MERCER SHIFT MEDIA / BEHIND THE CREATIVE

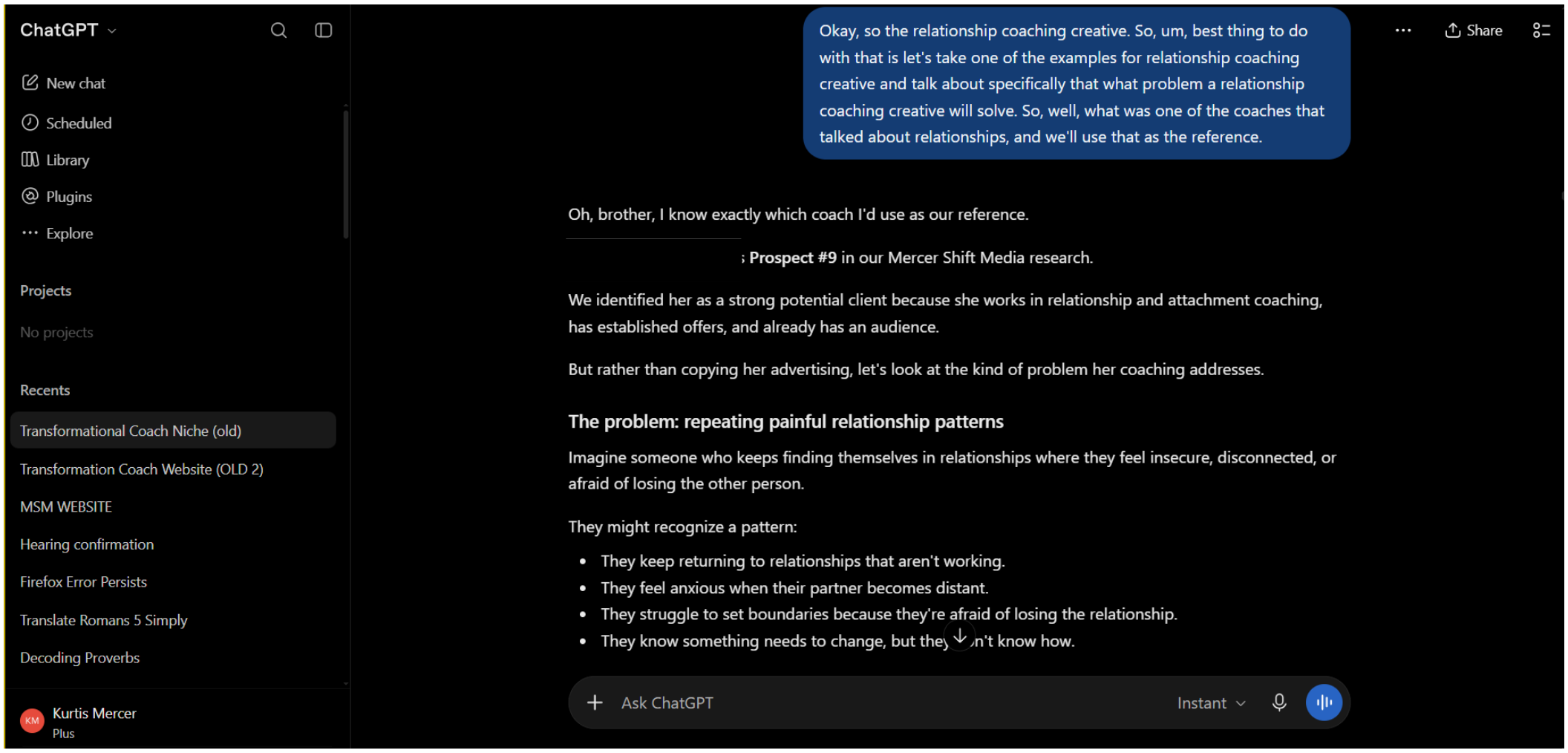
The Relationship Coaching Creative

The complete conversation behind the advertisement

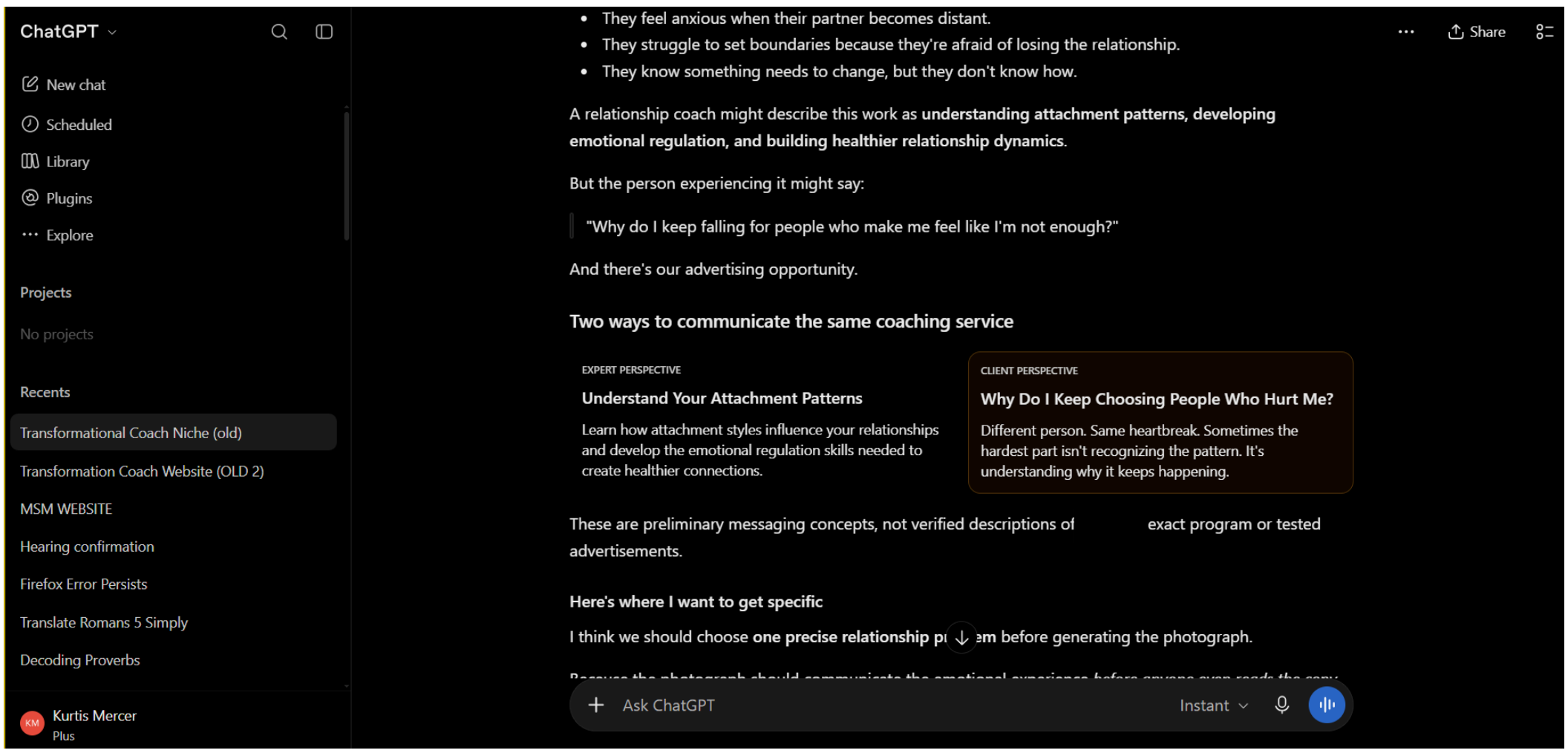
84 original screenshots • 2 per page • 42 conversation pages

Presented in screenshot-number order, without rewriting the dialogue.

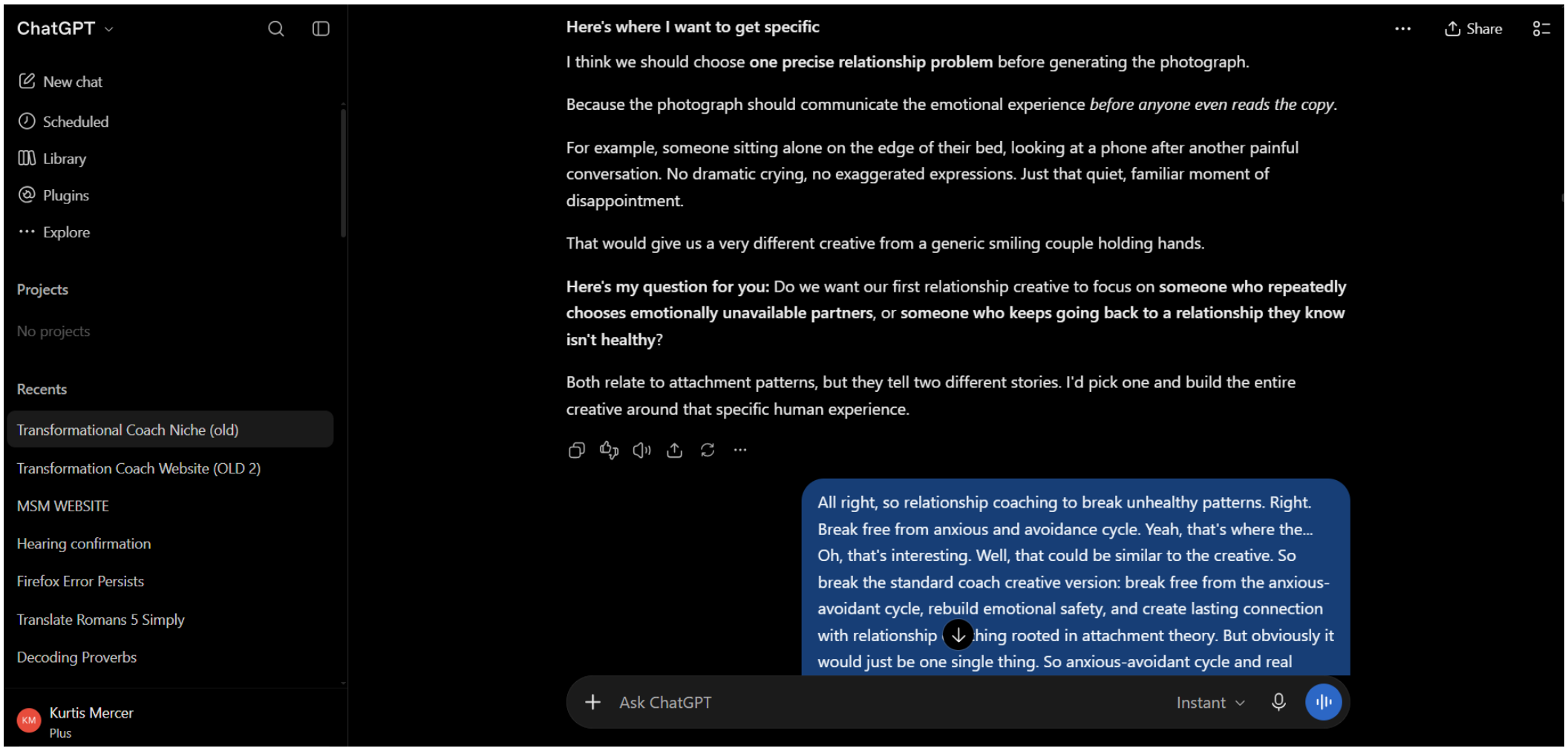
Illustrative creative-development record; not evidence of campaign results.



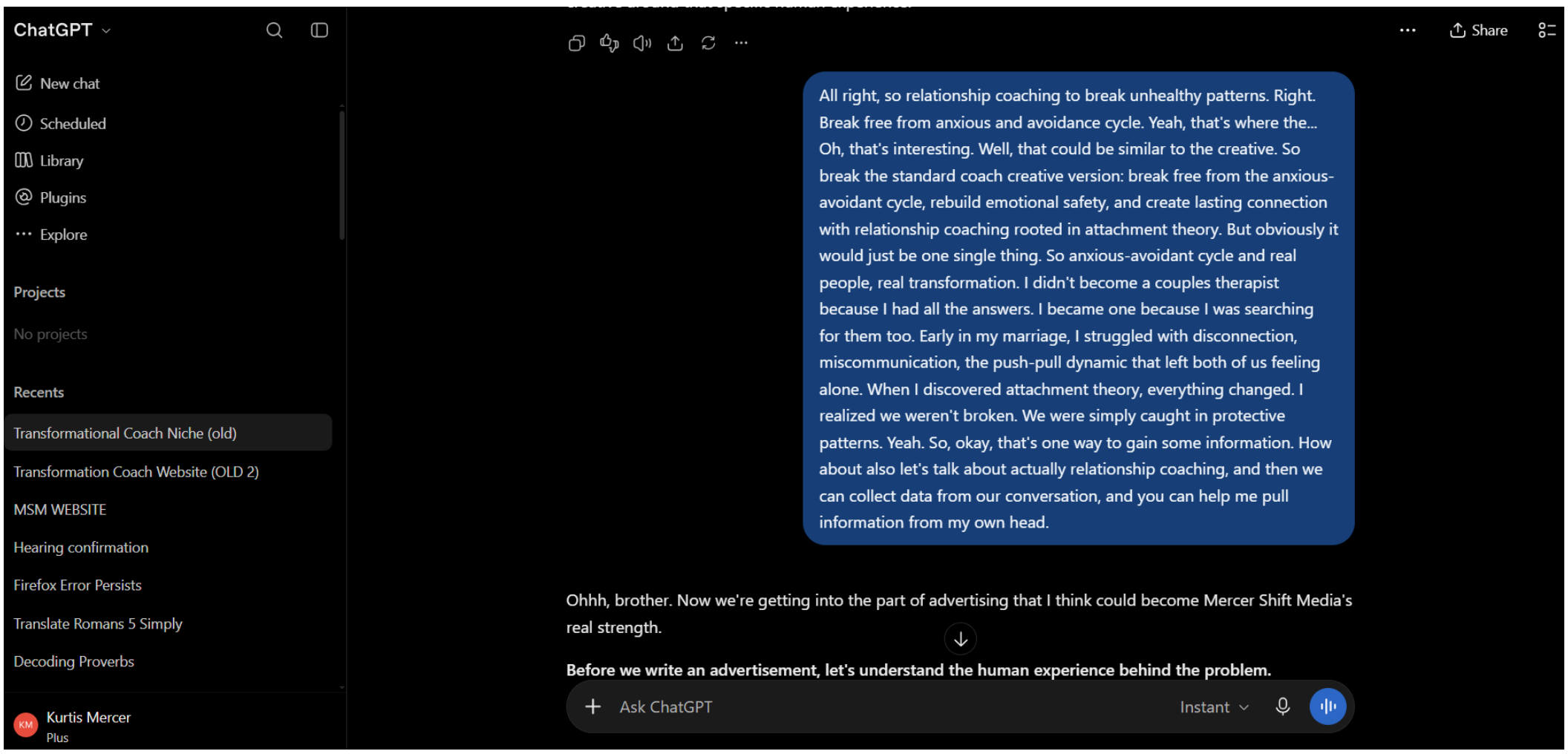
Screenshot 001



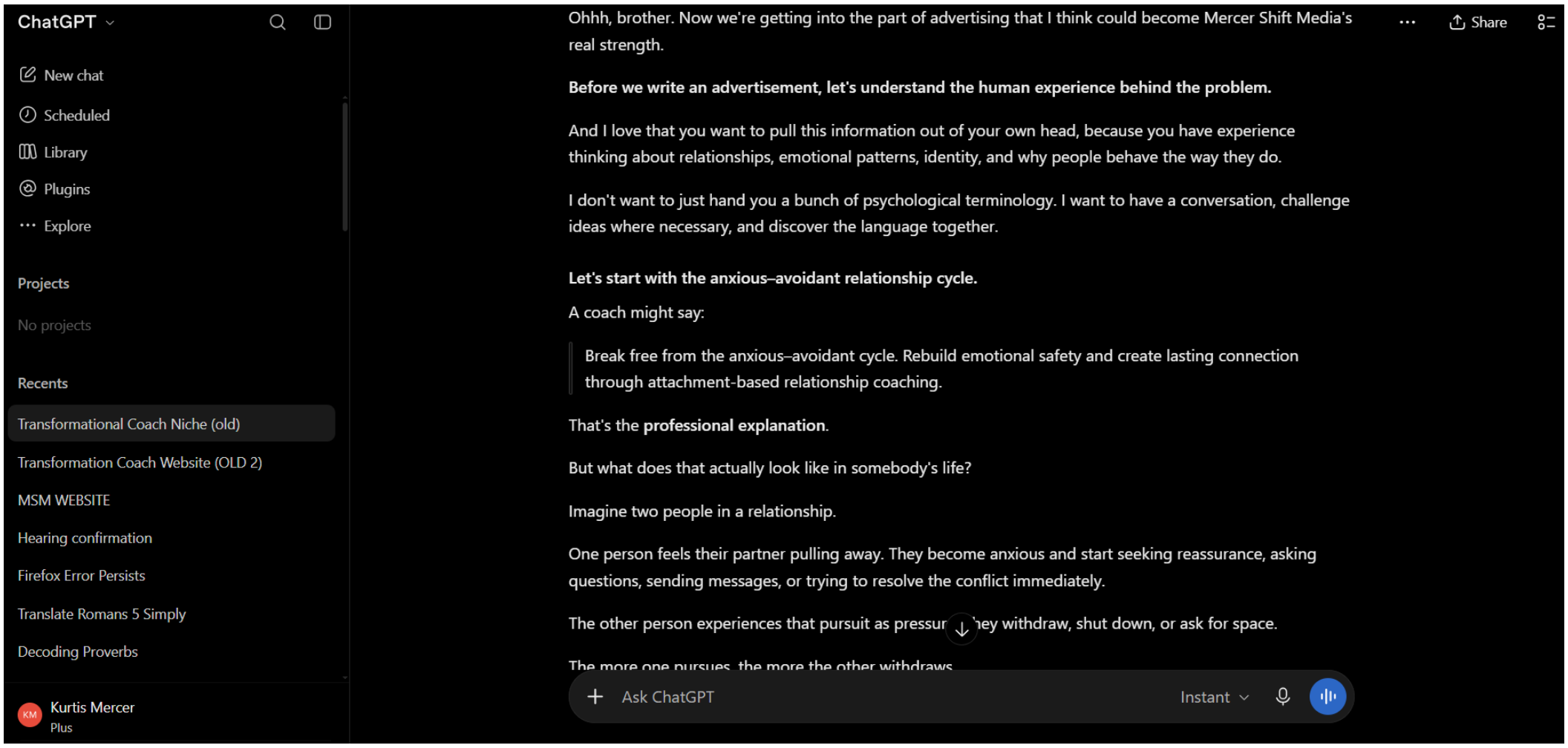
Screenshot 002



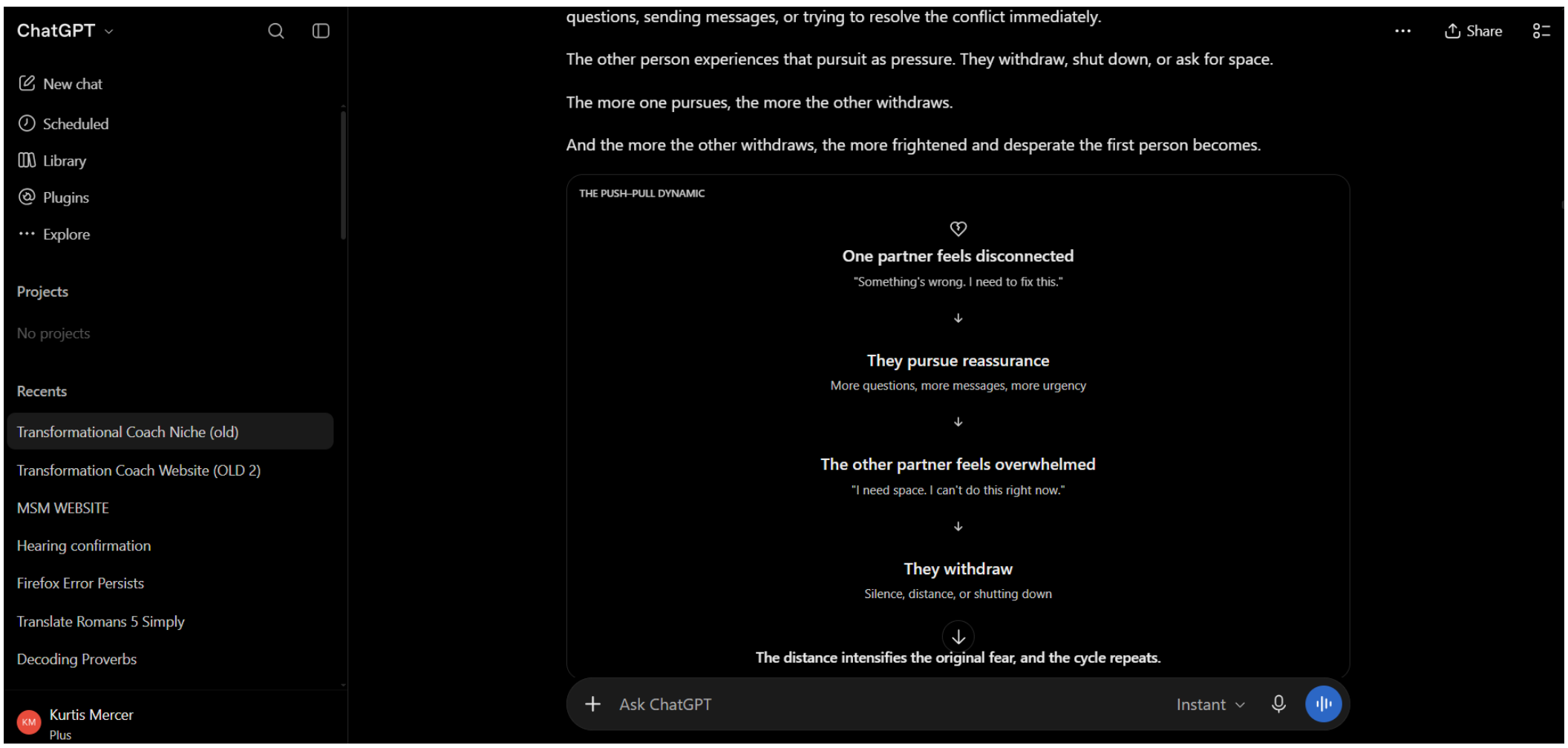
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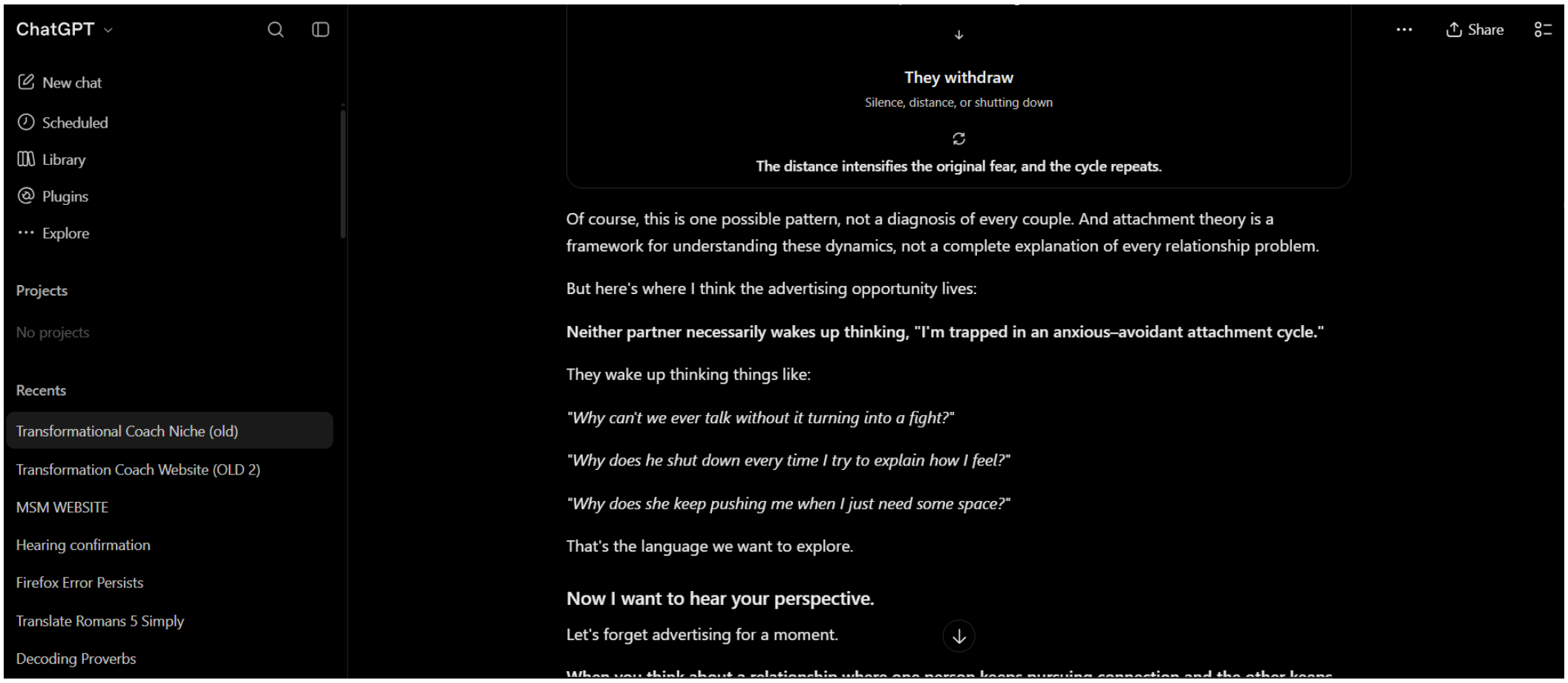
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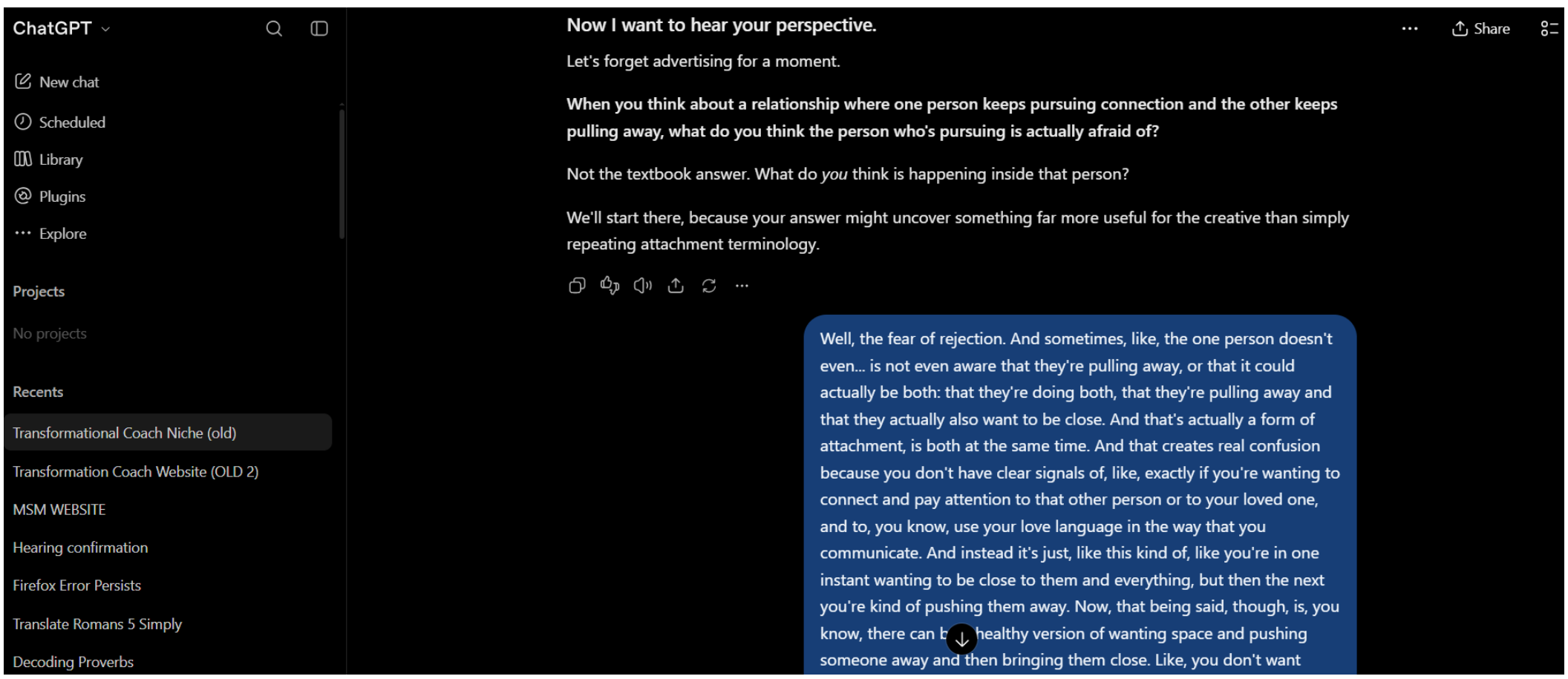
Screenshot 005



