

The price of one idea

XYXX has **2,287 advertising creatives** live in India right now — roughly eight times what its nearest competitor runs. Sixty-one per cent of them point at the same web page. All one hundred we sampled carry the same two words. This is what happens when a brand solves its creative problem with volume.

2,287 active creatives 100 sampled in full 3 brands compared Mar–Aug 2026 window Source: Meta Ad Library, IN

THE FINDING

A brand can be everywhere and still only say one thing

Volume and variety are different quantities. XYXX has bought a great deal of the first.

Meta's public archive reports **2,287 XYXX creatives running in India**. We pulled a hundred of them and read every line. Sixty-one point at **one landing page** — /collections/buy-5-999, the five-for-₹999 innerwear bundle. Sixty-three sell a price by copy or by destination. The call to action is **“Shop now” on all one hundred**, without exception.

Thirty-six of the hundred contain no written copy at all. Their headline field is the literal string `{{product.name}}` and their body is `{{product.brand}}` — catalogue ads generated from a product feed, shipped to market with the template markers still showing.

The remaining sixty-four are video, and they are where every written idea in the account lives. **Not one image creative in our sample carries an original sentence.**

SCORECARD

Three brands, three theories of the same category

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XYXX, DaMENSCH and Bummer sell men's innerwear to the same Indian buyer. Their advertising has almost nothing in common.

XYXX	DaMENSCH	Bummer
2,287 creatives · Mar-Aug 2026	291 creatives · Jan-Aug 2026	23 creatives · Jun-Aug 2026
SELLS A PRICE	SELLS A PROBLEM	SELLS A CHARACTER
Active creatives2,287	Active creatives291	Active creatives23
Video share65%	Video share38%	Video share13%
One destination61%	Hero productShapewear	Hero product140 GSM vest
Price-led63%	Price-led~0%	Price-led4%
No written copy36%	No written copy57%	No written copy74%
CTA variants1	CTA variants2	CTA variants1

XYXX runs 7.9× more creative than DaMENSCH and 99× more than Bummer — and is the only one of the three whose advertising leads with a discount rather than a product claim.

Sixty-one doors into the same room

Destination and format for 100 sampled XYXX creatives. Percentages are of the sample; the 2,287 total is Meta's own count for the page.

Landing destination	Copy origin by format
Where each creative sends the click	Which creatives carry a written idea
₹999 5-pack63%	Video, written64%
Invisible vest15%	Image, written0%
Crew/athleisure10%	Image, template35%
Homepage/other9%	Video, template1%
Pyjamas3%	
	Original copyFeed template only

Every original sentence XYXX is currently paying to distribute sits inside a **video**. The image half of the account is a product feed on autopilot.

What each brand thinks it is selling

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Read verbatim from live ad copy. The differences are not stylistic — they are three different bets about why a man buys underwear.

XYXX 2,287 creatives · the arithmetic bet

Buy on price, and buy five at a time.

DESTINATION	CTA	PRICE-LED	MEDIAN LIFE
61% one URL	100/100	63%	70 days

“Still adjusting, wearing it till it’s a rag? That’s the rat race. 5 breathable, odourfree XYXX undies at ₹999.”

Live creative, 17 Jun 2026 — the account's most-replicated written idea

“5 amazing underwear for just ₹999? Yeah, this deal hits different. That’s less than ₹200 per pair...”

Live creative, 26 Jun 2026

The strongest line in the estate — “the rat race nobody talks about” — names a real grievance and then resolves it with a discount. The insight is doing the work of an ad; the price is doing the work of a reason.

DaMENSCH 291 creatives · the diagnosis bet

You already own the wrong thing, and it shows.

HERO	DISCOUNT	PROOF	REPEATS
Shapewear	~none	30-day	2 hooks

“Your outfit might not be bad. Your base layer probably is.”

Live creative, 16 Jul 2026

“Chest compression · Better posture · Cleaner fit under shirts · Gets more comfortable with wear. Same shirt. Same body. Better fit. Plus, they even offer a 30-day return guarantee if the fit doesn’t work for you.”

Live creative, 16 Jul 2026

DaMENSCH runs an eighth of XYXX's volume and spends it on one argument, stated two ways — and it closes on a guarantee rather than a price. The near-identical variant “Your clothes aren’t making you look bulky. Your base layer is.” is the same hook rewritten, which is what deliberate iteration looks like.

Bummer 23 creatives · the personality bet

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The product has a temperament, and you'll like it.

CREATIVES	DISCOUNT	SPEC USED	WINDOW
23	1 of 23	140 GSM	10 weeks

“140 GSM Vest. Built for the softer side of life. Slow, easy, breathable, and unbothered.”

Live creative, 28 Jun 2026

“Made for walking around the house aimlessly on a Sunday afternoon... so light, you’ll forget you’re even wearing it. Once it’s on, it’s onnnnnnnnnnnn.”

