

Creative Foundations

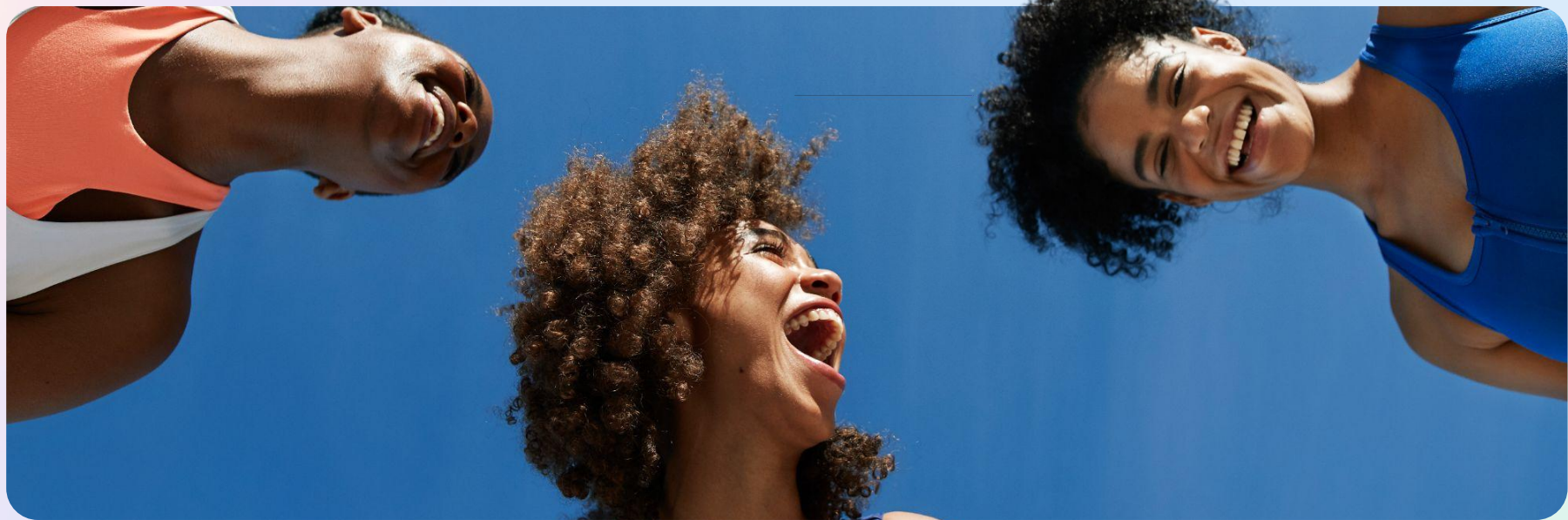
SUPER-CHARGE YOUR PERFORMANCE THROUGH CREATIVE BEST PRACTICES



Agenda

- 01 Why creative matters
- 02 Supercharge your Creative
- 03 Build Connections
- 04 Unlock your Creative Potential
- 05 Measure creative effectiveness

Why Creative matters



Why creative matters on our platforms?

Meta is the only place that offers a variety of ways to connect with your audience

People are using Instagram and Facebook to discover new brands everyday.

From photo to video and creator content, you can build many different kinds of ads and we will find the people that connect with your organization.

74%

Typically discover new brands on FB

Source: "Discovery-Led Shopping Study" by GFK Facebook-commissioned online survey of 1,002 people ages 18+ in the US, Q3 2020).

Creative is the key to make your organization stand out
& audience thumb stop & tap

56%

of all auction outcomes can
be attributed to creative

Creative plays a **critical role** in overall auction performance



Total Value

=



Advertiser Bid

What a organization is willing to pay to achieve its desired result from someone in its target audience?

X



Est. Action Rates

What's the likelihood that an impression shown to this person will lead to a desired result?



Creative can impact up to

+50%

+



User Value

How interesting do we think this individual is going to find this ad?
Is this a high-quality ad?



Creative can impact up to

+10%

Creative can help
your organization
stand out

As a powerful driver for brand-building
outcomes, creative can help drive an
average

13% lower cost per ad recall

Source: Meta internal data, n = 235 Brand Lift tests run between April 2021 and April 2022 across all verticals and regions. Percentage difference is the comparison of the winning cell vs the average of the other cells within the study. Research findings do not guarantee future results.