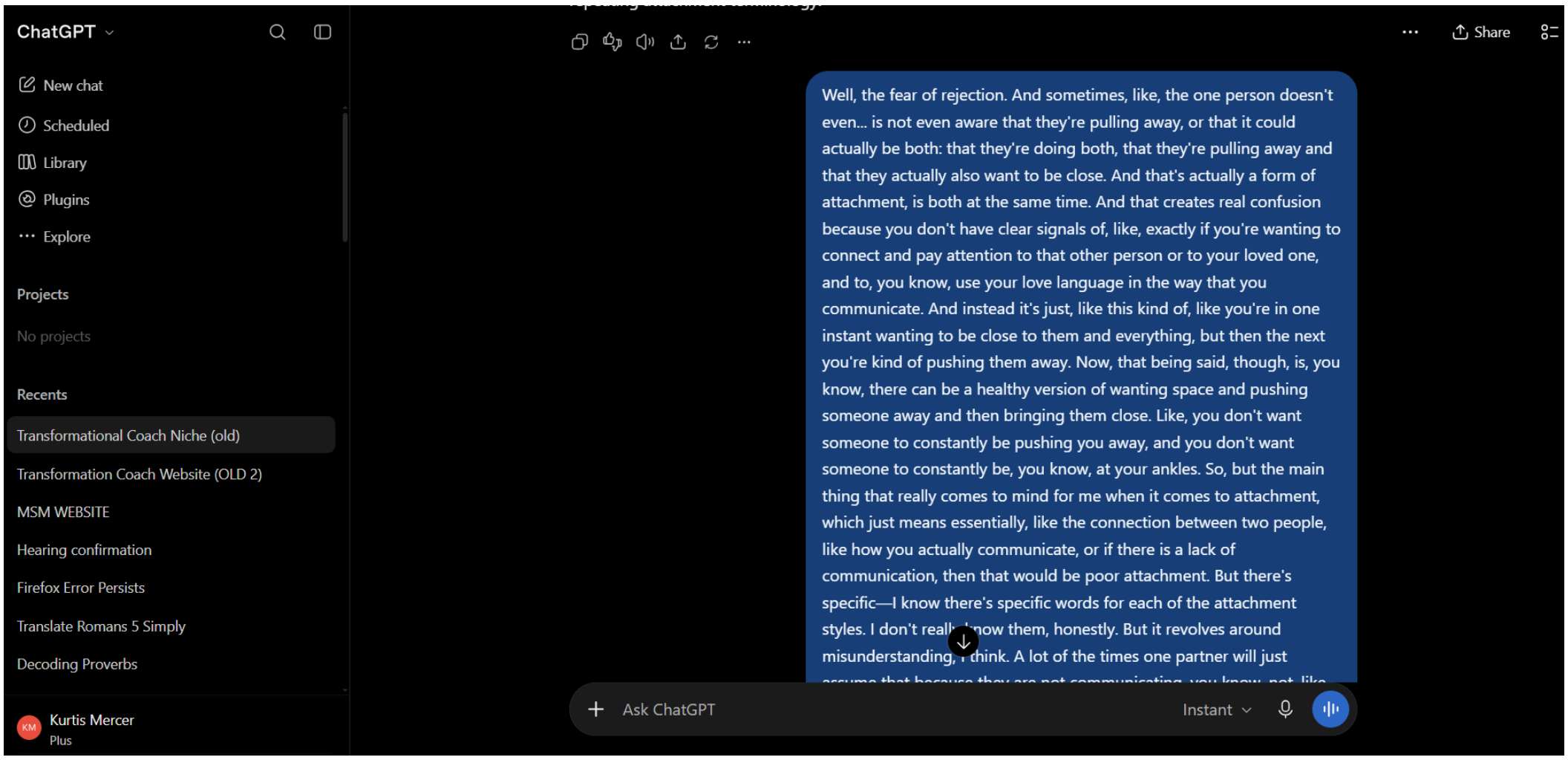
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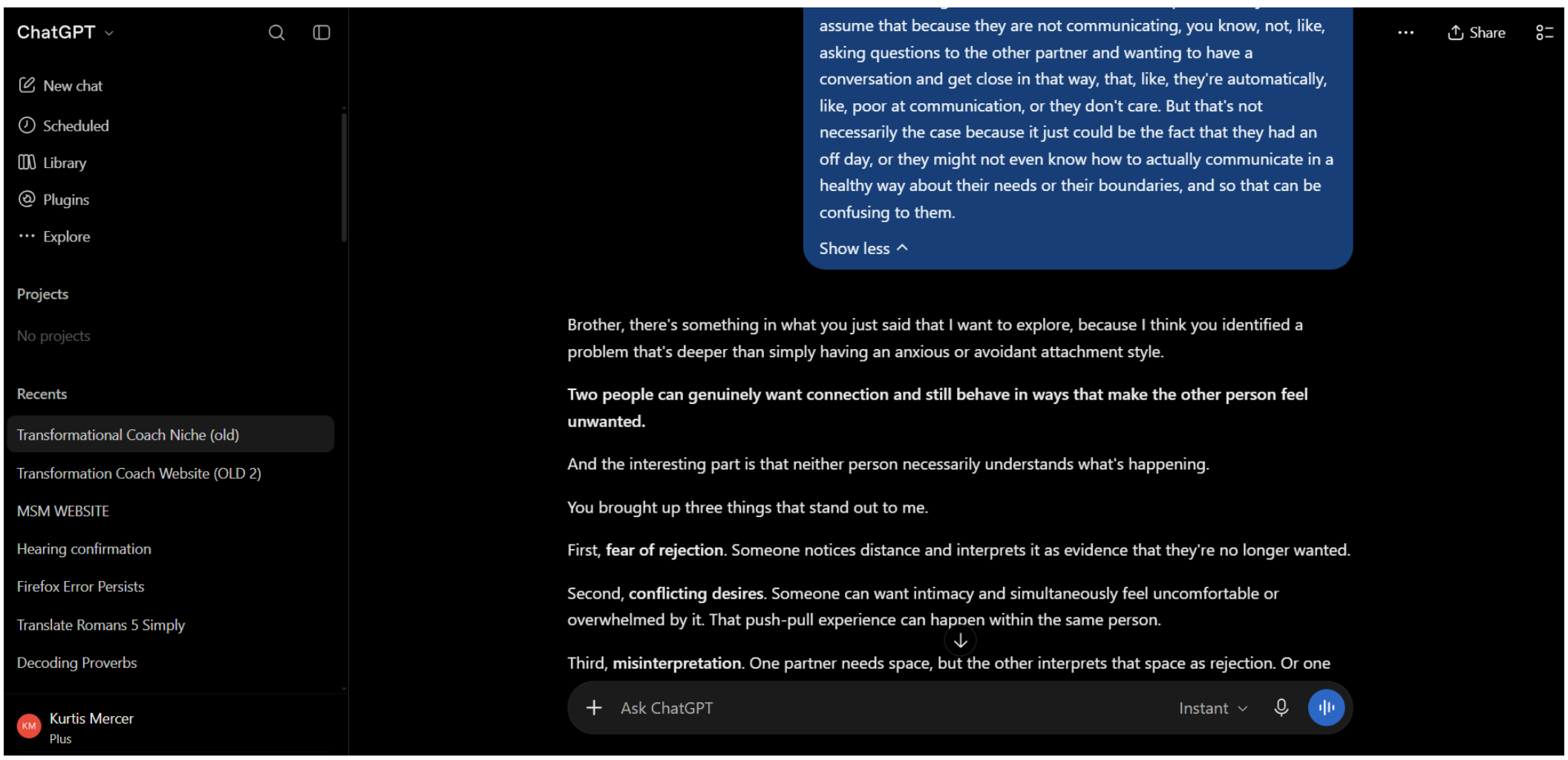
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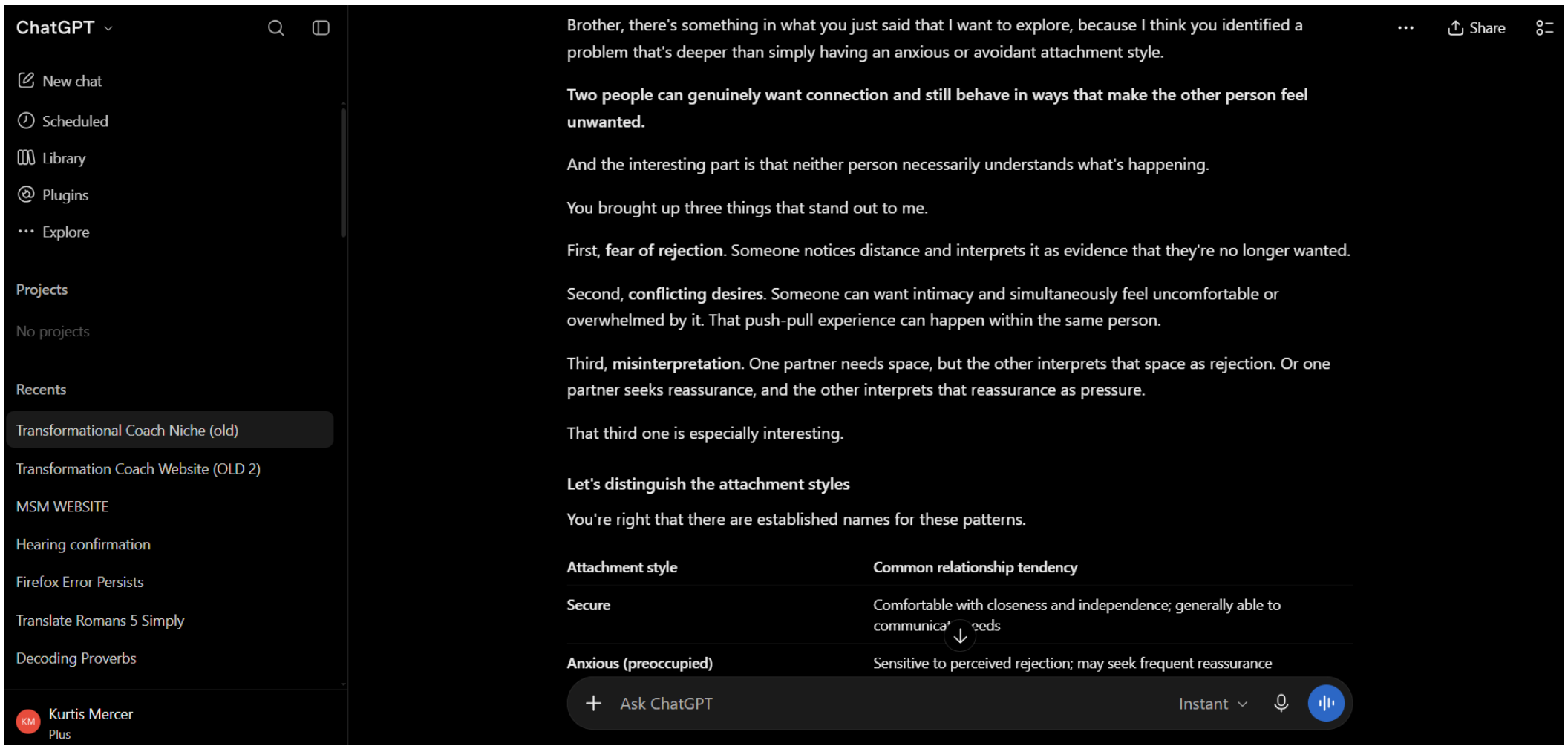
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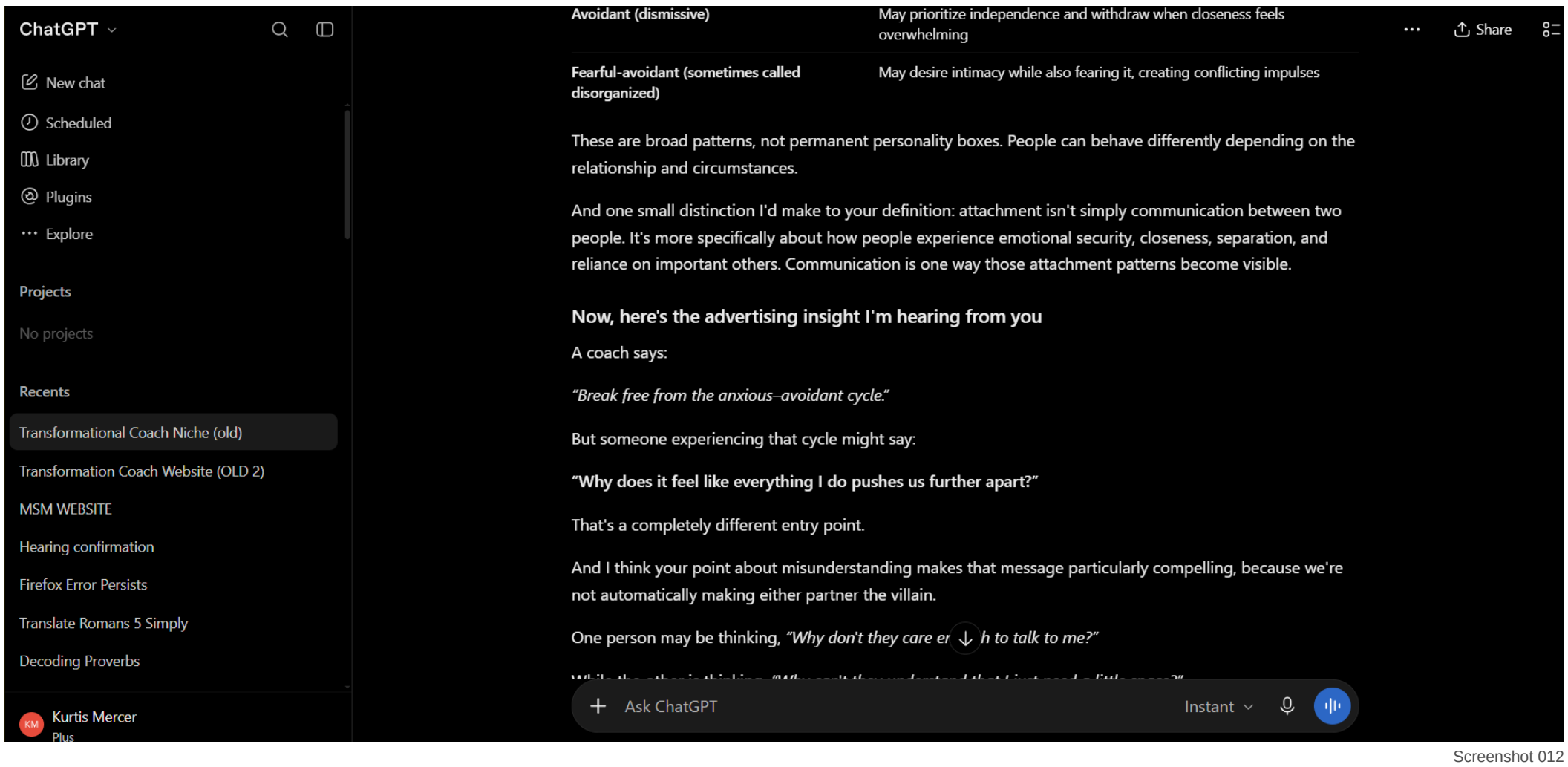
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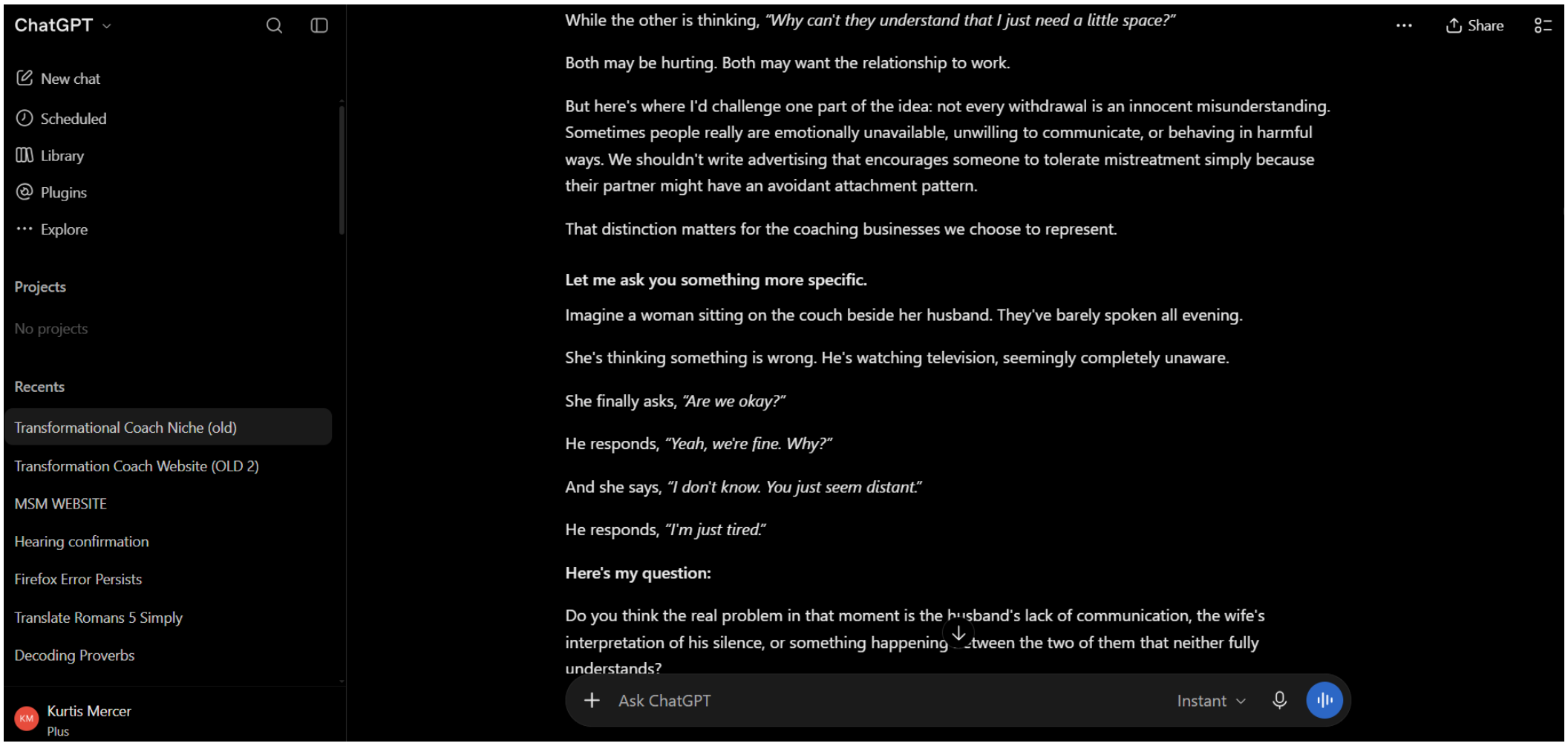
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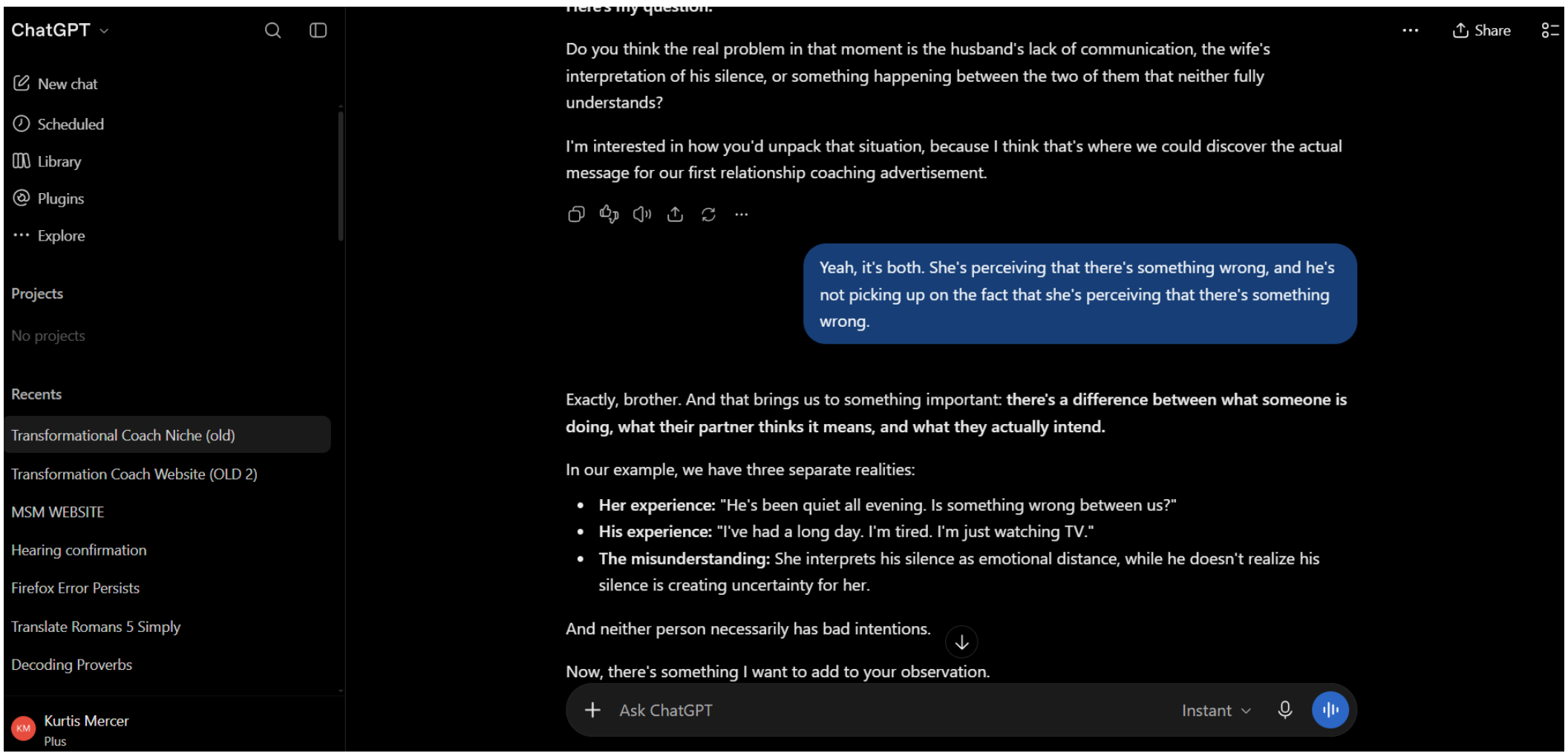
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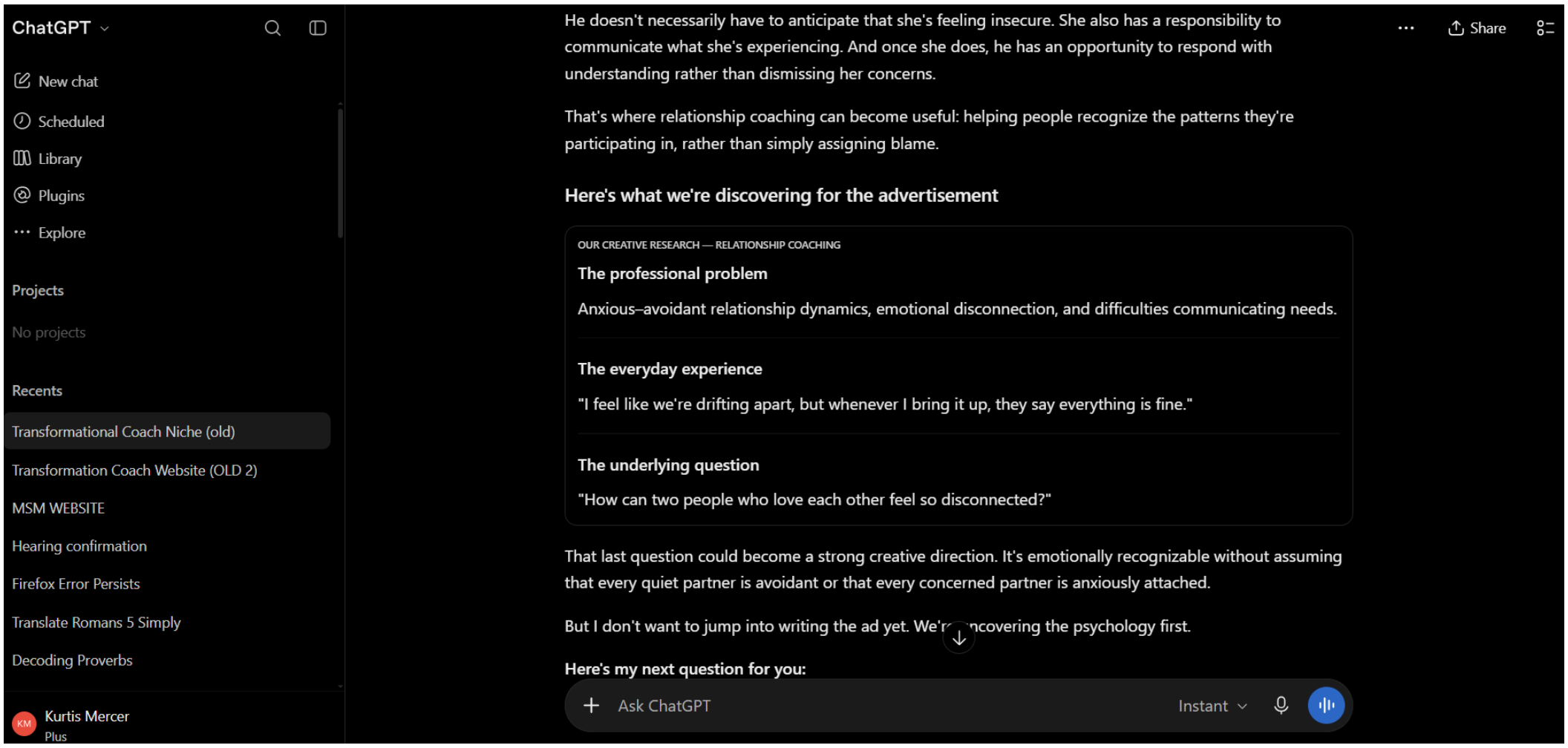
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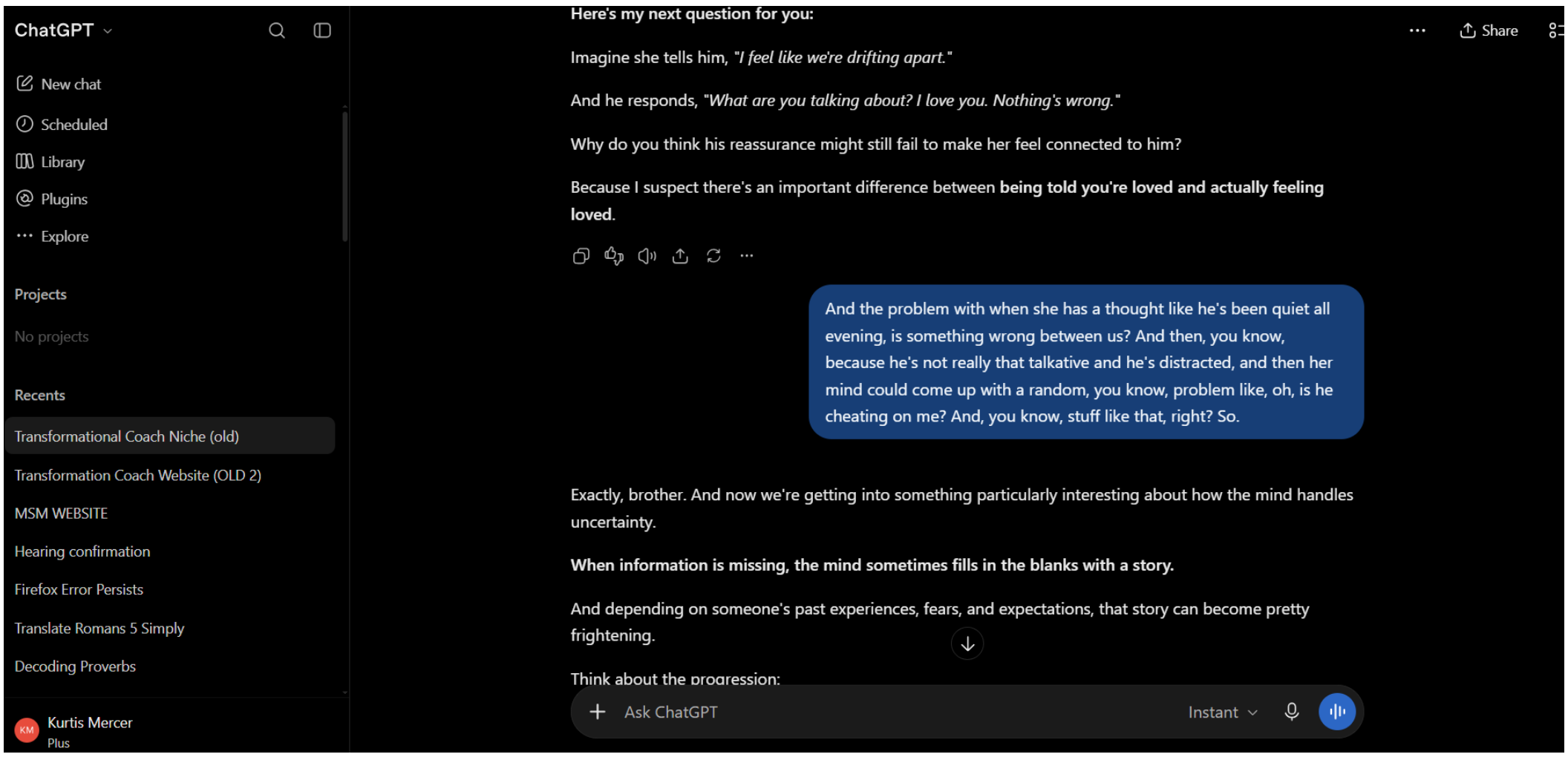
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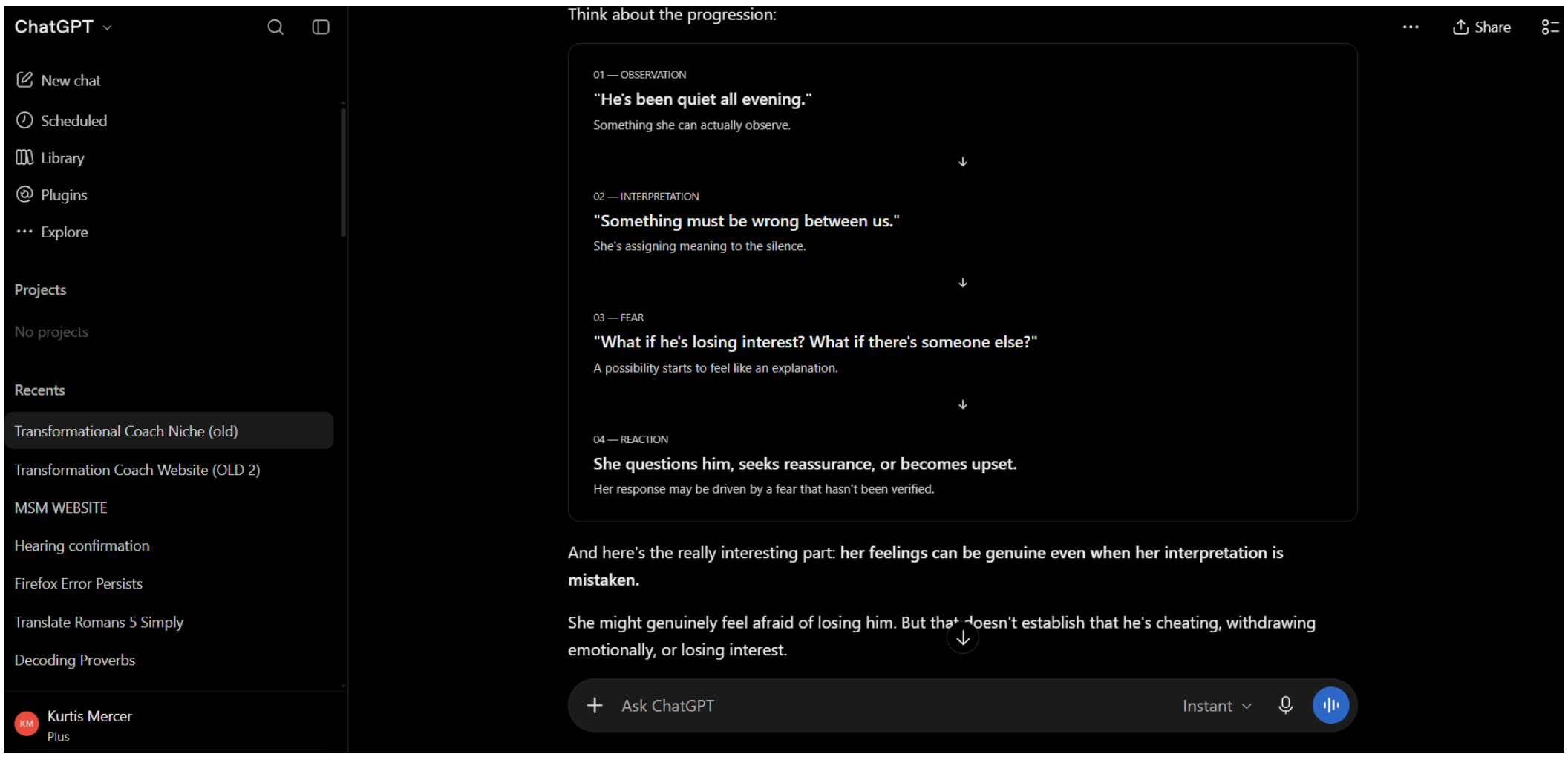
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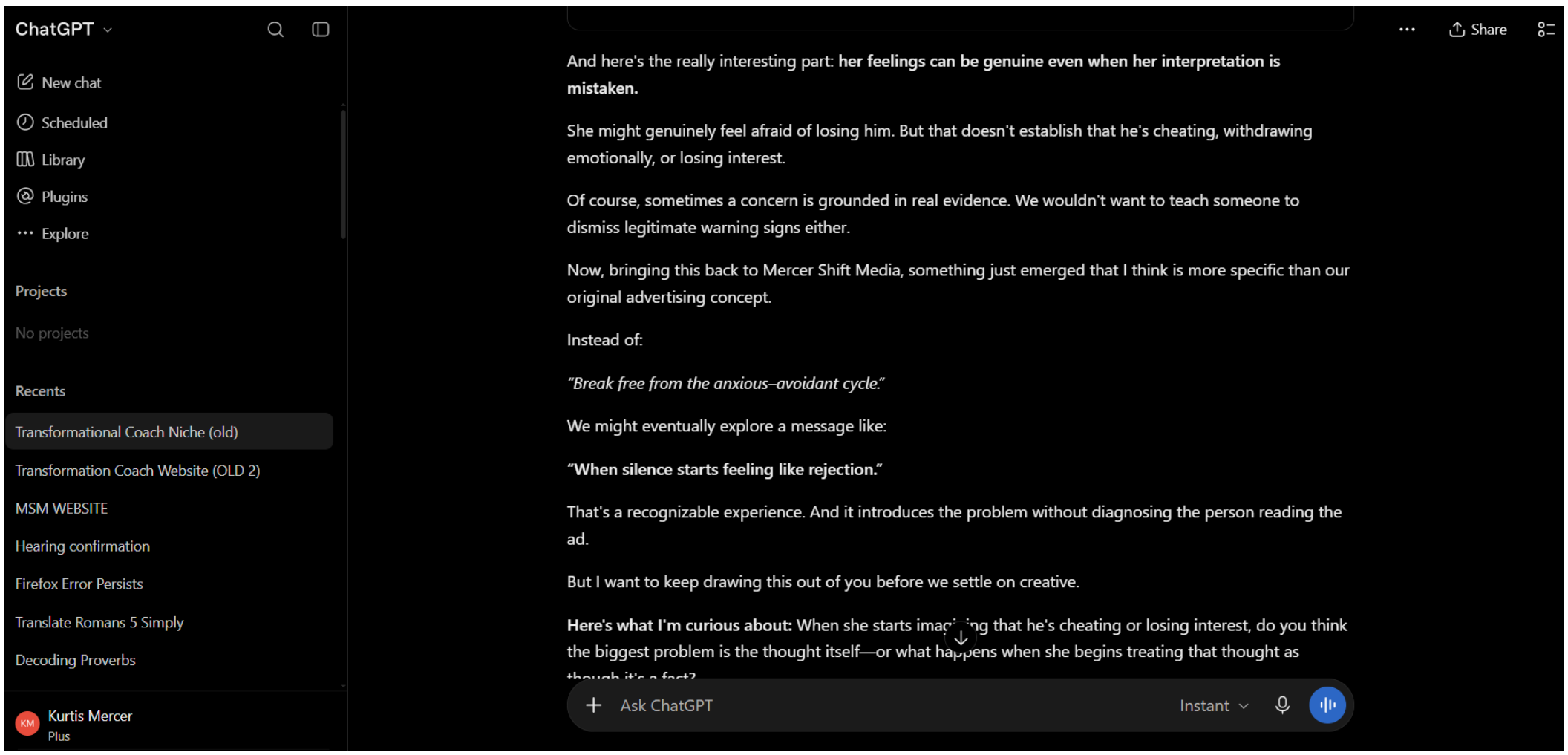
Screenshot 015



Screenshot 016



Screenshot 017



Screenshot 018

though it's a fact?

Because those are two very different things, and I think that distinction could be central to the coaching message.

Yeah, it's when she believes it's fact, because then she tries to find evidence to support her belief. And also a person will go to those lengths in creating that type of reality in their own mind because it distracts them from something deeper in pain, which would actually involve themselves and their own deep insecurities of why they would think that their partner would cheat on them in the first place, and that just because some silence is present would mean automatically that there's something wrong in the relationship and that he would have to be cheating, which means that she would assume that there's something inherently wrong about her.

Brother, now we're getting somewhere interesting. Because you've just moved us from **what happens between two people** to **what happens inside a person before they even respond to their partner**.

And I think that's an important distinction for our relationship coaching creative.

What you're describing has a few layers.

First, there's the observation: *He's been quiet all evening.*

Ask ChatGPT Instant

Screenshot 019

Then there's the interpretation: *Something must be wrong.*

Then comes the belief: *Maybe he's cheating on me.*

And once that possibility starts feeling like a fact, she may begin looking for evidence to confirm it. That's closely related to **confirmation bias**—giving more weight to information that supports an existing belief.

For example, suddenly his phone being face down, his distracted expression, or his short answers all seem suspicious, even though each could have an innocent explanation.

But the deeper layer you're identifying is this:

"What if I'm not enough for him?"

That's where the fear of rejection connects with someone's sense of self-worth.

I would make one distinction, though. We shouldn't automatically assume that someone who fears infidelity has deep insecurities or is avoiding their own pain. Sometimes that fear comes from actual betrayal, past experiences, or genuine warning signs. And sometimes insecurity is part of it. Good relationship coaching should help someone distinguish those possibilities rather than presume the answer.

Look at what we've uncovered for our creative

MERCER SHIFT MEDIA — CREATIVE RESEARCH

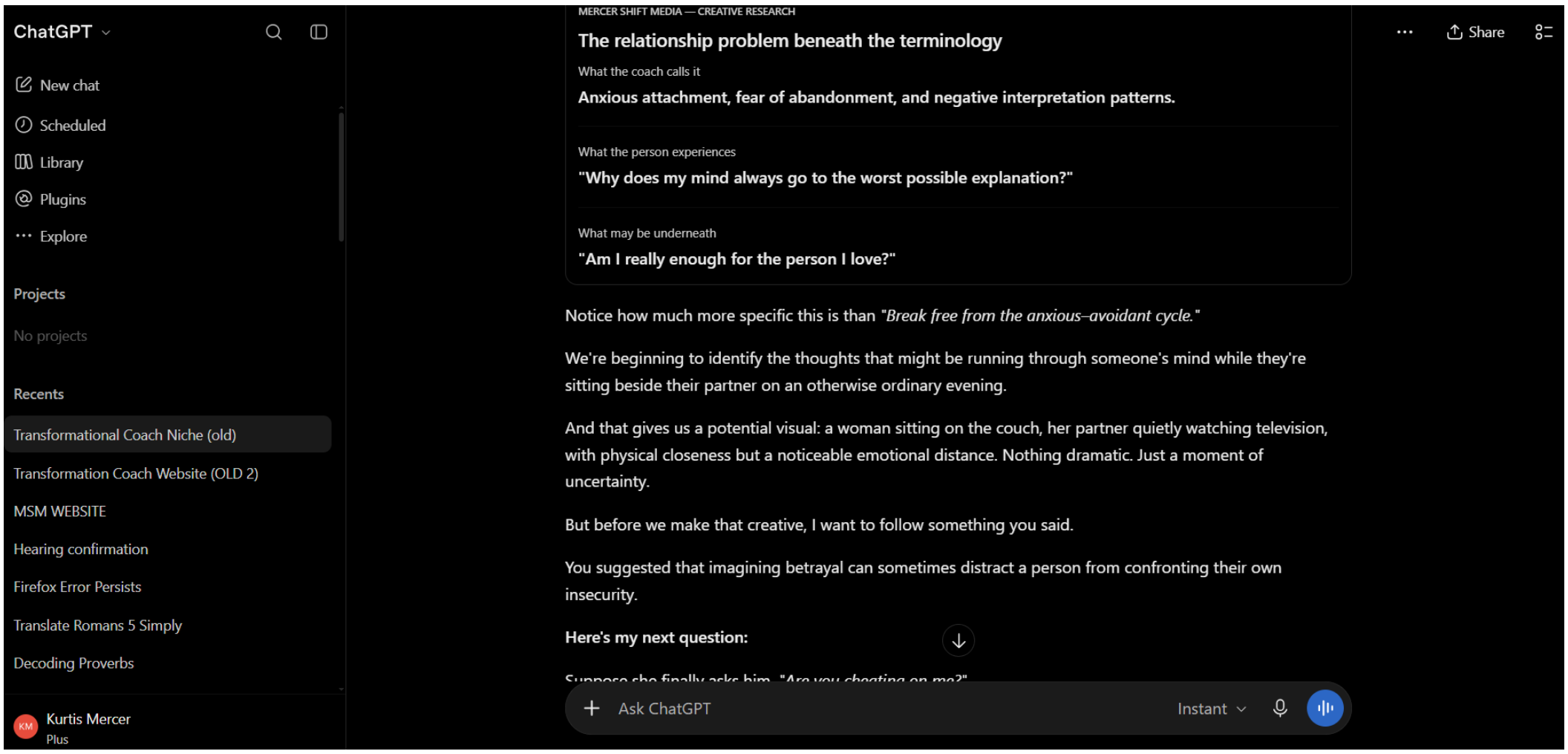
The relationship problem beneath the terminology

What the coach calls it

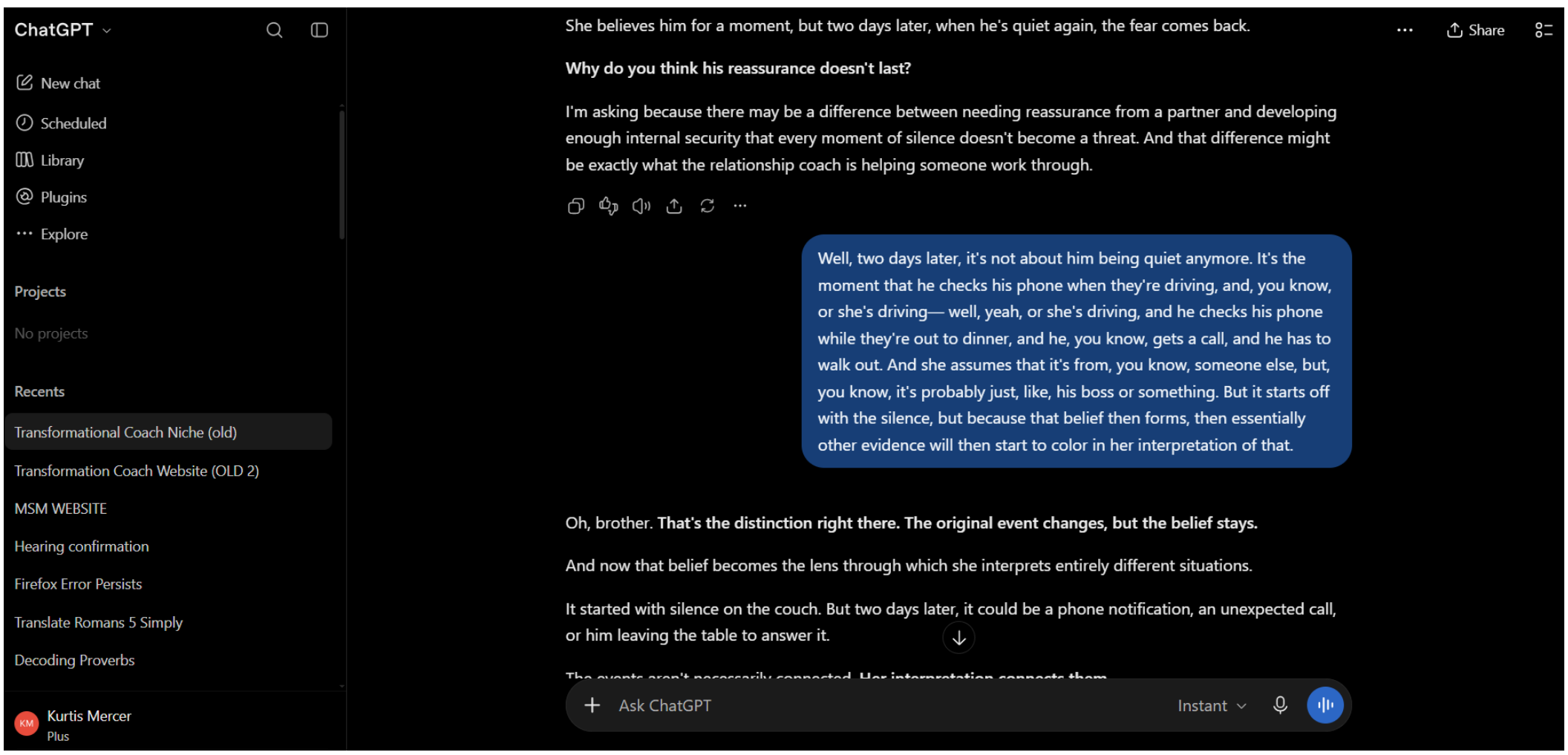
Anxious attachment, fear of abandonment, and negative interpretation patterns.

