

Analysis Report

14/01/2026

Full Archive — Full modality-specific analysis and raw data

What Was Tested

Video

Video

Coinbase advertisement

text/uri-list URL

Coinbase ad, If everything is fine, then don't change anything at all.

Summary

STATUS

completed

HIGHLIGHTS

POSITIONING

Coinbase is the agent of change for a broken financial system.

PRIMARY MESSAGE

The current economic reality is unacceptable; don't accept the status quo.

Strengths

- High-impact creative concept using musical satire to address serious economic pain points (inflation, housing, employment).
- Exceptional production value with cinematic choreography and set design that rivals feature films.
- Strong cultural resonance targeting the 'cost of living crisis' sentiment without being depressing.
- Distinctive differentiation from typical 'tech-focused' or 'hype-driven' cryptocurrency advertising.
- Viral potential due to relatability and entertainment value (song lyrics are catchy and ironic).

Actionable Insights

- **Create vertical cut-downs**
HIGH · Higher retention on TikTok/Reels
- **Add early brand signaling**
MEDIUM · Brand attribution for non-finishers

Distribution & Targeting

social media

Days: weekday

Times: morning, evening

High shareability in communities already venting about the problems depicted.

streaming tv

Times: prime_time

Cinematic production value demands a high-quality viewing environment.

tiktok ads

Attention spans on TikTok require immediate payoff; the skits within the ad work better than the whole musical.

Detailed Analysis

The current economic reality is unacceptable; don't accept the status quo.

Coinbase is the agent of change for a broken financial system.

Scenes: **3**



Attention Curve

Predicted Completion Rate

65%



Engagement Peaks

Shocking price display

Music crescendo



Pacing & Rhythm

Building

8

PACE SCORE



15

BEATS/30S

2:01

BRAND REVEAL

Starts slow and intimate, builds to a grand orchestral crescendo.



Visual Quality

Visual Quality

| | | |
|---------------|--|-------|
| Camera Work | <div style="width: 100%;"><div style="width: 100%;"></div></div> | 10/10 |
| Lighting | <div style="width: 90%;"><div style="width: 90%;"></div></div> | 9/10 |
| Color Grading | <div style="width: 100%;"><div style="width: 100%;"></div></div> | 10/10 |
| Continuity | <div style="width: 90%;"><div style="width: 90%;"></div></div> | 9/10 |
| Production | <div style="width: 100%;"><div style="width: 100%;"></div></div> | 10/10 |



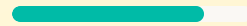
Key Moments

9/10



Hook

8/10



Closing

Memorable Moments

15.99 GBP Fish Fingers

Visual_proof



Opening Hooks

0:00

Irony/Cognitive Dissonance

9/10

Man singing 'We ain't got no troubles' while ceiling leaks on his head.

Effectiveness

Sound of dripping water

Visual of peeling paint



Narrative Arc

A musical journey through a dystopian day where characters deny their suffering until the collective realization leads to a call for change.

Setup 0:00 → 0:44

Individual characters introduce their 'fine' but terrible lives.

setup

Escalation 0:45 → 1:59

More characters join (grocery store, office), highlighting systemic issues.

conflict

Climax 2:00 → 2:35

The denial breaks, the music swells, and the crowd marches.

solution

Resolution/CTA 2:36 → 3:21

Silence, text overlay, and brand reveal.

cta

Coherence Score: **10/10**



Scene Breakdown

Scene 1

Man in bathroom with leaking ceiling singing.

Scene 2

Grocery store scene showing high prices.

Scene 3

Street choreography and climax.



Brand Presence

Visibility

2/10

First Brand Cue

2:01

Recall Hook

The provocative final statement 'Don't change anything' linked to the logo.

Brand Moments

🕒 3:21

Coinbase logo appears on black screen.

High

logo



Emotional Profile

Irony

Frustration

Hope

Starts with denial/irony, moves to chaotic energy, ends with a sober challenge.



Audio Profile

Voiceover Style

Musical/Theatrical

Music Style

Orchestral Musical Number

Sound Design

Lyrics are the primary narrative vehicle; sound effects (cash register, jackhammer) are rhythmic.

Audio-Visual Alignment: **10/10**



Call to Action

"IF EVERYTHING'S FINE DON'T CHANGE ANYTHING"

Appears at 2:36

Clarity

5/10

Urgency

Low

Friction Points

⚠ Requires intellectual leap to connect 'change' to 'download Coinbase'

Strengths & Improvements

✓ What's Working

- High-impact creative concept using musical satire to address serious economic pain points (inflation, housing, employment).
- Exceptional production value with cinematic choreography and set design that rivals feature films.
- Strong cultural resonance targeting the 'cost of living crisis' sentiment without being depressing.
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- Viral potential due to relatability and entertainment value (song lyrics are catchy and ironic).

↗ Areas to Improve

high Create vertical cut-downs **simple**

Impact: Higher retention on TikTok/Reels

The full 2-minute musical format is too long for organic social discovery; specific scenes (grocery store, office) work as standalone skits.

▶ [View implementation details](#)

medium Add early brand signaling **moderate**

Impact: Brand attribution for non-finishers

The brand is only revealed at 2:01. Viewers who drop off early will miss the connection entirely.

▶ [View implementation details](#)



Audience

Primary Audience

Millennials and Gen Z facing economic stagnation

Secondary Audiences

Crypto-curious skeptics

General public aware of inflation

Audience Fit: **9.5/10**



Call to Action

PRESENT

Yes

CLARITY

6/10

URGENCY

Low

CTA Text

"IF EVERYTHING'S FINE DON'T CHANGE ANYTHING"

Placement Notes

The CTA is rhetorical and implicit. It challenges the viewer to disagree with the statement and thus choose Coinbase.



Key Themes

Inflation/Cost of Living

Broken Financial System

Housing Crisis

Corporate Disillusionment

Irony



Compliance & Risk

Risk Level: **LOW**

Flagged Issues

⚠ **Claims:** Implies the current system is failing, which is a subjective opinion but legally safe as satire.



Competitive Position

UNIQUENESS

10/10

INNOVATION

9/10

RISK LEVEL

Bold

Differentiating Elements

- ✓ Musical theater format
- ✓ Dystopian set design
- ✓ Absence of tech jargon
- ✓ Focus on macro-economic pain rather than product features



Cultural Fit & Market Readiness

Regional Market Fit

| | | |
|----------------|----------------------------------|------|
| United Kingdom | <div style="width: 100%;"></div> | 10.0 |
| United States | <div style="width: 90%;"></div> | 9.0 |
| European Union | <div style="width: 80%;"></div> | 8.0 |

Localization Complexity: **High**



Evidence & Excerpts

"Prices up a smidge... Just a hundred quid a meal"

Directly addresses inflation pain point.

"Strategic realignment means I get to work for myself"

Satirizes corporate layoffs and the gig economy.

"IF EVERYTHING'S FINE DON'T CHANGE ANYTHING"

The core message: The system isn't fine, so change is needed (Coinbase).



Lens Insights

Advertiser

This is a 'Super Bowl' caliber brand awareness play, not a direct response ad. Success should be measured in brand sentiment lift and share of voice, not immediate app installs.

Marketer

Perfectly targets the 'disenchanted' segment—younger demographics feeling locked out of traditional financial success. The value prop is emotional validation.

Brand Strategist

Aligns perfectly with the 'Update the System' platform. It positions crypto as the necessary alternative to a broken status quo without making technical claims.

Compliance

Smart approach: by criticizing the current economy rather than promising crypto returns, the ad avoids most regulatory pitfalls associated with investment advice.