And become a key
lever to drive
results

19% Lower Cost per Link Click

21% Lower cost per website conversion.

27% Lower cost per app install.

Source: Meta internal data, n = 14780 A/B creative tests run between April 2021 and April 2022 across all verticals and regions (n = 6685 studies for link clicks, n = 468 studies for website conversions, n = 7528 studies for app installs). Percentage difference is the comparison of the winning cell vs the average of the other cells within the study. Research findings do not guarantee future results.

Three aspects to keep in mind when evaluating your creative



Fatigue

Is it fresh, exciting, compelling?



Differentiation

Is it cohesive and non-repetitive?



Resonance

Is it meaningful and memorable?

Embrace experimentation throughout the creative development process

No matter where you are in creative development, there's a chance to learn which creative options work best.

POSITION

.What, Why: Reasons To Believe (RTBs), benefits, motivations, positioning.

Explore a range of messages options

CONCEPT

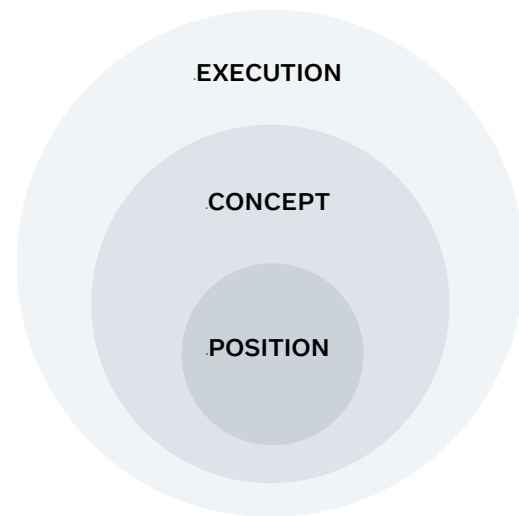
.Idea: Creative territory or world, unifying theme.

Explore the range of viable concepts

EXECUTION

.How it comes to life: Narrative structure, story arc, copy, visual, casting, setting, duration, surface, aspect ratio, format, buttons

Explore how the concept can be expressed



Execution:



Supercharge your creative

Embrace experimentation in the creative execution

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Explore a range of messages options

CONCEPT

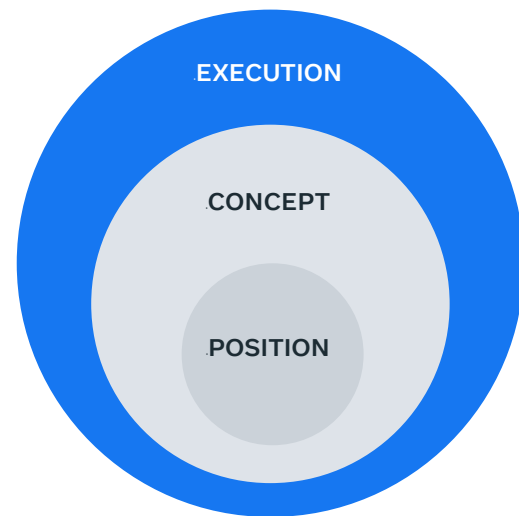
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1

Unlock Your Brand Story:

Essentials to building your organization into a brand

2

Unlock Creative Fundamentals:

Expand to new audiences by playing with these key ad types

3

Unlock Quick Wins:

Easy ways to see better performing ads

Unlock your Brand Story



The Advertiser Goal

Drive more visibility, awareness and break through clutter with your audience.



The Creative Solution

Build brand cues so that content is connected & consistent to stand out.



The Framework

Use the “EPIC Brand Building” method by following these 4 considerations:

1

EXISTENCE

What is your brand? What are the values and guidelines you follow?

2

PURPOSE

How do you talk about your cause / your purpose

3

IDENTITY

Visual clues that communicate your unique brand

4

CONNECTION

What is your **Tone of Voice**
How you communicate with your audience

Unlock Creative Fundamentals: Mixed Formats

 **The Advertiser Goal** Engage directly with your audience and drive stronger performance

 **The Creative Solution** Transform existing image ads into video ads by adding simple motion techniques to expand ad creative formats.

