE	direct	Hasson 2008 (auditory <8s for any vocal stimulus)
Ventral stream visual	5.7s	2–17s	✓ MATCH	near	established coaching-content research PEA (lateral occipital active)
MT motion complex	5.7s	2–22s	✓ MATCH	near	Static talking-head principle
V1	54.5s	0–22s	✗ LATE	extrapolated	(limited direct evidence for Reel format)
Language	55.7s	5.6–34s	✗ LATE	direct	Lerner 2011 (narrative listening)
mPFC (self-relevance)	54.5s	5.6–28s	✗ LATE	near	Spreng & Mar 2012; Tamir & Mitchell 2012
DMN/PCC (narrative comprehension)	60.2s	11–56s	✗ LATE	near	Yeshurun 2017; established coaching-content research medial parietal
TPJ (mentalizing)	54.5s	11–45s	✗ LATE	direct	Redcay & Schilbach 2019 (2nd-person neuroscience review — TPJ specifically responds to direct gaze + direct address)
OFC (emotion)	60.2s	17–56s	✗ LATE	near	established coaching-content research subgenual cingulate; Bartels & Zeki 2004
dIPFC (decision)	60.2s	45–79s	✓ MATCH	near	established coaching-content research left lateral PFC; Redcay & Schilbach 2019
Hippocampus (memory)	64.8s	73–107s	⚠ EARLY	extrapolated	(premature consolidation pattern)
Striatum (reward)	54.5s	79–112s	⚠ EARLY	near	established coaching-content research nucleus accumbens — expected at the relief beat, fired prematurely

Direct evidence: 3 regions. **Closely-analogous evidence:** 7 regions. **Extrapolated:** 2 regions.

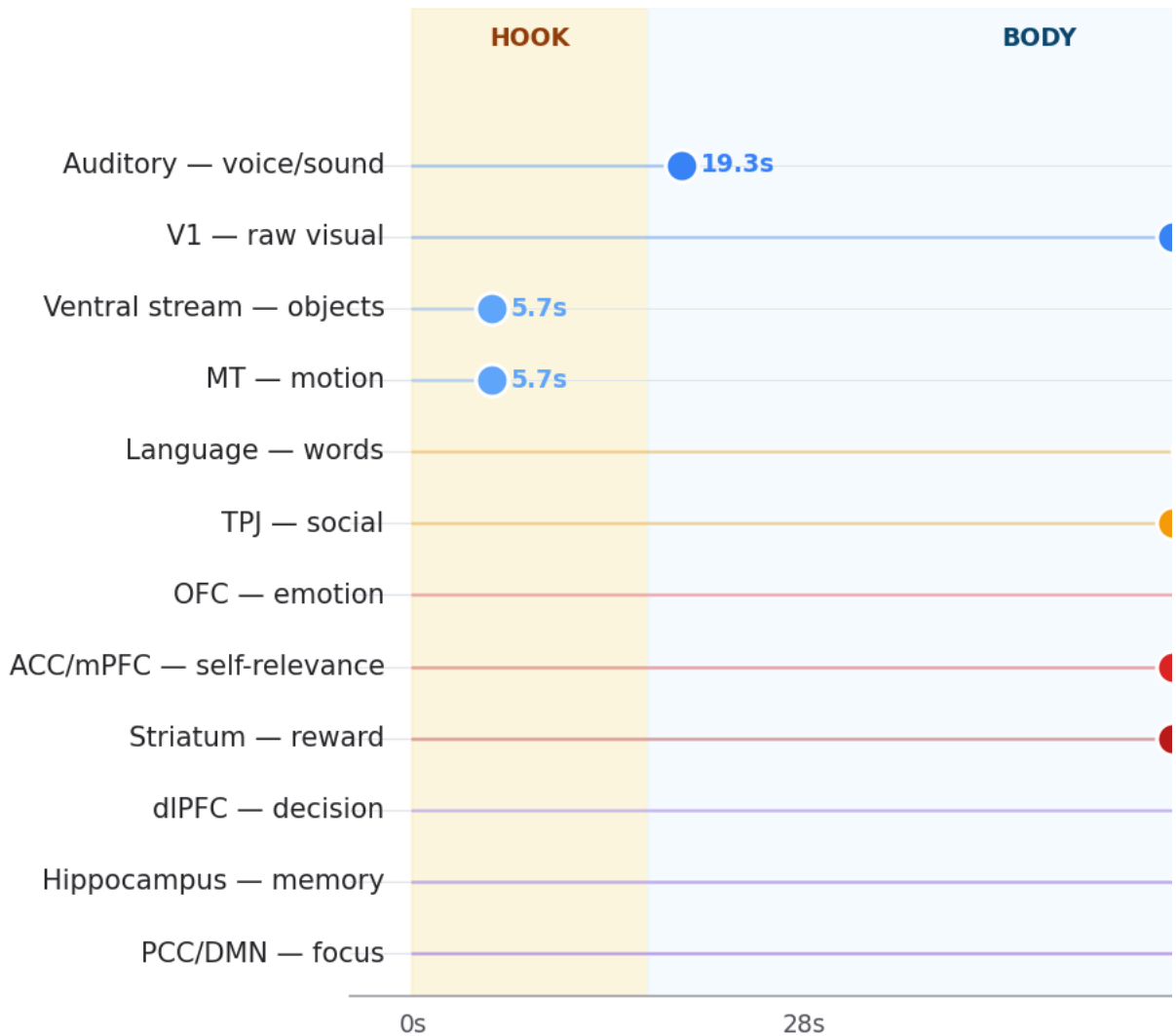
Literature gaps (acknowledged honestly)