Ask ChatGPT Instant

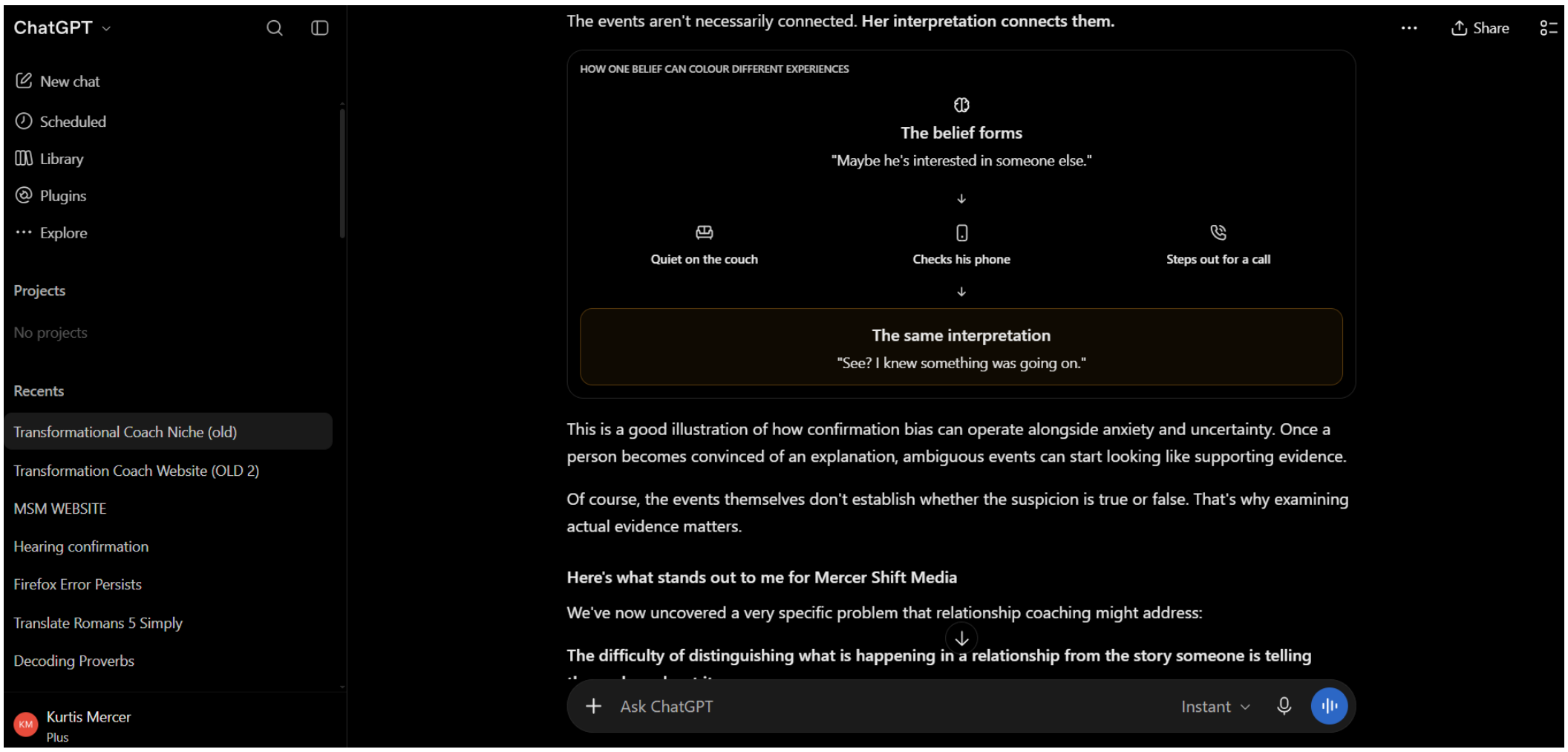
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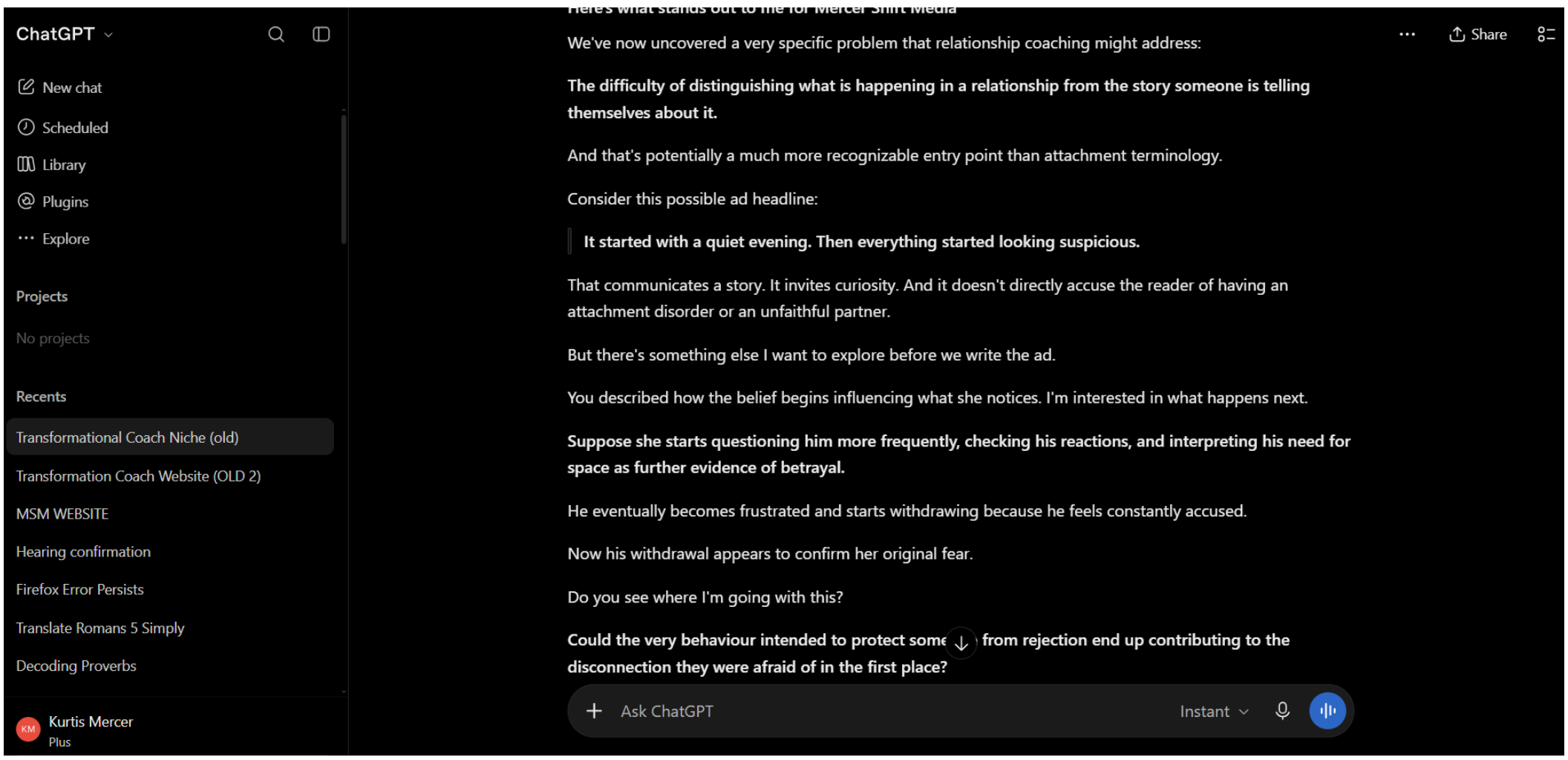
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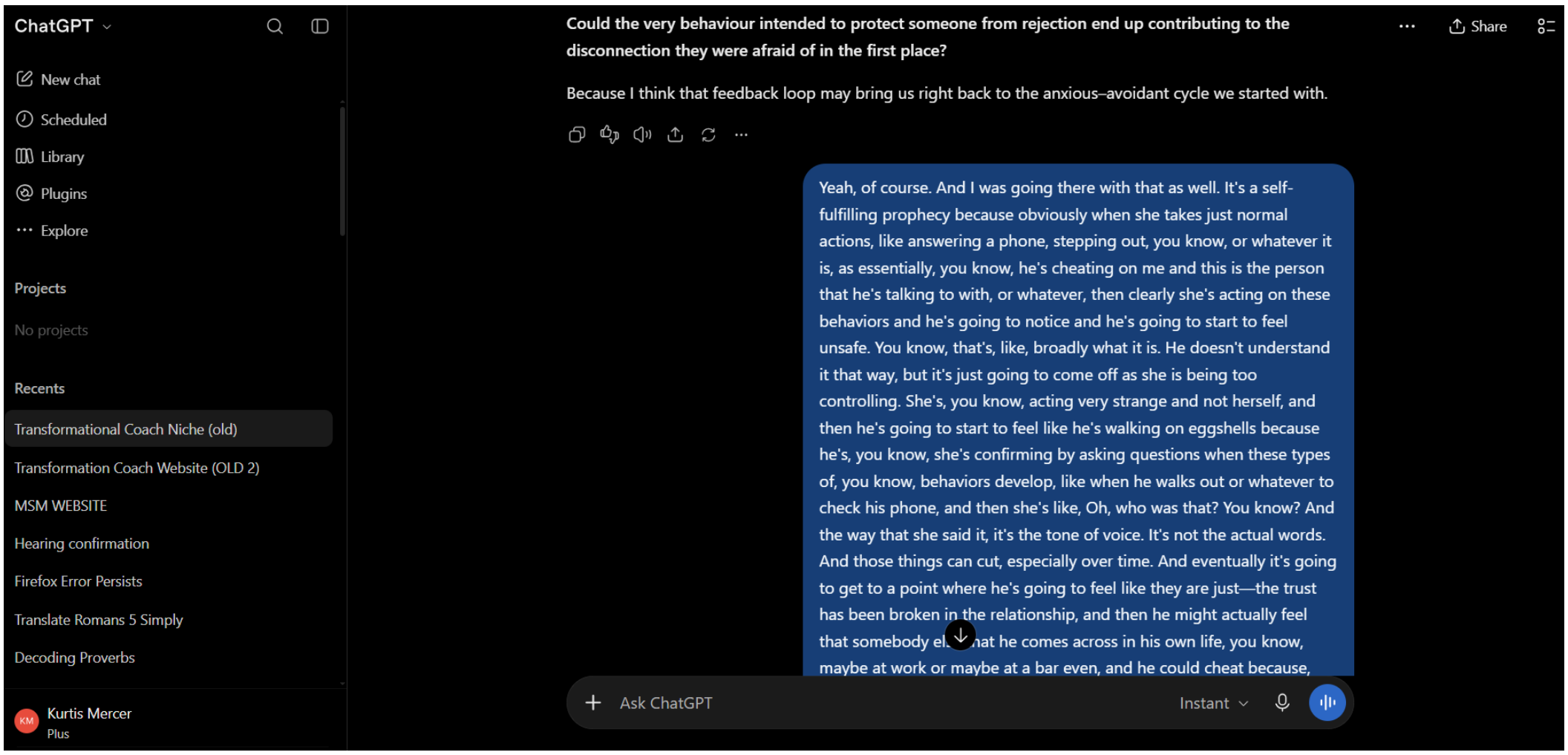
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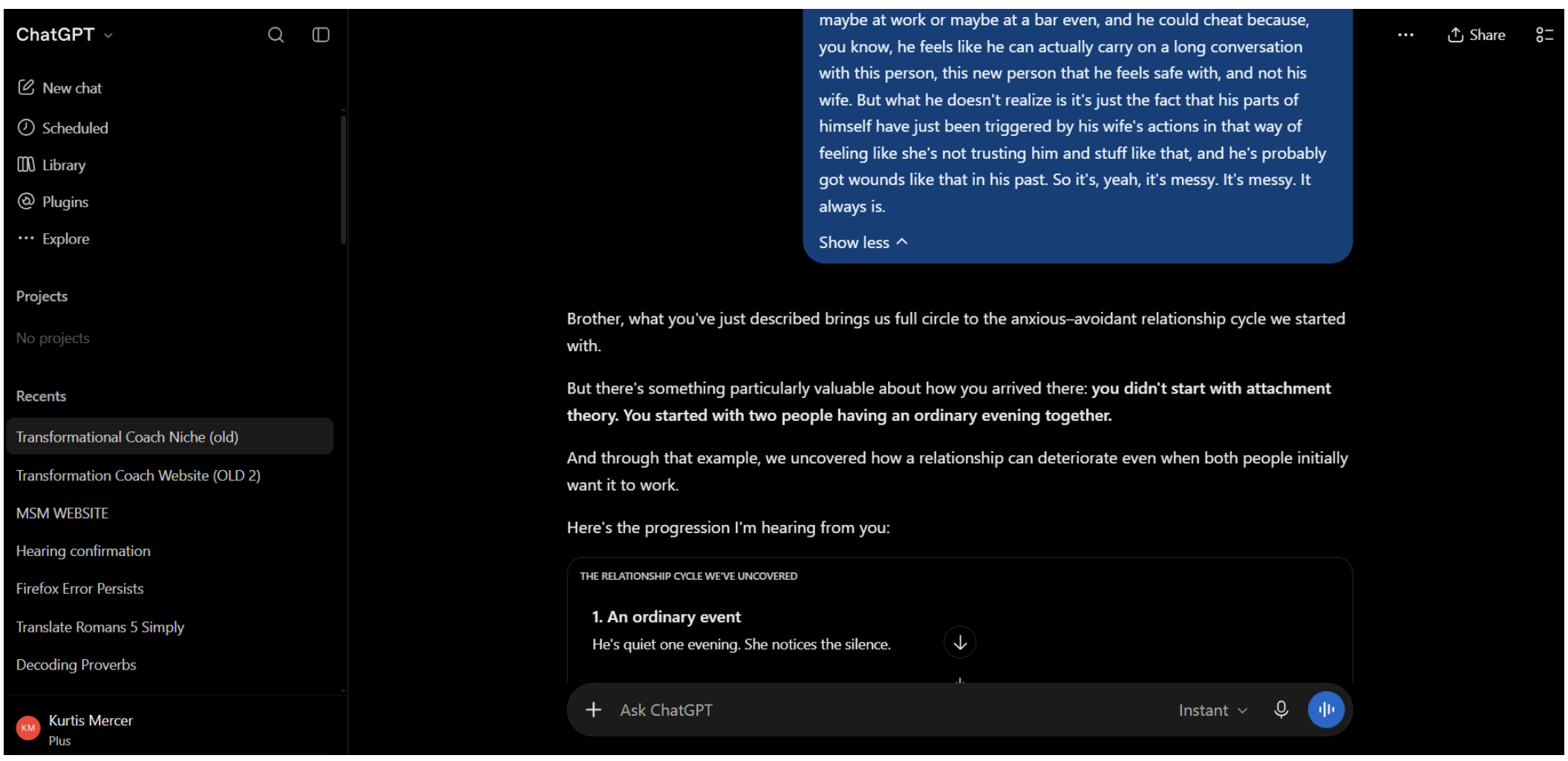
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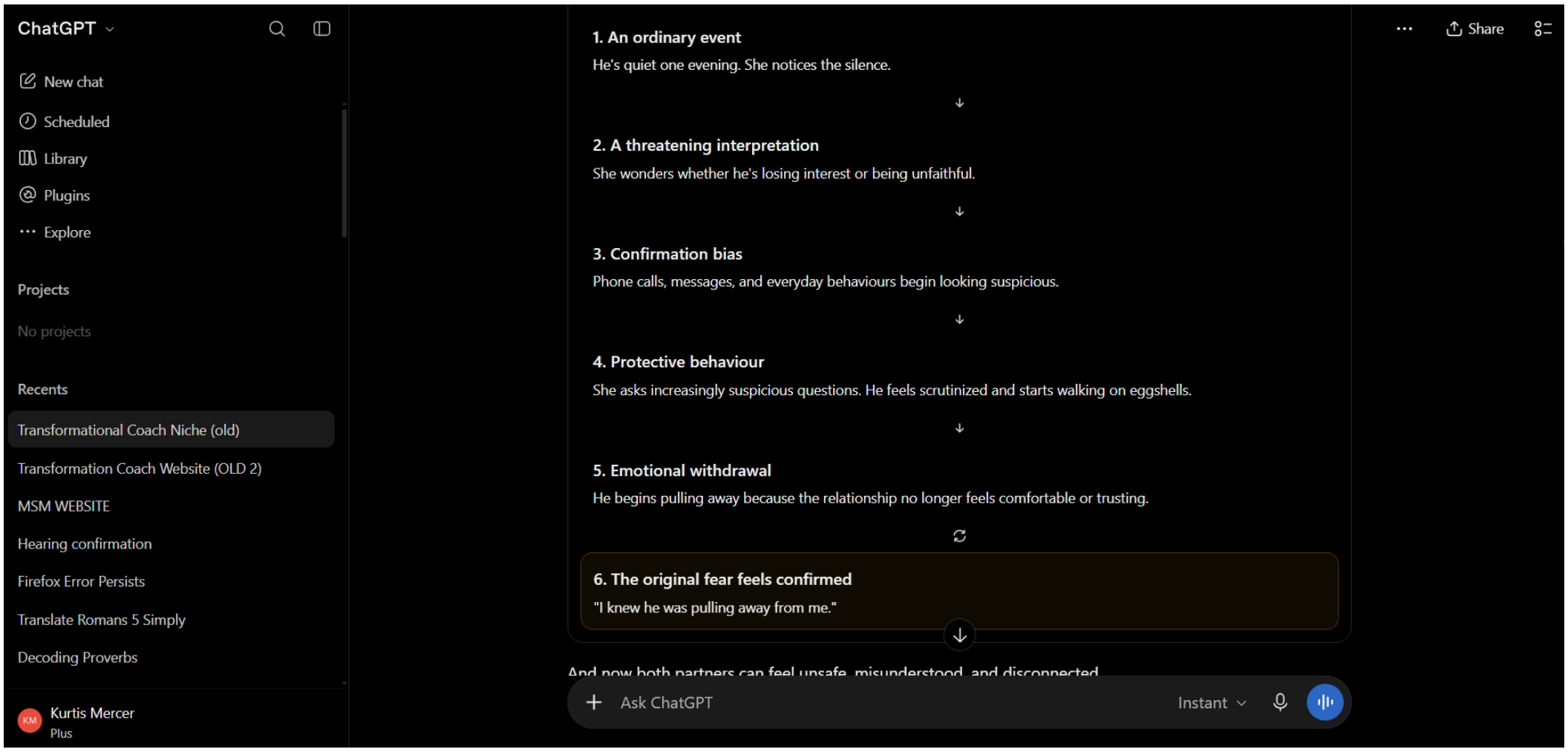
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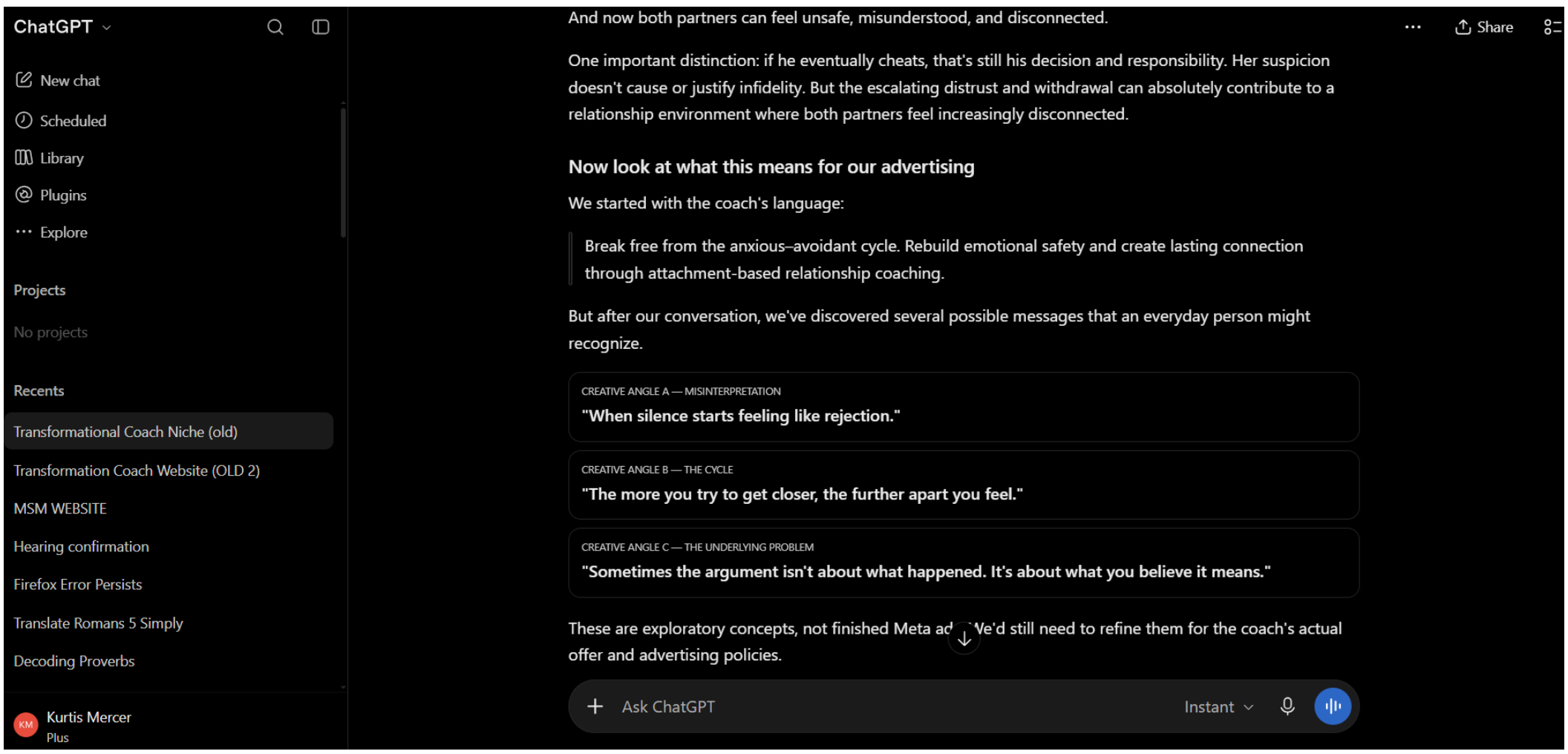
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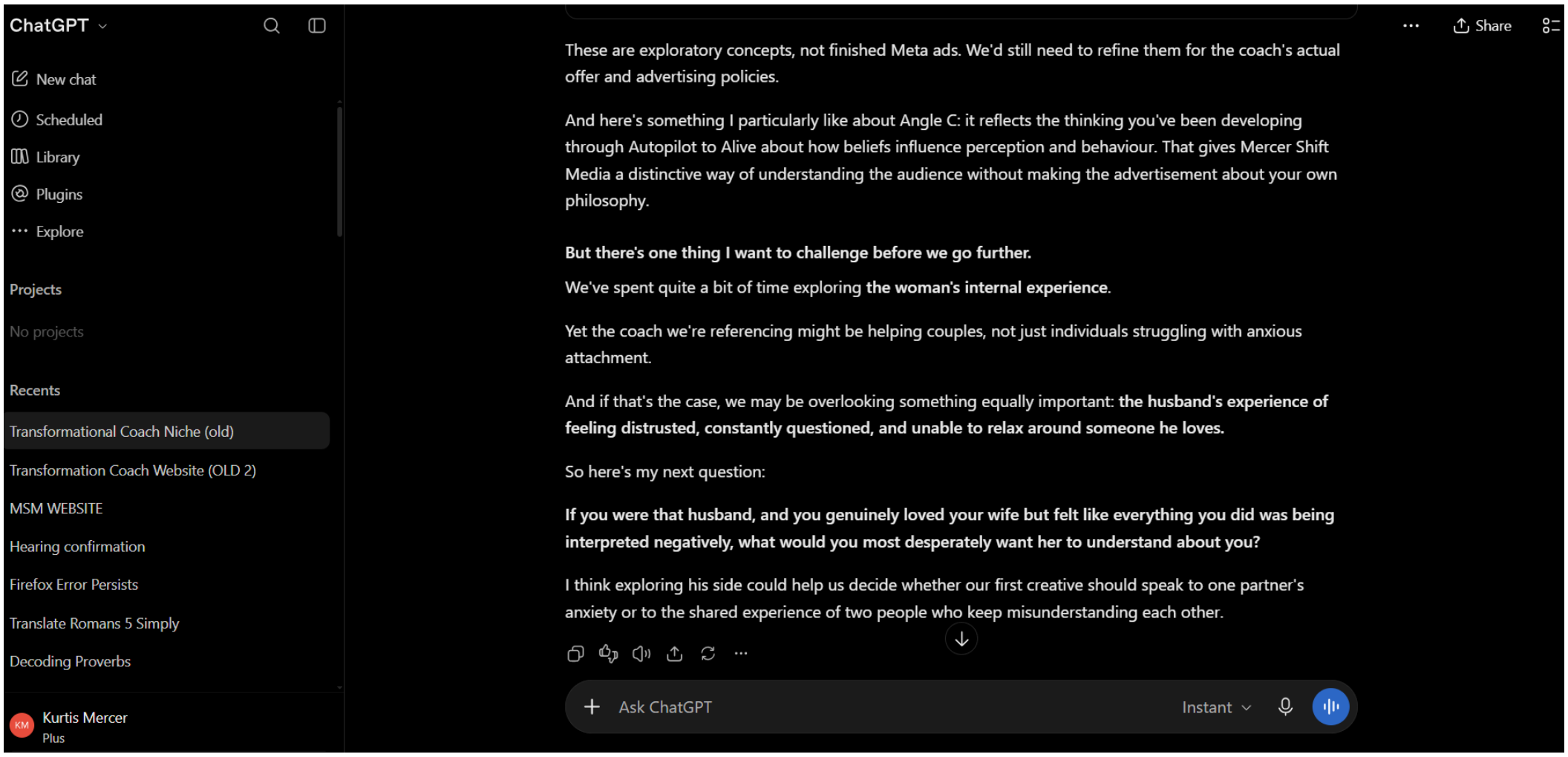
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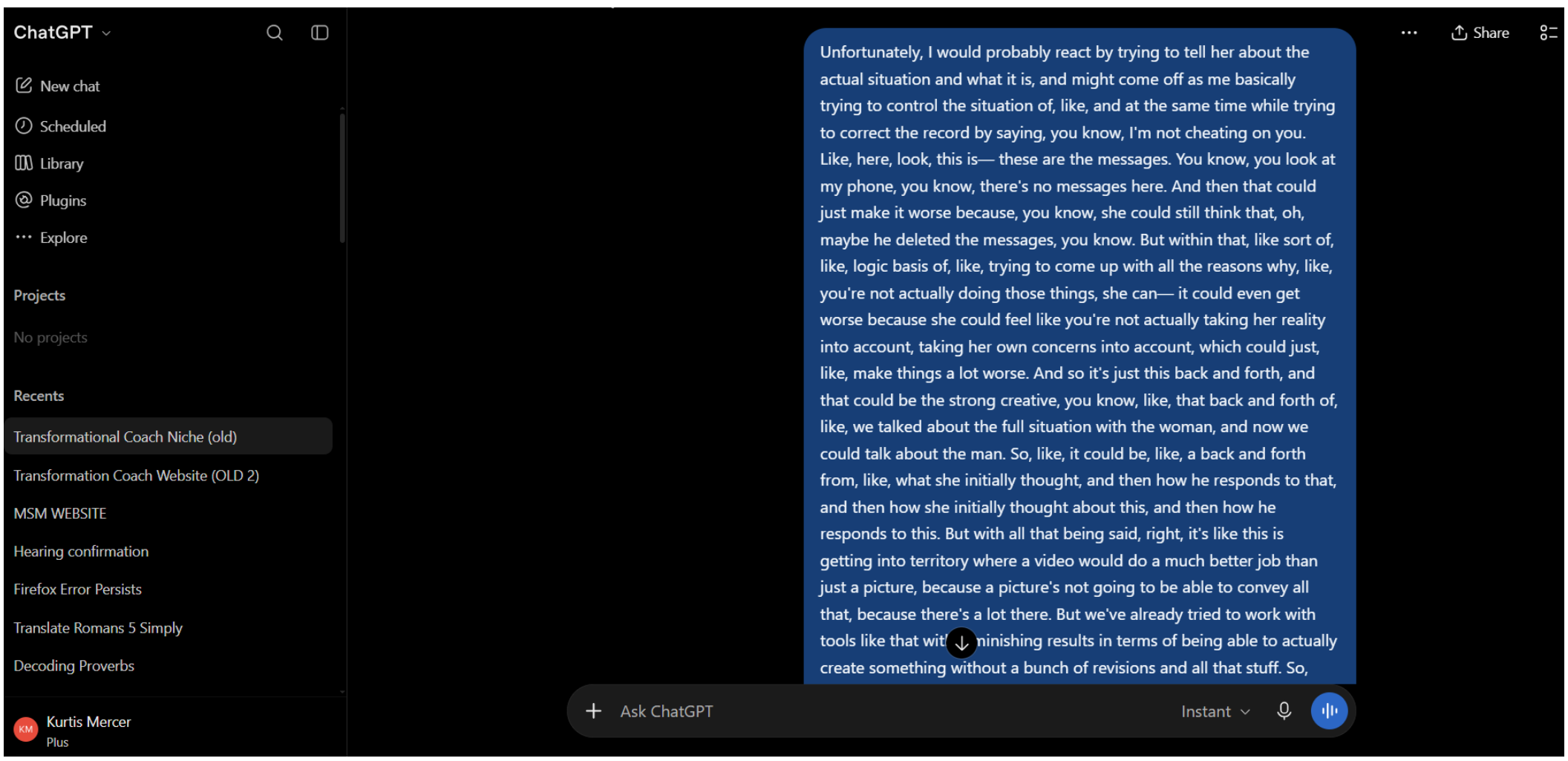
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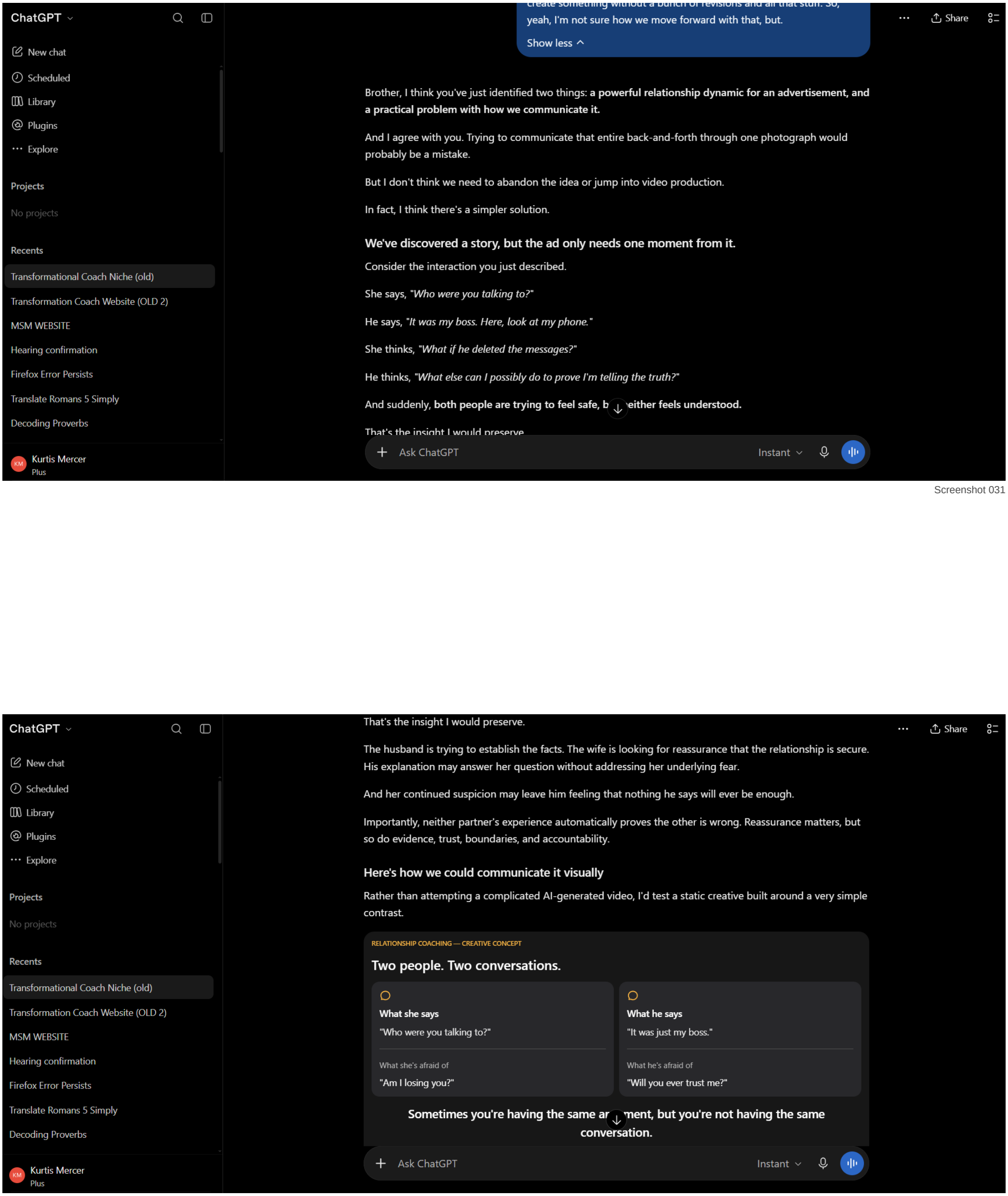
Screenshot 028



Screenshot 029

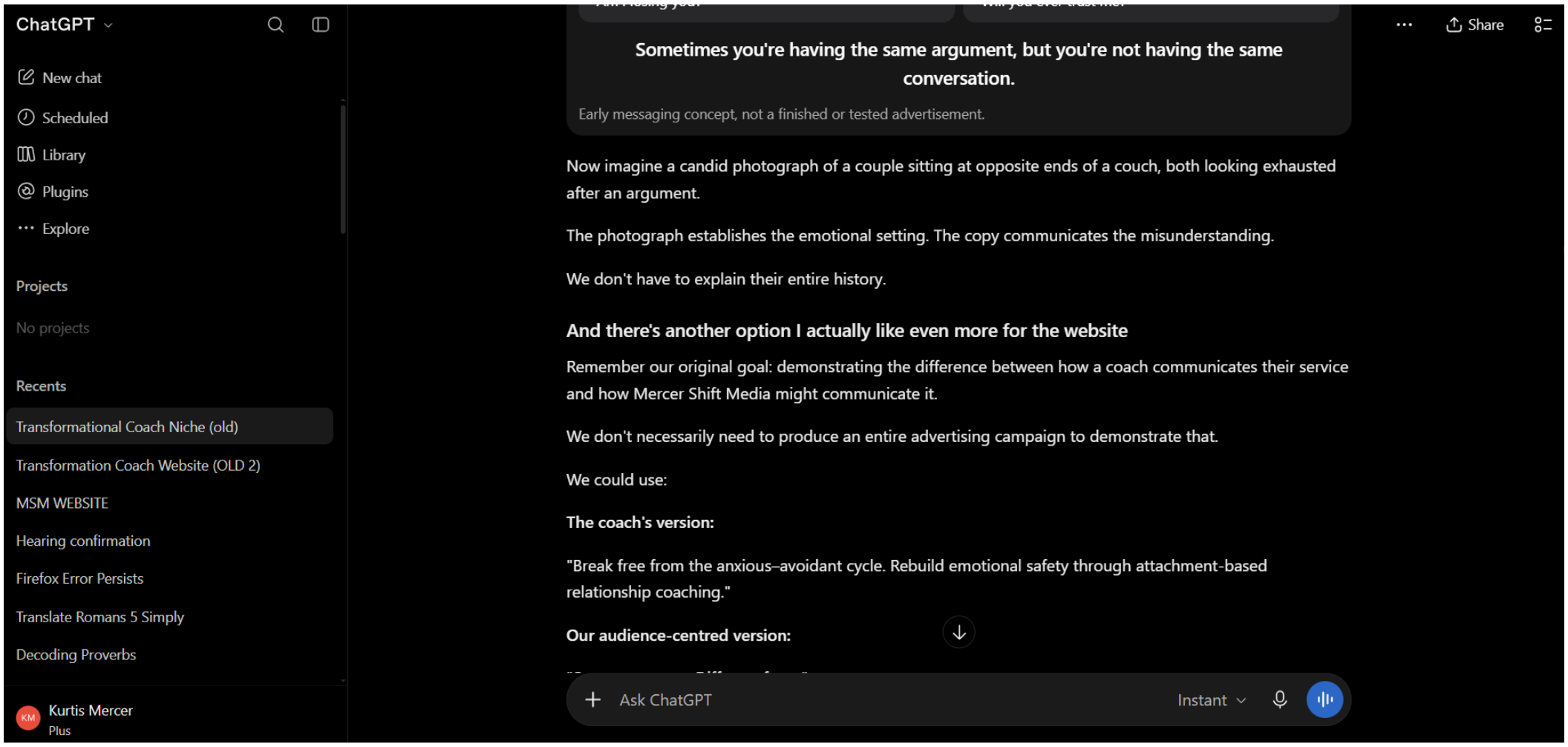


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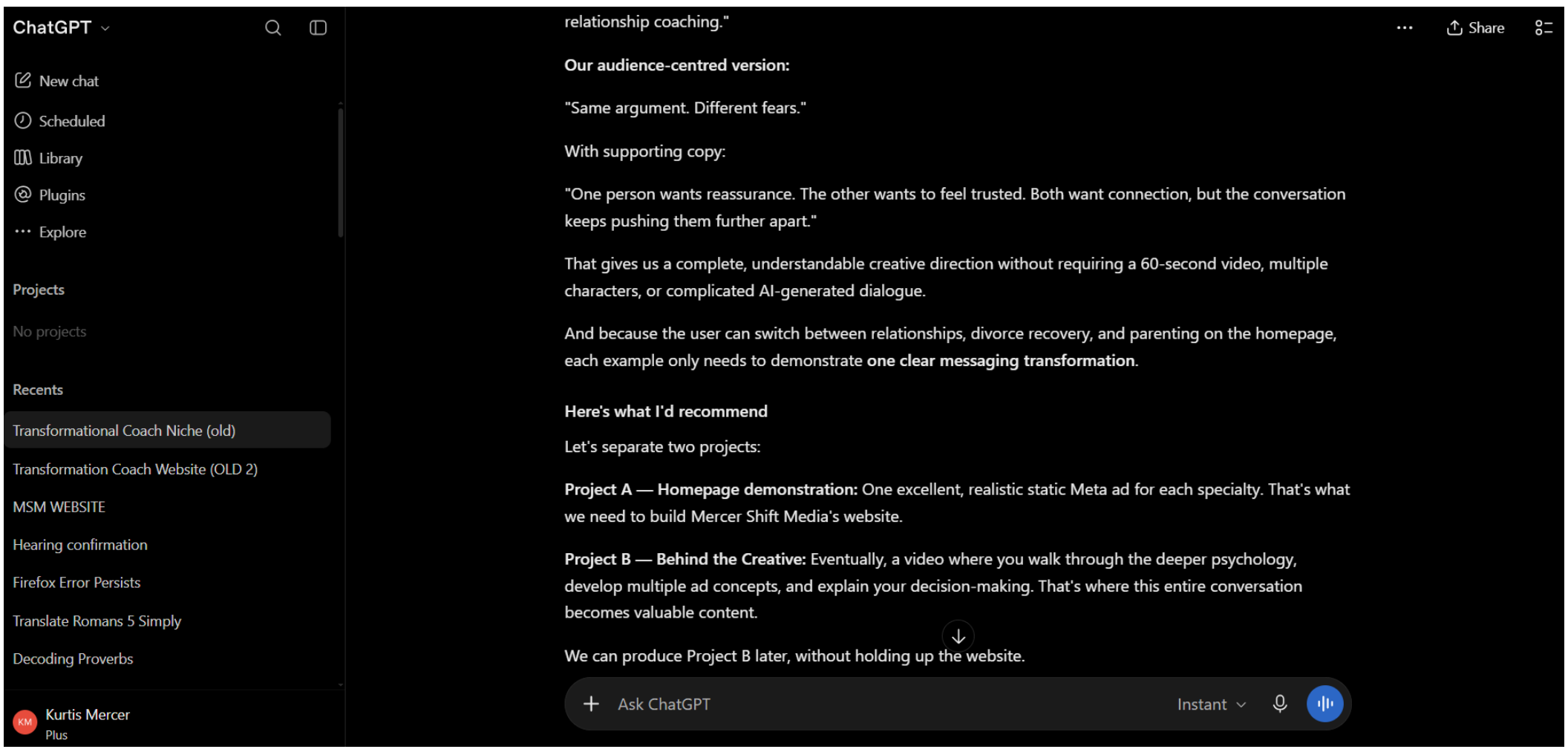