 **The Framework** Use the ads creative stand out by following these 3 levers:

1
**MAKING
YOUR ADS
NOTICEABLE**

2
**DESIGNING
MOBILE
FIRST**

3
**GOING
BEYOND
STATIC**

Make ads noticeable.

Want to capture the attention of your potential audience?

Make your ads noticeable!

Good creative execution can drive attention and boost ad performance.
The difference between good and poor creative can **impact recall by**

17%.

Choose catchy thumbnails, clear product shots and optimize elements within the asset to get your ad noticed.



Design mobile-first

When you're building creatives, align with the Meta mobile-first principles to drive the most efficient brand and performance outcomes for your campaigns.

Source: 1) "Getting Scientific: unlocking next level advertising creative" by Meta, Feb 2022.
2) "The value of performance branding" by Meta, Mar 2021. Research findings do not guarantee future results.

50/50

The odds of success when running a TVC on digital channels.¹

x2

An analysis of 35 studies found that campaigns with **mobile-first creative saw twice the brand awareness** lift compared with non-optimized creative.²

Design mobile-first

Optimize aspect ratio

On mobile, **vertical and square formats** perform up to **40%** better than horizontal. Design the assets to make use of more of the screen for a vertical mobile viewing experience.¹

Optimising ad aspect ratios for different placements helps drive lower CPAs for mid-funnel metrics such as leads and messages.²

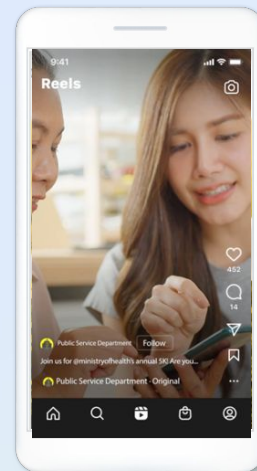
Source: 1) Ekimetrics, Executing for Effect, 16,000 campaigns MMM meta-analysis, Nov 2020. 2) Meta data, Regression analyses performed on Global Meta data, Nov 2019 - Apr 2021. Research findings do not guarantee future results.

SQUARE
1:1



FEED

VERTICAL
9:16



STORIES

Design mobile-first

Optimize for placements

Sound

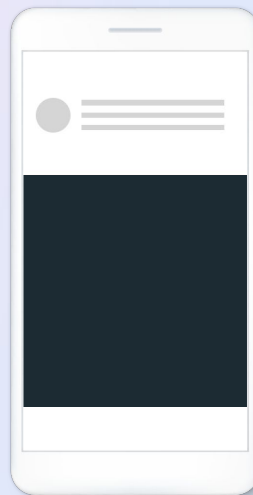
Design mobile feed videos for **sound-off viewing** to increase average watch time but **add sound to story, Reels and in-stream ads** to amplify your message and drive better lower-funnel results.¹

Production

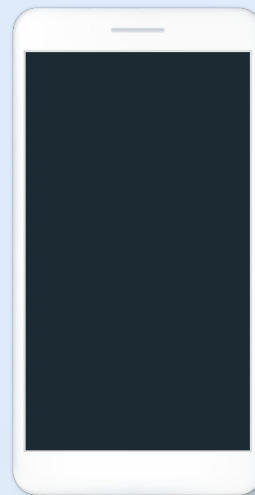
Try a mobile-shot, stories-native approach to improve direct response outcomes with story ads to drive views and conversions.²

Source: 1) “*In-Stream Creative Meta-Analysis*” by MetrixLab (Meta-commissioned study of 2,400 people aged 18–54 in US), Aug 2020. 2) “*Perfection-fatigued’ Millennials and Gen Zers want lo-fi, mobile-shot video*” Meta Foresight, Jun 2022. Research findings do not guarantee future performance.

