

A CREATOR BRIEF FOR / CERA VE

A need worth *putting to work.*

Need / It causes a skin reaction or breakouts

Search: moisturizer for dry sensitive skin · Jun 29, 2026–Sep 27, 2026 · videos published within the 90-day search window

01 Objective

Use this recurring need as a starting point for a creator-led video direction. Review the original posts, then decide whether the need fits the campaign. This search does not predict campaign results.

02 The human tension

Show when it causes a skin reaction or breakouts becomes relevant in an everyday routine. Find a specific moment the audience can recognize, then describe it in fresh language rather than repeating a creator's words.

03 Creator task

Create a short, observational video around this real-life situation. Demonstrate your own routine honestly; if appropriate, show CeraVe Moisturizing Cream as one option being considered. Keep the experience specific, not universal.

04 Scene sequence

Open: Set the scene in a recognizable everyday moment.

Show: Demonstrate the need in your own routine.

Try: Show the product clearly and describe only your actual experience.

Close: Share a practical personal takeaway without a universal promise.

05 Creator fit

Choose a creator whose regular content naturally includes this category or situation and who can demonstrate it credibly in their own style. The observed need sample includes Instagram 10 · TikTok 10. No single platform, publishing integration, or reuse of source creators' words or shots is required.

**RUN
EVIDENCE****19**

distinct creators

20need-matched
videos**3.7M**observed post
views totalMedian 36.1K ·
view count
reported on 20 of
20 need-matched
posts

Post views are not
unique people
reached,
incremental reach,
a forecast, or ROI.
ROI needs
campaign spend
and outcome data
that search does
not contain.

06 Approved product language

Formulated with three essential ceramides and hyaluronic acid to help restore the skin barrier

OWNER-APPROVED / NOT INDEPENDENTLY VERIFIED BY FINALTAKE

Official claim source ↗

Custom claims were supplied and approved by the brand or agency owner; Brand Take has not independently verified them. Use only in a manner consistent with the cited source and actual experience.

GUARDRAILS / NEVER CLAIM

- Paraphrase the need; never use a creator's exact sentence as ad copy or endorsement.
- Do not present user-approved claims as independently verified by Brand Take
- Do not quote a creator as an endorsement
- Do not claim superiority to a named competitor without substantiation
- Do not make unsupported clinical, safety, or performance promises
- Check all claim sources and original posts before production.

ORIGINAL EVIDENCE LINKS

20 need-matched videos / 19 distinct creators · Live Oriane response.

@donatsuyang · tiktok · Sep 15, 2026 · 1.1M post views ↗

@mikaylanogueira · tiktok · Sep 2, 2026 · 589.8K post views ↗

@laviniarusanda · instagram · Sep 16, 2026 · 505.8K post views ↗

@dimmaumeh · instagram · Sep 17, 2026 · 398.8K post views ↗

@mikaylajmakeup · instagram · Sep 2, 2026 · 359.5K post views ↗

Original videos remain on their source platforms; Signal links out and does not re-host them. See the Evidence page for the full returned sample and exact excerpts.