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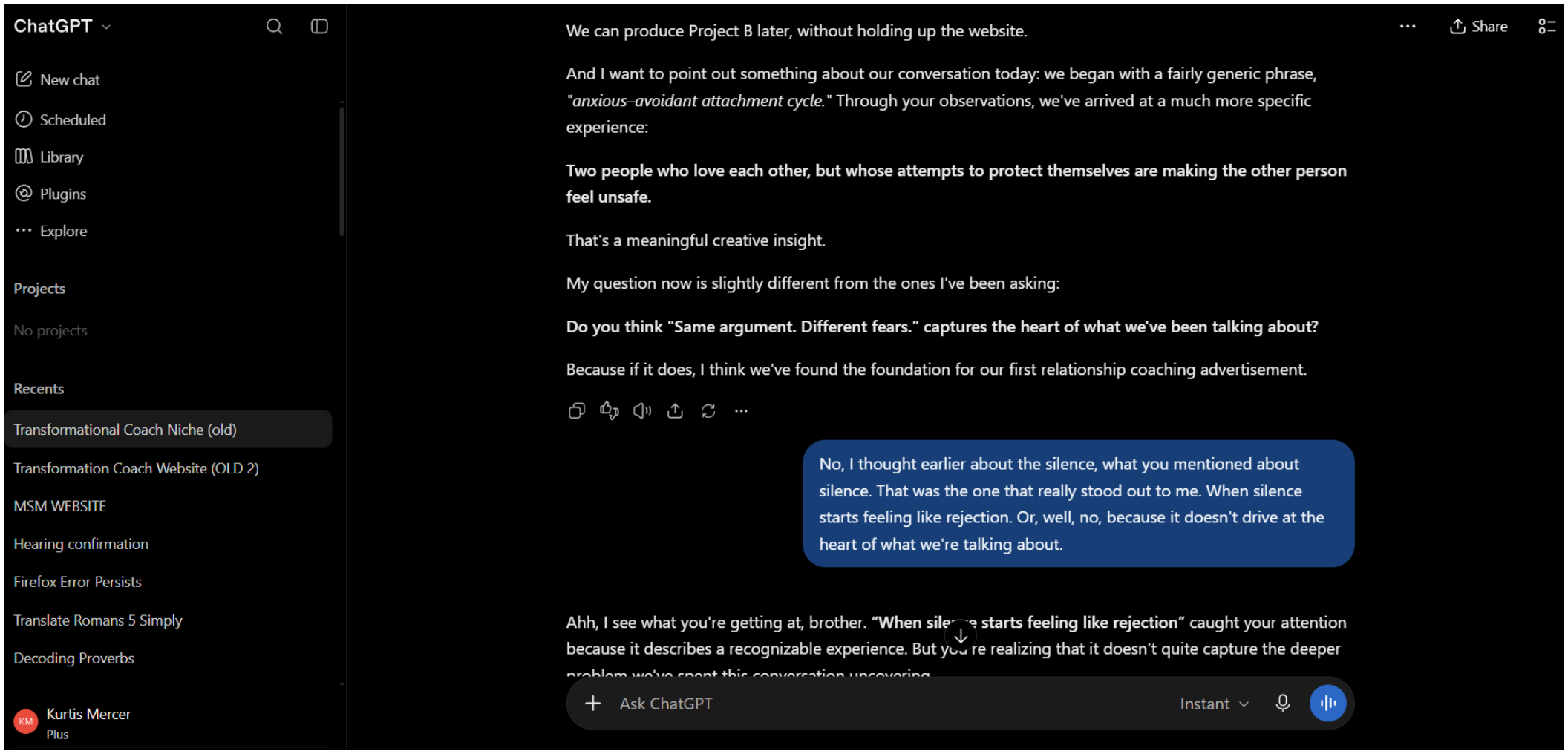
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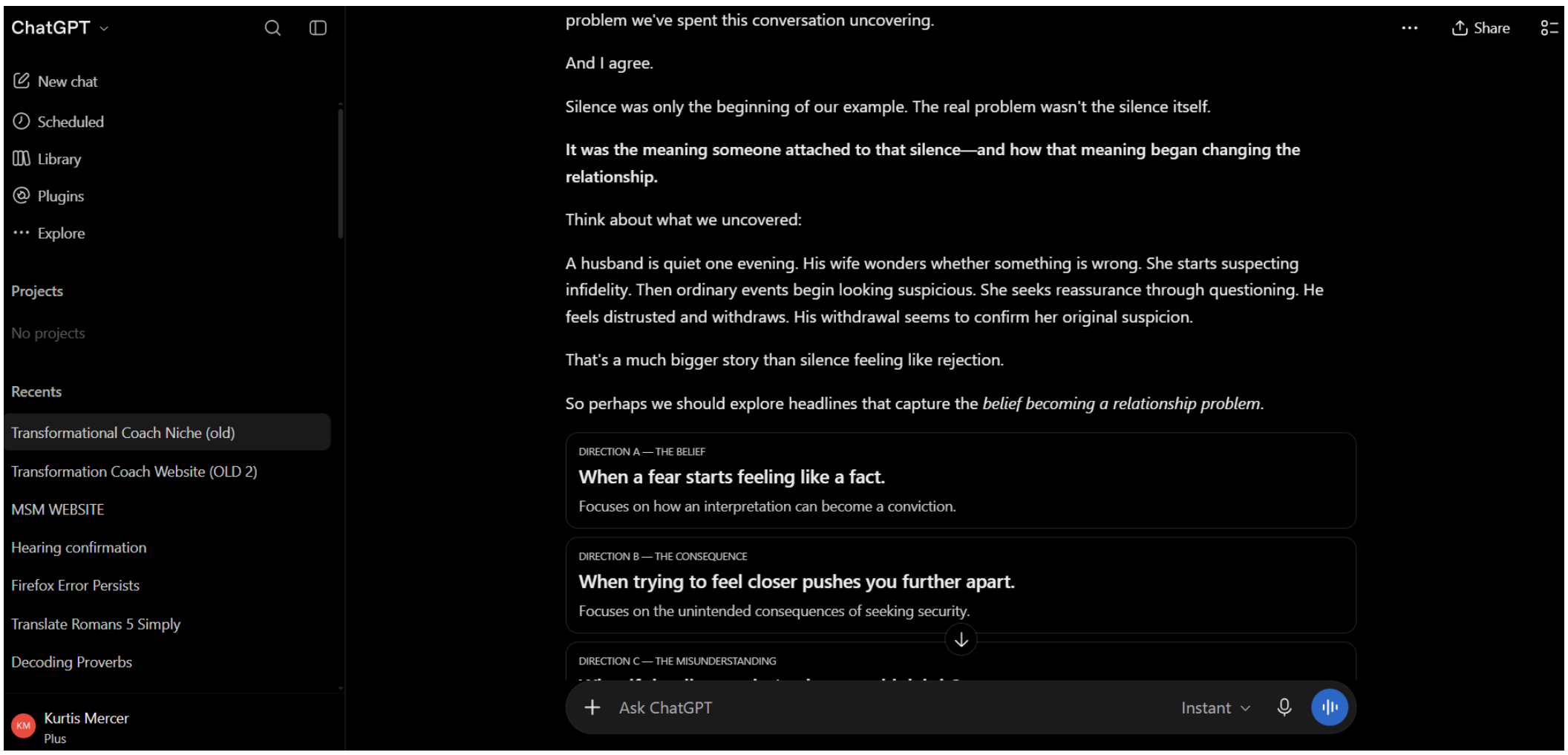
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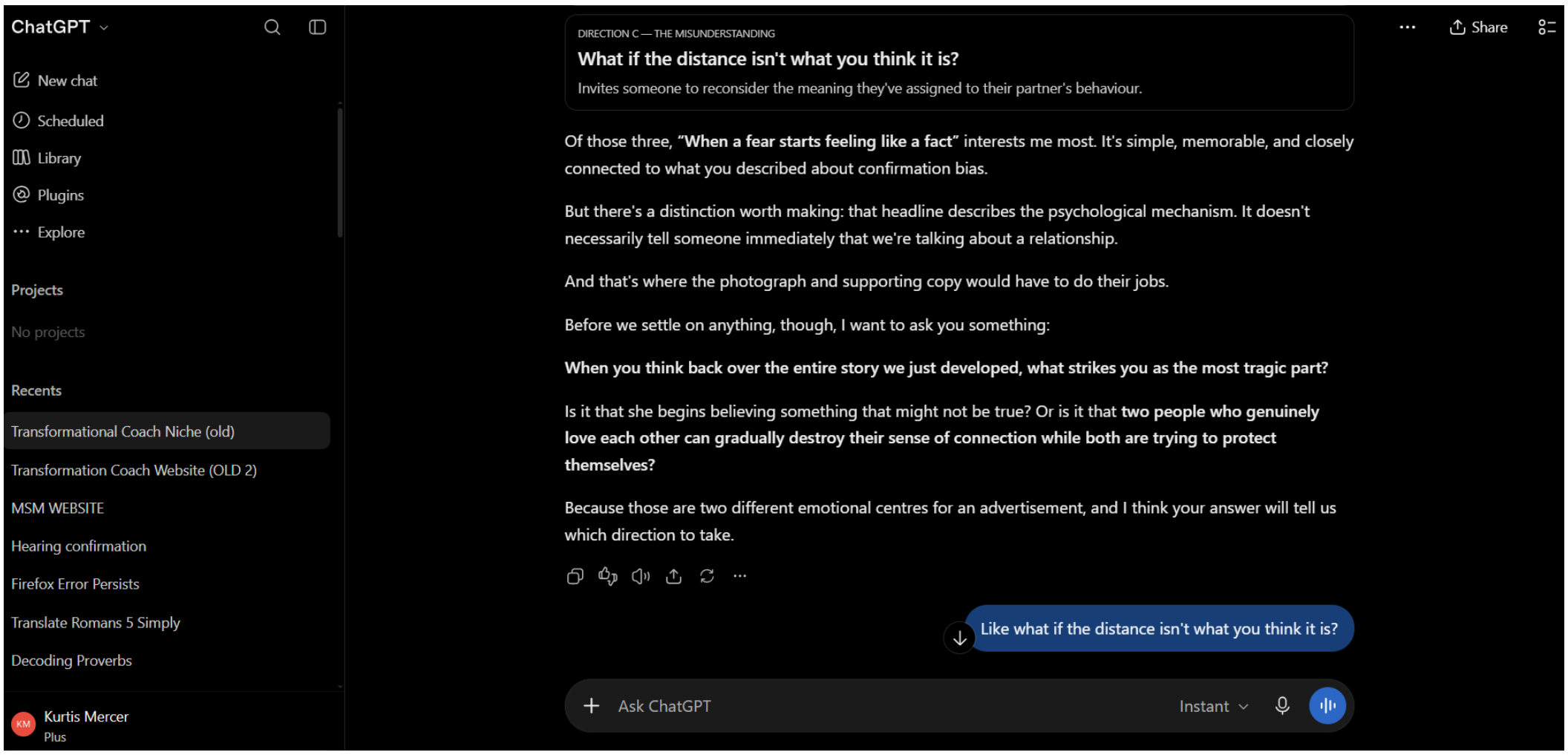
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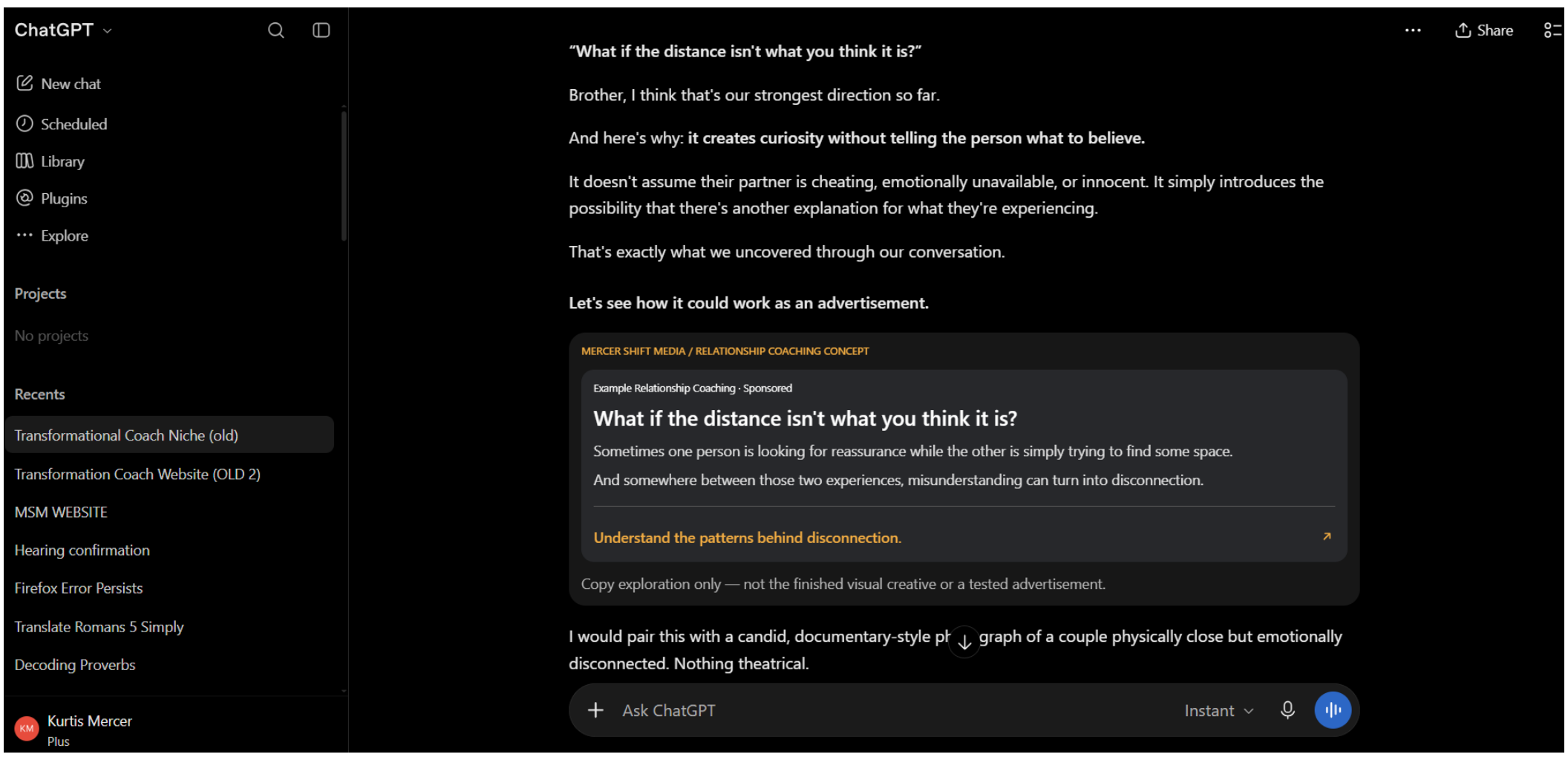
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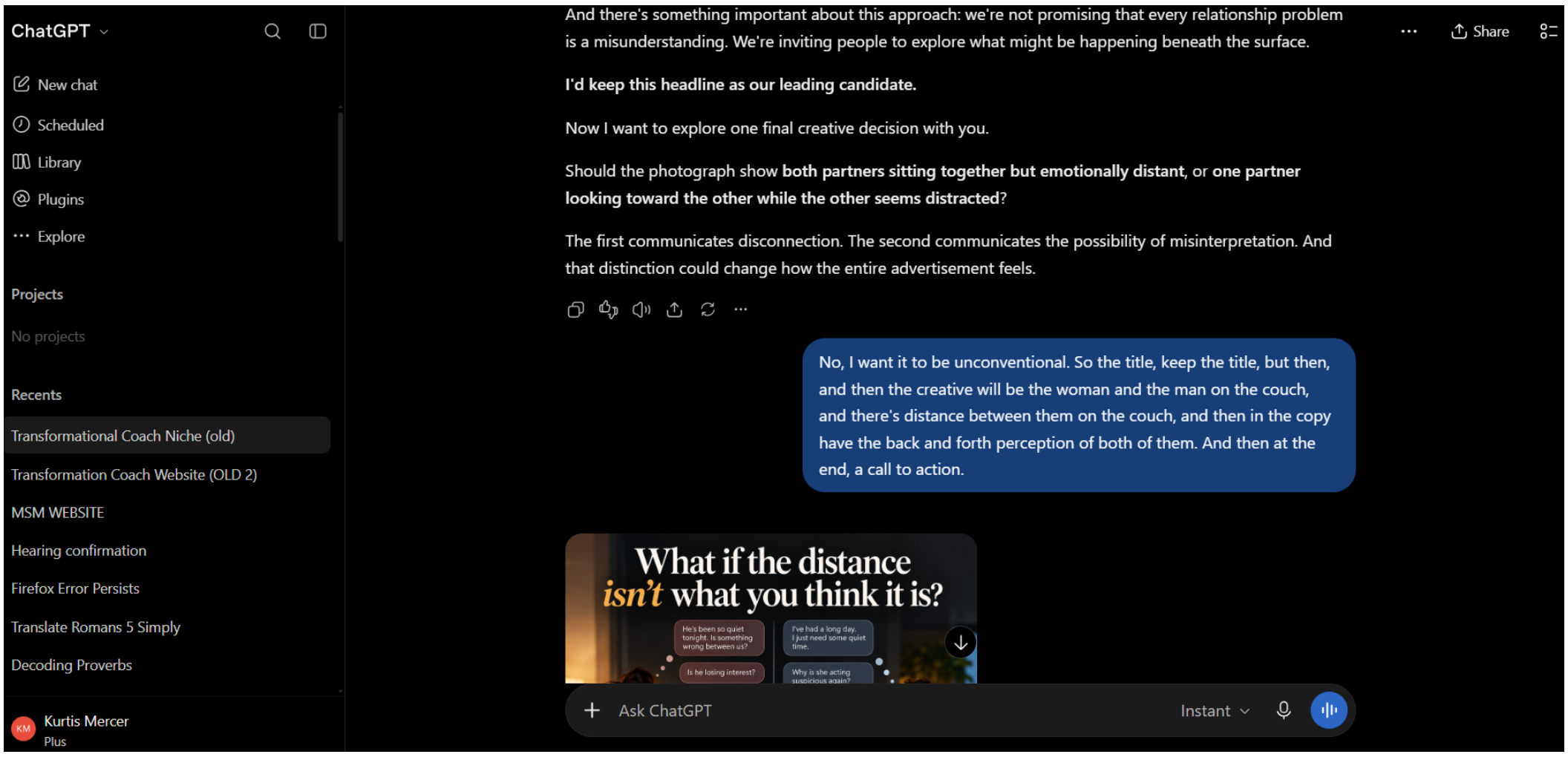
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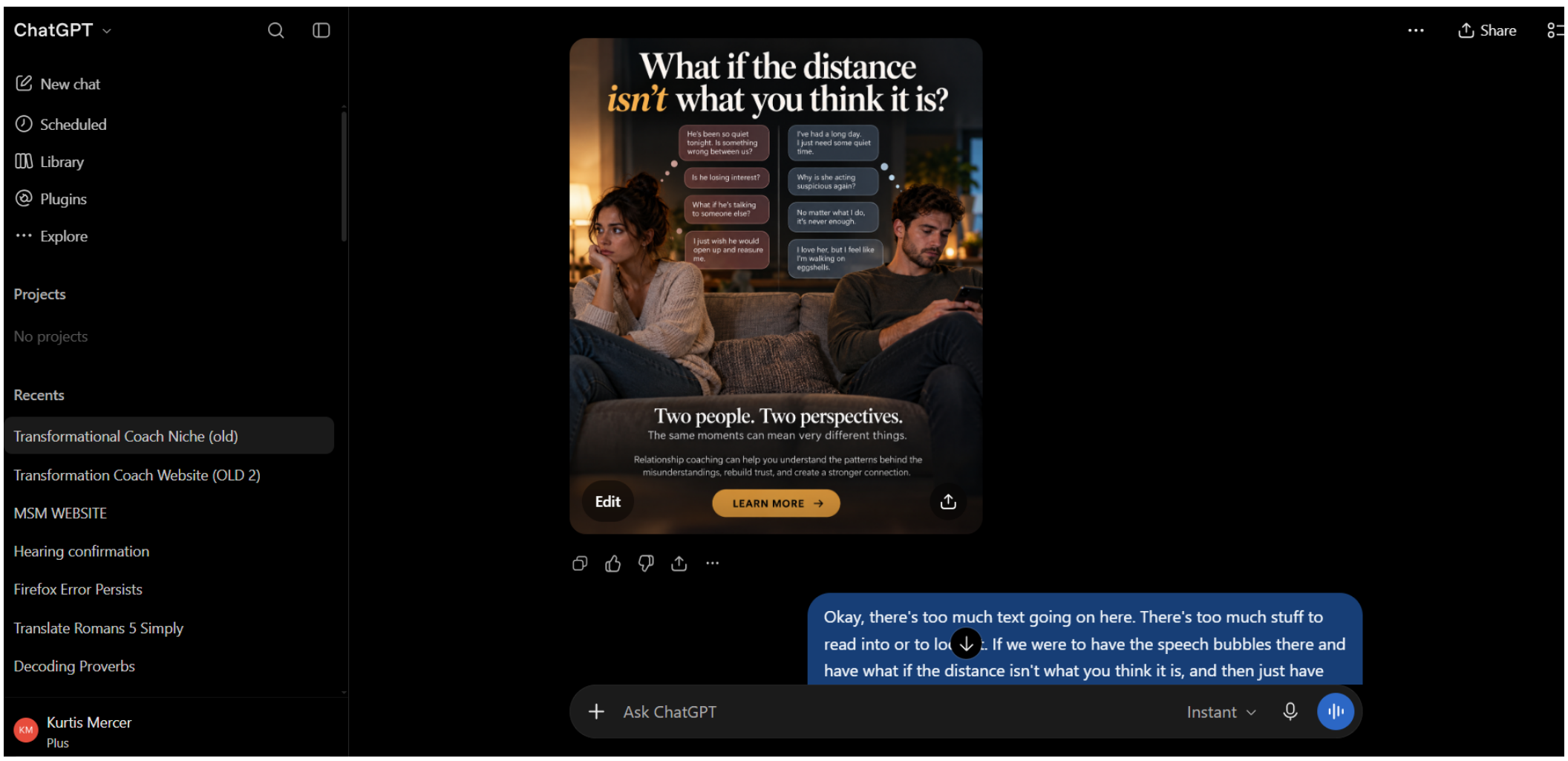
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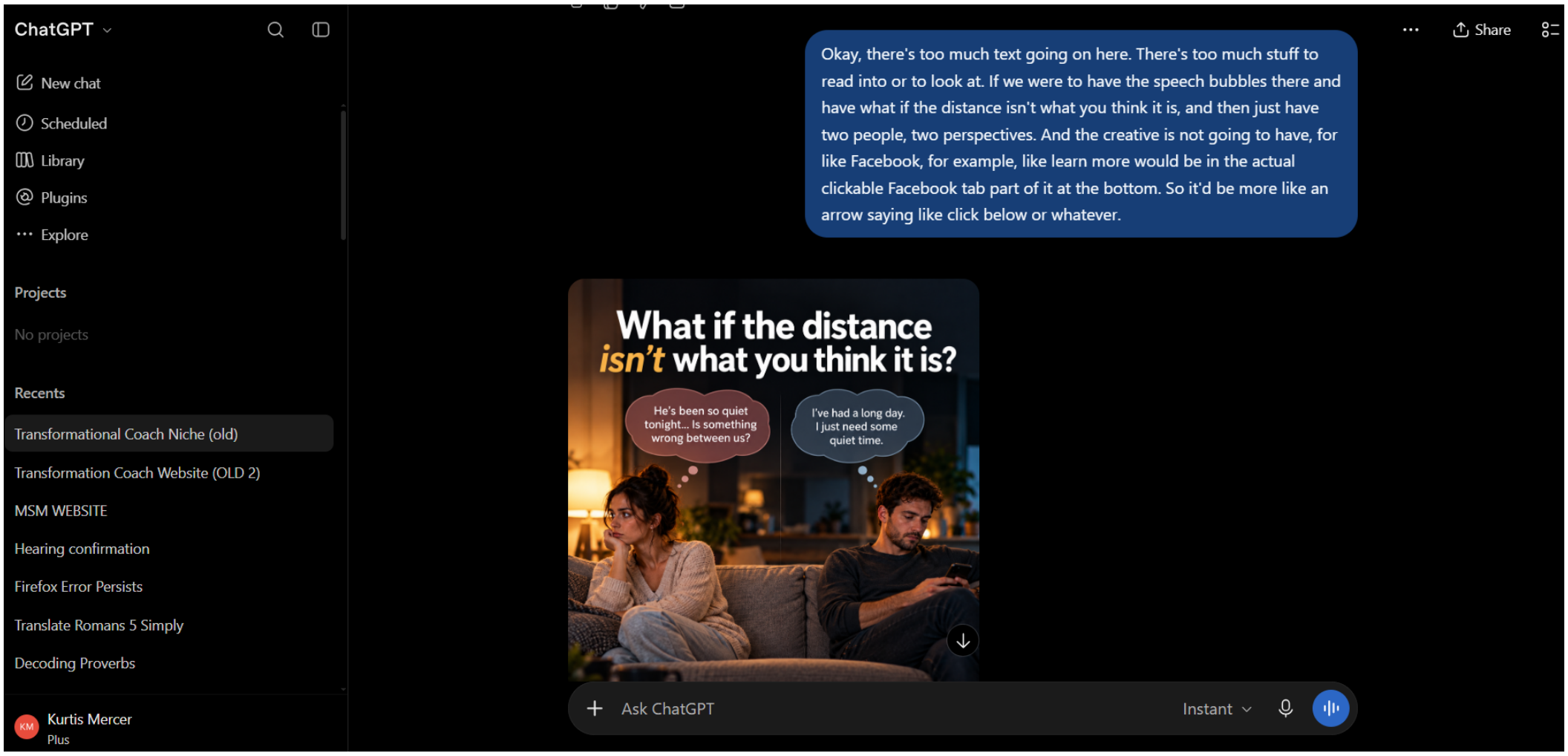
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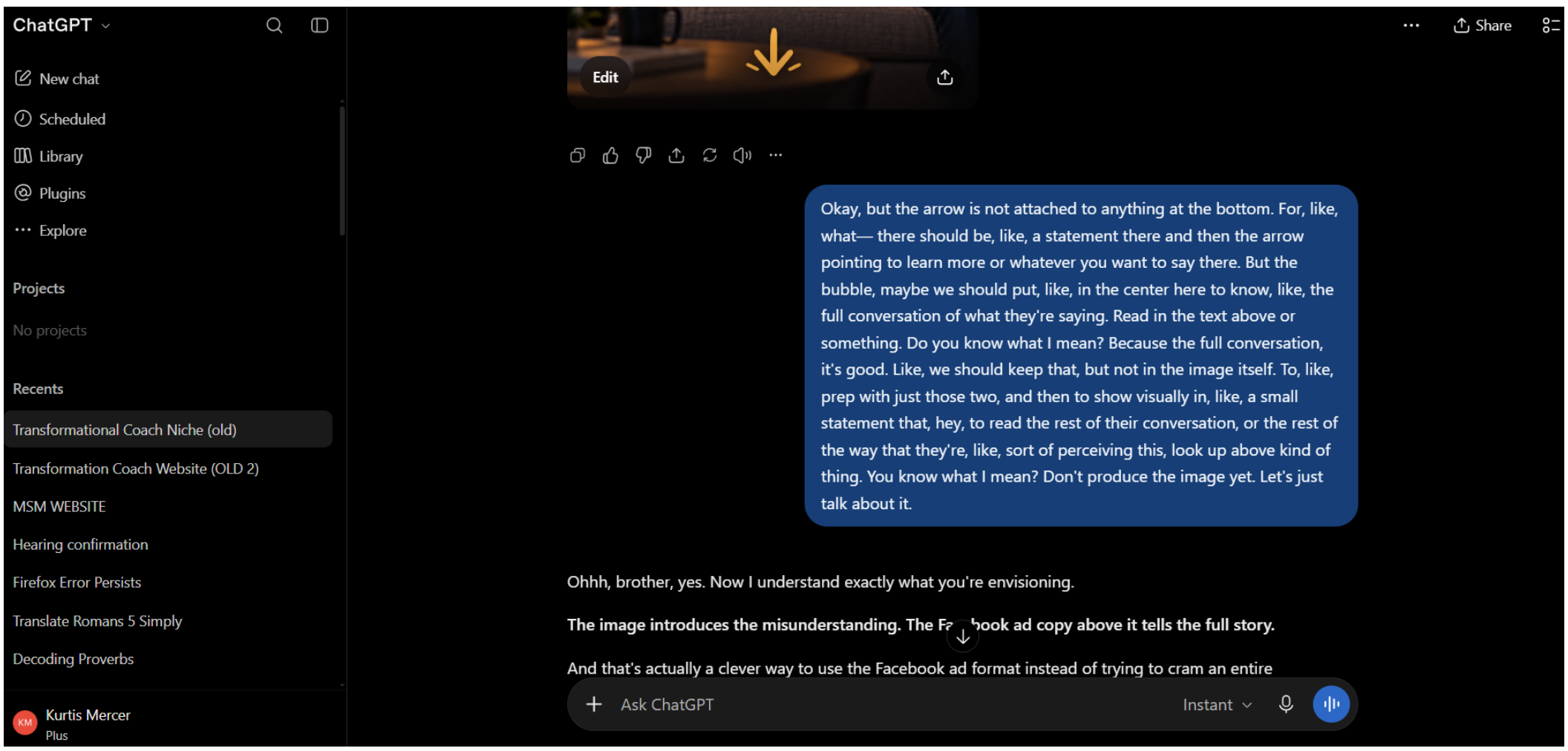
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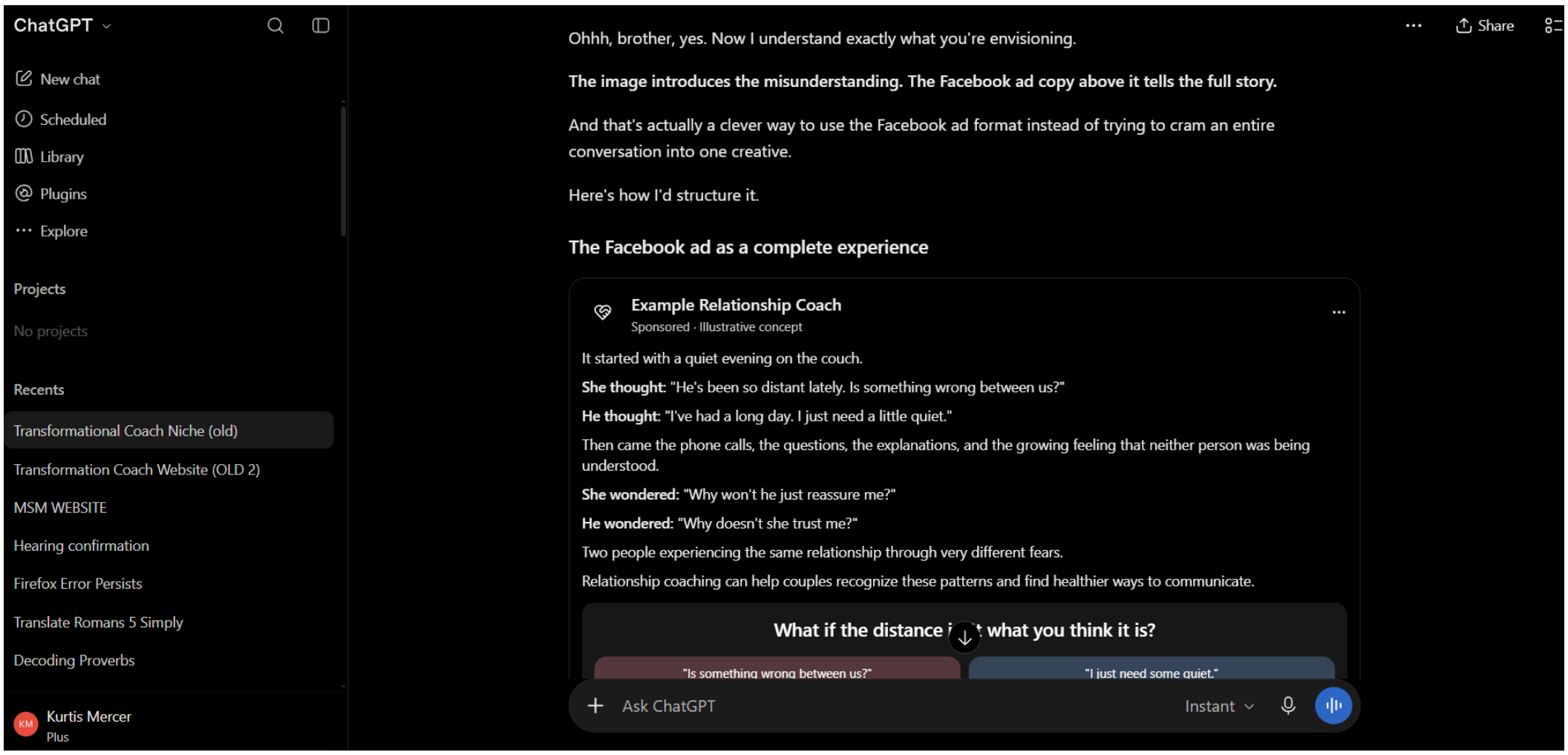
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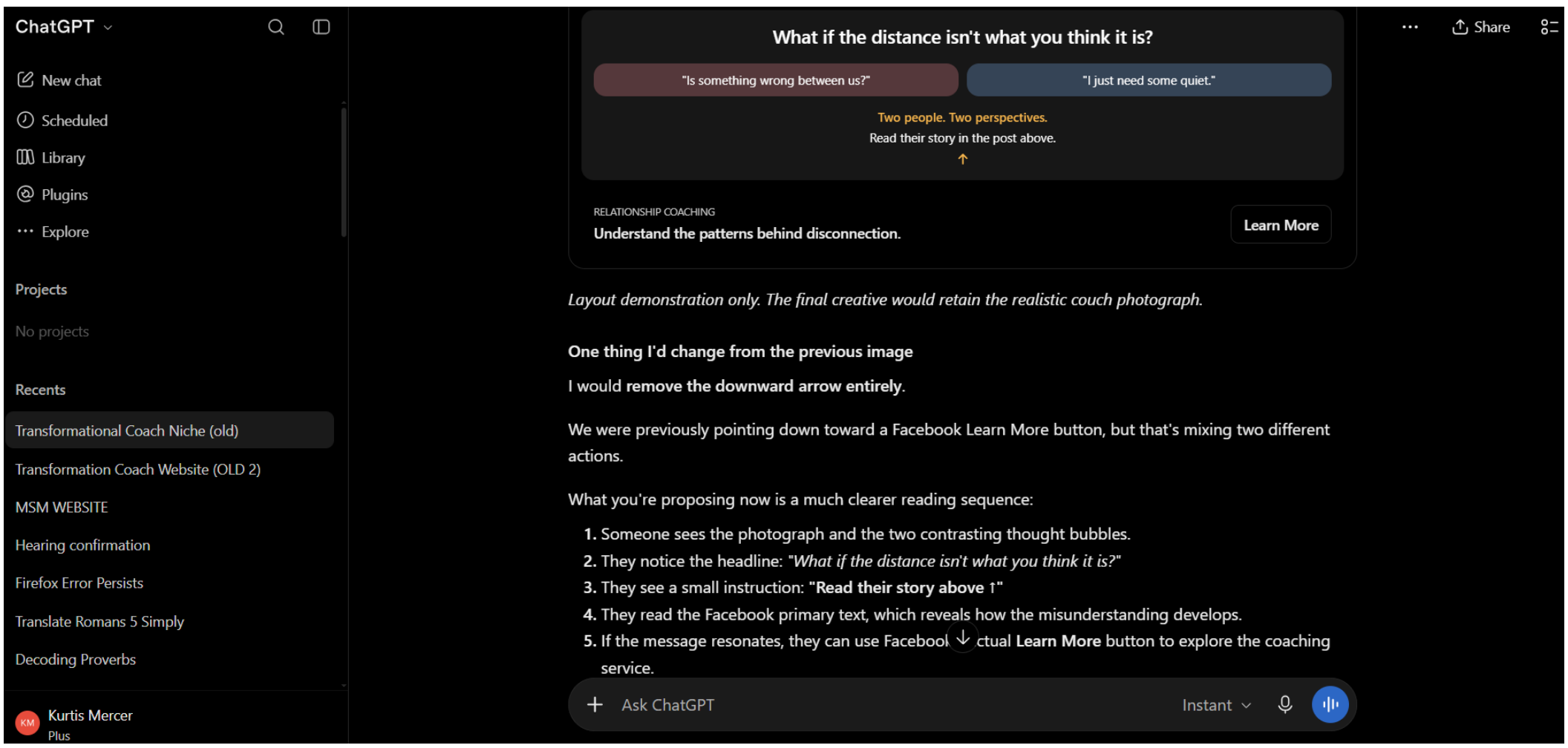