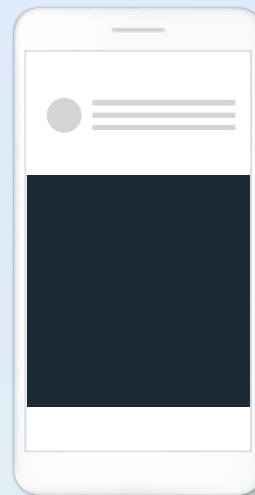
SQUARE VIDEO
FEED



VERTICAL VIDEO
STORIES



STATIC IMAGE
FEED

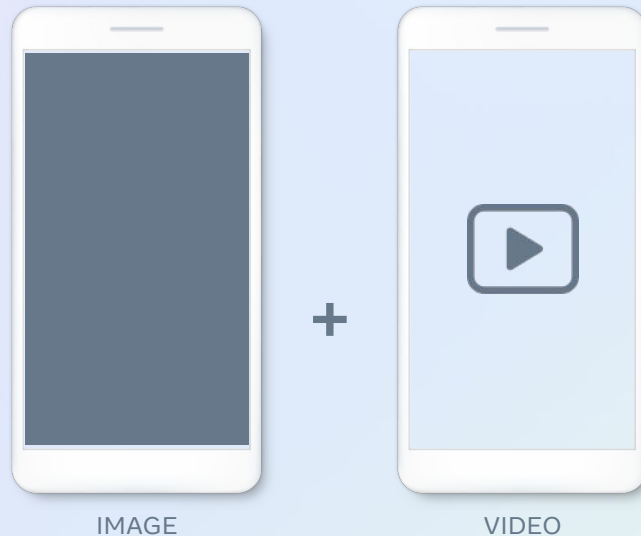


Go beyond static campaigns

Mixing static and video assets can ensure that your campaigns resonate with your audience in multiple ways. We found that in **seven out of ten lift studies, video-only or video plus static campaigns outperformed static-only campaigns in driving conversion lift.**¹

This also works when building brand, as in **nine out of eleven lift studies (82%), video or video plus static creative outperformed static-only creative in boosting brand awareness.**²

Source: 1) Analysis of 11 Meta conversion lift (randomised controlled) studies, 2020. 2) 11 Meta brand lift studies, ca. 500 polls per group and cell: "Have you heard of [brand]?", 2020. Research results do not guarantee future performance.

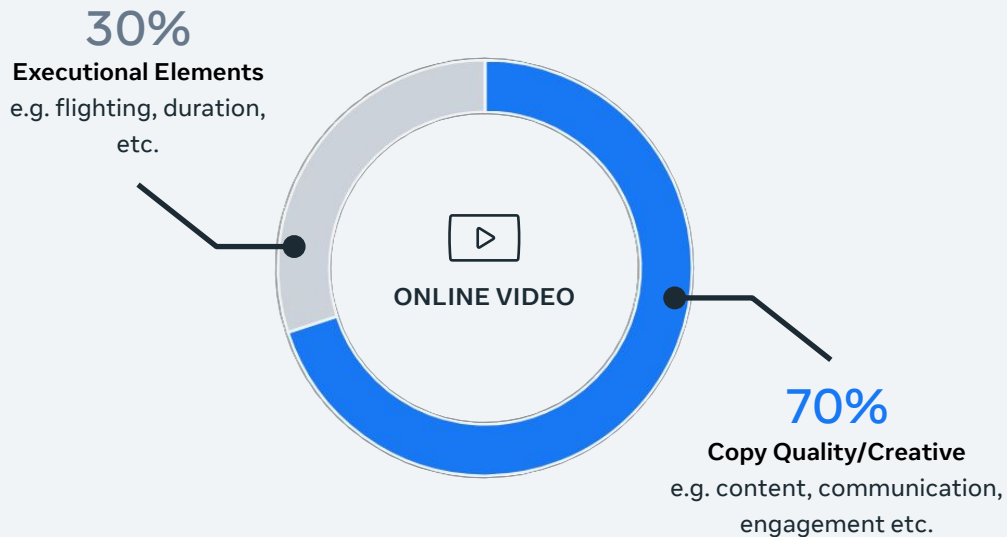


Go beyond static campaigns

Video Creative is essential to ad effectiveness

Source: "Welcome to Facebook's New Series: Data, Creative and Advertising Excellence" August 2021
<https://www.facebook.com/business/news/data-creative-and-advertising-excellence>

What determines online video effectiveness?



