Begin.

The UK banned advertising weight-loss medication.

So how would you launch a weight-loss brand?

I built a fictional one — Begin — to work it out.

swipe →

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FIRST, THE PROBLEM

You can't advertise the product.

- ✕ Can't name the medication
- ✕ Can't show the injection pen
- ✕ Can't say “injection”, “jab” or “GLP-1”
- ✕ Can't run influencer discount codes

Enforced by AI-driven ad monitoring across dozens of advertisers.

THE REFRAME

But you can sell the service.

A “weight-loss consultation” is fair game. You advertise the outcome and the support — never the medicine itself.

The principle: win on owned, compliant channels — not the tactics that keep getting brands banned.

MEET THE BRAND

Begin.

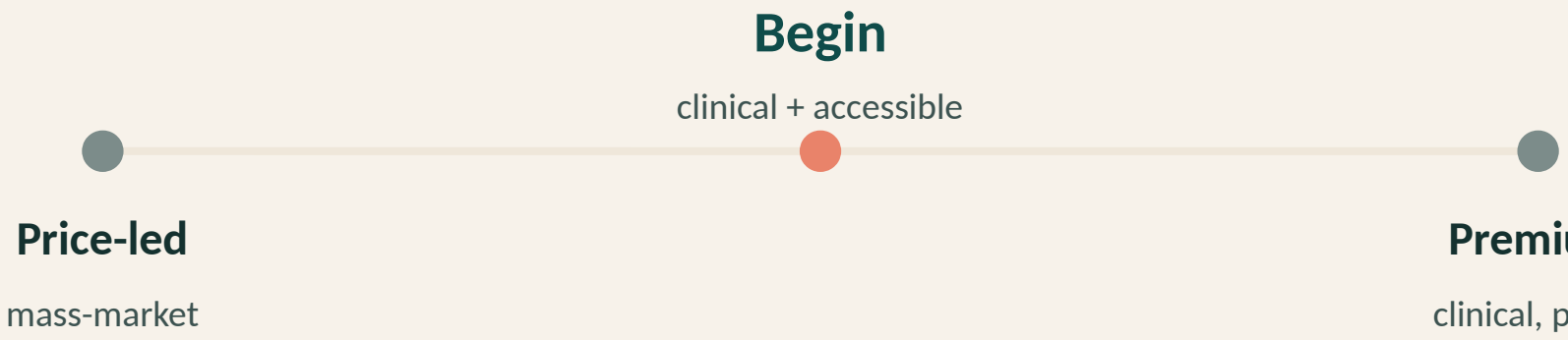
clinician-led weight loss

The credible middle: serious medicine, minus the shame. More trustworthy than the cheap end — more human than the premium clinics.

Fictional brand · illustrative concept

WHERE BEGIN SITS

Owning the gap in the middle.



Clinical credibility — at a price real people can start with.

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WHO WE'D TARGET

Segment by mindset — not by who wants the drug.

“Restart” Rachel

40s · tried every diet · wants it done properly

“Wake-up” Mark

40s–50s · a health scare · wants discretion

“Switcher” Sam

already on a programme · shopping on service

THE MEDIA APPROACH

Test cheap.
Scale the winner.

Find the winning audience and creative on cheap, measurable channels — paid search and social. Only then scale the proven winner into expensive brand & TV.

De-risk big spend with small spend.

THE CREATIVE RULE

Sell the feeling or the trust. Never the drug.

✓ WORKS

Empowerment stories

Real, named clinicians

Honest outcomes

× BANNED

Naming the drug

Injection pens

Before / after shots

Discount codes

THE DATA LESSON

Cheap ≠ effective.

The lowest cost-per-conversion often hides returning customers. Measure the metric that matches the goal — new customers — not vanity metrics.

The best hook rarely equals the best acquisition.

Begin.

WHAT I TOOK AWAY

The constraint is the strategy.

- Compliance isn't a limit — it's the positioning.
- Start from evidence, not instinct.
- Optimise for the real goal, not the easy metric.

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Begin is a fictional brand created as a strategy exercise. No real service, data, or medical claims.