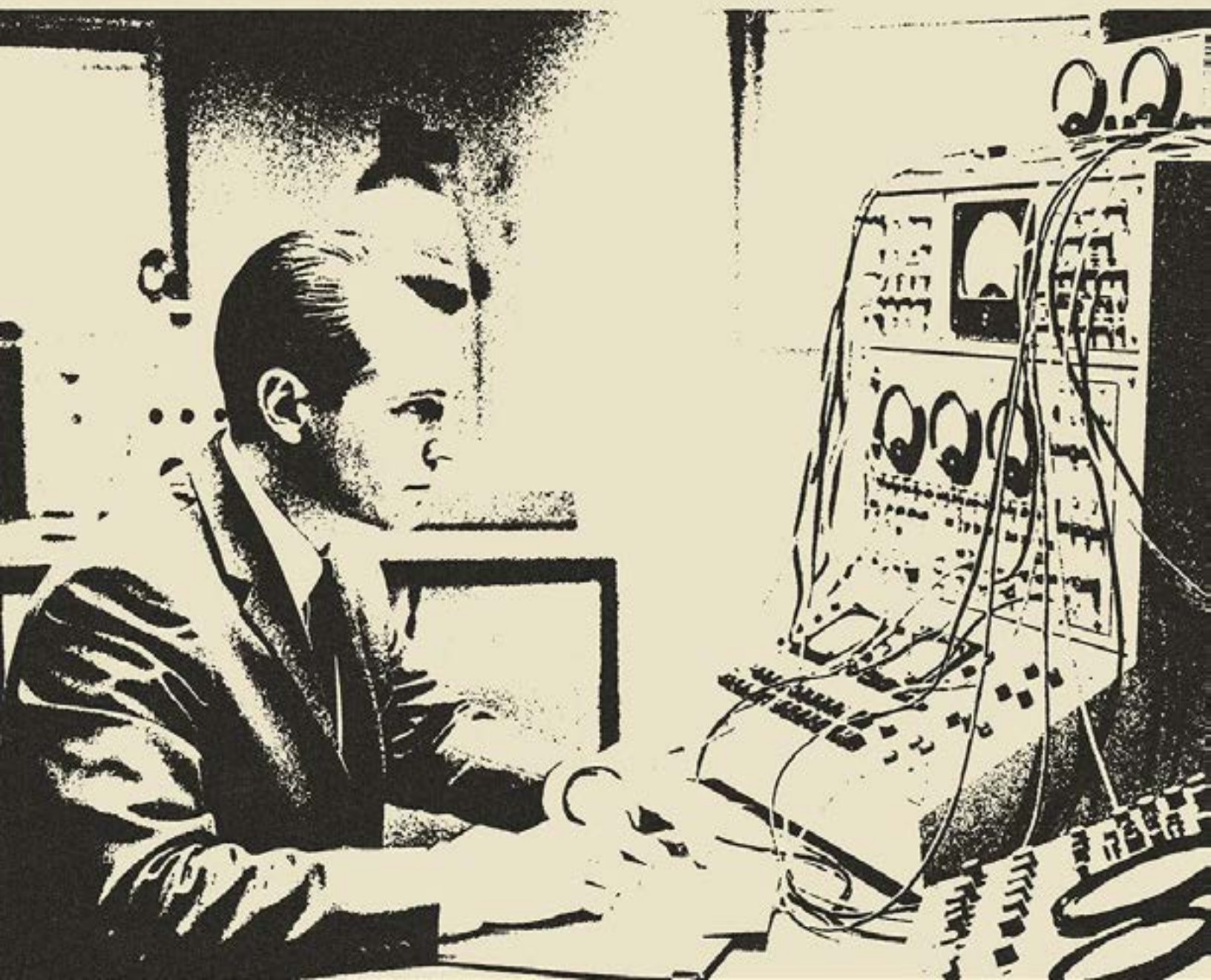


THE CREATIVE DATA PLAYBOOK FOR
BETTER-FOR-YOU CPG FOUNDERS



BEYOND THE ALGORITHM

How to Find Your Tribe, Craft Content That Converts,
and Scale Smarter Than Big Food



WHAT YOU'LL LEARN

In the next few minutes, I'm going to show you exactly how Better-For-You CPG founders are breaking free from the algorithm — using data-driven storytelling to turn followers into real customers. This simple 3-step framework, called the Algorithm Jailbreak System, helps you stop guessing what to post and start creating content that sells.

WHY YOU SHOULD STAY UNTIL THE END

I respect your time, so if you read until the end, I'll give you access to a free walkthrough of how we identify hidden micro-niches using Artemis AI—and show how this exact strategy helped a Better-For-You brand build a thriving community and land a retail deal with Sprout's.

THE ALGORITHM JAILBREAK SYSTEM

The Algorithm Jailbreak System is a 3-step process that connects data and creativity into one repeatable workflow.

1. FIND THE TRIBES: Use the latest geofencing tech* to uncover your hidden micro-niches ... the real-world audiences already aligned with your mission.