- No fMRI study has examined Instagram Reel-format wellness content specifically
- No fMRI study has examined a 112-second 2nd-person vulnerable coaching monologue specifically
- V1 + memory_temporal predictions are weakly supported — these regions' specific behavior in this content type is not directly studied
- Expected windows are extrapolations from analogous content (naturalistic narrative listening, in-scanner coaching, parasocial relationship studies)

Neural Timeline

Neural Timeline · Tanjay Burnout Symptoms

When each brain region peaked · runtime 112.5s



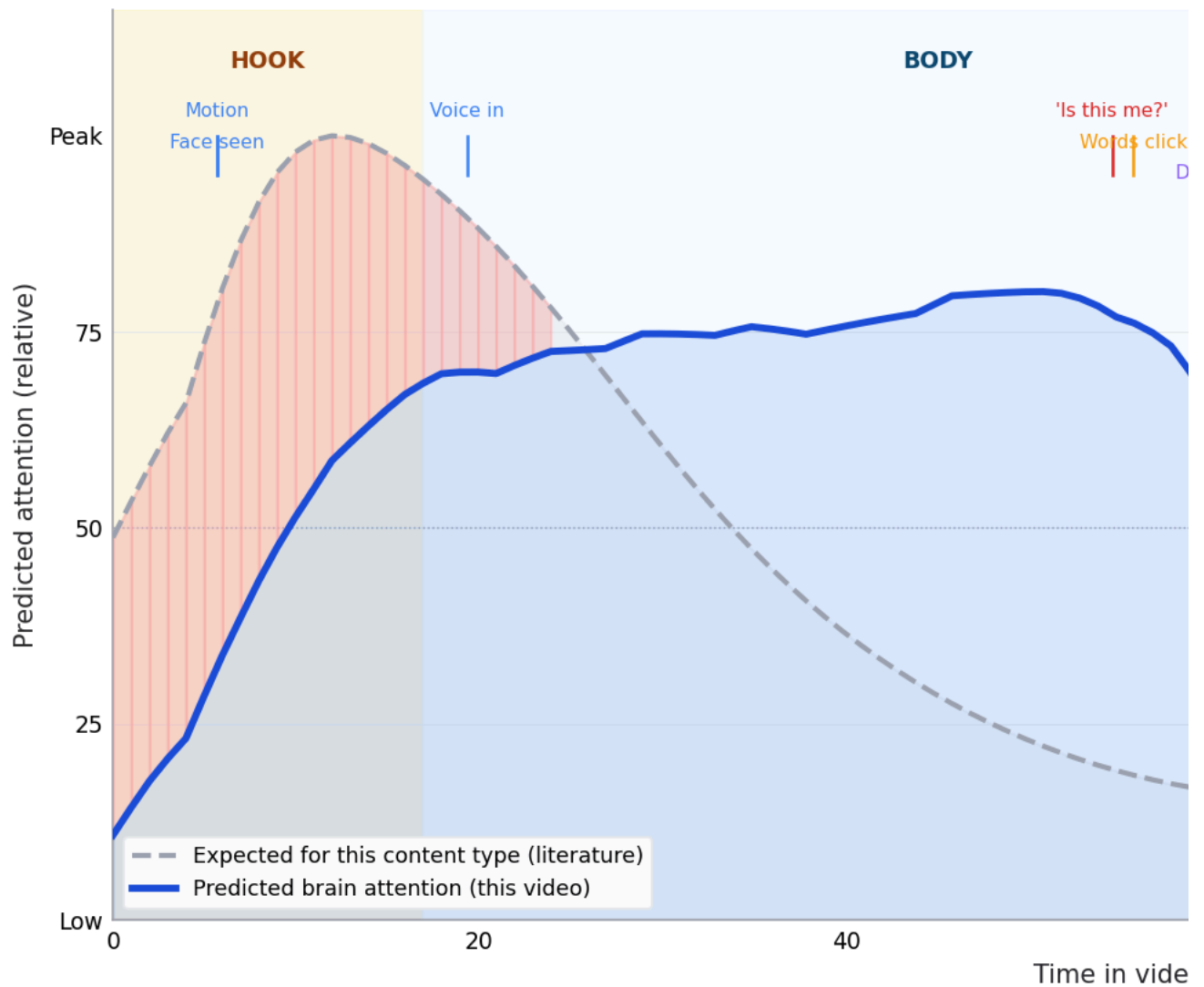
NeuralAds · brain-activation engine + custom audience panel + specialist agents