Go beyond static campaigns

Video best practices

Design for sound off, but delight with sound on

Adding captions increases view duration

by an average of 12% and can make your videos more accessible

Capturing attention quickly: Start bold, stand out

immediately to viewers: Ads with more motion, scenes and speed tend to be more engaging

Highlight your brand early and often

Brand association in the first three seconds is positively correlated with conversion lift

Keep your videos short: Make your video length 15 seconds or less

Use vertical or square video

Try 4:5 vertical video ads, which work well across Facebook, Instagram and Audience Network

Go beyond static campaigns

Best practices for creating a simple but powerful photo ad

1. Use the rule of thirds to make your shots more balanced
2. Try different angles
3. Shoot for a mobile viewing experience
4. Remember less text is more
5. Have a single focal point
6. Maintain visual consistency
7. Experiment with visuals



Unlock Quick Wins: Creative diversification



The Advertiser Goal

Show and tell more stories about your organization to diversify and refresh your ad creative mix.



The Creative Solution

Use the “Blanket, Bundle, Build” method.



The Framework

Expand ad creative from 1 to 2 or more- different visuals, different ad type (image only + video), different messaging or both.

1

BLANKET

Lay out all the things you want to say about your organization / programs.

2

BUNDLE

Combine similar stories/messages as a bundle.

3

BUILD

Ideate visuals that can bring the bundles to life.

Building a diverse set of creative

to help improve performance by appealing to different audiences.

Creative diversification has been shown to drive:

32%

increased efficiency

9%

incremental reach

Source: Internal Meta test comparing the performance of two identical vs two non-identical (creatively diverse) creatives in 2703 ad sets across verticals from 04-04-2021 to 04-26-2021.

Diversify with Messaging

Consider different messages and start experimenting.

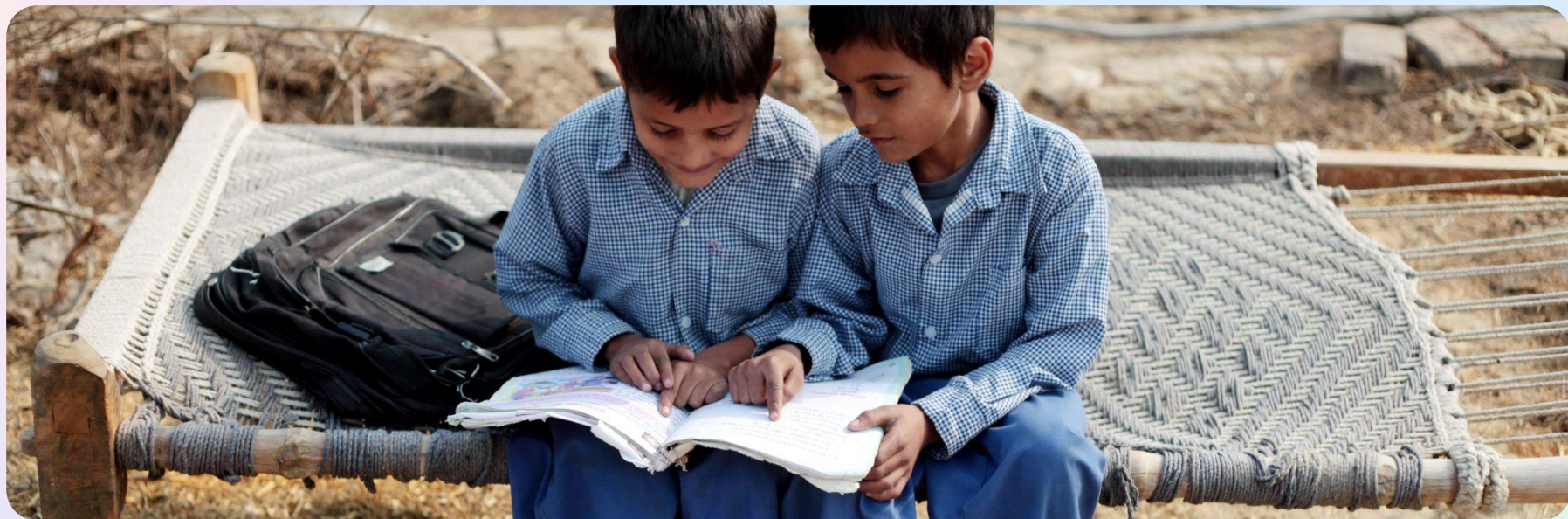
Diversify with Visuals

Build visually distinct and different creative assets.

Diversify with Placements

Leverage diverse formats and placements to grow new audiences.

