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Paid Social Creative Audit + Ad Pack

Brand audited: **Dossier** — DTC fragrance (dossier.co)

Prepared by Paid & Found **Date** November 2026

Deliverable Creative audit, competitor teardown, hooks, copy, UGC scripts, static concepts, testing order

> **SAMPLE** — prepared by Paid & Found as a portfolio sample; **Dossier is not a client.**

Audit basis: Dossier's publicly visible Meta (Facebook/Instagram) advertising as indexed by AdLibrary.com (brand page crawled 12 November 2026), a public creative analysis of Dossier's Meta ads published 11 September 2026 (Macie Reed, Meta Ads Manager & Coach, “STEAL THESE META ADS” series), Dossier's own website and blog (dossier.co / blog.dossier.co), and competitor product pages checked November 2026. Meta does not publish spend, impressions or results for commercial ads, so this audit makes no claims about Dossier's budget or return on ad spend — everything below is about the creative itself, which is public.

01 Brand & offer snapshot

- **Brand:** Dossier — New York-based DTC fragrance house, founded 2018. (Source: Dossier company profiles and its own EU About page, checked November 2026.)
- **Core offer:** “Impressions” — fragrances inspired by named designer scents (MFK Baccarat Rouge 540, Le Labo Santal 33, YSL Black Opium, Chanel Coco Mademoiselle), sold direct at a fraction of the designer price. Perfumes start at $29; the hero product, **Ambery Saffron** (inspired by MFK's Baccarat Rouge 540), is $49 for 50ml and $79 for 100ml. (Source: Dossier blog, “Meet The NEW Ambery Saffron Room Diffuser,” blog.dossier.co — which also states Ambery Saffron has been the brand's #1 bestseller for 3 years running.)
- **Proof points the brand owns:** crafted in Grasse, France; vegan and cruelty-free; clean, non-toxic formulations (no parabens/phthalates); free returns within 30 days, with each full-size order

including a sample vial so the buyer can test before opening. (Sources: Dossier About Us page, dossier.eu; independent review summaries of dossier.co policies, November 2026.)

- **Range:** 100+ Impressions and Originals, plus home fragrance (the Ambery Saffron room diffuser launched at $34, per the Dossier blog post above).
- **Distribution wrinkle:** Dossier also sells through Target, Walmart and CVS (source: Dupe.com, “The Best Perfume Dupes,” checked November 2026) — the ads still talk almost exclusively like a DTC-only brand. That gap matters in Section 2.

02 Audit of their current ads

2.1 One angle runs the whole account: the price comparison

The dominant creative pairs the Dossier bottle with the designer scent it echoes and puts the two prices side by side — e.g. Ambery Saffron at £39 against MFK's Baccarat Rouge 540 at £245 in the UK creative analysed in September 2026 (source: Macie Reed's 11 Sep 2026 breakdown of Dossier's live Meta ads). AdLibrary's November 2026 summary of the account describes the same system: “comparison-driven formats: side-by-side visuals, carousels of scent families… Creative pairs the Dossier bottle with the designer scent it echoes, making the comparison the hook.” It works — it's also the only story being told. A cold viewer who doesn't know or want the designer original has no second door in.

2.2 Layouts iterate; angles don't

The September 2026 breakdown catalogued at least seven live formats — comparison, notes collage, a three-product bundle (“Our Most Iconic Collection Yet”), sample-sale offer ads, feature call-outs, and testimonial/UGC — but noted the offer ads in particular ran the same “up to 50% off” sample-sale message in *different visual layouts*. New layouts of an old angle is the classic early fatigue pattern: the account looks fresh in a screenshot while the audience keeps seeing the same promise. Meta's Ad Library start dates (public on each ad) are the check any buyer can run: when the newest ads are re-skins rather than new messages, creative refresh has stalled even if the upload count hasn't.

2.3 Discount-led creative is doing heavy lifting

“Up to 50% off” sample-sale ads are a standing format, not a seasonal event (source: same September 2026 breakdown). Combined with the permanent price-gap comparison, a large share of the account teaches shoppers to buy on price events — a margin and brand-equity risk a fragrance house selling “luxury, fairly priced” should be actively balancing with non-offer creative.