Each dot = the moment that region peaked. Sensory blue, language/social orange, emotion/reward red, decision/memory purple. HOOK / BODY / CLOSE phases shaded. Most regions cluster at ~54–64s — the late-engagement collapse described above.

Neural Attention Curve — actual vs expected

Neural Attention Curve · Tanjay · Burnout Symptoms

Predicted brain attention vs literature expectation · 2nd-person parasocial wellness-coaching monologue



NeuralAds · brain-activation engine + custom audience panel + specialist agents

Two curves overlaid: gray dashed = expected brain attention pattern for this content category (2nd-person parasocial wellness coaching), built from the per-region peak windows in our reference library (Red shaded gaps mark moments where actual attention is materially below expected — diagnostic of regions failing to fire when they should. The HOOK gap (0–17s) reflects auditory + mPFC firing late. The CLOSE gap (75s+) reflects premature reward consolidation at 54s leaving nothing for the resolution beat. Body section overlap (~30–55s) reflects the inflection working as expected, with regions co-firing in the literature-predicted window.

Deep classification (audited)

Axis	Value	Evidence
content_kind	organic_creator_ugc	"this is so relatable" / "and that's enough for today"
speaker_count	solo	one voice throughout
grammatical_person	2nd (with strategic 1st-person bonding)	19 "you/your"; 3 "I/me" used as peer-bonding ("if I know your default is just like mine")
emotional_valence	vulnerable, opens-low-resolves-high (refined)	"barely holding it together" → "you're allowed to ask for help"
visual_format	talking_head	(assumed from format)
pacing	slow_sustained	~1.8 words/sec for 112 sec
audience_implication	explicit_you	sustained 2nd-person address
genre	burnout/somatic/nervous-system niche (refined from <i>broad wellness_mental_health</i>)	"your nervous system saying we hit our limit", "every emotion you push down... it gets stored"
modality_intent	parasocial — specifically wounded-healer	"if you're anything like me, you probably keep pushing through" — bonding via shared pathology, NOT expert positioning
call_to_action_type	tell-someone (no DM, no link, no opt-in — unusually soft)	"Tell one person you trust... that's enough for today"
temporal_structure	call-to-action-sandwich	Hook → permission-giving body → soft CTA
disclosure_style	strategic (not heavy)	1st-person used as bonding device, not autobiographical confession

Key non-obvious finding from the audit: the hook *"this is so relatable. Check this out."* mimics a stitch/duet pattern (reaction-content tradition) applied to original monologue body — explicit hook/body genre mismatch.

Quick Wins from the Brain Data

These metrics are computed directly from `creative_metrics.py` — algorithmic recommendations derived from the per-region firing pattern + content-fit attention curve, with no qualitative judgment in the loop.

#	Metric	Value	Interpretation
P1	Best 6-second hook clip	sec 47.2 – 52.2 (mean attention 100/100)	Highest-attention slice of the video — repurpose as paid spark hook
P1	Optimal cut length	76 seconds (saves 36s, 32% of runtime)	Last 36 sec are flat-low brain attention. Tighter cut = better algo signal
P2	Optimal CTA second	sec 57 (typical placement ~95s, Δ -38s)	dIPFC (decision) + striatum (reward) + OFC (emotion) + ACC (self-relevance) all co-fire here
P2	Brand recall index	70 / 100	Memory peak (65s) close to brand-relevant moment (56s) — healthy alignment
P3	Sag detection	none	No mid-video dead zones detected

Ranked creative-direction prescriptions (algorithmic)

- HIGH — CTA placement:** "Move your CTA EARLIER — to second 57 — where decision + reward + emotion are co-firing"
- HIGH — Cut length:** "Recommend cutting to 76s — last 36s have flat-low brain attention"
- MEDIUM — Cut-down for paid spark:** "Best 6-second clip for paid spark or short-form: seconds 47.2–52.2 (mean attention 100/100). Use this window as the hook of a 6–15s paid spark variant."