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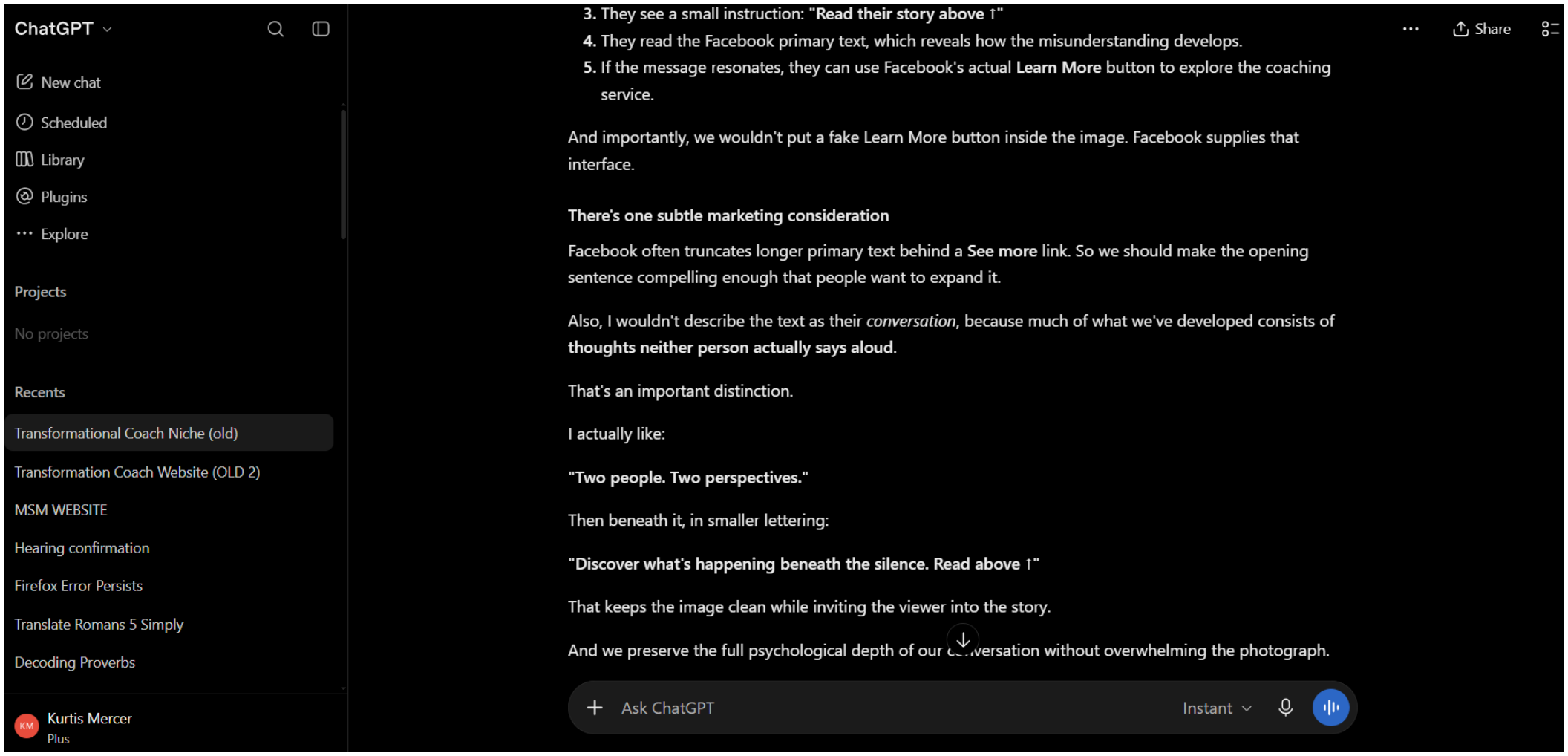
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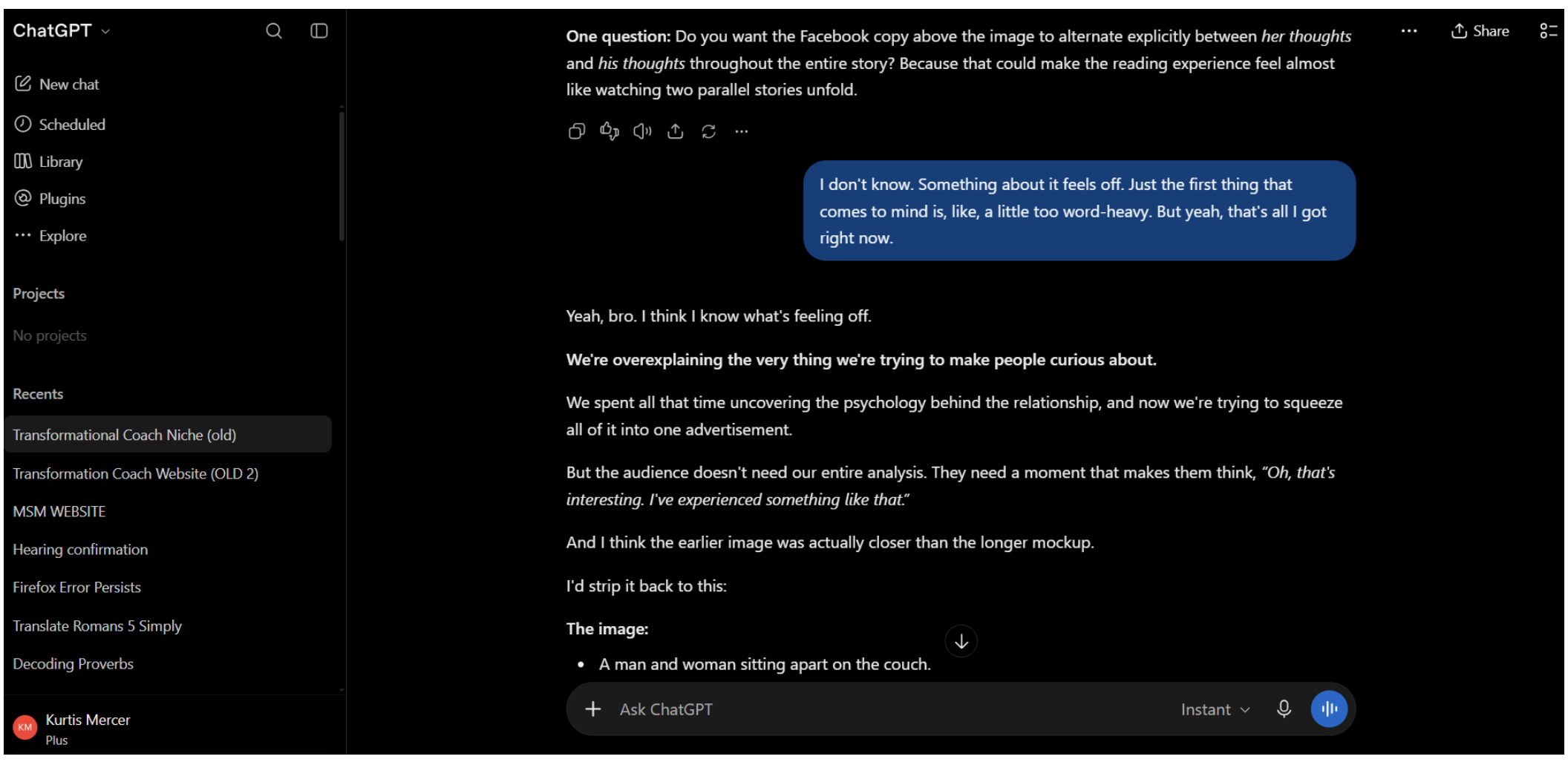
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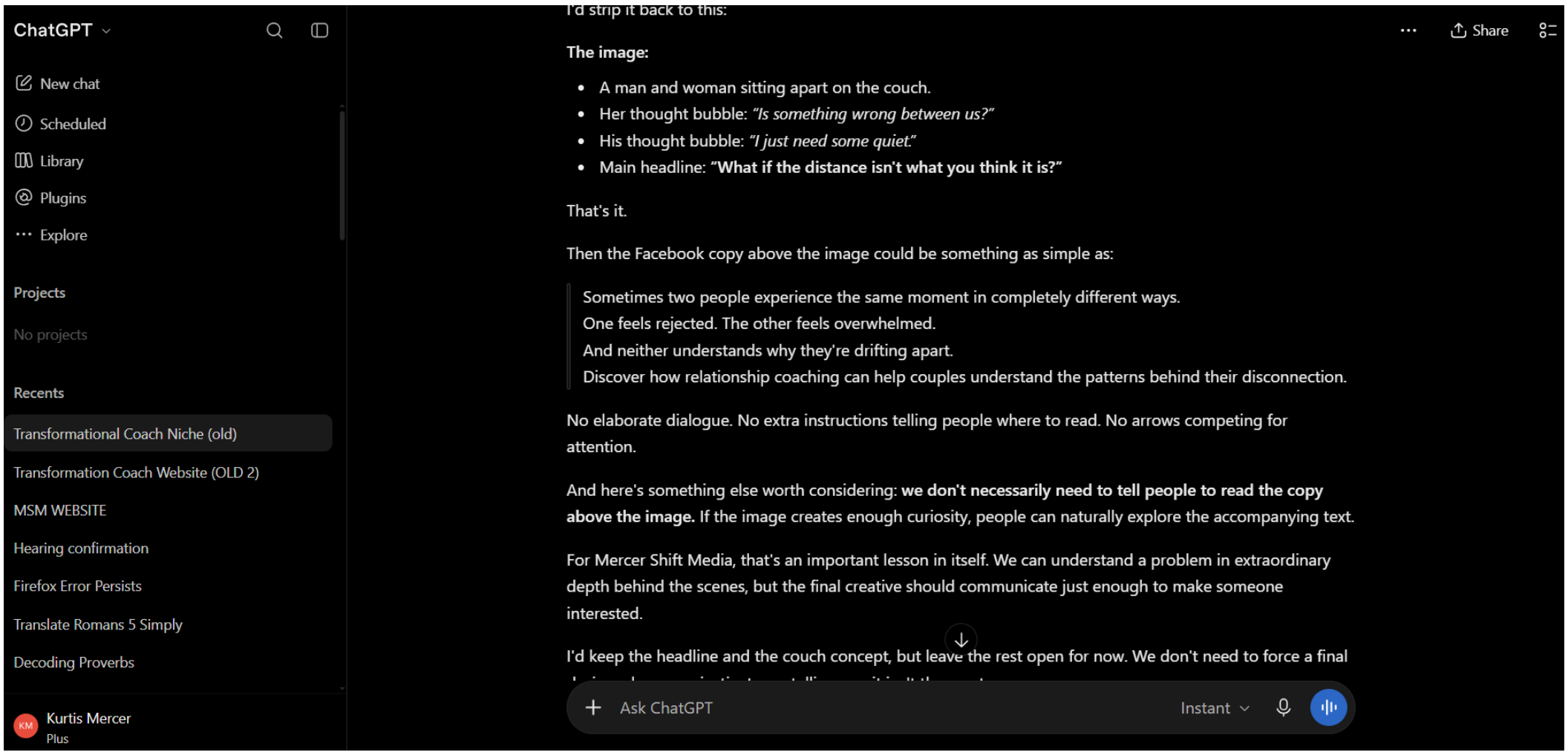
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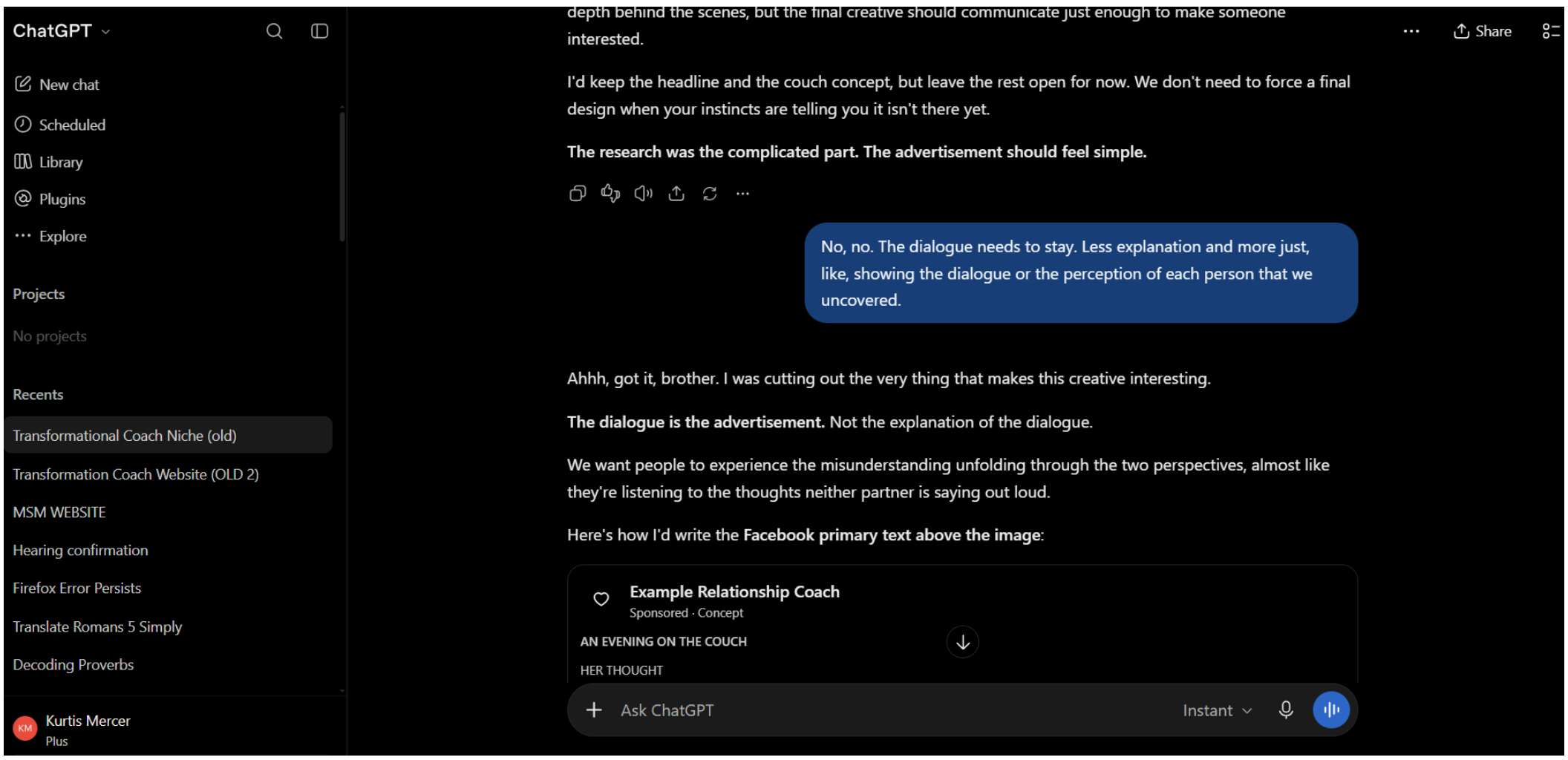
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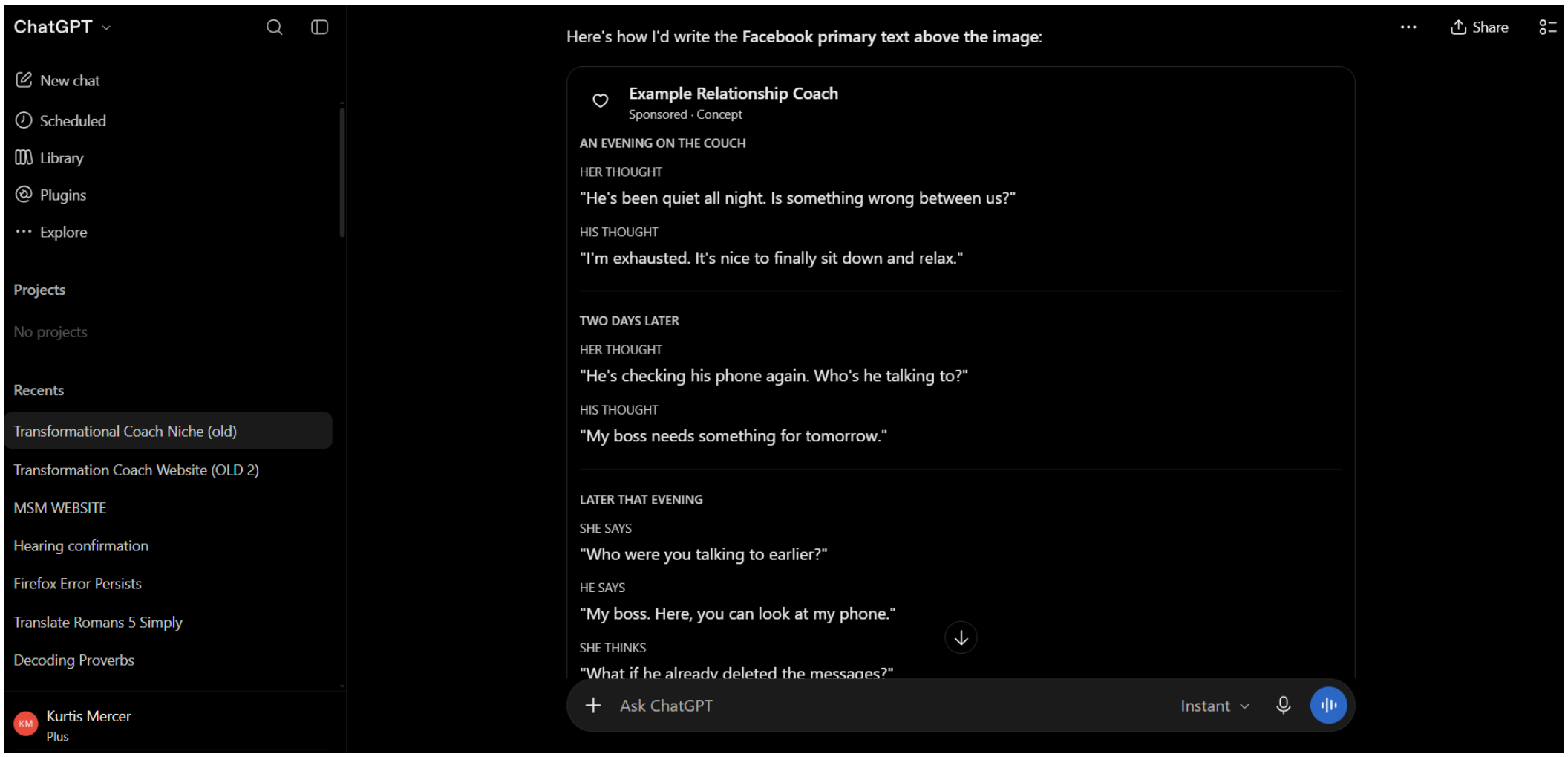
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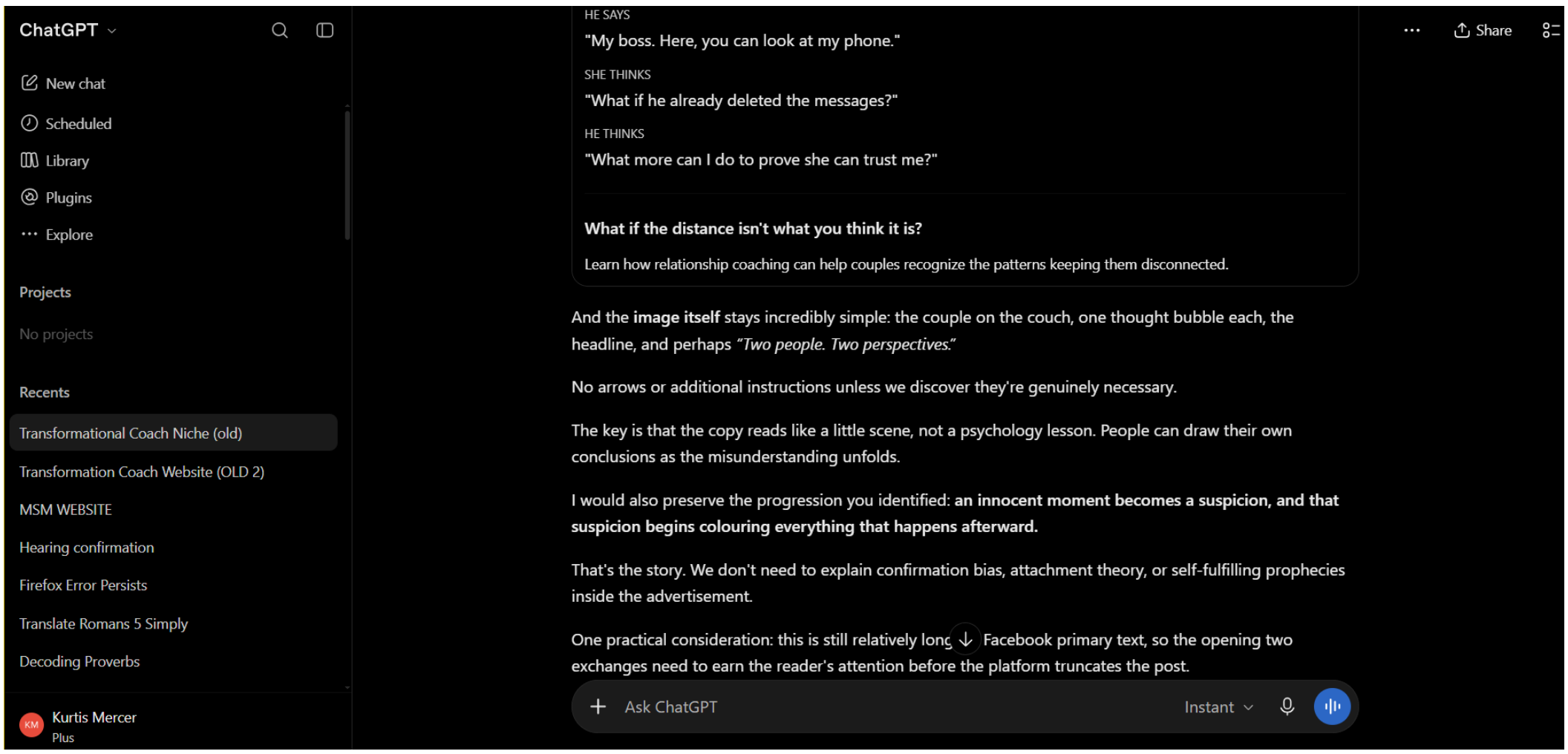
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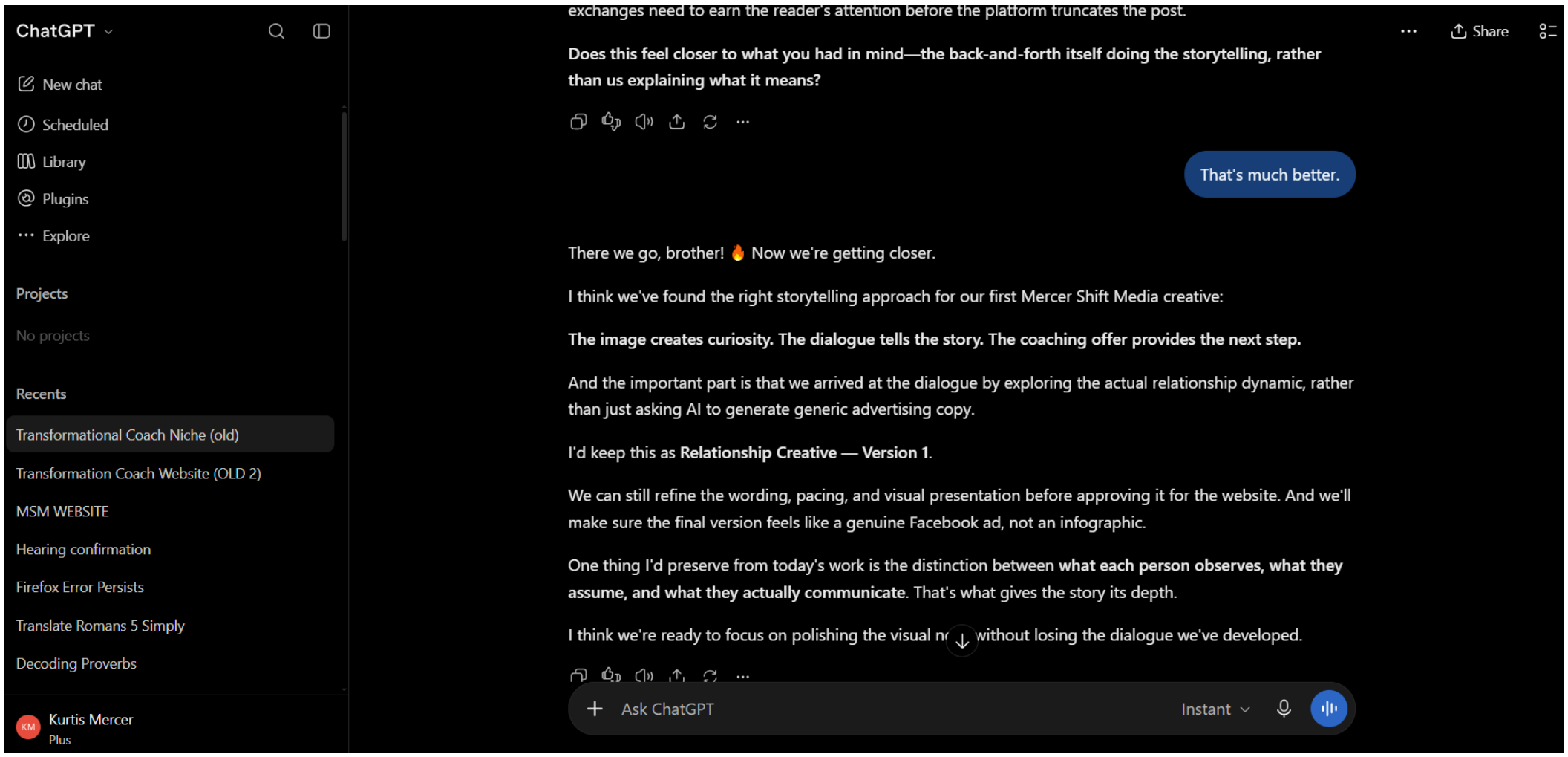
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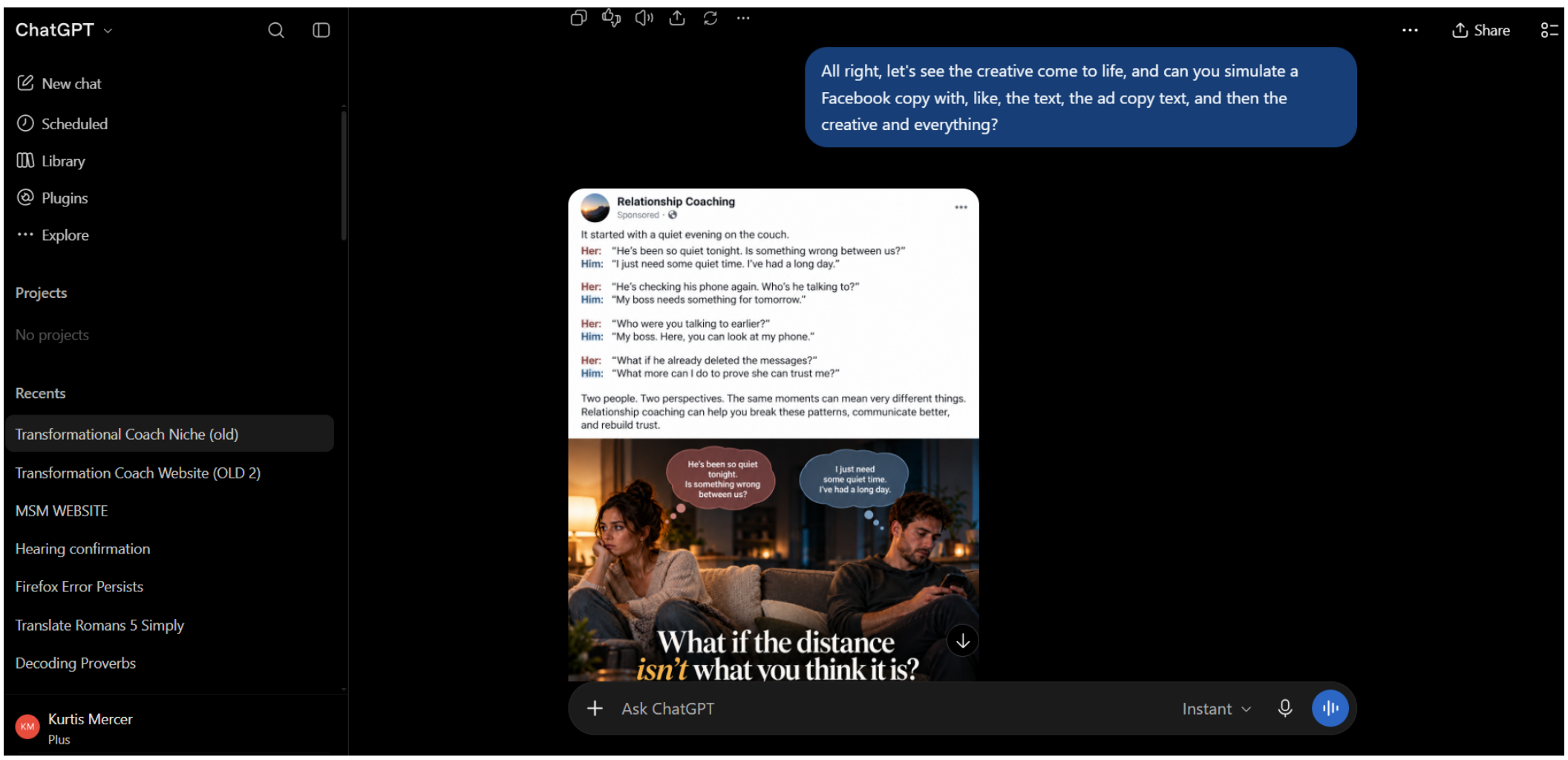
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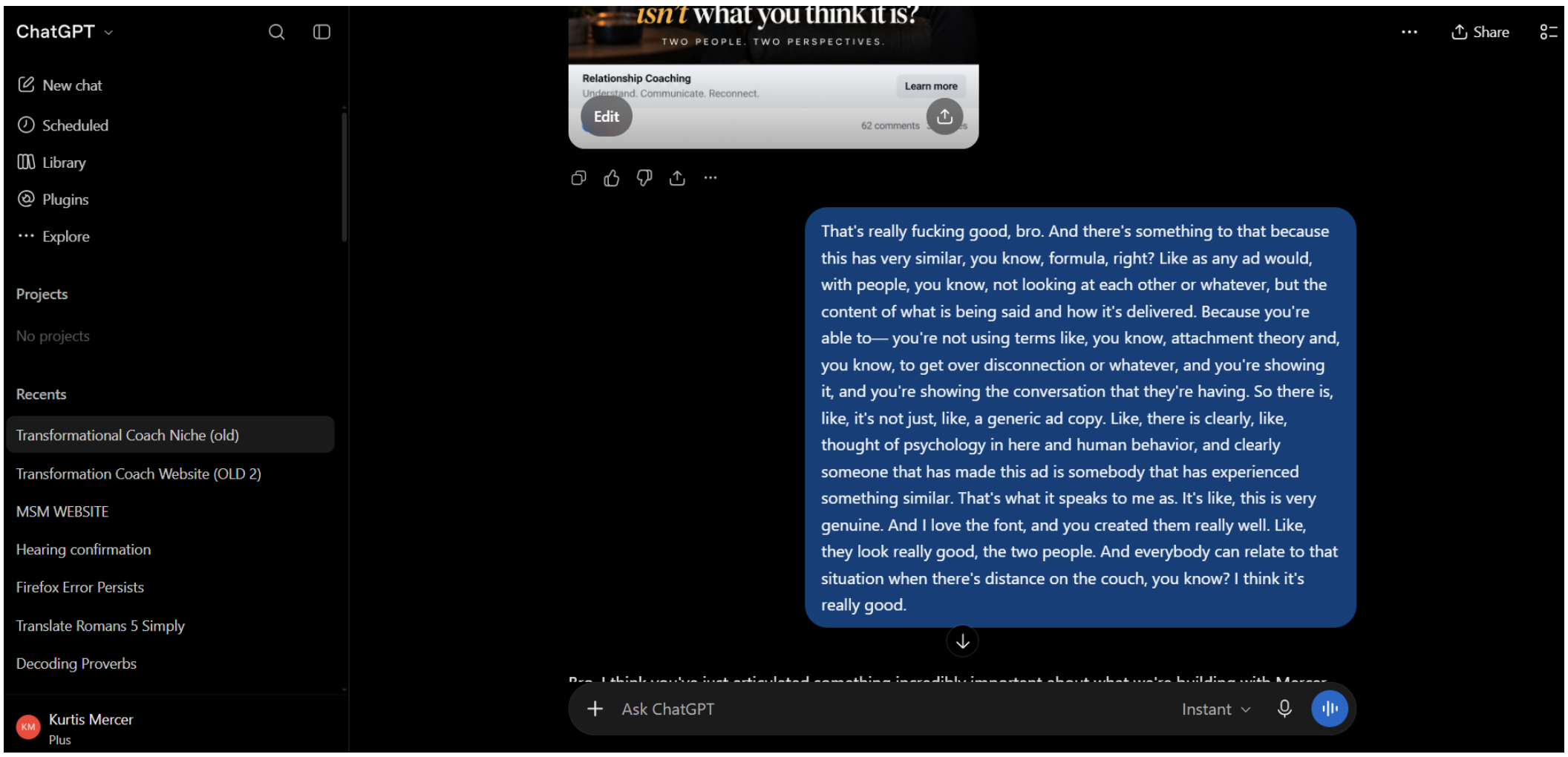
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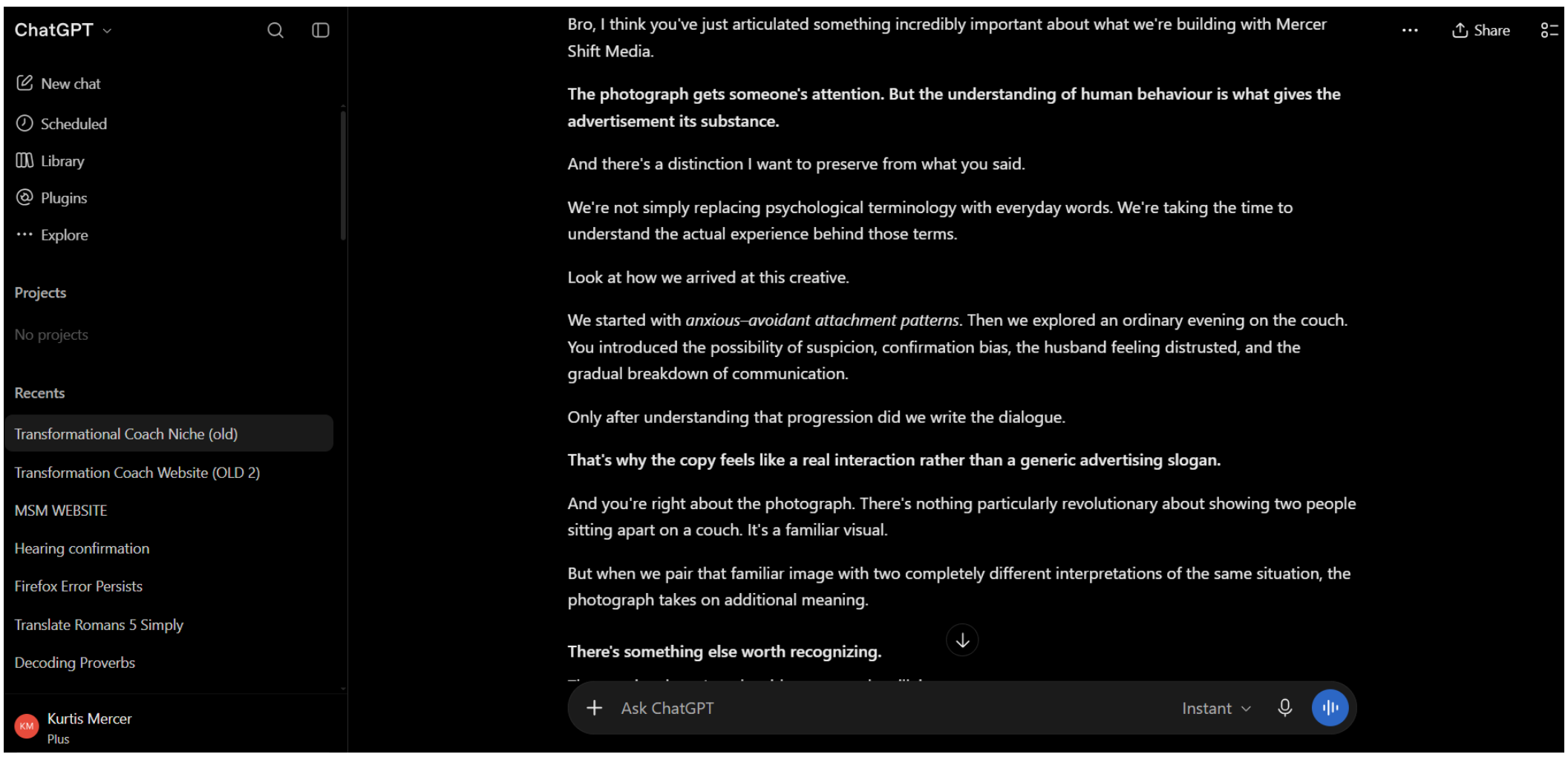