2. BUILD CREATIVE FOR THEM: Design two content tracks, Lo-Fi (authentic test content) and Hi-Fi (polished brand films).

Each validates what emotionally resonates.

3. JAILBREAK THE ALGORITHM: Repost your top performers directly into geofenced regions of your micro-niches to simulate virality and drive ROI.

WHAT YOU DON'T KNOW YET

Now you understand the foundation ... but this is only one part of the system. The real magic happens when you link micro-niche targeting with creative that carries a consistent emotional signature your audience remembers. That's what we build together inside my full creative data

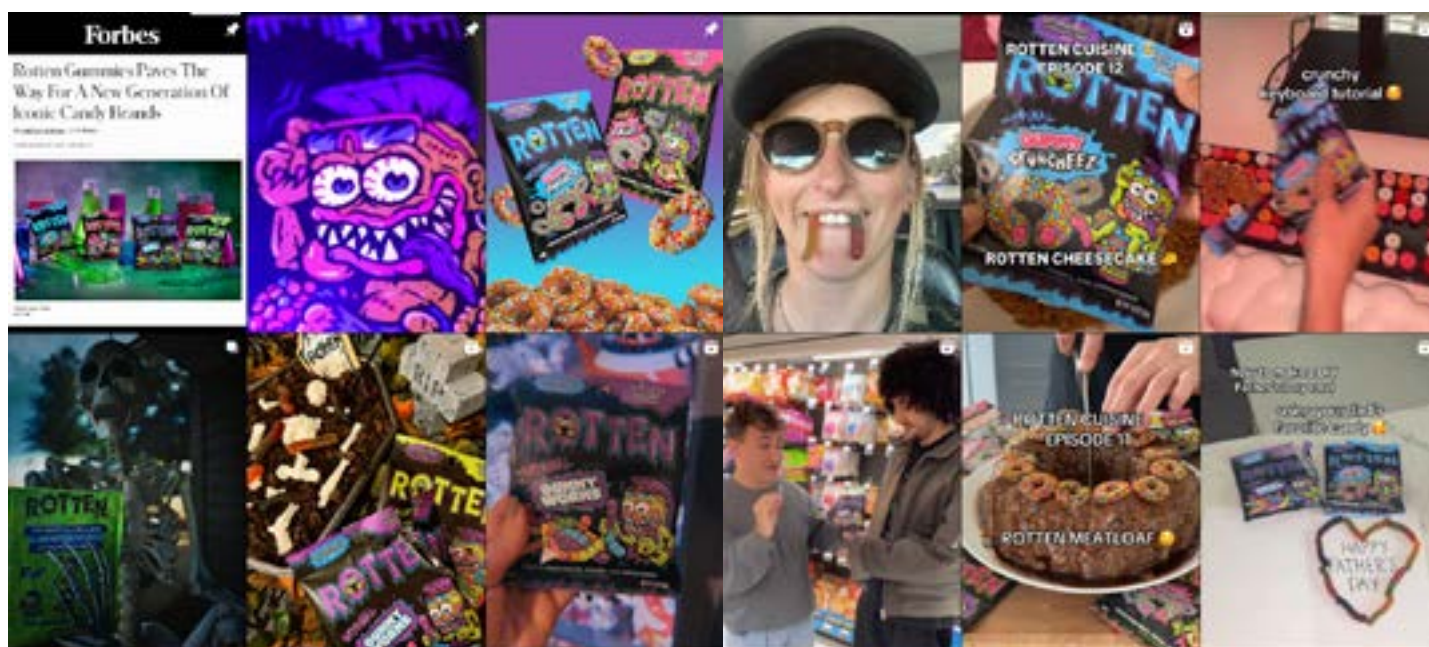
REAL WORLD EXAMPLE: ROTTEN GUMMY WORMS

Rotten Gummy Worms is a powerful real-world example of how micro-niche targeting builds cultural traction.

Instead of trying to please everyone, the brand leaned into specific tribes like Gamer Snackers, Healthy Weirdos, and Retro Kids—each tied to a distinct creative tone and lifestyle.

Their playful, nostalgic, and “gross-out wellness” identity became a rallying point for fans who crave fun in the Better-For-You space.

This tribe-first approach transformed Rotten from just another supplement brand into a cultural conversation piece ... proving how hyper-specific creative direction and community storytelling can lead to organic fandom and mainstream opportunities, like their recent Sprout’s Farmers Market placement.



YOUR FREE OFFER

If you want to see how this system can apply to your brand,
grab the free Algorithm Jailbreak Starter Kit.

It includes a short video template and the same framework I use to find your 3 hidden tribes.
Click the link below or DM me on LinkedIn and I'll send it your way.

[Claim Your Free Walkthrough](#)

WORK WITH ME (LIMITED SPOTS)

If you'd rather skip the guessing and have me walk you through how to apply this system directly to
your brand, I'm opening a few 1-on-1 strategy sessions this month.

We'll map your micro-niches, content styles, and ROI path together.

I take on only a handful of founders each month ... so grab your spot before it fills up.

[Book Your Strategy Call](#)

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