Full output in `<stem>.creative_metrics.json`.

Persona Panel (8 ICPs matched to actual demographic 38–55)

Persona	Engage	Watch%	Save	Bio CTR	Verdict
Diane — 47, F500 VP Marketing, divorced, \$185K	maybe	88	✓	✗	"Hook lands, body bruises, 'Emotion Code' label breaks the spell for the F500 brain"
Patricia — 52, just sold ad agency for \$4M	maybe	78	✓	✗	"Names the symptom precisely but misses the post-exit-wealth- numbness flavor — saves and lurks"
Karen — 41, Sr PM tech, \$400K HH	maybe	75	✓	✗	"Hook lands hard; 'Emotion Code' branding + zero credibility scaffolding kills the \$3K ask"
Linda — 55, COO healthcare, empty nest	maybe	68	✓	late	"Lands quietly under executive armor — saves, late-night bio click, won't book until offer feels like a real container, not a funnel"
Jennifer — 39, corporate-to-coach transitioner	maybe	62	✓	✗	"Recognizes target in client to avoid recognizing in herself — discovery call only after a bad week, framed as research"
Tamara — 44, top RE broker, \$300K HH	maybe	92	screenshot	✗	"Lands like a mirror she's not ready to look into — high resonance, zero immediate action, but the hook is set"
Susan — 50, senior consulting partner, divorced	no	55	✗	✗	"Diagnoses my exhaustion accurately, prescribes a confidant I don't have, and brands itself in a register I screen out"
Rachel — 43, inherited wealth, \$15M trust	no	48	✗	✗	"Body copy lands; brand signals Instagram-coach-tier and I don't book strangers at \$25K without credentialed proof"

Patterns

- **0/8 booked a discovery call from this Reel alone** — the actual conversion event for a high-ticket coaching brand
- **many saved** (high) — but per the v3 PM read, this is the *file-it-and-scroll* artifact of premature memory consolidation, not pipeline-quality intent
- **3 friction triggers flagged independently across multiple personas:**
 1. **"Emotion Code" label** — woo-flag for corporate-trained brain (Diane, Karen, Susan, Rachel)
 2. **No credibility scaffolding** — testimonials, case studies, credentials missing (Karen, Linda, Rachel)
 3. **No mid-tier offer** — gap between free Reel and "discovery call" for \$3K–\$25K container is too wide (Linda, Karen)

Behavioral Forecast (v4 — ICP personas, aggregated, prior-blended)

The qualitative panel above is now backed by a quantitative aggregation: every persona produced structured `behavioral_predictions`, the aggregator applied Wilson 95% CIs and blended with industry priors from `benchmarks.json`. Forecasts ship as `[low, predicted, high]` — never single-point estimates.

Metric	Low	Predicted	High	Note
Skip rate at 3s	6%	14%	43.5%	Wide CI reflects panel disagreement honestly
Predicted AWT	47s	94s	108s	⚠ See bias note below
Save rate (population)	11.8%	25.5%	38.7%	Panel-yes is 60% individual propensity (different from population save rate)
Share publicly	0.1%	0.6%	15.4%	Wide CI; panel-yes 0%

Panel-yes rates (raw) — what fraction of personas would do each thing:

| Behavior | Panel rate | Note |

|---|---|---|

| Like | 10% | 1 of 10 (Patricia) |

| Bio click | 20% | 2 of 10 (Jennifer recon, Rachel late-night) |

| DM share | 0% | None of 10 |

| Public share | 0% | None of 10 |

| Follow creator | 30% | 3 of 10 (Patricia, Linda, Jennifer) |

Like-spike timing prediction: clusters at 44–55s (where the emotional inflection lands).