Concept:



Embrace experimentation in the creative conceiving

POSITION

.What, Why: Reasons To Believe (RTBs), benefits, motivations, positioning.

Explore a range of messages options

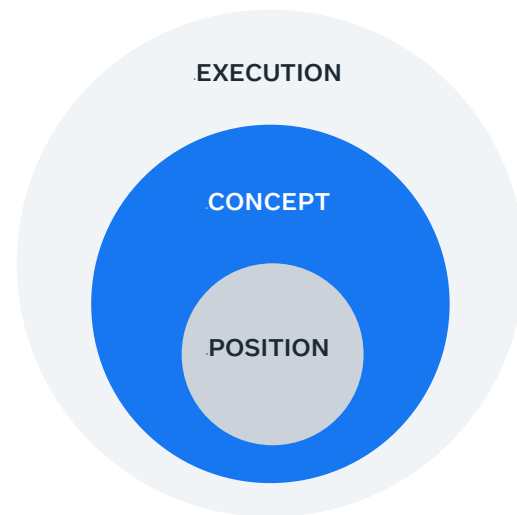
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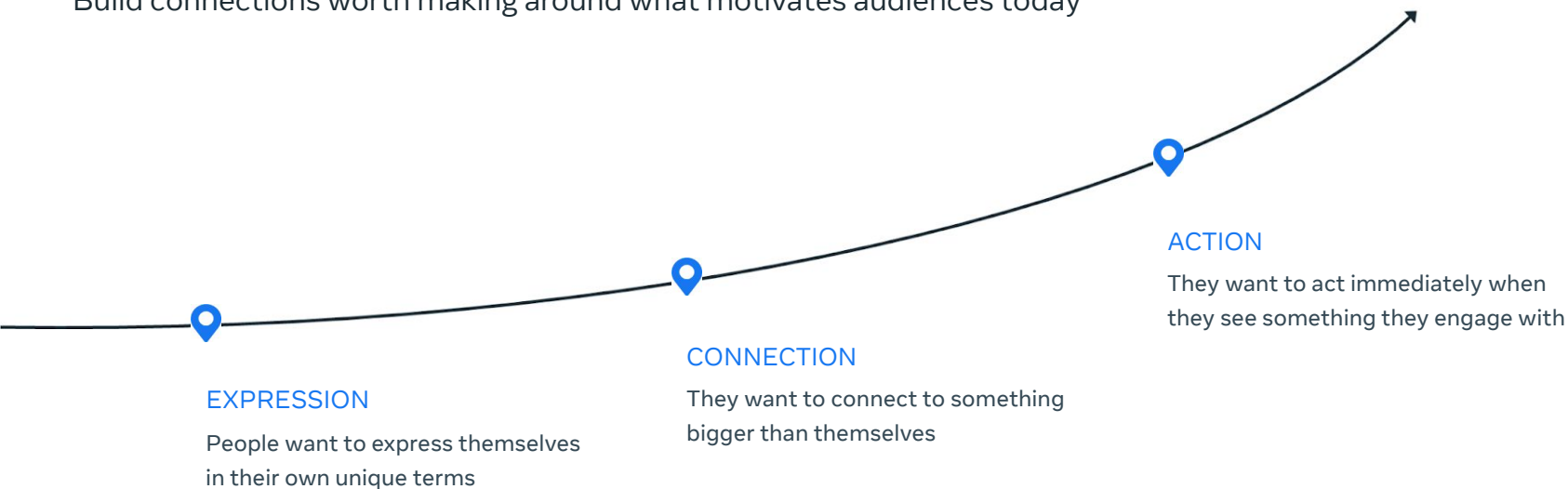
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People want to connect here in ways they can't elsewhere

