

Analysis Report

15/01/2026

Full Archive — Full modality-specific analysis and raw data

What Was Tested

Video

Video

Hims & Hers Big Game Commercial: "Sick of the Syste...

text/uri-list URL

Hims & Hers 2025 commercial

Summary

STATUS

completed

HIGHLIGHTS

POSITIONING

Hims & Hers is the affordable, accessible champion for patients against a broken, profit-driven weight loss industry.

PRIMARY MESSAGE

The system is designed to keep you sick; we are designed to help you lose weight affordably.

Strengths

- Strong emotional hook leveraging frustration with the 'broken system' of weight loss
- Clear problem/solution narrative structure that positions the brand as a hero
- High production value with effective use of mixed media (archival footage vs. modern clean shots)
- Directly addresses key consumer pain points: cost and accessibility of GLP-1 medications
- Diverse casting in the solution phase ensures broad audience appeal

Actionable Insights

- Increase text overlay dwell time for disclaimers
MEDIUM · Ensures compliance and readability for viewers
- Introduce brand visual identity earlier
HIGH · Improves brand recall for viewers who skip before the 30-second mark

Distribution & Targeting

streaming tv

Times: prime_time, evening

High production value and broad appeal make it suitable for TV/CTV environments where viewers are engaged.

social media

The 'us vs. system' narrative performs well on social platforms driven by authentic/challenger content.

google ads

Captures high-intent users actively searching for health solutions.

Detailed Analysis

The system is designed to keep you sick; we are designed to help you lose weight affordably.

Hims & Hers is the affordable, accessible champion for patients against a broken, profit-driven weight loss industry.

Pacing & Rhythm

Dynamic

8

PACE SCORE



0:34

BRAND REVEAL

Fast cuts in the beginning create anxiety/urgency; slower, smoother shots in the second half create a sense of calm and relief.

Visual Quality

Visual Quality

Camera Work		9/10
Lighting		0/10
Color Grading		0/10
Continuity		8/10
Production		9/10



Opening Hooks

0:00

Problem-Framing

9/10

Effectiveness

POV shot of feet on a scale with needle hitting high numbers.

Dramatic sound design

Voiceover stating 'deadliest epidemic'



Narrative Arc

A classic 'Problem-Agitation-Solution' arc. It starts by defining the obesity epidemic, agitates by blaming the profit-driven system, and solves it with Hims & Hers' affordable access.



The Problem 0:00 → 0:15

Visuals of obesity and death statistics.

setup



The Villain 0:15 → 0:33

The 'System' and the \$160B industry profiting from failure.

conflict



The Solution 0:34 → 0:50

Introduction of Hims & Hers app and medication.

solution



The CTA 0:50 → 1:00

Diverse cast smiling, URLs displayed.

cta

Coherence Score: **10/10**



Brand Presence

Visibility

8/10

First Brand Cue

0:34

Recall Hook

The transition from gritty 'reality' to the clean, bright Hims & Hers aesthetic.

Brand Moments

0:34

App interface on phone

High

product

0:37

Branded delivery box

High

packaging

0:55

Logo overlay

High

logo



Emotional Profile

Frustration

Hope

Empowerment

Emotional Journey

0:05

Anxiety

0:20

Anger

0:40

Relief

0:55

Confidence

Shifts from a dark, gritty exposé to a bright, optimistic solution.



Audio Profile

Voiceover Style

Authoritative to warm

Music Style

Tense industrial shifting to upbeat acoustic/pop

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



Call to Action

"hims.com / forhers.com"

Appears at 0:55

Clarity

10/10

Urgency

Medium

Follow-up: [Visit website](#)

Strengths & Improvements

✓ What's Working

- Strong emotional hook leveraging frustration with the 'broken system' of weight loss
- Clear problem/solution narrative structure that positions the brand as a hero
- High production value with effective use of mixed media (archival footage vs. modern clean shots)
- Directly addresses key consumer pain points: cost and accessibility of GLP-1 medications
- Diverse casting in the solution phase ensures broad audience appeal

↗ Areas to Improve

medium Increase text overlay dwell time for disclaimers **simple**

Impact: Ensures compliance and readability for viewers

The disclaimer regarding 'compounded drugs not FDA approved' is critical for legal safety and consumer trust, appearing briefly.

▶ [View implementation details](#)

high Introduce brand visual identity earlier **simple**

Impact: Improves brand recall for viewers who skip before the 30-second mark

The brand is not visually introduced until 34 seconds in; early drop-offs will miss the attribution entirely.

▶ [View implementation details](#)



Audience

Primary Audience

American adults (25-55) struggling with weight management

Secondary Audiences

People priced out of name-brand GLP-1 medications

Consumers frustrated with traditional diet culture

Audience Fit: **9.5/10**



Call to Action

PRESENT

Yes

CLARITY

9/10

URGENCY

Medium

CTA Text

"hims.com / forhers.com"

Placement Notes

Clear URLs displayed at the end with a verbal call to 'Join us in the fight'.



Key Themes

Systemic failure of healthcare

Corporate greed vs. patient care

Affordable access


Body positivity/empowerment



Compliance & Risk

Risk Level: **MEDIUM**

Flagged Issues

 **Legal:** Compounded drug disclaimer visibility



Competitive Position

UNIQUENESS

8/10

INNOVATION

7/10

RISK LEVEL

Moderate

Differentiating Elements

- ✓ Framing the industry as the enemy ('feeds on our failure')
- ✓ Focus on compounded medication affordability
- ✓ Dual-brand appeal (Hims & Hers) in one spot



Cultural Fit & Market Readiness

Regional Market Fit

United States  10.0

Cultural Sensitivity Notes

- Visuals of overweight bodies
- Critique of 'The System' (pharmaceutical industry)



Evidence & Excerpts

"Obesity is America's deadliest epidemic."

Establishes the stakes immediately.

"Compounded drug disclaimer text"

Critical for regulatory compliance.



Lens Insights

Advertiser

The 'us vs. them' narrative (Patients vs. The System) is a highly effective persuasion tactic that builds immediate rapport before selling the product.

Marketer

The value proposition is laser-focused on 'affordability' and 'access', directly attacking the main barriers to entry for competitors like Ozempic/Wegovy.

Brand Strategist

Positioning Hims & Hers as the antidote to a 'greedy industry' strengthens its challenger brand identity, though it risks appearing cynical if the service delivery doesn't match the promise.

Compliance

The distinction between FDA-approved branded drugs and the compounded versions offered needs careful visual prominence to avoid regulatory scrutiny.