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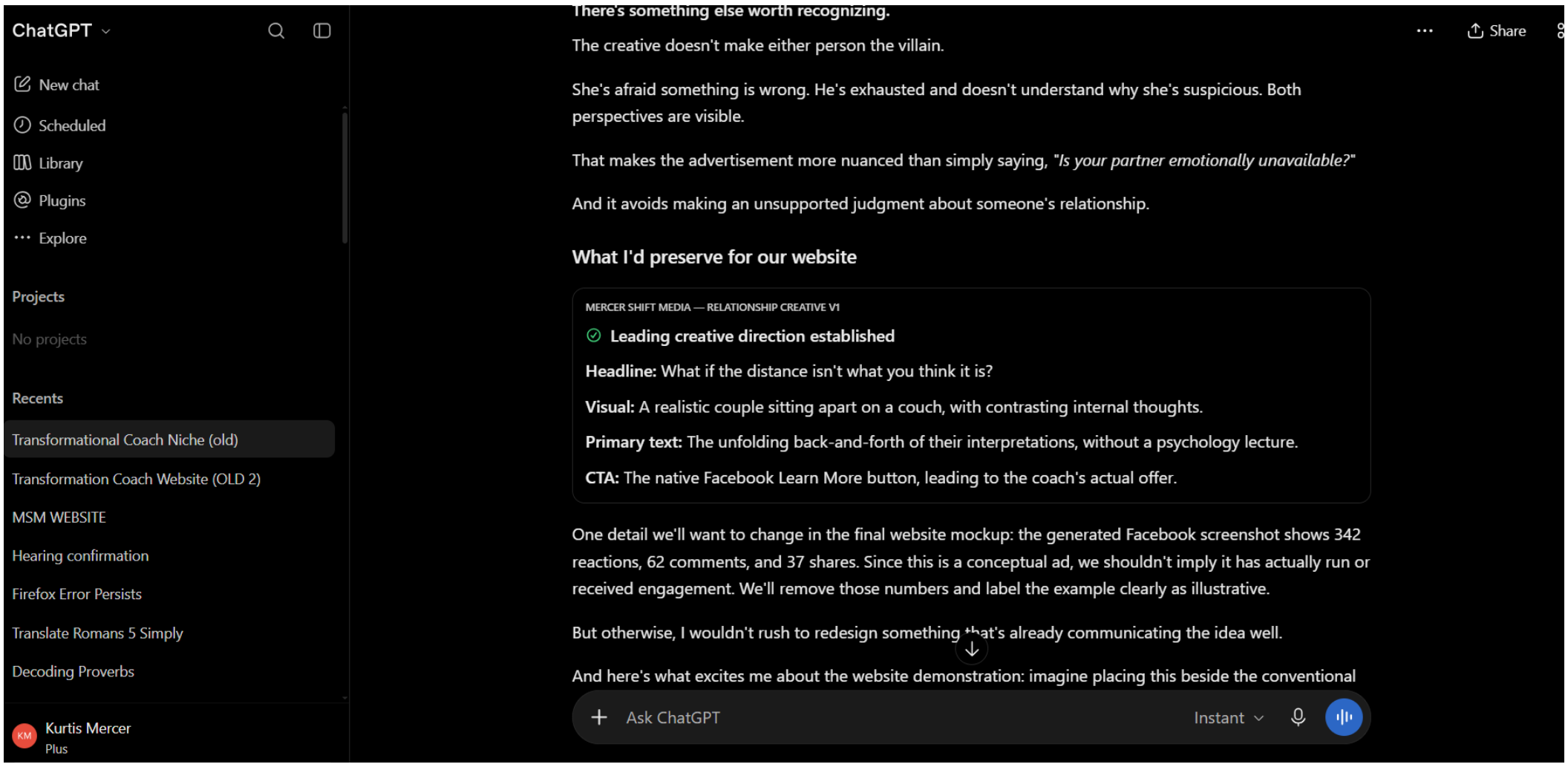
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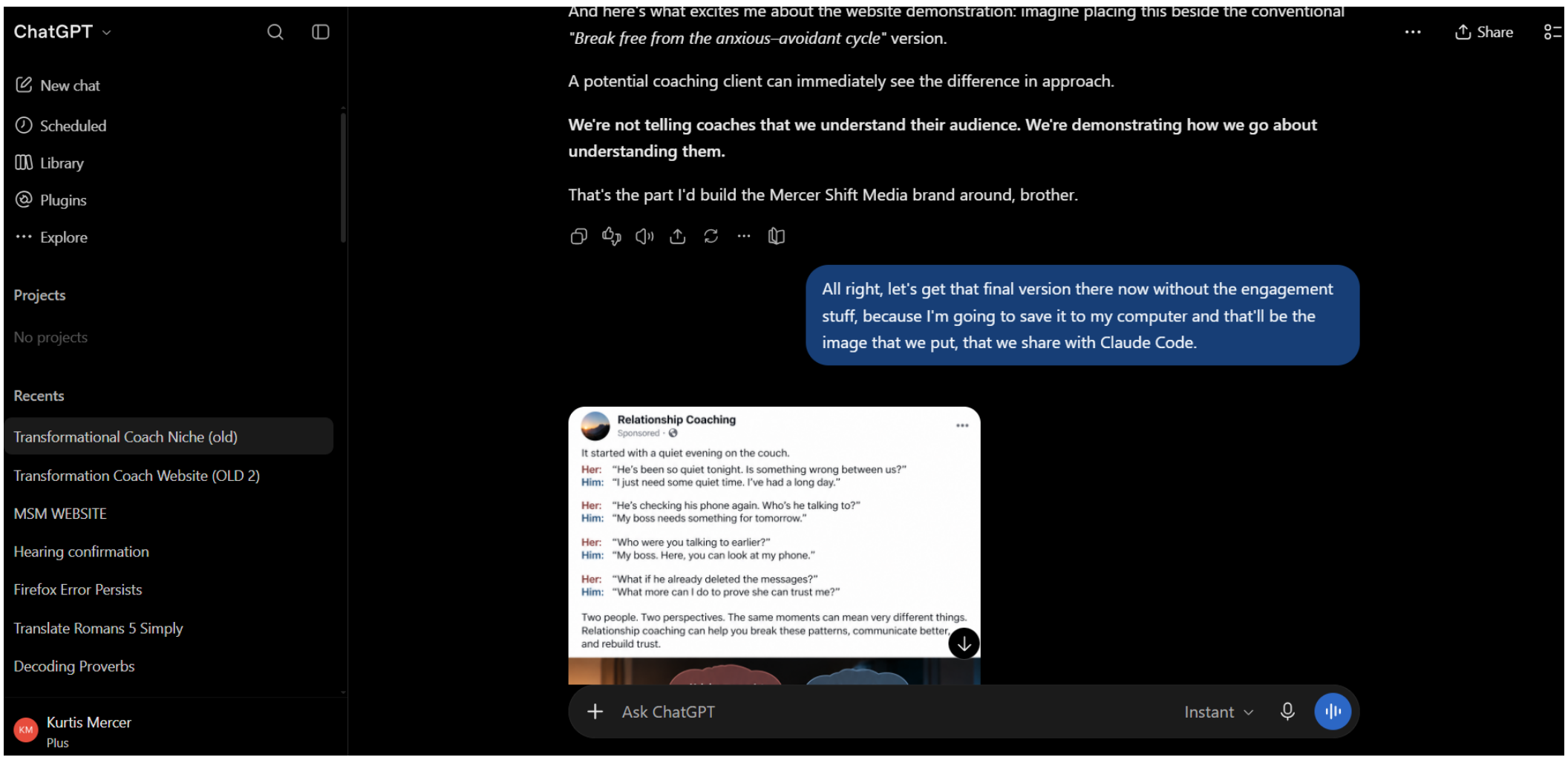
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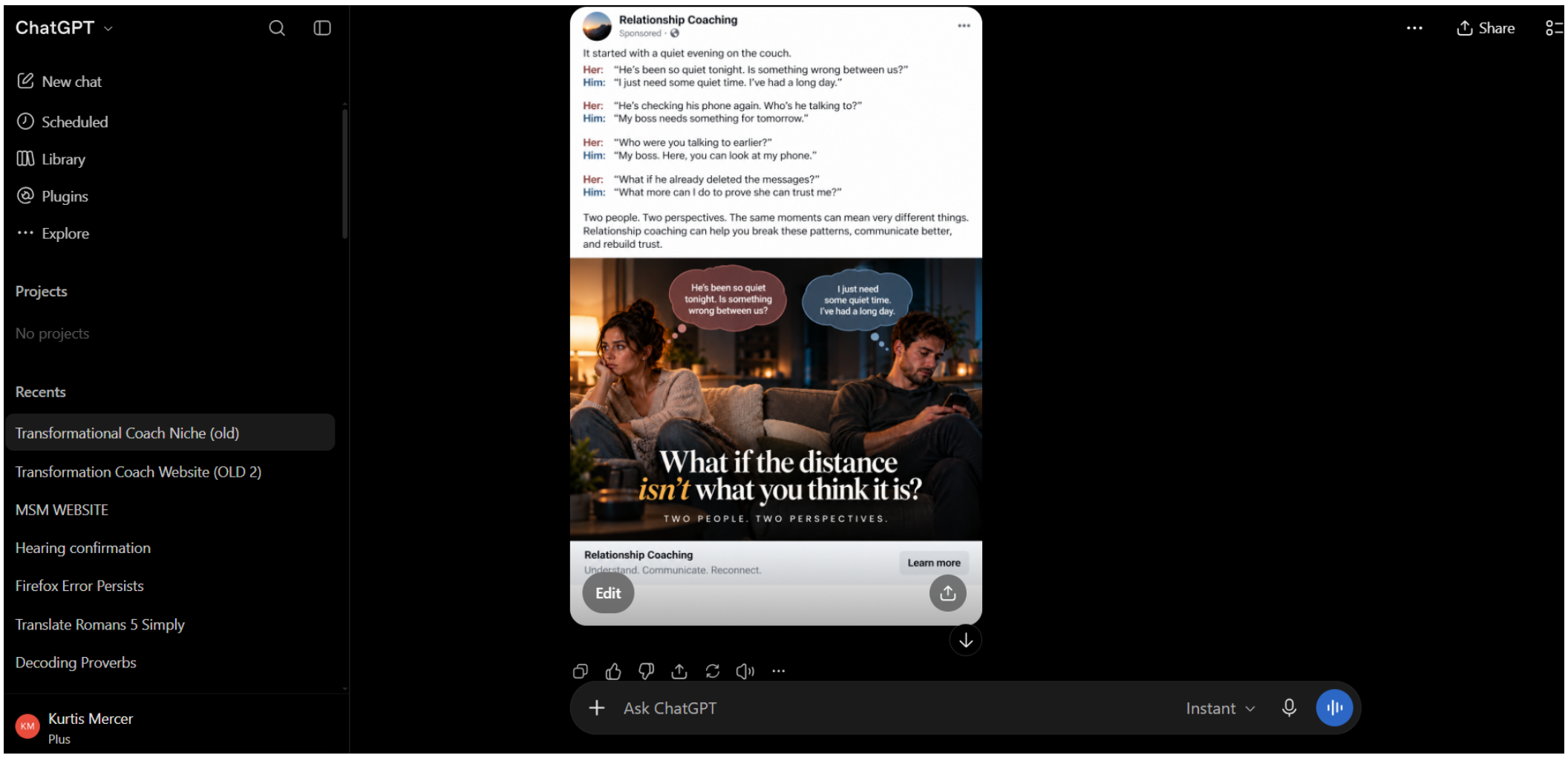
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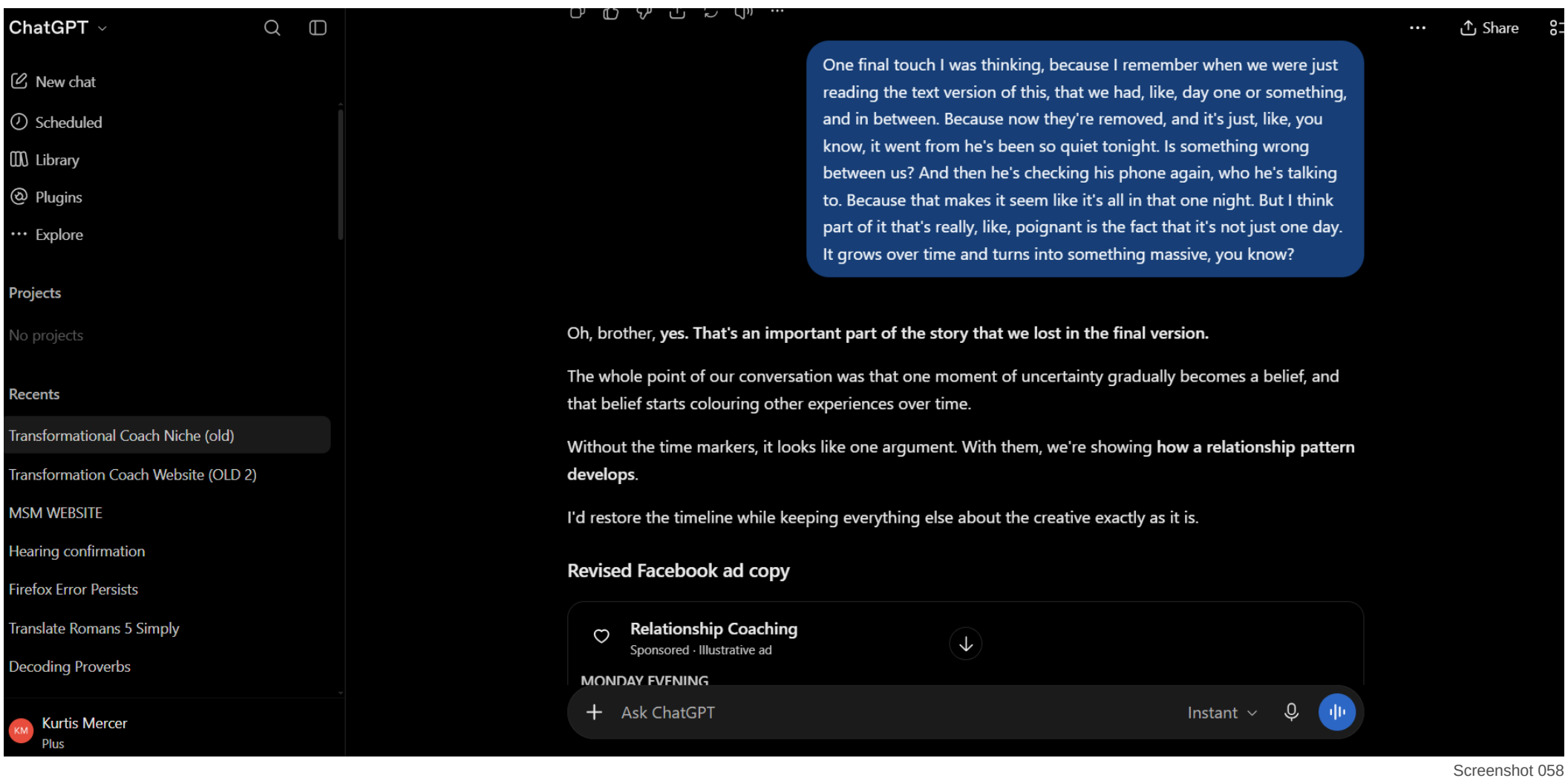
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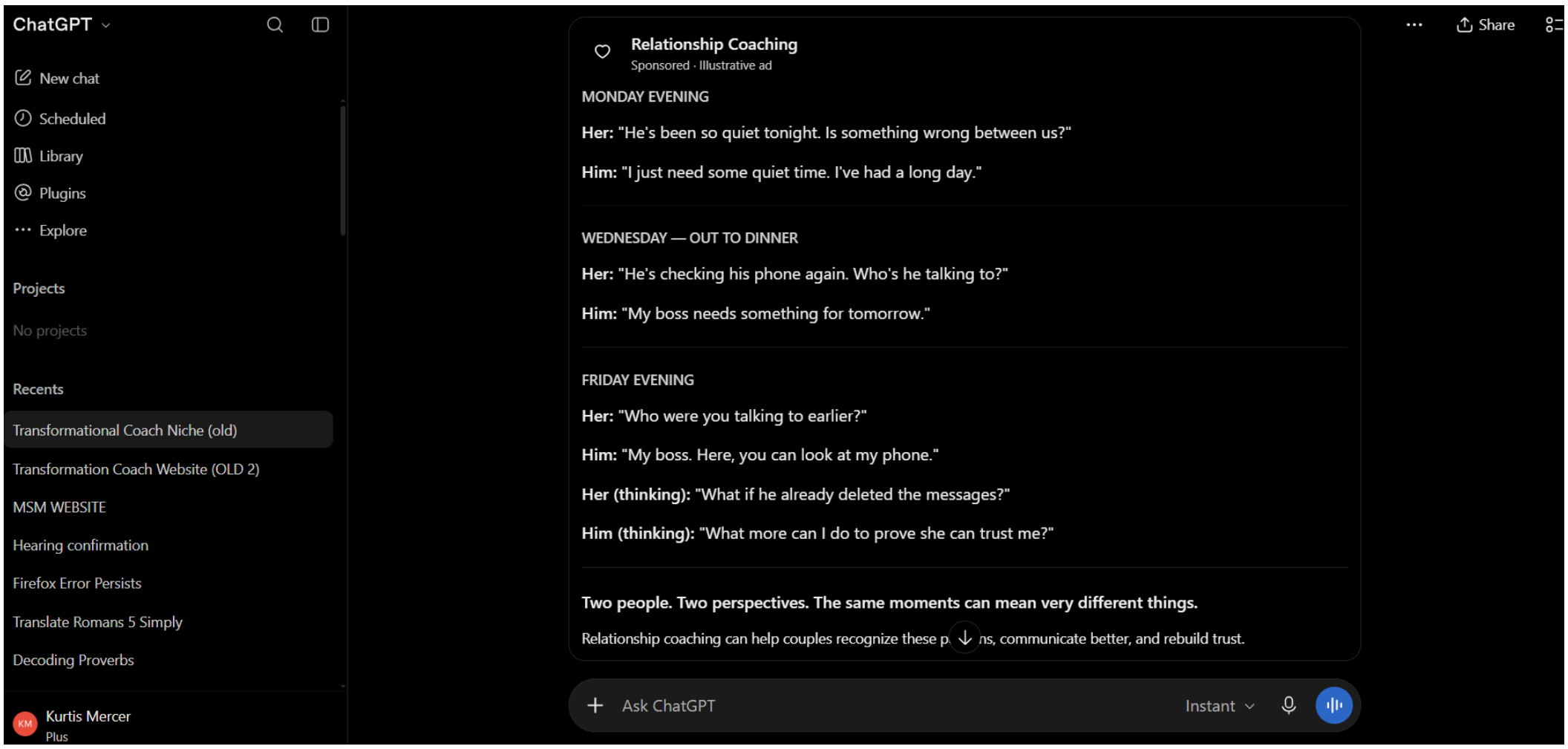
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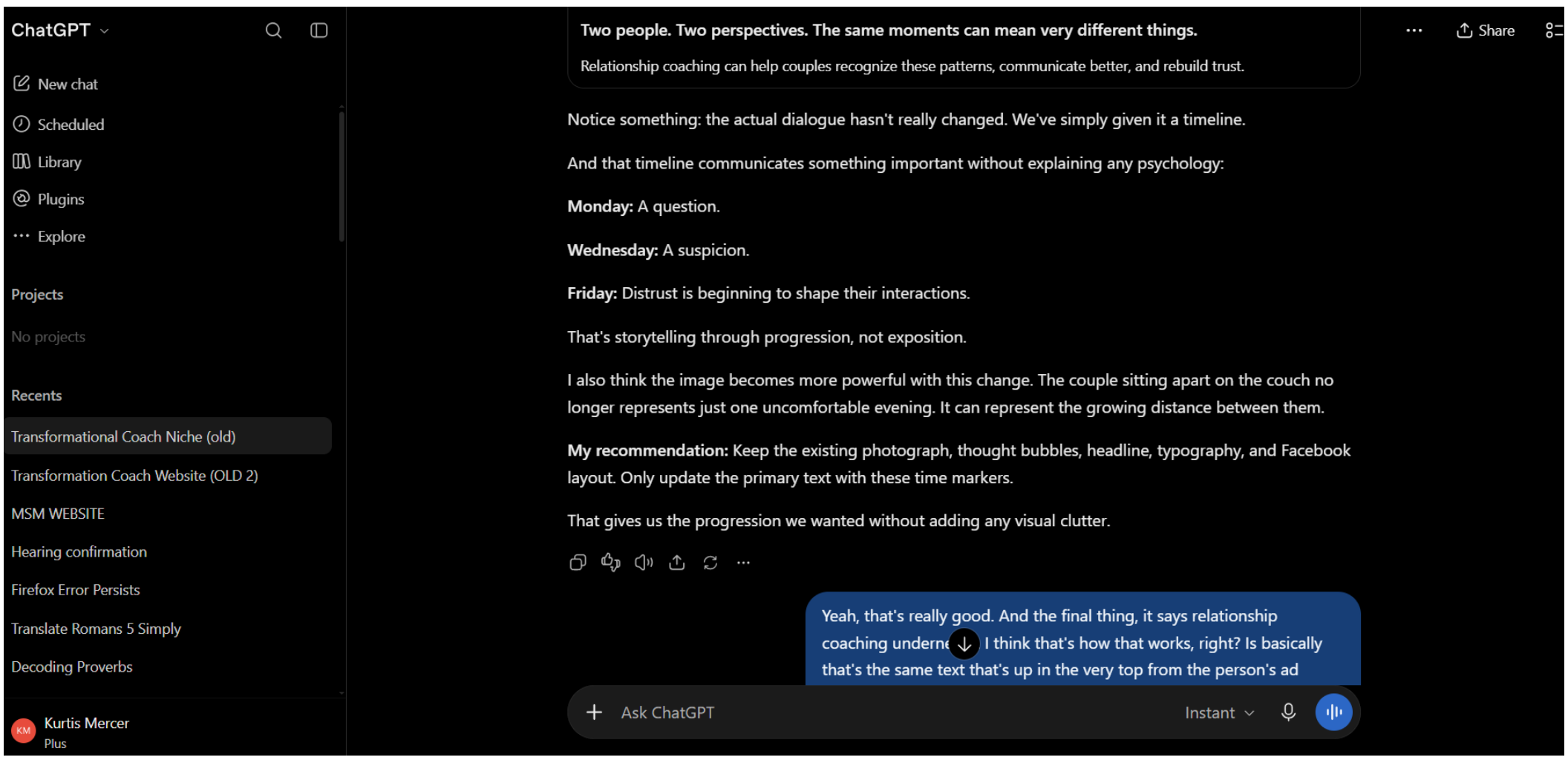
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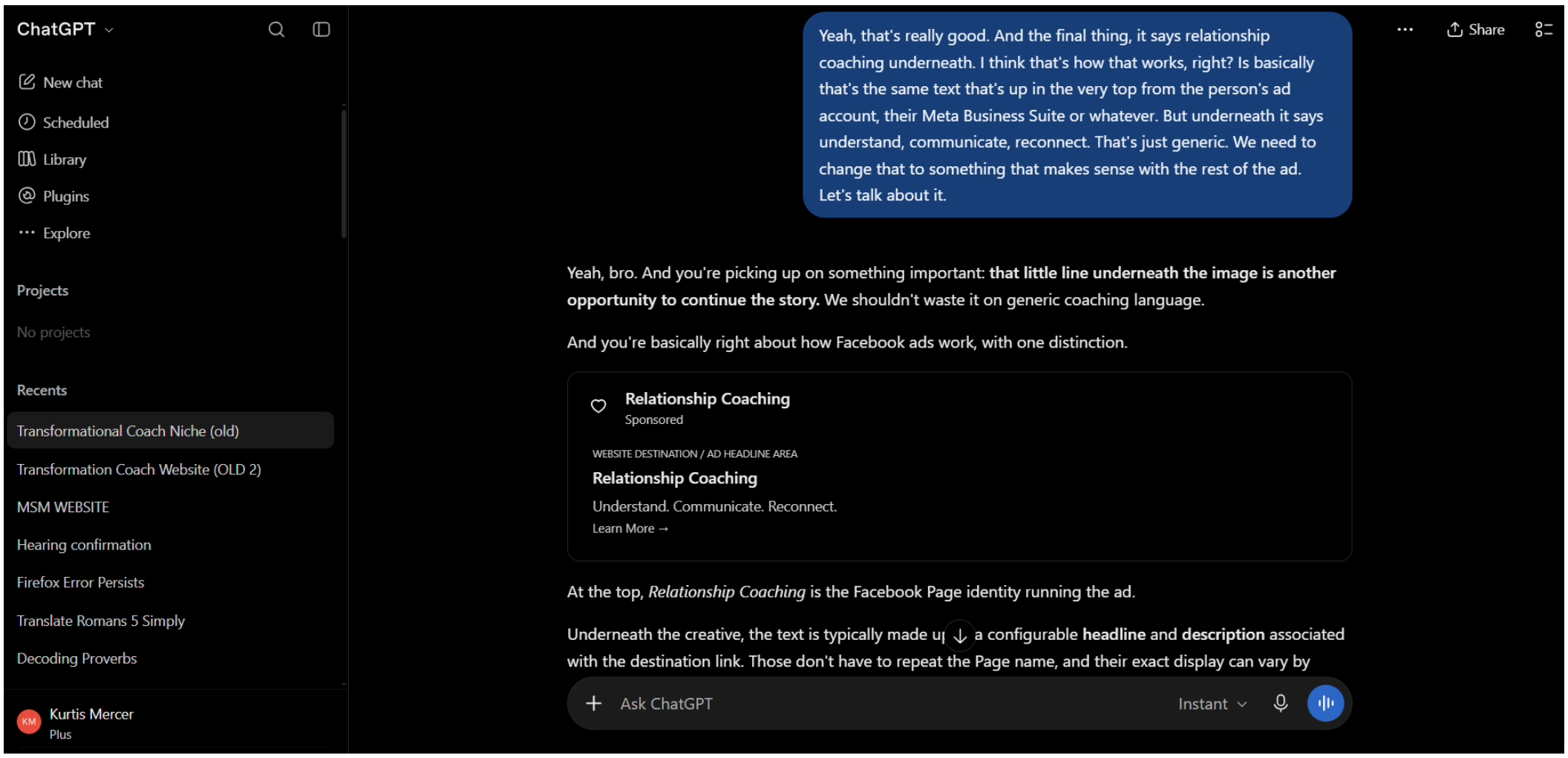
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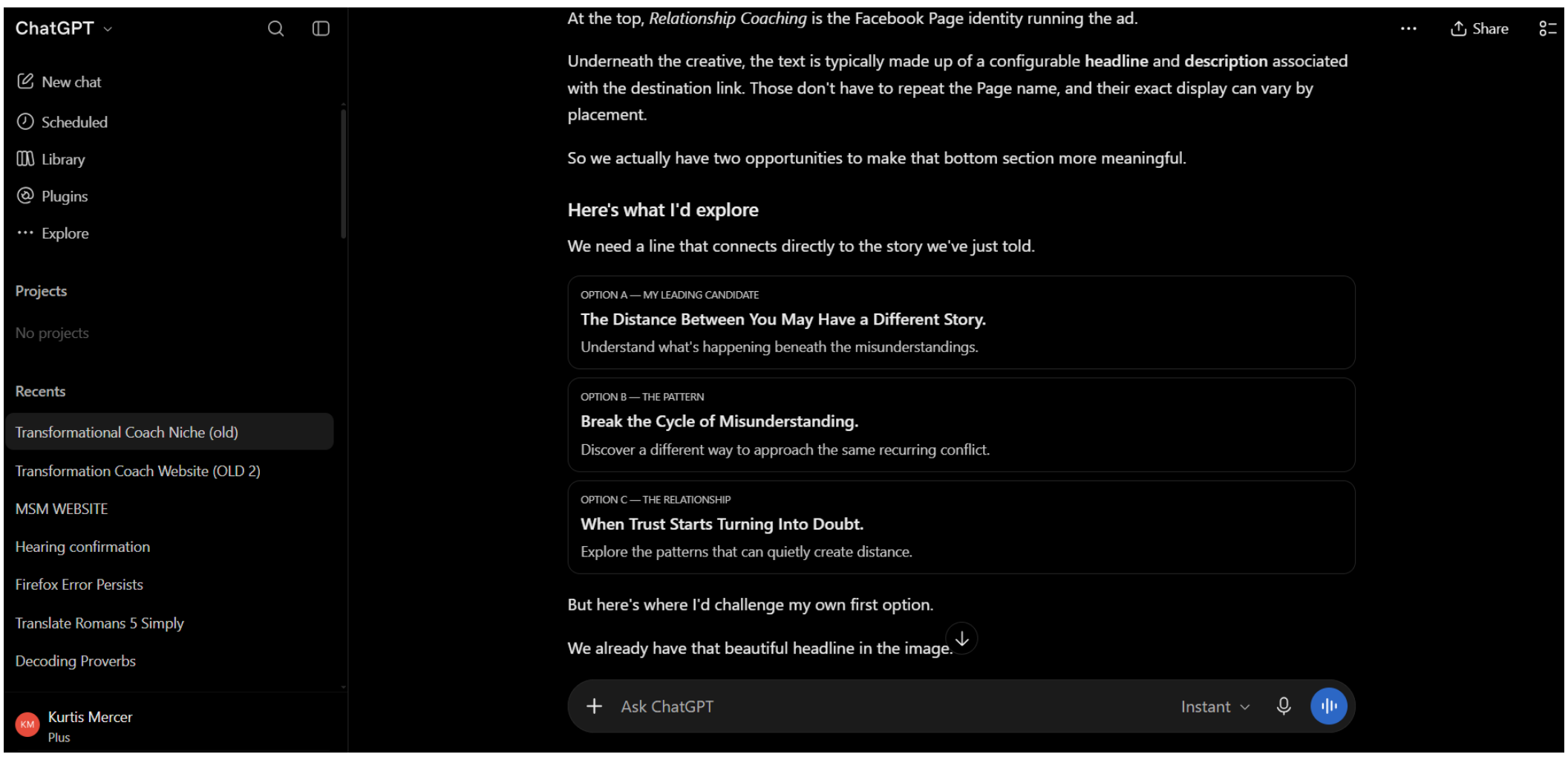
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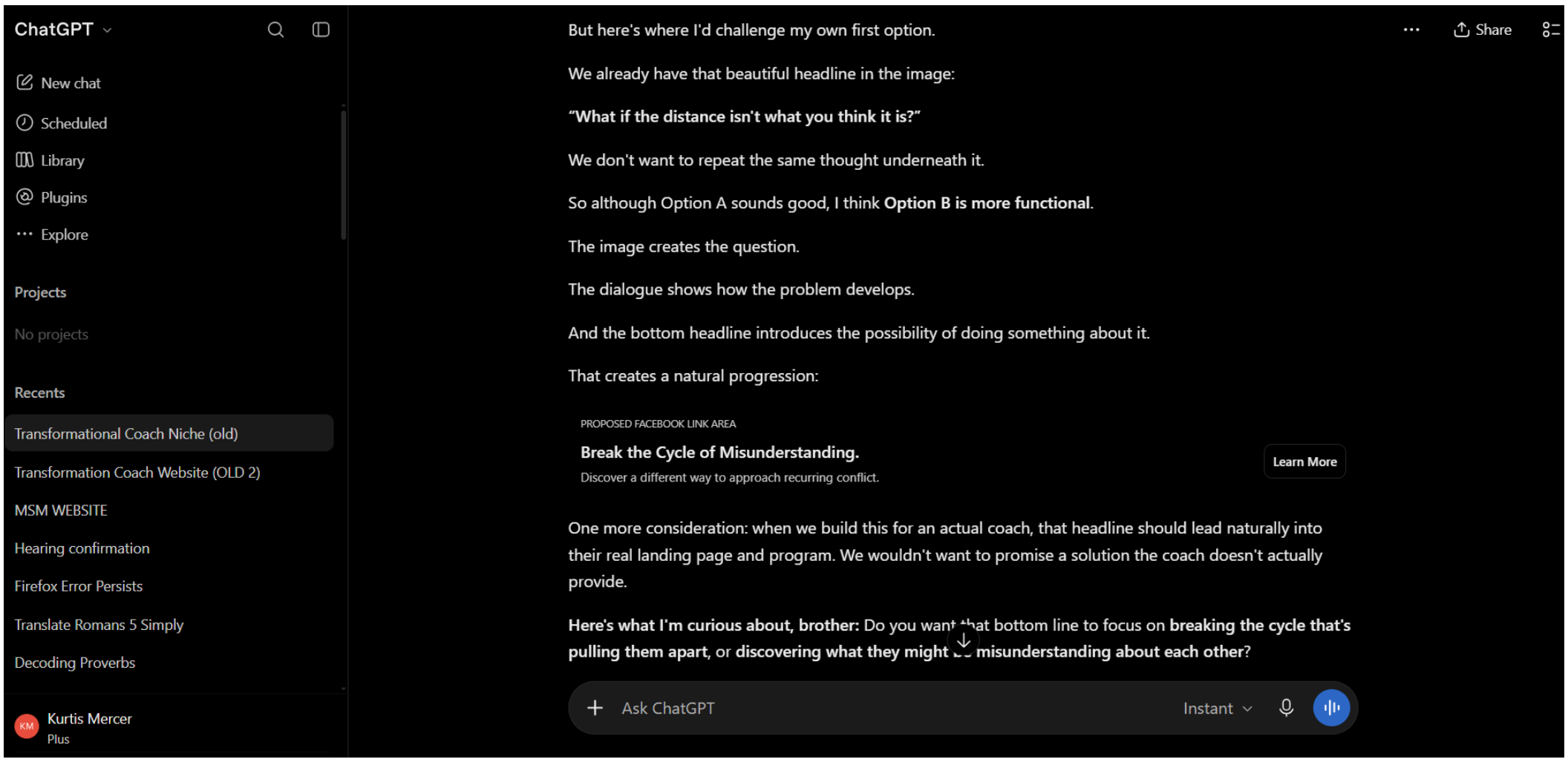
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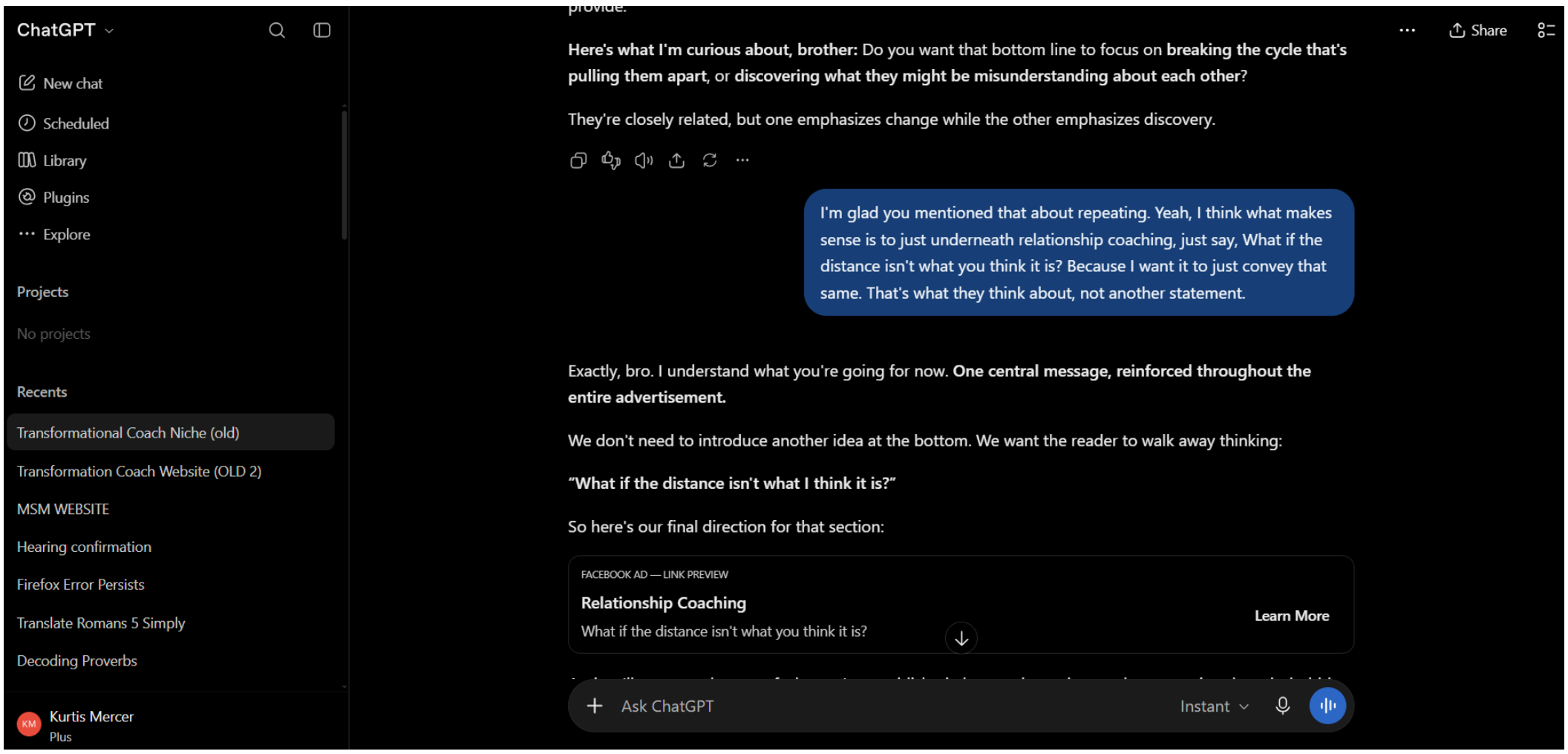