Build connections worth making around what motivates audiences today



To build connections worth making



Build for Culture

Speak in the language of communities
and culture people use here every day



Build for Collectivity

Connect people to something bigger
than themselves



Build for Action

Creating an offering so unique people
want to take action immediately

Build for Culture

Ideas become more relatable when they embrace the language of their communities

84%

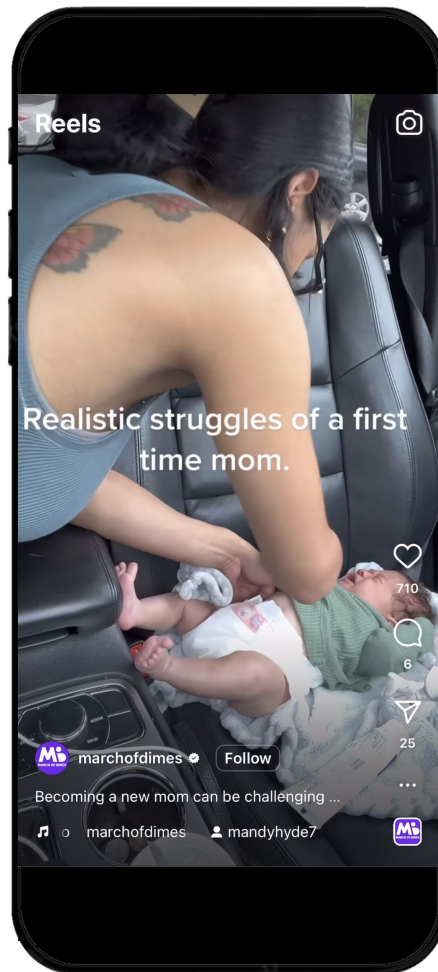
Of young consumers like it when content from brands is not “perfect.”¹

27%

Higher click through rate from Reels ads with a human presence.²

¹ The Cult of Ugly report from YPulse, 2019

² Analysis of approximately 1.2M global Facebook and Instagram Reels Ads. Research findings do not guarantee future results.



March of Dimes created this Reel to highlight real struggles of a first-time mom in her daily life.

The campaign authentically highlighted an **experience shared by many moms** that March for Dimes serves.

Build for Culture

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World Food Program USA (WFP USA) wanted to capture the next generation of donors. To do this, they developed a Reels-first campaign and partnered with creators from diaspora communities in Ethiopia, Afghanistan and Ukraine, giving them the five staple ingredients typically in a UN World Food Programme food basket to create recipes from their homeland because sharing food helps connect us.

Build for Collectivity

People come here to feel like they're part of something bigger than themselves

1.8B

People participate in Facebook groups each month ¹

Over half

of people surveyed feel connected to the world when watching Reels ²

¹ Source: <https://www.facebook.com/community/whats-new/facebook-communities-summit-keynote-recap/>

² Source: Global consumer short-form video survey by Factworks. (Meta-commissioned online survey of over 12,600 consumers aged 13-64; users of SFV content in AU, US, BR, DE, UK, KR, JP, IN and FR), Oct-Nov 2022



World Wildlife Fund Spain created a virtual influencer campaign starring *Habichuela*, meaning 'bean' in Spanish.

The campaign used Reels with **visual effects**, **music** driving the audience to **messaging** to personify conversation tips and drive audiences to Messenger and IG Direct chatbots to learn more.

Build for Collectivity

People come here to feel like they're part of something bigger than themselves

1.8B

People participate in Facebook groups each month ¹

2/3

of people surveyed said they'd consider using Meta's messaging apps to communicate or interact with their government. ²

¹ Source: <https://www.facebook.com/community/whats-new/facebook-communities-summit-keynote-recap/>

² Source: Connecting with government: Community experience insights by Ipsos, (Facebook-commissioned study of 3,500 adults based in the US, UK, Italy, Brazil, Mexico, Indonesia and India), December 2021.



The Thai Health Promotion Foundation wanted to effectively and efficiently scale accurate information about COVID-19.

The organization partnered with HBot to develop a Messenger chatbot that enables people to easily contact the government and ask them questions about COVID-19 vaccine and safety measures.