2.4 The hero SKU carries the brand

Ambery Saffron is the #1 bestseller three years running (Dossier's own blog) and fronts the comparison creative, the notes collages and now a home-fragrance line extension. Concentration on one scent is efficient until it isn't: no second hero is being built in the visible creative, and men's/unisex icons in the range (e.g. Woody Sandalwood, inspired by Le Labo Santal 33 — $49, dossier.co) get format leftovers rather than their own angles.

2.5 Clean/vegan is a feature bullet, not a story

Feature call-out ads list “Vegan & Cruelty-Free,” “Premium Ingredients,” “Crafted in Grasse, France,” “100% Clean, 100% Non-Toxic” as badges (source: September 2026 breakdown). No visible creative turns any of these into a narrative — e.g. what “clean” excludes, or why Grasse sourcing matters at this price — even though those are the exact claims that separate Dossier from cheaper dupe brands (see Section 3).

2.6 UGC exists but stays generic testimonial

Testimonial/UGC ads are in the mix, but the visible pattern is review-style endorsement, not the format fragrance actually sells on: a blind smell test, a “wore it to work, got stopped twice” story, a longevity wear-test across a day. Scent is invisible — testimonial ads that don't dramatise *reaction and wear* waste the format.

2.7 Retail availability is invisible in the ads

Dossier is on shelf at Target, Walmart and CVS (Dupe.com, November 2026), yet the visible Meta creative routes everything to dossier.co with no “smell it in store first” angle — the single best objection-killer for a scent you can't sample through a screen.

What we can't see (and won't pretend to): spend, reach, CTR, CPA and which of these ads actually drives sales are not public for commercial Meta ads. Longevity and repetition are used here as creative-pattern signals only.

03 Competitor teardown

Oakcha (oakcha.com) — the louder twin

Same model, brasher execution. Oakcha's product pages print an explicit “Inspired by:” line *with the original's retail price* (e.g. Sweven, inspired by MFK Baccarat Rouge 540, “Retail price: $300”) and its social ads run a blunt side-by-side “VS / PRICE” layout under the line **“You won't smell the difference”** (source: Oakcha sponsored posts visible publicly, August–December 2025/2026; Olfacto Studio's Oakcha dupe index, checked November 2026). Where Dossier implies equivalence, Oakcha says it in six words and names the saving ($130 Valentino vs $35 Oakcha in the same creative). Oakcha also sells perfume oils and 100ml formats of hero scents, giving its ads more bundle/permutation material. *Lesson for Dossier:* the comparison can be said more plainly without losing the premium look — Dossier's restraint currently costs it the scroll-stop.

ALT. Fragrances (altfragrances.com) — the bundle machine

ALT. leads with arithmetic: “Any 5 Fragrances $97.50 ~~$150~~ — $19.50 a bottle” fronting its mix-and-match page, which names its icons (Crystal for Baccarat Rouge, Executive for Creed Aventus, Cherry Smash for Tom Ford Lost Cherry) and runs paid-social UTM-tagged landing pages built for exactly that offer (source: altfragrances.com mix-and-match product page, checked November 2026, URL parameters show Facebook/Instagram paid traffic). Where Dossier bundles three (“Our Most Iconic Collection Yet”), ALT. bundles five and prices it per bottle. *Lesson:* Dossier's bundle creative has headroom — a per-bottle price anchor makes the same offer feel bigger.

Fine'ry (Target's in-house fragrance line) — the shelf competitor

Fine'ry doesn't need to win the feed; it wins the aisle, priced for impulse at Target, where Dossier now also sits. Its existence is why Dossier's silence about its own Target presence is a missed trick: the shopper comparing a $49 Dossier bottle against a cheaper Target-native alternative in store has never seen an ad telling her Dossier is *also right there* — with the Grasse/clean credentials Fine'ry doesn't claim the same way (Dossier credentials: dossier.eu About page, November 2026). *Lesson:* one “find us at Target” creative series defends the retail shelf and feeds the DTC story (try in store, subscribe online).