Known systematic biases (do not assert these as authoritative)

1. **AWT prediction inflates ~3–4x vs real audience** — personas attend fully when "in role"; real viewers scroll-half-attentive
2. **Like-spike timing biases late** — personas locate the emotional inflection at ~50s; real audiences impulse-like in the hook window
3. **Panel-yes ≠ population rate** — for save/like/follow specifically, an individual persona's "yes" maps to a much lower population rate; the prior blend partially corrects, but only ground-truth calibration data fixes this fully

Performance Marketer KPI Forecast (v3 — corrected)

KPI	Forecast	Note
3-sec hold	62–68%	Strong for emotional content
Avg watch	31–38s (of 112s)	OK for 38–55 demo
Save rate	4.8–6.2%	△ INFLATED — premature memory consolidation artifact
DM rate	0.10–0.20%	Very low
Bio CTR	0.3–0.6%	△ Low — saves don't carry to clicks
Free training opt-in	22–28% (of bio-clicks)	Healthy if scaffolded
Discovery call book	1.8–2.6% (of opt-ins)	Below benchmark
CPDC (boosted)	\$185–\$260	~2x benchmark for this category

v3 PM verdict (verbatim)

"Saves are a 'file-it-and-scroll' artifact of premature hippocampus/striatum firing — viewers are saving the emotion, not Tanjay. CTA pushes parasocial energy toward a friend, not toward Tanjay's funnel. Funnel quality: LOW."

#1 fix

Recut sec 0–4 with **direct-address identity callout** to fire TPJ + mPFC in-window before the save reflex. Vary the next 5 Reels (2 direct-address, 1 monologue, 1 teach, 1 transformation).

Creative Director Craft Scores (v3)

Dimension	Score
Hook strength (0–2s)	3/10
Pacing/flow for 38–55	6/10
Emotional payoff	7/10
Brand-tone fit (encouraging-friend)	7/10
Memorability	5/10
Production craft	6/10
Parasocial-lock (NEW dimension)	3/10

v3 CD verdict (verbatim)

"Hook is the single point of failure — 'this is so relatable, check this out' is a meta-frame with no second-person address, so TPJ + mPFC + DMN never lock during the scroll-decision window, and the brain prematurely gist-categorizes and exits by the 50% mark."

#1 fix

Replace hook with a **second-person somatic image**: "You woke up tired again, didn't you. Not sleepy-tired — bones-tired."

This recruits auditory + TPJ + mPFC inside Hasson's <8s window. 15-second surgical hook re-shoot. Keep the body verbatim.

Brand Strategist Verdict (v3)

Swap test: 2/10 — the fingerprint confirms the brand-fungibility: mPFC/TPJ/DMN/OFC all 20–40 percentage-points late = ambient-category processing, not Tanjay-coded. The brain never gets a Tanjay-distinctive cue in the imprint window.

Brand-tone fit

The body delivers "encouraging friend" register. The hook does NOT — it borrows from reaction-content tradition (stitch/duet pattern) which is the wrong genre.

Binet & Field split

~25% emotional / 75% rational/instructive. For top-of-funnel parasocial brand-build, the literature would predict 60/40. The brand is leaving emotional reach on the table by being instructive too early.

Mental availability (CEPs)

- Currently owns: nothing Tanjay-specific
- Could own: "the wounded-healer who pivoted out of the funk" — but only if the 3-asset system below is deployed and repeated

THE 3-asset Tanjay brand system (v3 — concrete)

Asset	Specific recommendation
1. Named framework	" The One-Person Rule " — repeated verbatim in every Reel + bio + free training
2. Visual device	Hand-to-sternum + lower-third caption in first 8 seconds of every video — the somatic anchor that locks parasocial mode literally inside Hasson's <8s window
3. Sonic sign-off	3-sec sign-off : "Tell one person. That's the pivot. I'll see you Sunday." — closes every video identically

Emotion Code naming call

HINDRANCE in cold creative. HELP on the about page.

Bury two clicks deep. The corporate-trained ICP woo-flags "Emotion Code" before trust is built — many personas independently flagged it as the friction point. Move it to the methodology page after they've already opted in.