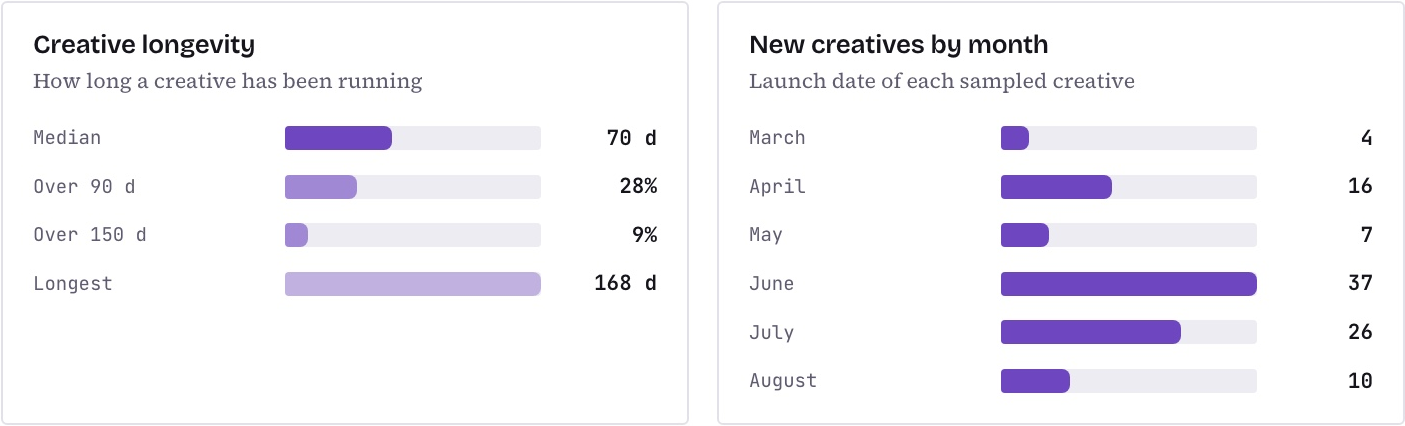
Live creative, 22 Jun 2026

Bummer is the only one of the three that uses a **technical spec as a personality trait** rather than a proof point. 140 GSM is not an argument about quality here; it is an argument about mood.

TEMPO

The estate is young, and it is churning

Days in market for the 100 sampled creatives, and the month each entered.



Sixty-three of the hundred launched in June and July — the Indian summer peak, and the window in which the ₹999 bundle became the account's dominant message. This is a **seasonal push, not a standing library**: only nine creatives have survived longer than five months.

HYPOTHESES

Why the estate looks like this

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Three readings consistent with the evidence. Each is a hypothesis about strategy, not an observed fact about the business.

1. Volume is a substitute for a creative decision

Two thousand two hundred and eighty-seven creatives is not a message; it is a search. Running one idea across thousands of permutations lets the ad platform find the audience, and relieves the brand of having to decide what the ad should say. It is a rational response to cheap distribution and expensive creative — and it works, until the one idea stops working, at which point there is no second idea in market to fall back on.

2. The ₹999 bundle is an acquisition instrument, not a positioning

Five pairs at ₹999 is under ₹200 a pair, which is close to the floor for branded cotton innerwear in India. A bundle at that price is designed to convert a first purchase and establish a replenishment habit, and the sixty-one-per-cent concentration suggests the account is optimised almost entirely for that first transaction. The risk is legible in the copy: nothing in the paid estate gives a buyer a reason to return at full price.

3. The catalogue is running the image half of the account

Thirty-six templated creatives with visible `{{product.name}}` markers indicate an automated product feed generating ads without a human writing a line. That is efficient for retargeting, where the shopper already knows the brand. It contributes nothing to a cold audience, and it means the ratio of *ideas* to *creatives* in this account is far lower than 2,287 suggests.

What another brand should take from this

01 Count destinations, not creatives

“We have two thousand ads live” and “we have one ad live, two thousand times” look identical in a reporting dashboard. Grouping an ad account by landing URL takes minutes and is the fastest available test of whether a brand has a portfolio or a monoculture.

02 A template marker in live copy is a process failure you can see from outside

Thirty-six creatives are running with `{{product.name}}` as their headline. Whatever the intent, no one is reading the output. If a competitor can see it in a public archive, so can a customer.

03 The call to action is a positioning decision, not a button

One hundred creatives, one CTA. DaMENSCH closes on a thirty-day guarantee; Bummer closes on a mood. XYXX closes on “Shop now” every single time, which tells the buyer the only reason to act is the price they were just quoted.

04 Iteration looks like a hook rewritten, not a hook multiplied

DaMENSCH runs “Your outfit might not be bad. Your base layer probably is” alongside “Your clothes aren’t making you look bulky. Your base layer is.” Same argument, two constructions, both in market. That is a brand testing a sentence. Duplicating one creative across audiences is a brand testing an audience — a different and much less durable exercise.

05 Discounting is a claim about the category, and competitors will read it

In a three-brand comparison, XYXX is the only one leading on price. Whatever that does for conversion, it also concedes the quality argument to DaMENSCH and the personality argument to Bummer, in public, for anyone who opens the archive.

Method and limits. Creative counts come from Meta's public Ad Library for India, retrieved 3 September 2026. The totals — 2,287 for XYXX, 291 for DaMENSCH, 23 for Bummer — are Meta's own counts for each advertiser page. All percentage splits are computed from a sample read in full: 100 creatives for XYXX, 60 for DaMENSCH, all 23 for Bummer. **An entry in the archive is one creative, not one campaign and not a rupee of spend.** Meta does not publish spend for commercial advertisers in India, so nothing here should be read as a budget figure; where this report says a message is “well funded” it means many creatives carry it, which is a proxy and not a measurement. Percentages for XYXX carry a sampling error of roughly ± 5 points at the 100-ad sample size. DaMENSCH's video share is computed on its 60-ad sample.