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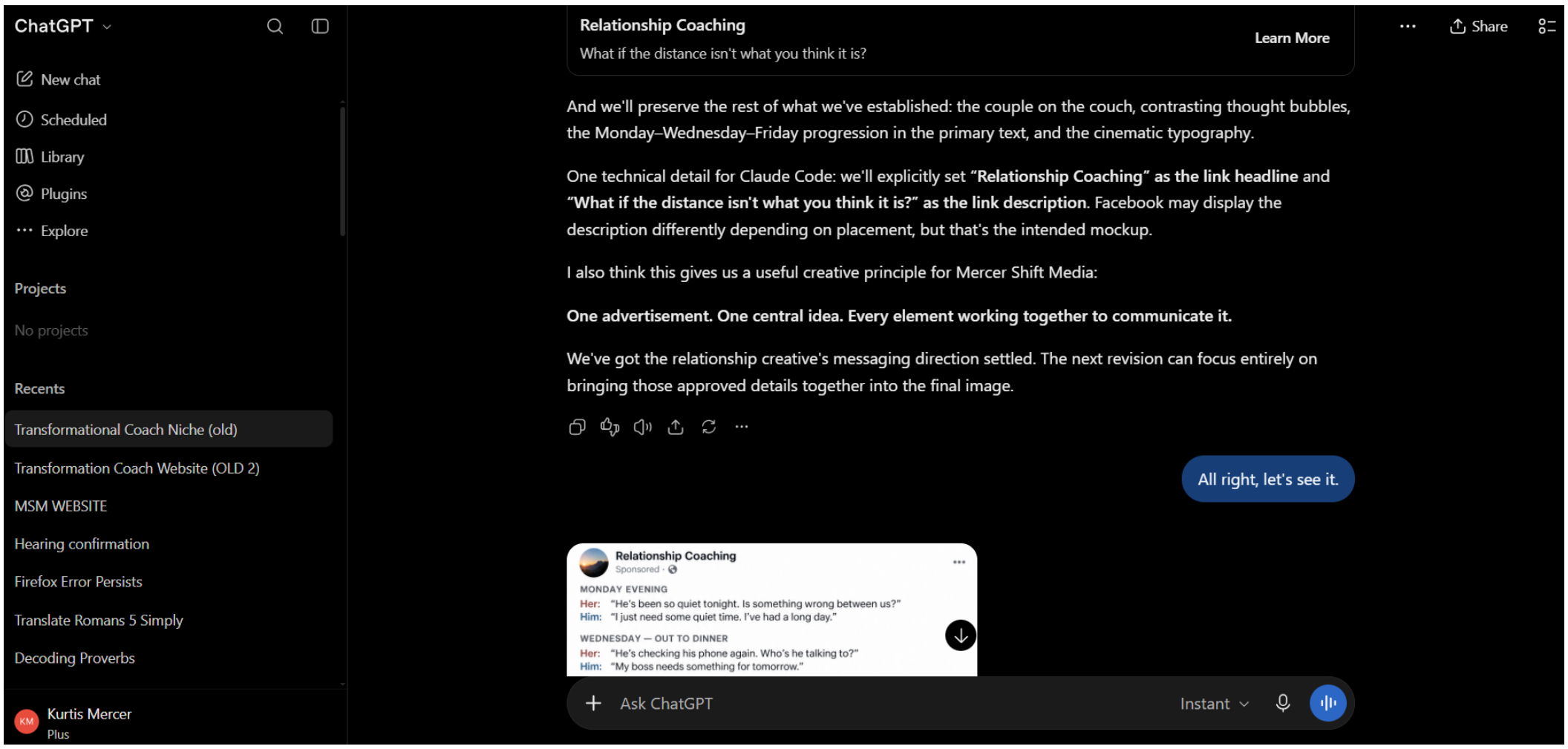
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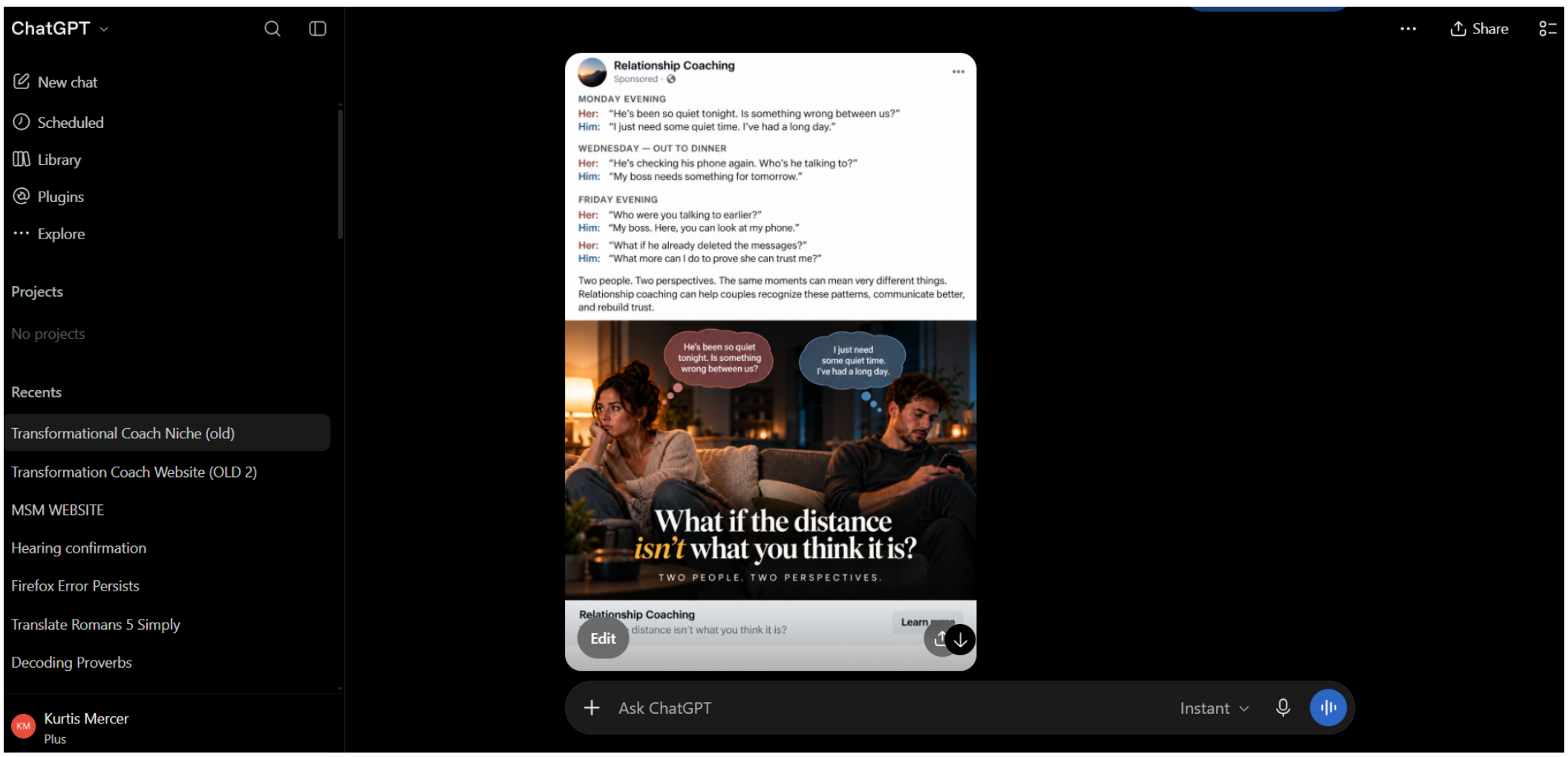
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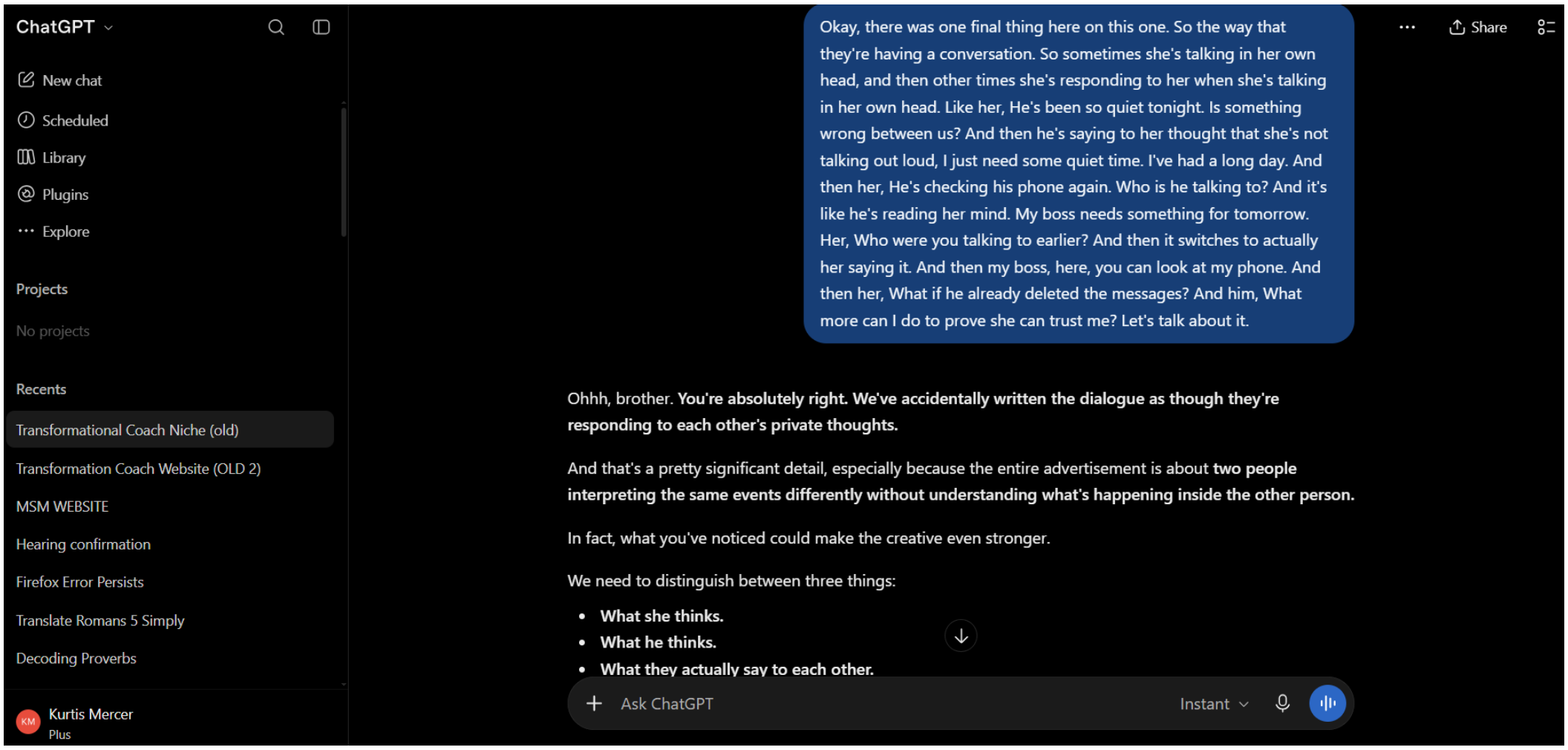
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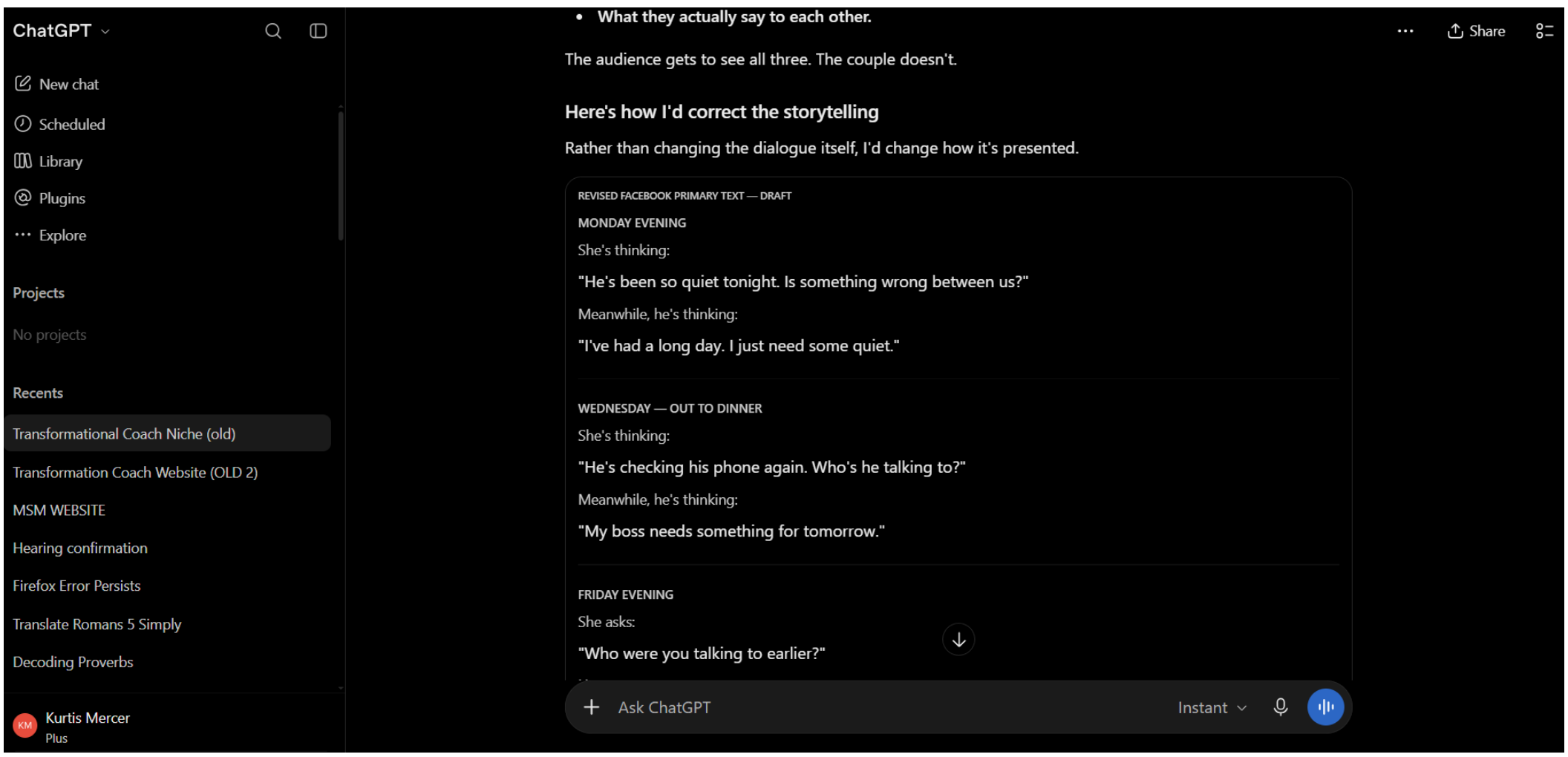
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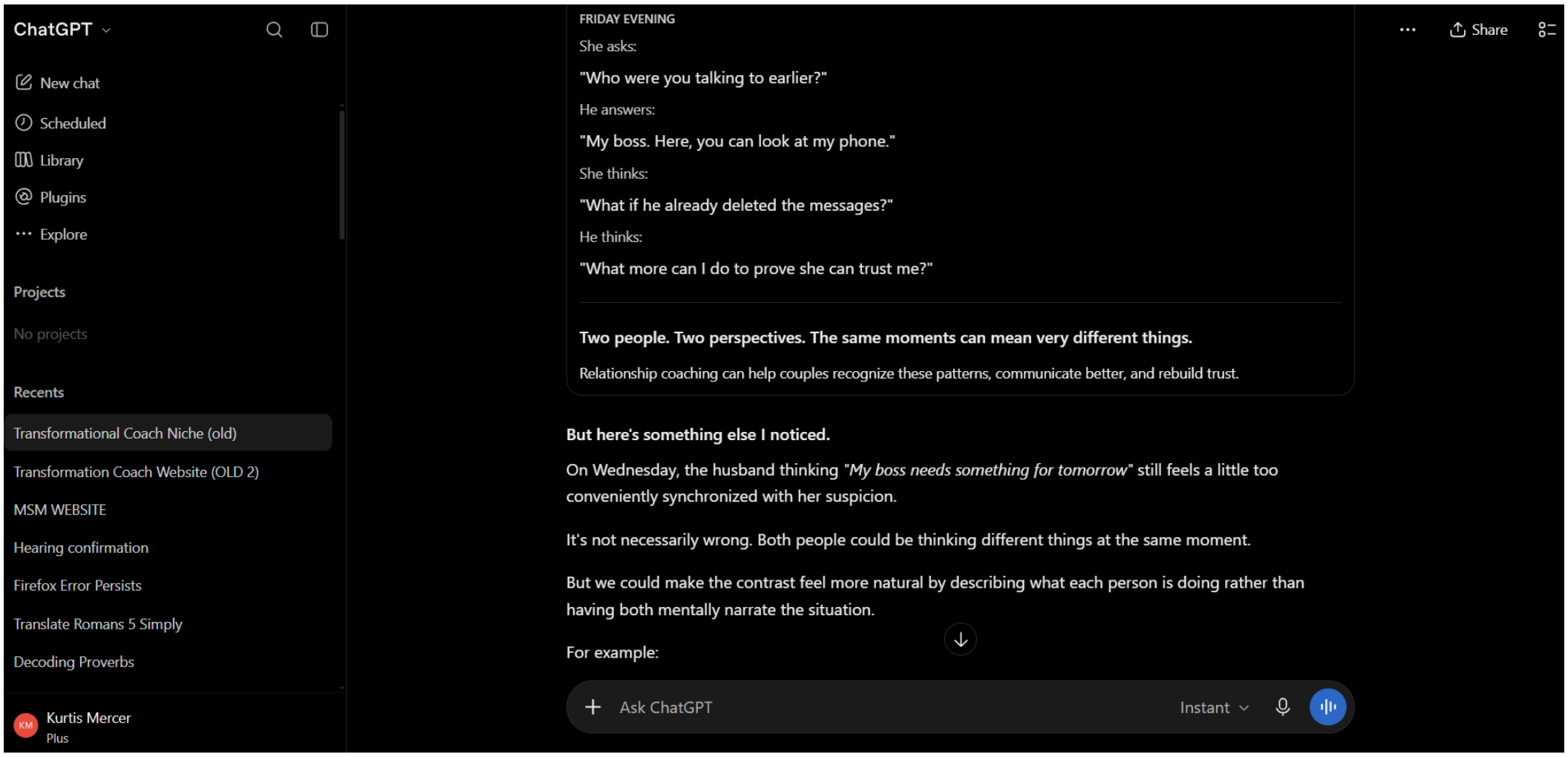
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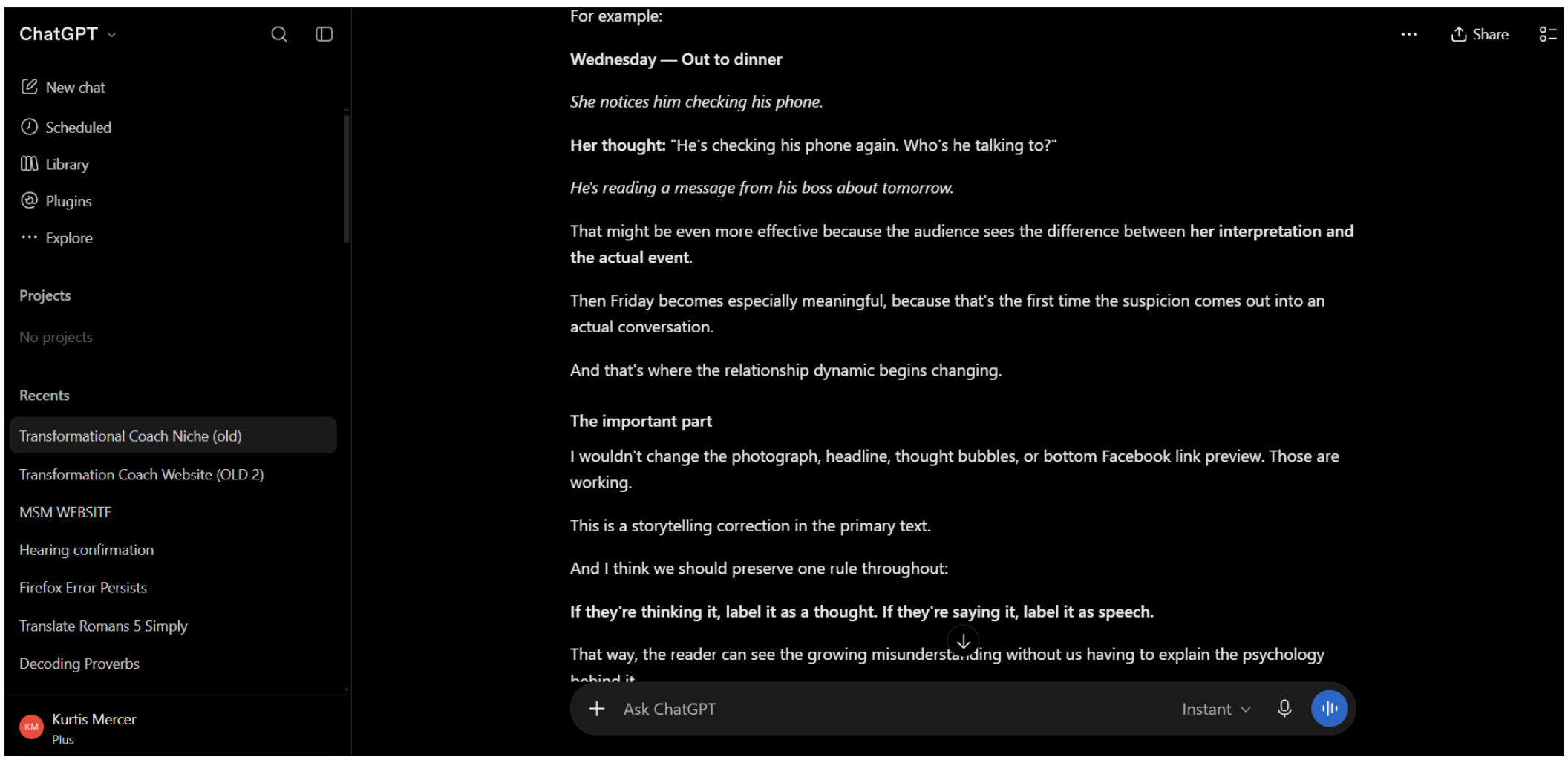
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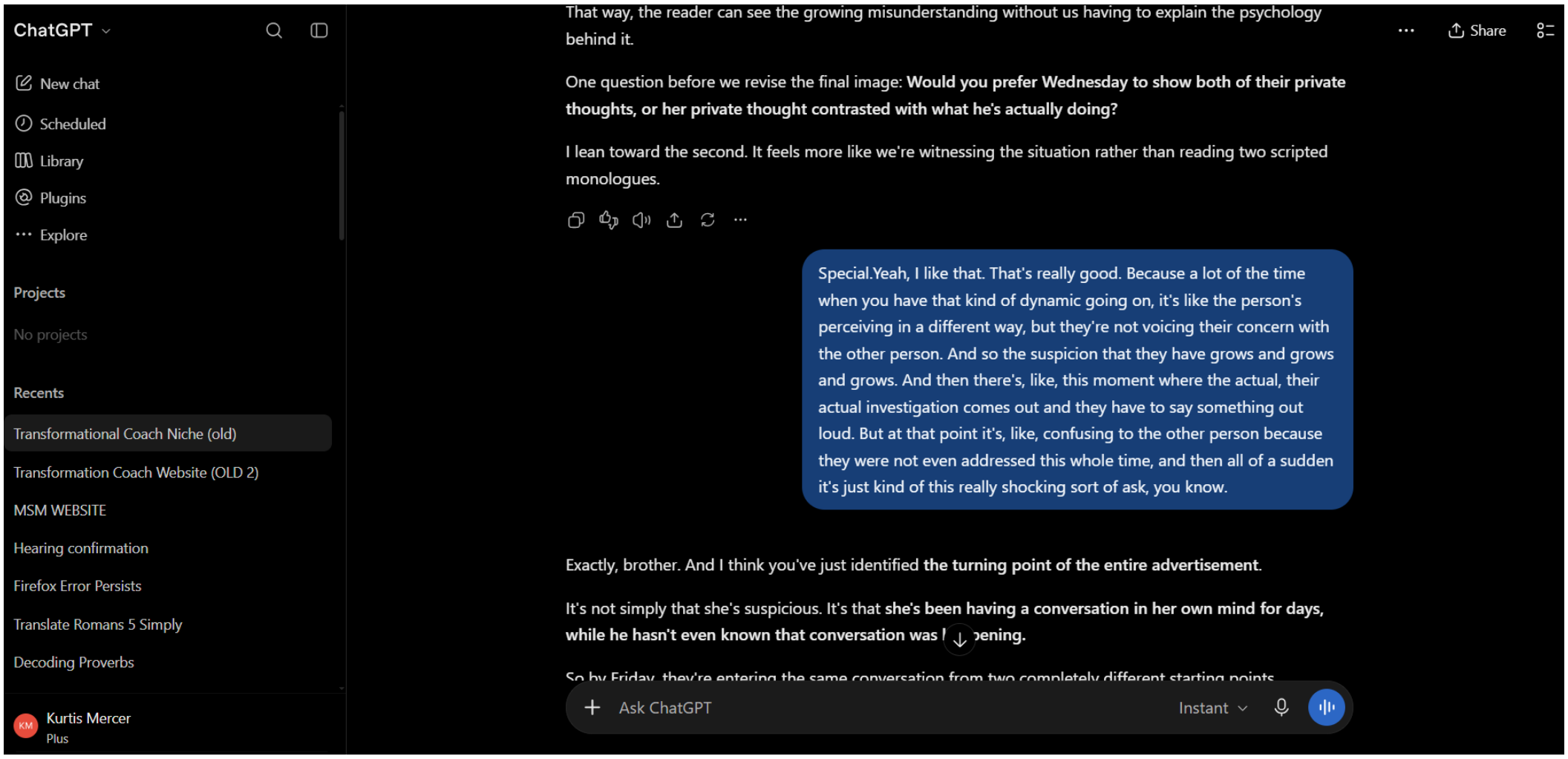
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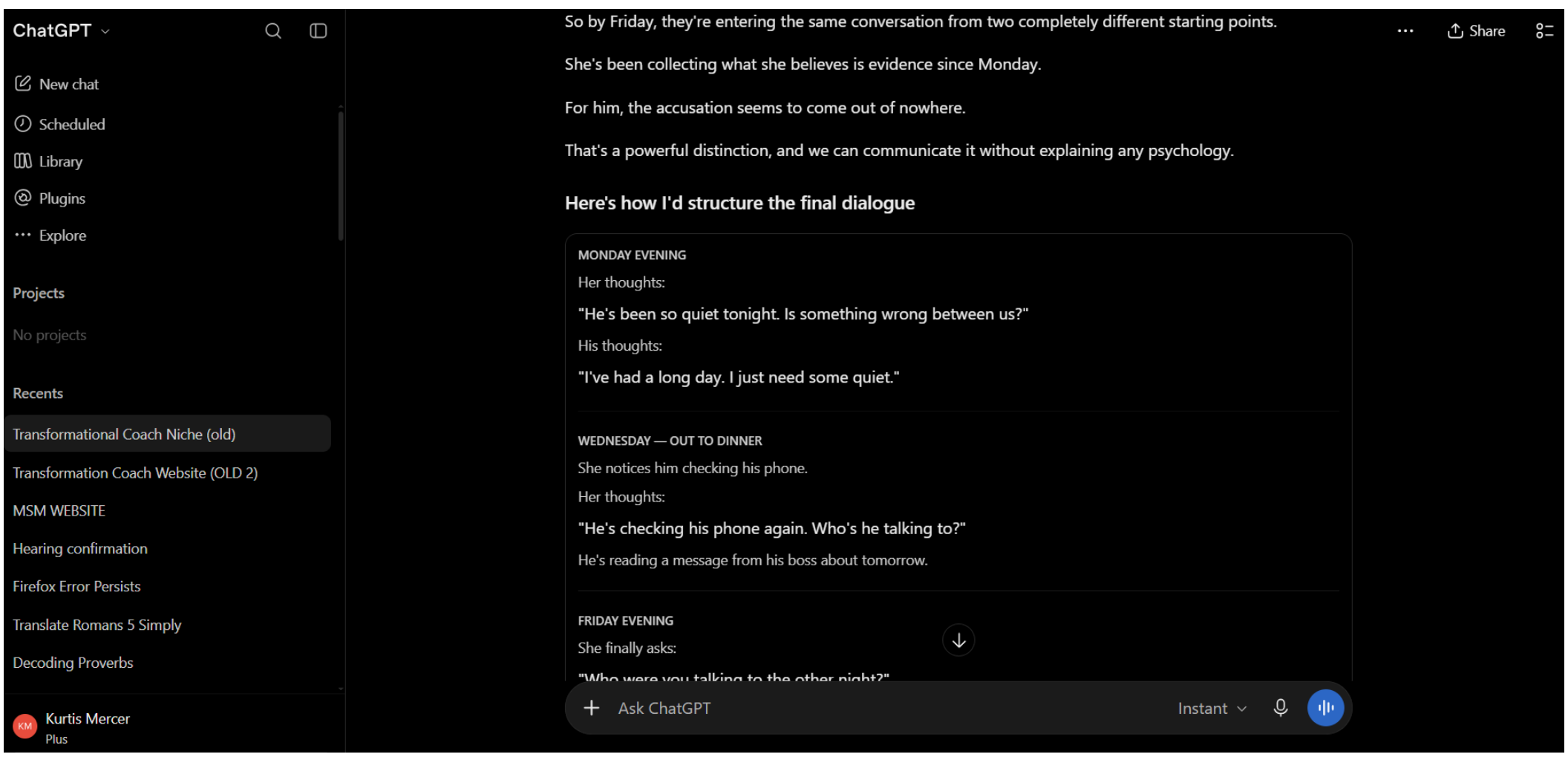
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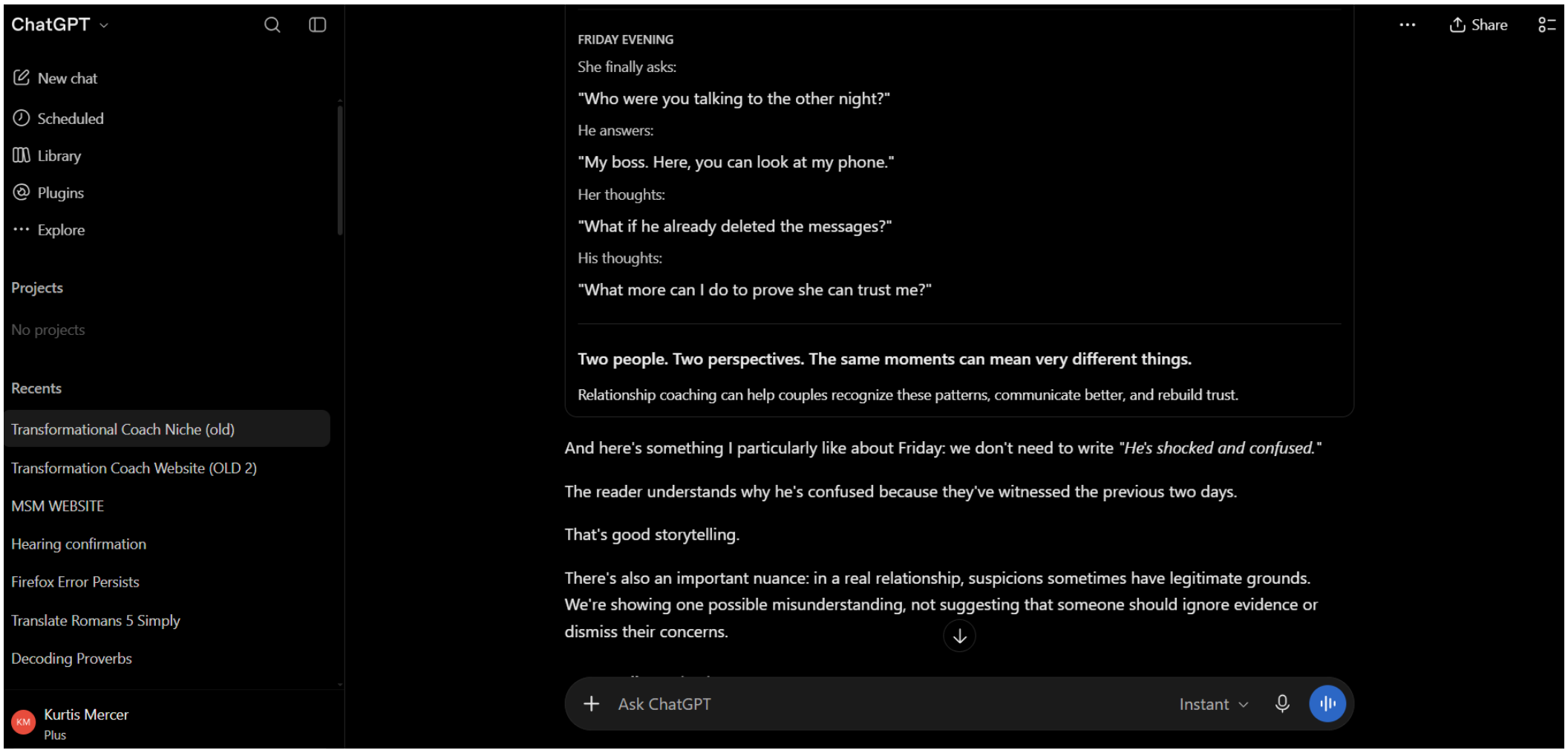
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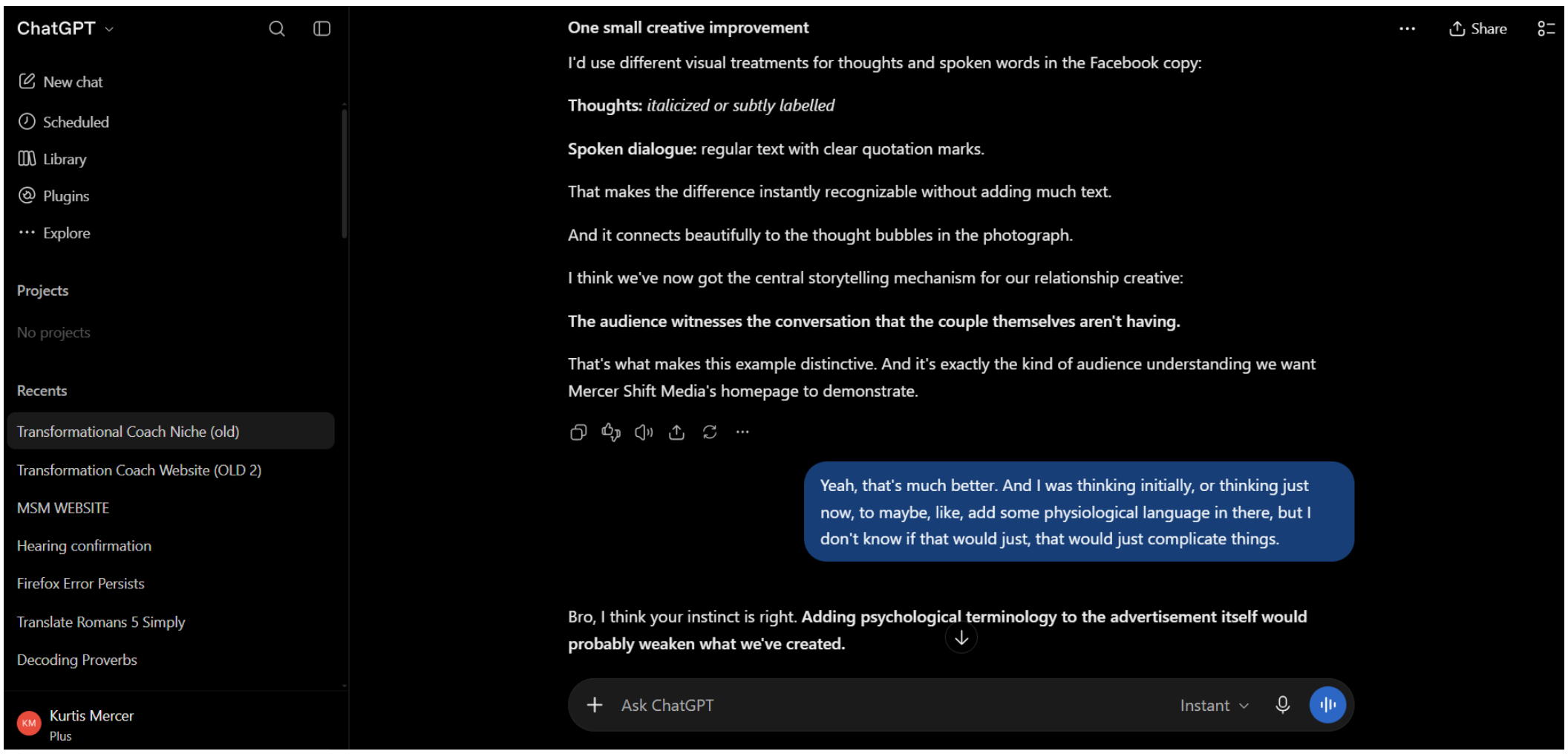
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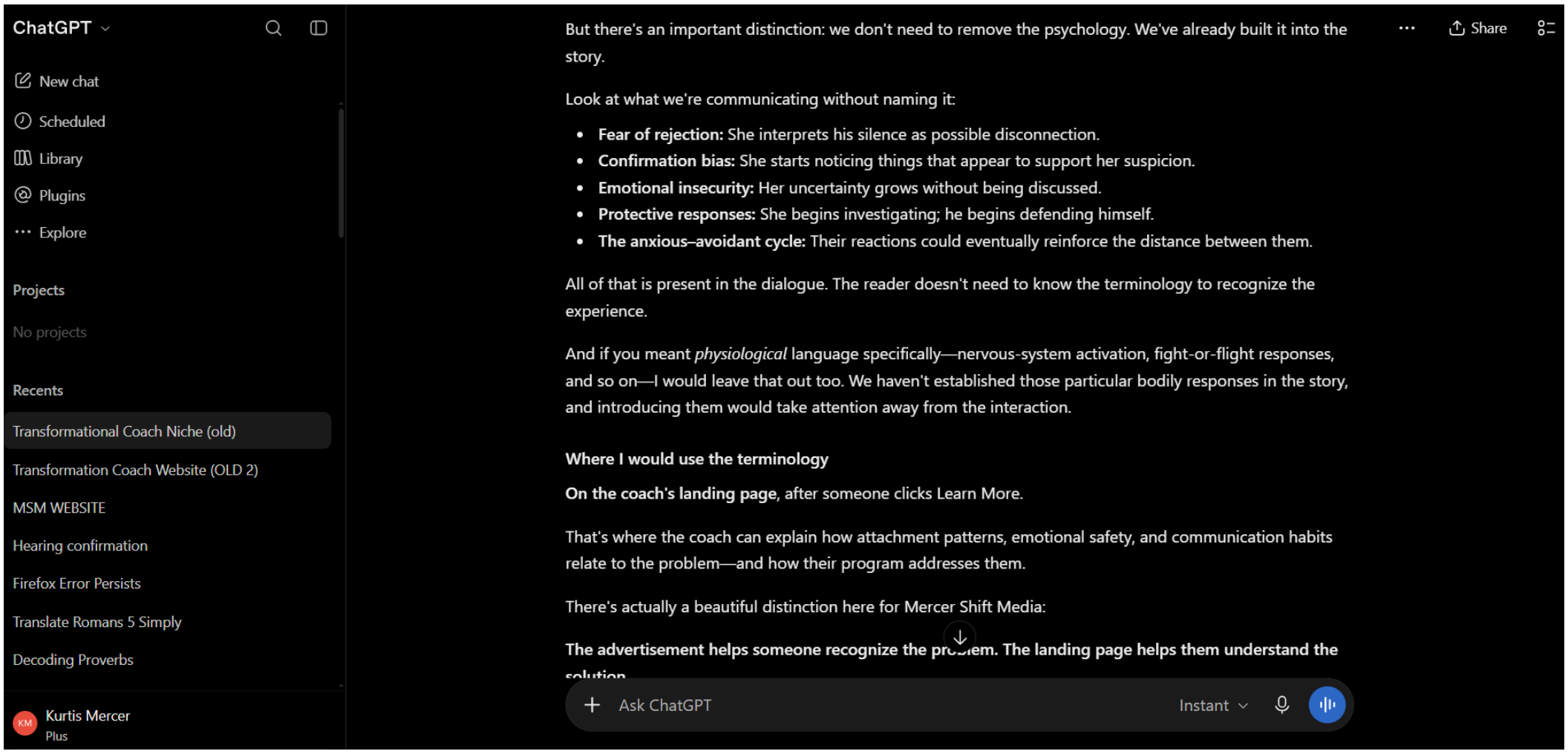