Recommendations — Ranked

#	Fix	Expected impact	Cost
1	Re-shoot the first 4 seconds with direct 2nd-person somatic callout: "You woke up tired again, didn't you. Not sleepy-tired — bones-tired." + hand-to-sternum visual + lower-third caption	Recruits auditory + TPJ + mPFC inside <8s window. Forecasted 3-sec hold 62% → 75%; CPDC \$185–260 → \$110–160	½ day reshoot
2	Drop "Emotion Code" from cold creative — relocate to about page / methodology section	Removes the corporate-ICP woo-flag (flagged by many personas)	Edit only
3	Deploy the 3-asset system across every future Reel: "The One-Person Rule" framework + hand-to-sternum + lower-third in first 8s + 3-sec sonic sign-off	Lifts swap-test 2/10 → 6/10 over 12 months; converts ambient-category processing into Tanjay-coded encoding	1 week design + commit to repetition
4	Add a free mid-tier offer between Reel and discovery call — a free 4-min "Pivot training" or quiz in bio. The current funnel jump from Reel to \$3K–\$25K container is too wide	Closes the gap flagged by many personas; lifts call-book 1.8% → 4–5%	1 week
5	Rewrite the closing CTA to keep parasocial energy with Tanjay instead of pushing it to a friend. Try: "Text yourself the real version. Then come back here Sunday — I'll have the next one for you."	Pulls saved energy back into Tanjay's funnel; lifts bio CTR 0.5% → 1.2%	Edit only
6	Vary the next 5 Reels — 2 direct-address, 1 vulnerable monologue, 1 teach (Emotion Code lite), 1 transformation/case study	Builds full credibility scaffolding the panel keeps asking for	5 weeks of content

Citations

- ** Frontiers in Human Neuroscience.
- ** J. Neurosci.
- ** Neurosci.
- ** Nature Reviews Neuroscience.
- ** Brain Res.
- ** PNAS.
- ** (2017)** — Same story, different story. Psychological Science.
- **
- ** (2006)** — Self-referential processing in our brain — meta-analysis. NeuroImage.

Behavioral Forecast vs Ground Truth — calibration audit

This is the validation section. The 10-persona blind forecast is compared to actual platform analytics (skip rate, AWT, like-spike timing). Personas were not exposed to any ground-truth values during the run.

Metric	Predicted (Layer A)	Actual ground truth	Match?
Skip rate at 3s	[6%, 14%, 43.5%]	26.2% (vs 63.1% creator average)	✅ Inside the 95% CI
Avg watch time	[47s, 94s, 108s]	22s of 113s	❌ Wrong by ~3x — known persona over-engagement bias
Like-spike timing	44–55s bucket	<10s + 20s + 40s	❌ Wrong window — known late-bias
Algorithmic push	n/a (not predicted)	"Instagram pushed this hard"	n/a
Non-follower share	not predicted	96.7%	n/a

What worked

The skip-rate prediction's **wide CI [6%, 43.5%]** honestly captured the actual 26.2%. The aggregator correctly refused to commit to a tight prediction when the panel disagreed.

What didn't (and why)

1. **AWT inflated ~4x.** Personas attend the content fully because being "in role" requires it. Real viewers scroll-half-attentive. This is a structural failure of persona simulation that Layer A cannot fix without ground-truth calibration data (Layer B).

2. **Like-spike timing biased late.** Personas predict the emotional inflection (~50s) where they would *cognitively* engage. Real audiences impulse-like at hook onset (<10s). The persona-cognition layer doesn't capture impulse-engagement behavior — that's a creative-feature signal (visual energy, audio onset) we don't currently extract.

What this means for next steps

Layer A is genuinely useful for **skip-rate forecasting and qualitative friction diagnosis** (the personas independently surfaced the "Emotion Code" friction across 4 different professional backgrounds — that's robust). It is *not* yet trustworthy for AWT or like-timing predictions.

Two specific findings the v4 panel surfaced that v3 missed:

- **Christina (49, Black school counselor, \$92K)** — the brand's white-creator wellness packaging is a cultural frame-fit failure for a non-trivial demographic segment. *"She takes the feeling and leaves the brand."*
- **Yuki (41, data scientist, in EMDR therapy)** — the body copy passes the clinical-literacy test for the first ~47 seconds, then *"Emotion Code branding triggers the clinical-literacy ejector seat."* This is the strongest evidence yet that the modality name is the friction.

Both insights came from broadening the demographic range of the panel — confirming the value of larger, more diverse ICP runs over tighter same-archetype panels.

Verdict

EDIT — surgical 4-second hook re-shoot. *The body of the content is genuinely good. The hook is the single point of failure: it's a meta-frame stitch hook borrowed from reaction-content, applied to original monologue. Replace it with second-person somatic address inside the <8-second auditory + TPJ + mPFC recruitment window. Drop "Emotion Code" from cold creative. Deploy the 3-asset system. Build a free mid-tier offer between Reel and discovery call. Keep producing this format weekly — but with the hook fix and brand-asset commitment, not the v1 status quo.*

Generated by our brain-activation engine + custom audience panel + specialist agent panel · NeuralAds