OLS Regression Coefficients with 9...

creative_concept_Event-driven	
creative_theme_Product-Centric	
creative_concept_Day-in-the-life story	
talent_type_Influencers	
talent_type_Unclear	
talent_type_Actors	
creative_theme_Testimonial & Social Proof	
creative_concept_Comparison	
creative_concept_Founder story	
creative_concept_Not Applicable	
creative_concept_Cinematic brand film	
creative_concept_Limited-time offer	
creative_theme_Promotional & Offer-Based	
creative_concept_Aspirational creator collaboration	
talent_type_Combination of actors and customers	
creative_concept_Flash sale	
creative_concept_Expert review	
creative_concept_User-generated content (UGC)	
creative_concept_Behind-the-scenes	
creative_concept_Animated explainer	
talent_type_Experts	
const	
creative_theme_Educational & Explainer	
creative_concept_Parody	
talent_type_Combination of influencers and customers	
creative_concept_Member deal	
creative_concept_Meme-based content	
creative_concept_Before-and-after story	
creative_concept_Unboxing	
creative_theme_Trend-Based & Reactive	
creative_theme_Not Applicable	
creative_theme_Lifestyle & Aspirational	
creative_concept_FAQ	
talent_type_None	
talent_type_Customers	
creative_concept_Product demo	
creative_theme_Brand Story & Mission-Driven	
creative_theme_Humor & Entertainment	

Standardised coefficient