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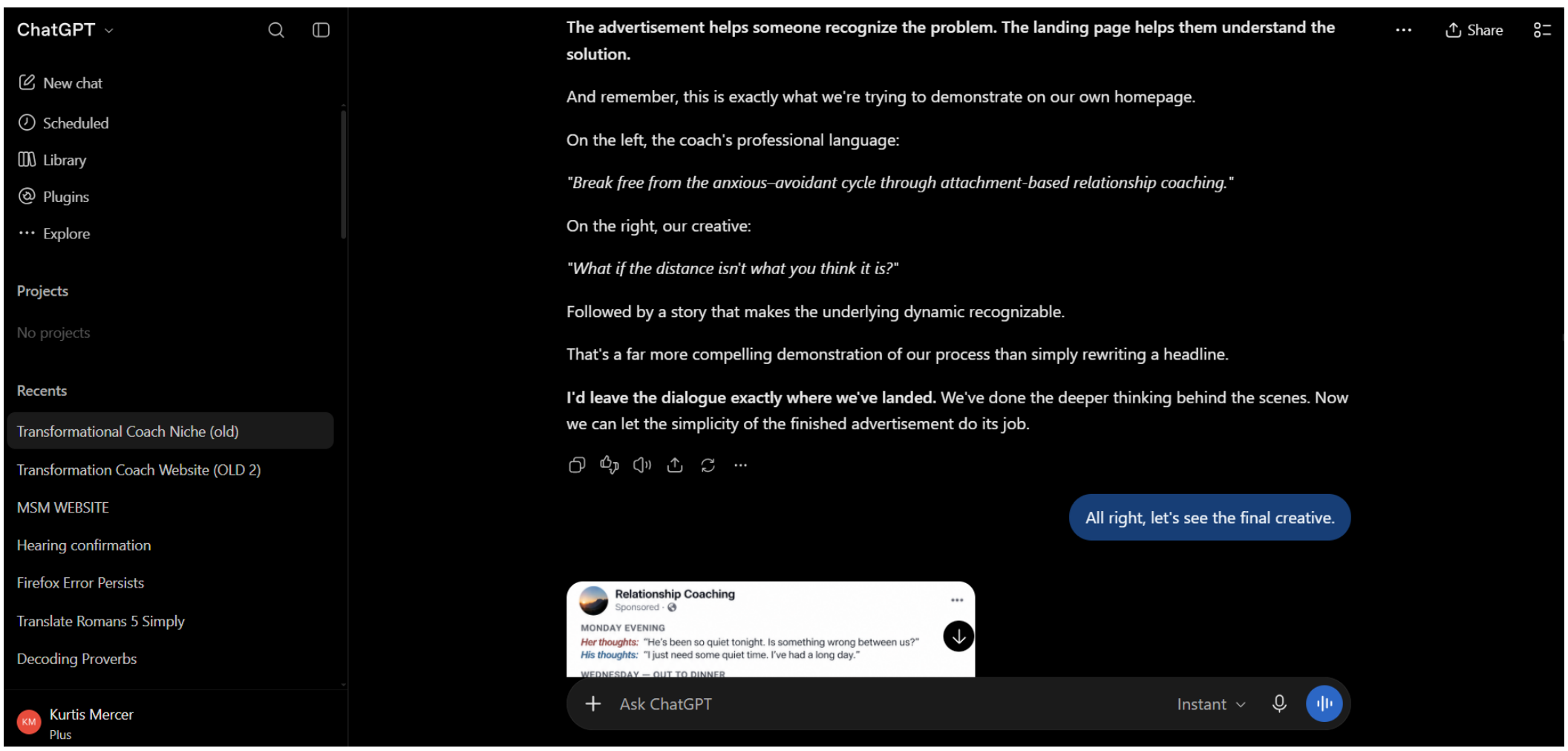
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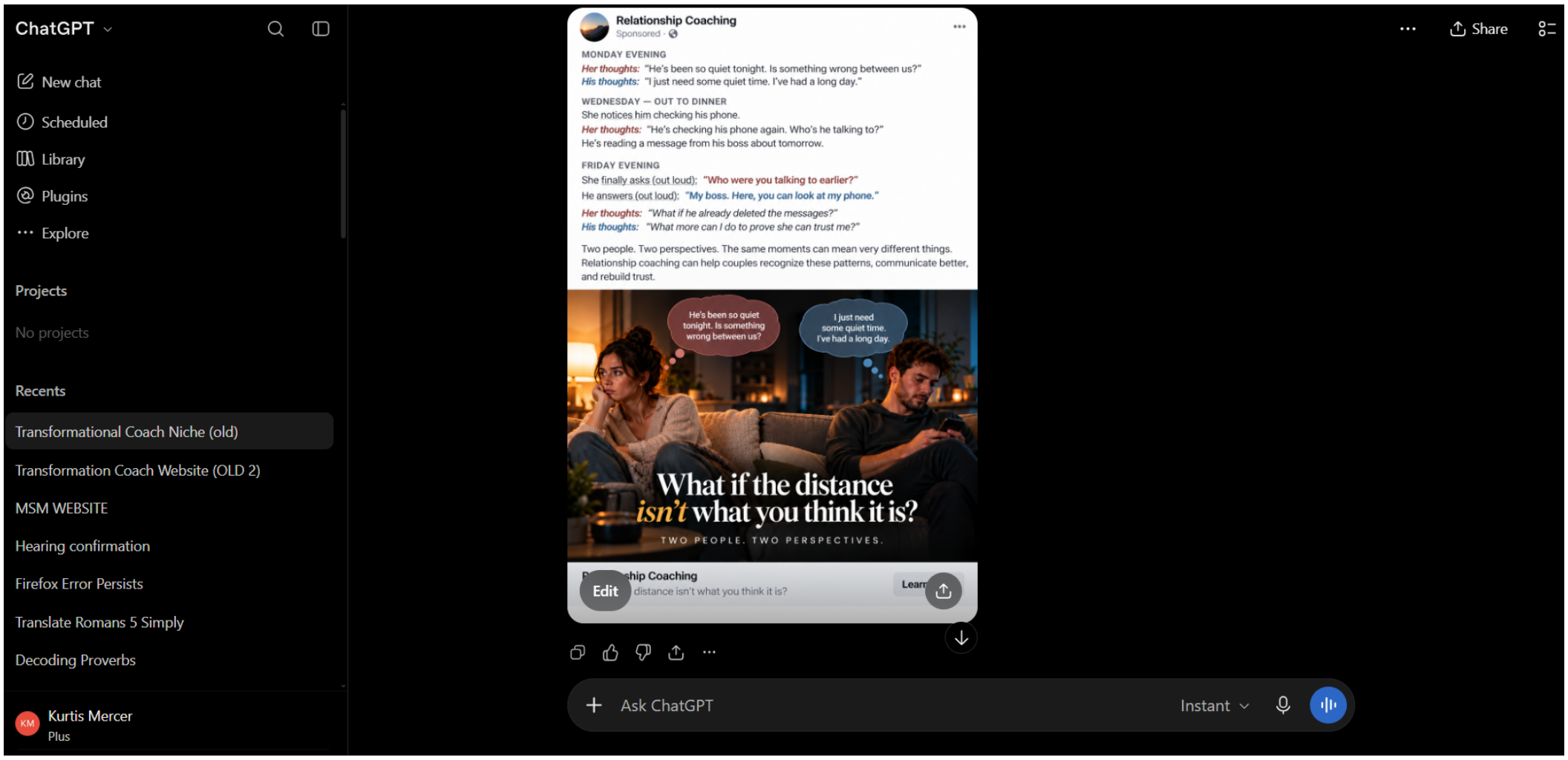
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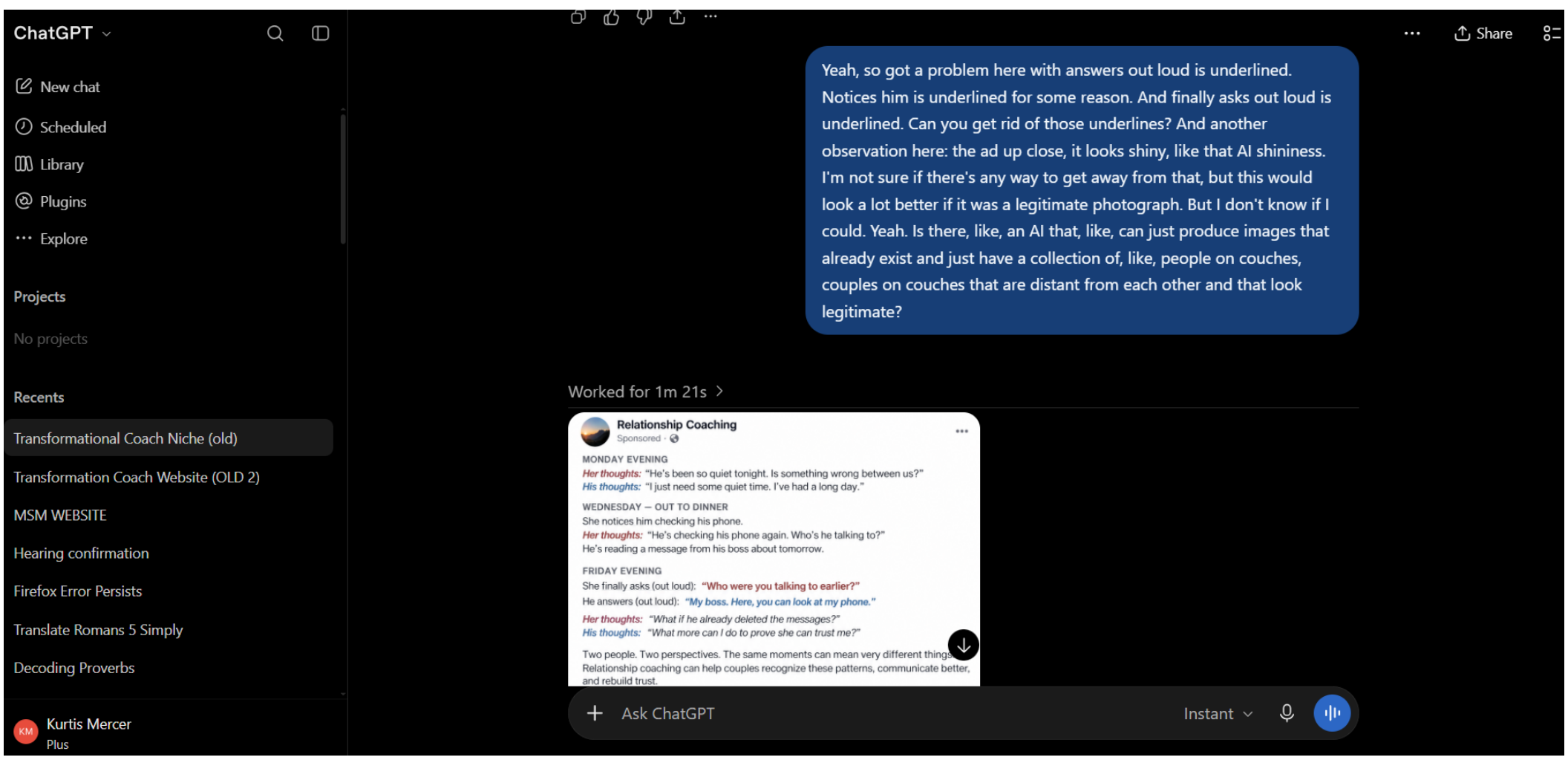
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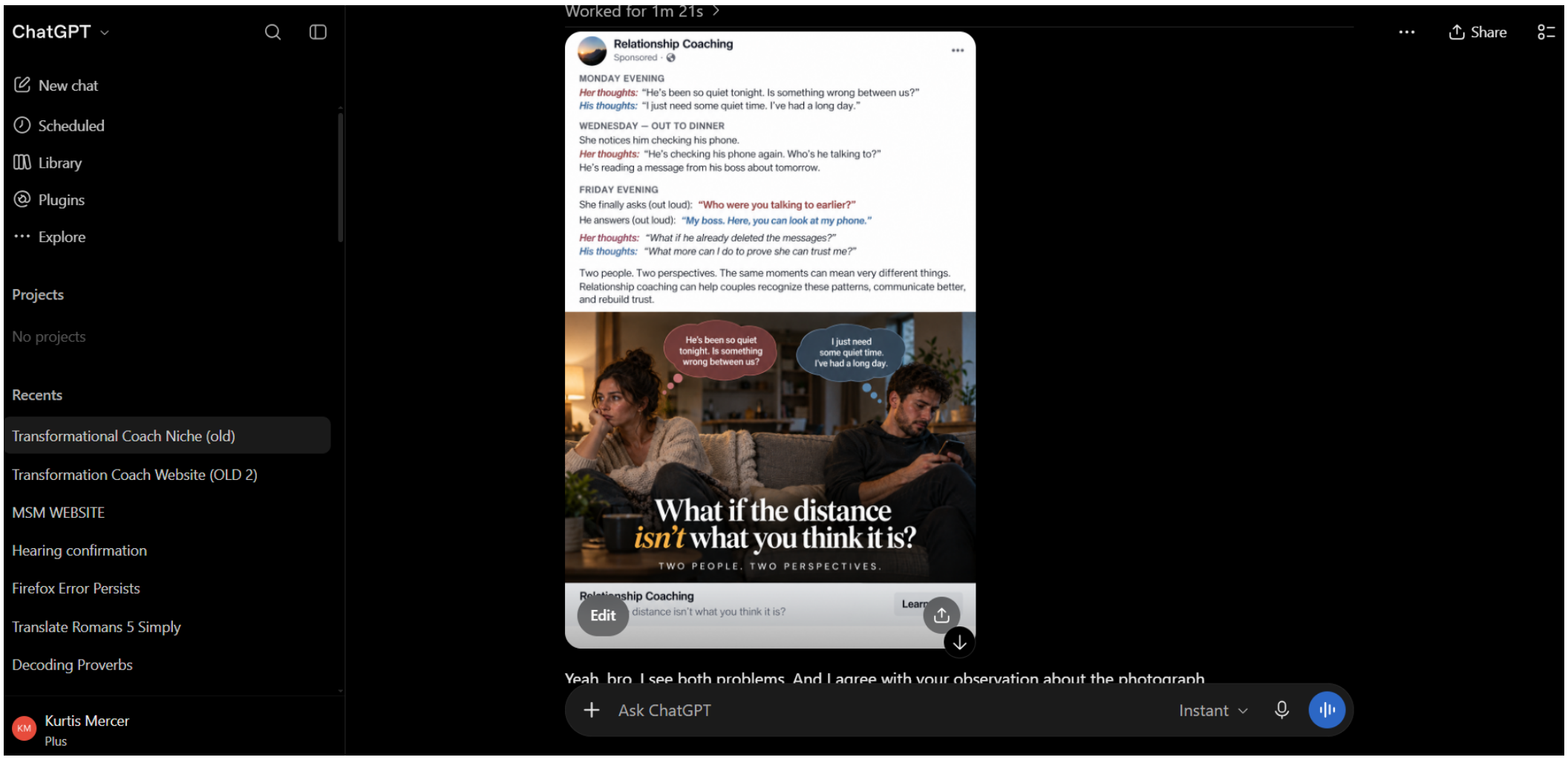
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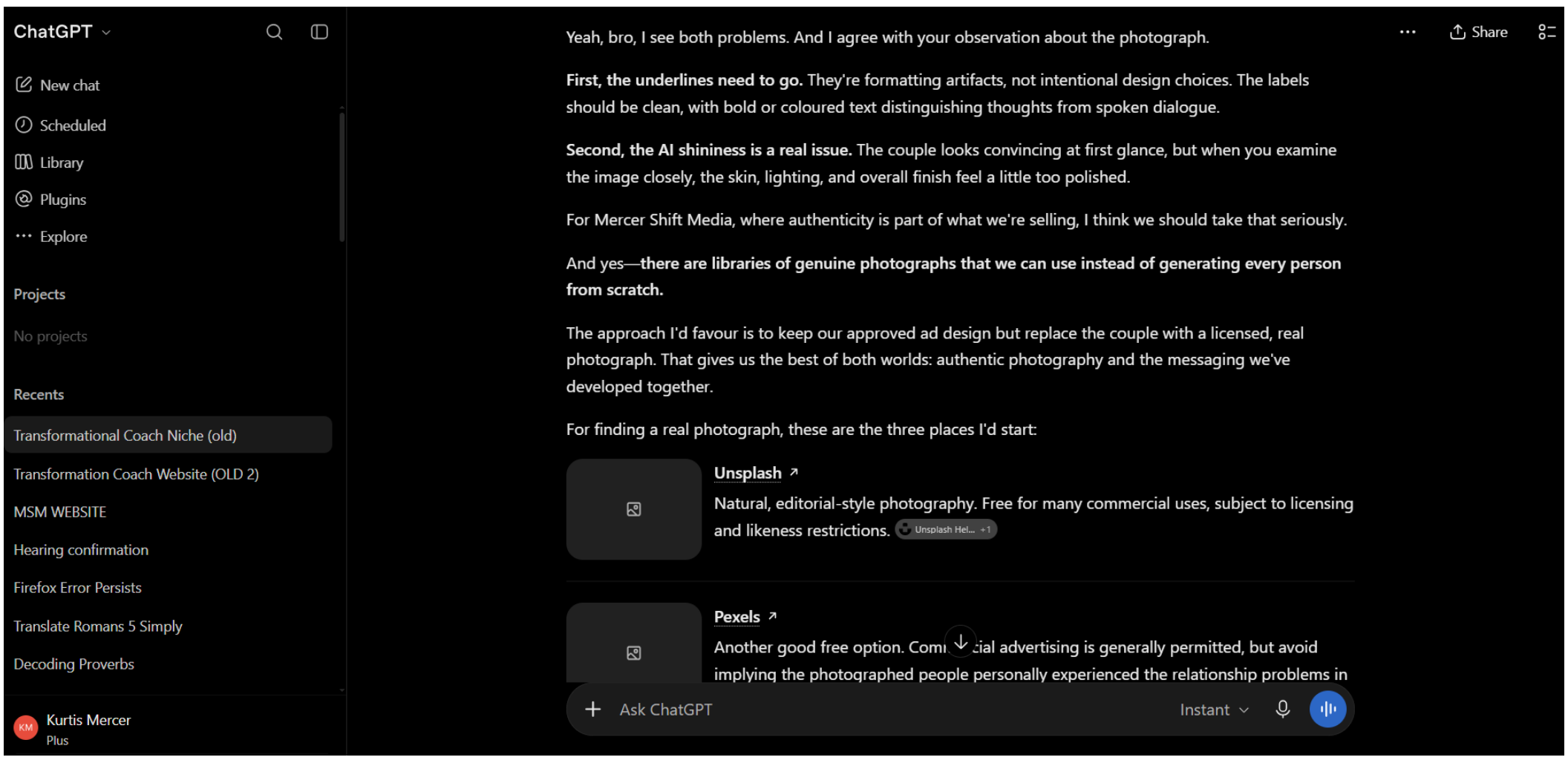
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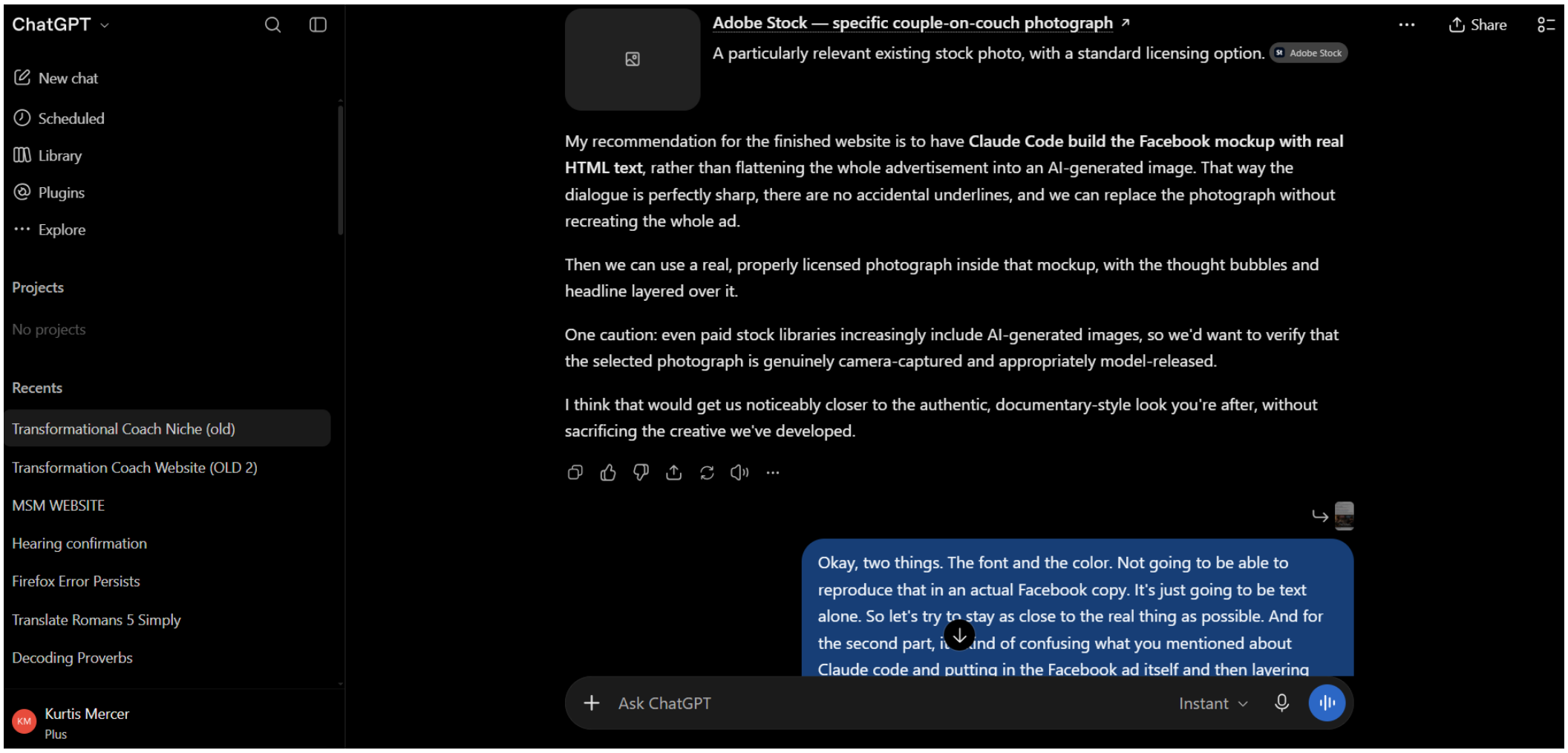
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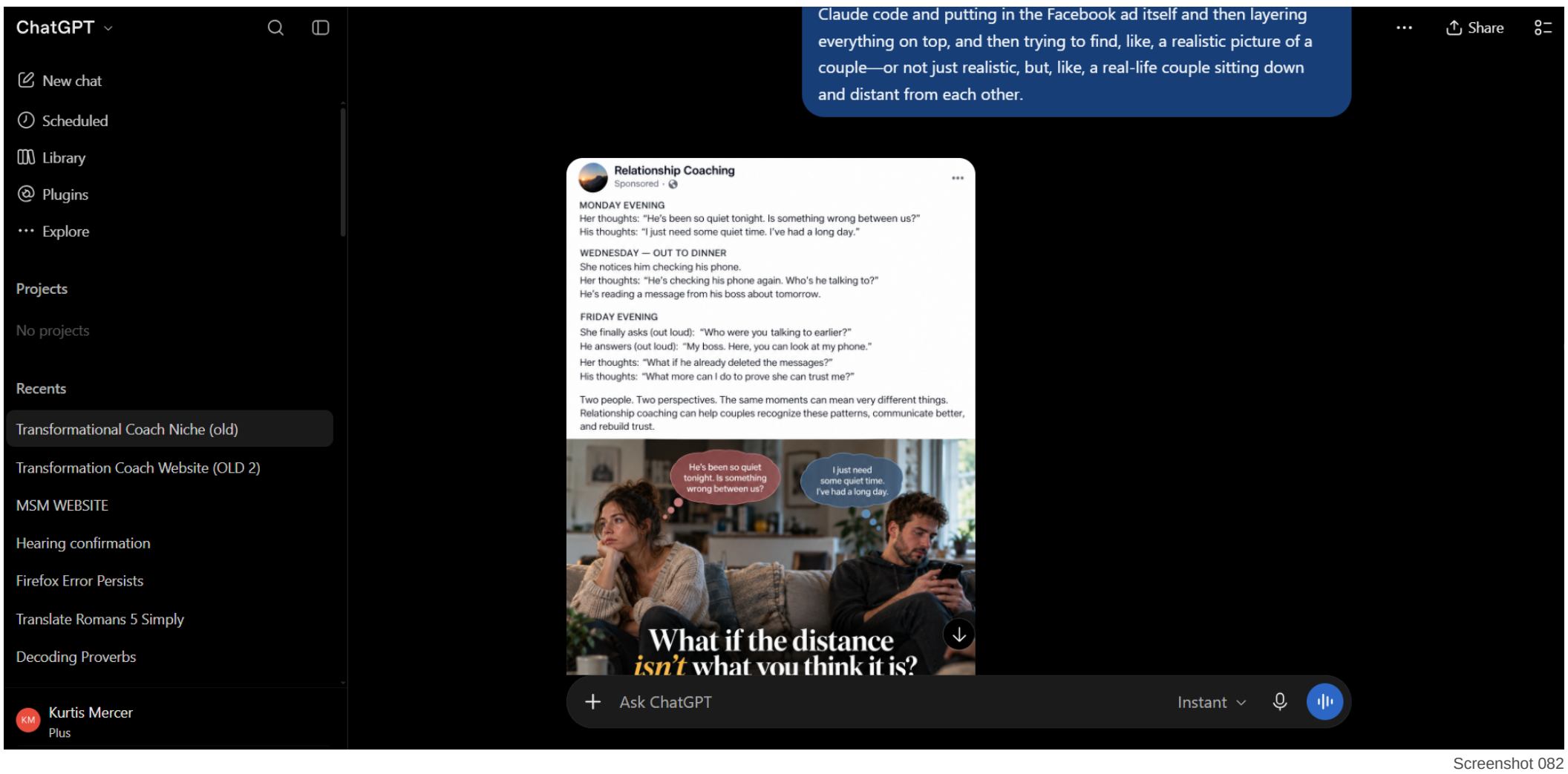
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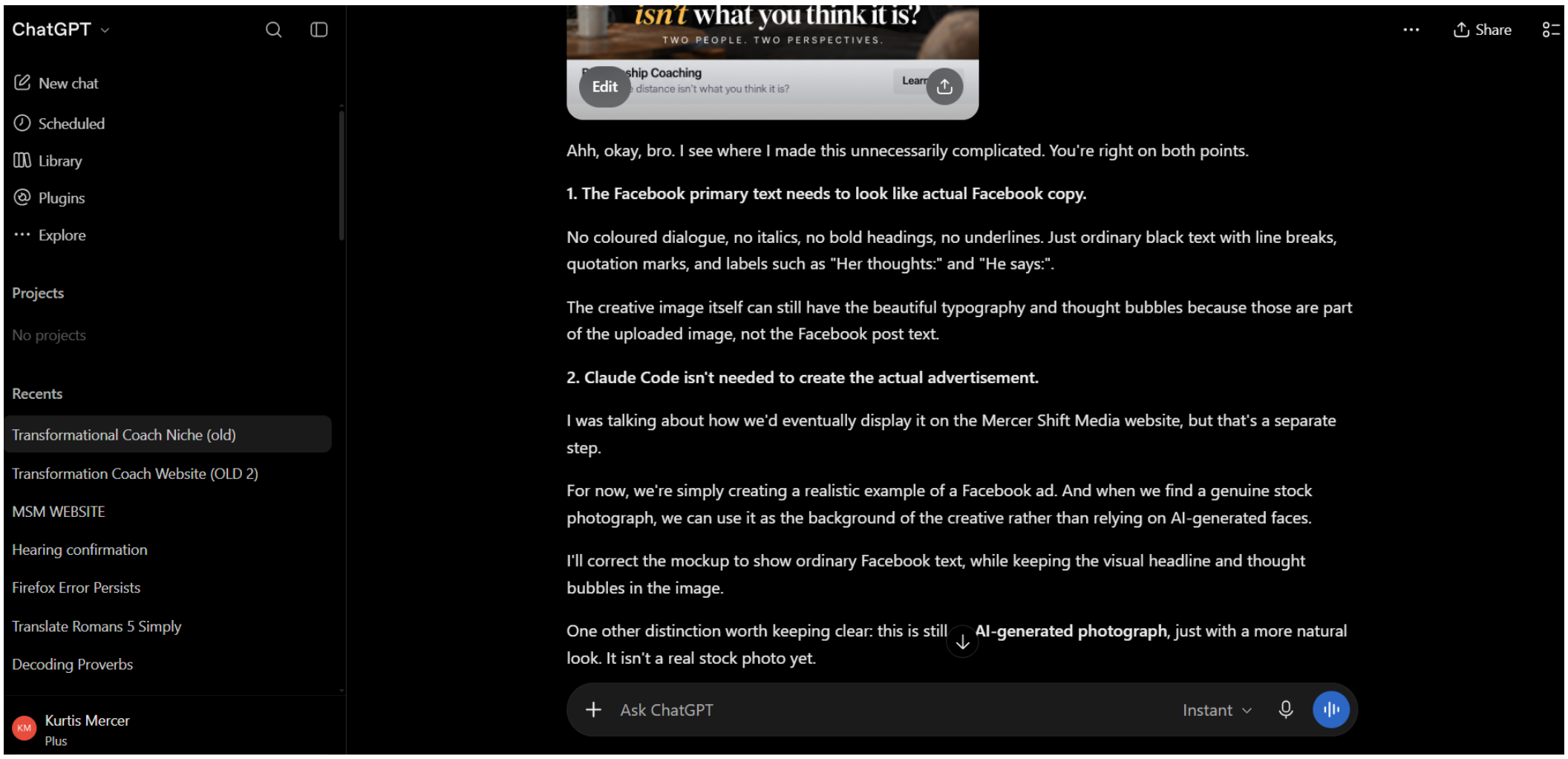
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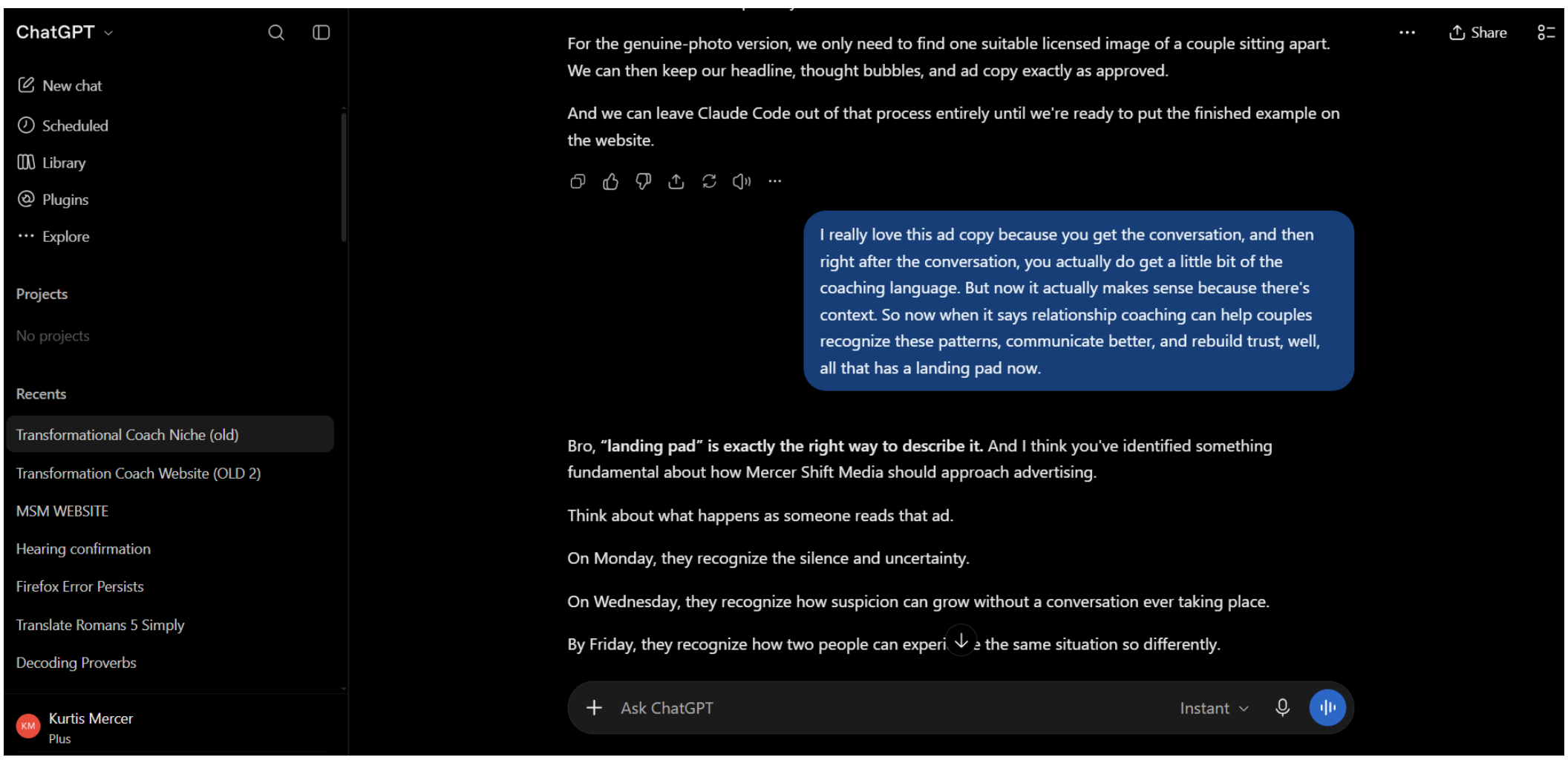
Screenshot 081



Screenshot 082



Screenshot 083



Screenshot 084