04 Ten ad hooks

Written for Ambery Saffron unless marked; each is an opening line / first-3-seconds on-screen text.

HOOK 01

“Baccarat Rouge 540 is $465 for 100ml. This is $79. Spray both on and tell me which wrist is which.”

HOOK 02

“Your perfume shouldn't need a payment plan.”

HOOK 03

“POV: you smell expensive and your bank account knows you didn't.”

HOOK 04

“Three years as our #1 bestseller. There's a reason nobody returns the sample vial.” (Ambery Saffron #1 for 3 years — Dossier blog)

HOOK 05

“We put the notes on the front of the ad because we have nothing to hide: saffron, cedarwood, amber.”

HOOK 06

“Made in Grasse. Priced in reality.” (brand line test)

HOOK 07

“Blind test: two wrists, one designer, one $49. Her pick wasn't the designer.”

HOOK 08

“Stop saving your good perfume for good occasions.”

HOOK 09 · WOODY SANDALWOOD

“Santal 33 walks into every office in the city. This is how you wear it for $49.”

HOOK 10 · BUNDLE

“Five moods, five bottles, under twenty dollars each. Your scent wardrobe, sorted.”

05 Five primary texts + headlines

PT1 — Comparison, sharpened	
MFK's Baccarat Rouge 540: $465 for 100ml. Dossier Ambery Saffron: $79 for 100ml — same saffron, cedarwood and amber profile, crafted in Grasse, vegan and cruelty-free. Every order comes with a sample vial: love it, or send the sealed bottle back free within 30 days.	**Headline:** Ambery Saffron — $79 vs $465 **CTA:** Shop Now
PT2 — The sample-vial guarantee	
Buying perfume you can't smell is a gamble — so we removed the gamble. Every Dossier bottle ships with a sample vial of your scent. Try the vial first. Not for you? Return the unopened bottle free within 30 days. 100+ designer-inspired scents from $29.	**Headline:** Try It Before You Open It **CTA:** Shop Now
PT3 — Clean credentials as the story	
Plenty of brands can copy a scent. Fewer can copy it clean. Dossier fragrances are vegan, cruelty-free and non-toxic — no parabens, no phthalates — and crafted in Grasse, France, the perfume capital of the world. Luxury standards, fair prices, from $29.	**Headline:** Clean. Vegan. Crafted in Grasse. **CTA:** Learn More
PT4 — Retail bridge	
Yes, we're at Target. Smell Ambery Saffron, Woody Sandalwood and our bestsellers in store — then come back to dossier.co for the full 100+ scent library, bundles and member pricing. Start where your nose trusts you.	**Headline:** Find Dossier at Target **CTA:** Shop Now
PT5 — Bundle arithmetic (the ALT. answer)	
One scent for work, one for night, one for the compliments. Build your set from 100+ Impressions and Originals — when your per-bottle price drops under $20, “signature scent” becomes “scent wardrobe.” Free shipping on 3+ bottles.	**Headline:** Build Your Set — Bottles Under $20 **CTA:** Shop Now

06 Three UGC scripts

Script 1 — “Two Wrists” blind test (30–40s)

- **Hook line (0–3s, to camera, two bottles hidden):** “One wrist is a $465 perfume. One is $49. My sister has no idea which is which.”
- **Scene 1 (3–10s):** Spray left wrist with the designer scent, right with Ambery Saffron; label with sticky notes face-down.
- **Scene 2 (10–22s):** Sister smells both, reacts, picks her favourite and says why (“warmer,” “smells expensive”).
- **Scene 3 (22–32s):** Reveal the sticky notes. Favourite = the $49 wrist.
- **Scene 4 (32–40s):** Hold Ambery Saffron to camera; show the sample vial in the box.
- **CTA:** “It's called Ambery Saffron, it's $49 at Dossier, and it comes with a sample vial so you can run this test yourself. Link below.”

Script 2 — “8-hour wear test” (35–45s)

- **Hook line:** “Everyone says dupes fade by lunch. I sprayed Dossier at 7am. Let's check at 3.”
- **Scene 1 (morning):** Two sprays of Ambery Vanilla (inspired by YSL Black Opium) on camera, timestamp on screen, getting-ready routine.
- **Scene 2 (midday):** Quick check-in at work — colleague leans in: “what are you wearing?” moment.
- **Scene 3 (3pm):** Wrist sniff to camera, honest verdict, one re-spray count shown (zero or one).
- **Scene 4:** End-of-day summary + the clean/vegan card on screen.
- **CTA:** “Still there at 3. $29, vegan, cruelty-free, and if yours fades, returns are free for 30 days. Link below.”

Script 3 — “Target run” (25–35s)

- **Hook line:** “You don't have to buy perfume off the internet anymore. Watch.”
- **Scene 1:** Walking into Target, straight to the fragrance shelf.
- **Scene 2:** Finds Dossier on shelf, sprays a tester card, reacts; shows 2–3 scents side by side.
- **Scene 3:** At home, phone open on dossier.co showing the full library and bundle pricing.
- **CTA:** “Smell it at Target, stock up at dossier.co. 100+ scents from $29 — link below.”

07 Three static ad concept briefs

Concept A — “The Receipt” (comparison, upgraded)

Format: single image, 4:5. Left: a till receipt listing “Baccarat Rouge 540, 100ml — $465.” Right: a second receipt, “Ambery Saffron, 100ml — $79,” with the Dossier bottle standing on it. Between them, one line of copy: “Same notes. Saffron · Cedarwood · Amber.” Footer strip: “Crafted in Grasse · Vegan & Cruelty-Free.” Palette: Dossier's existing clean minimal bottle photography; receipts in warm off-white. *Designer note:* receipts must be legible at feed size — minimum 40pt equivalent on the two prices.

Concept B — “What's NOT in it” (clean story)

Format: carousel, 4 cards. Card 1: bottle on plain ground, headline “100% clean.” Cards 2–3: crossed-out list — “No parabens. No phthalates. No animal testing. No $400 markup.” Card 4: “Dossier. From $29. Crafted in Grasse, France.” *Purpose:* give the clean/vegan badges from the current feature ads a narrative job and a reason to swipe.

Concept C — “The Shelf” (retail bridge)

Format: single image, 1:1 and 4:5. Photo-style shot of a Target fragrance shelf with Dossier bottles circled by a hand-drawn gold ring (drawn, not filtered, so it reads as a shopper's snapshot). Headline: “We're at Target now.” Sub-line: “Smell it in store. Get the full library at dossier.co.” *Purpose:* the only concept in the set that talks about retail; also works as a retargeting asset for site visitors who didn't convert.

08 Prioritised testing order

1. **PT1 + Concept A (sharpened comparison) first.** It's the proven house angle with the plainness gap closed — lowest risk, fastest read on whether the Oakcha-style directness lifts Dossier's control creative.
2. **UGC Script 1 (Two Wrists).** Highest ceiling in the set: it dramatises the comparison instead of stating it, and it's the format currently missing from the account. One creator, one day, reusable cuts.
3. **PT2 (sample-vial guarantee).** Tests a completely different objection — risk, not price. If it wins, it becomes the new evergreen and reduces dependence on discount-led creative (Section 2.3).
4. **PT5 bundle arithmetic.** Direct answer to ALT.'s per-bottle framing; run against the existing three-bottle bundle creative.
5. **PT4 + Concept C (retail bridge).** Strategic rather than immediate: supports the Target/Walmart/CVS shelf business the ads currently ignore.
6. **PT3 + Concept B (clean story).** Brand-building lane; judge on saves/shares and assisted conversions, not last-click alone.

Measurement note: this pack is a creative audit of public material. First-round results should be read against Dossier's existing controls in Ads Manager (not public), with the Ad Library checked weekly for which new ads survive past 30 days — survival is the public signal that a test won.

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Paid Social Creative Audit + Ad Pack — Sample · Sources checked November 2026: Meta Ad Library via AdLibrary.com; Macie Reed, 11 Sep 2026; blog.dossier.co; dossier.eu; oakcha.com; altfragrances.com; dupe.com. Dossier is not a client of Paid & Found.