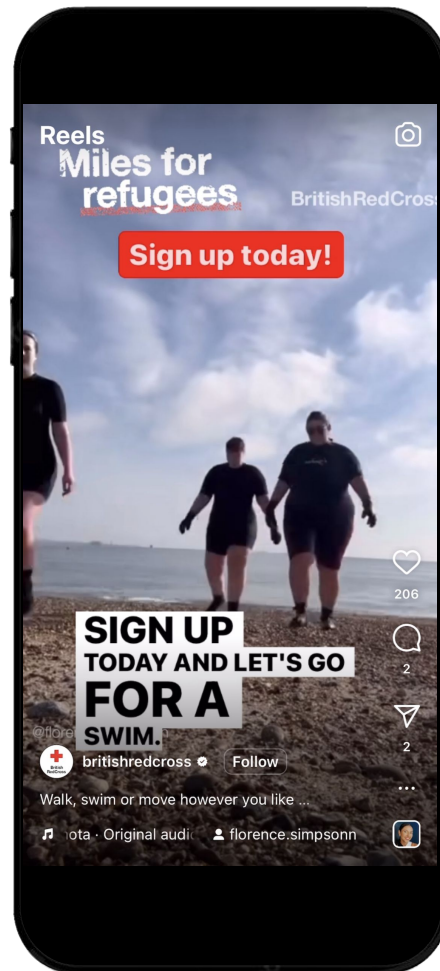
Build for Action

Ease into action. Offer an easy way for people to act on or off platform with a clear and immediate call-to-action.

More than 80%

of ads with high click-through rate (CTR) featured a call-to-action compared to only 20% of low CTR ads.

Source: Meta data where ads served in 2019 were identified through a regular expression (a sequence of characters that identifies patterns in text) and verified by a Meta employee to indeed be social cause related. The Meta employee then identified whether the ad featured a call to action. 60 ads in English (30 with high click-through rate, and 30 with low- click-through rate) from all regions, verticals, and within the 50th percentile of revenue were analyzed. This result is statistically significant with 95% confidence using a test of proportions.



British Red Cross started *Miles for Refugees* to catalyze action for the growing refugee crisis.

The campaign prioritized a clear **call-to-action** that called for volunteers to sign up to join and commit to their June challenge.

Build for Action

Ease into action. Offer an easy way for people to act on or off platform with a clear and immediate call-to-action.

98%

of people surveyed have taken action after seeing reels. ¹

53%

of people surveyed would like to have the ability to register for health services, such as medical appointments or vaccinations, via social media apps. ²

52%

of people surveyed would like to have a helpline available to ask questions via social media apps. ³

¹ Source: Global consumer short-form video survey by Factworks. (Meta-commissioned online survey of over 12,600 consumers aged 13-64; users of SFV content in AU, US, BR, DE, UK, KR, JP, IN and FR), Oct-Nov 2022

² and ³ Source: Connecting with government: Community Experience Insights by Ipsos (Meta-commissioned study of 3,500 adults based in the US, UK, Italy, Brazil, Mexico, Indonesia and India), December 2021.

Experiment with new ways to create

Explore
**REELS FIRST
CREATIVE**

with the
language of Reels:
Entertaining
Relatable
Digestible

Partner with
CREATORS for
new ways to create
connections

Test deepening
your connection
with your audience
through
**MESSAGING
EXPERIENCES**

Position:



Embrace experimentation in strategic positioning

POSITION

What, Why: Reasons To Believe (RTBs), benefits, motivations, positioning.

Explore a range of messages options

CONCEPT

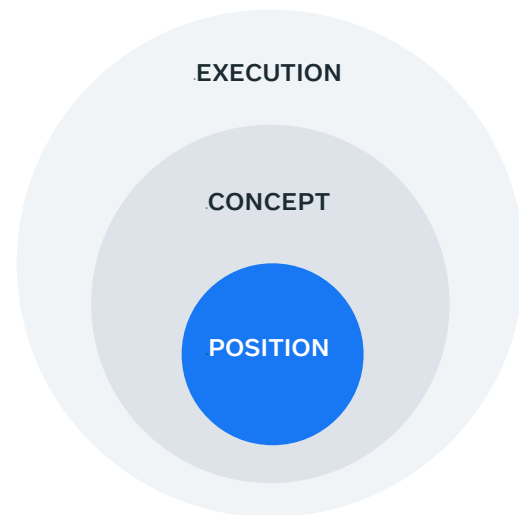
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Explore the range of viable concepts.

EXECUTION

How it comes to life: Narrative structure, story arc, copy, visual, casting, setting, duration, surface, aspect ratio, format, buttons

Explore how the concept can be expressed.



From one
size **fits**
all ideas...

...to ideas made
personal

Explore barriers and motivators to engage new audiences and drive action.

Consider different ways to express your concept, maybe alternative routes that you haven't tried before. One exercise for consideration is how the same benefit is represented from a rational or emotional perspective.

Three ways to express the same benefit:

RATIONAL BENEFIT



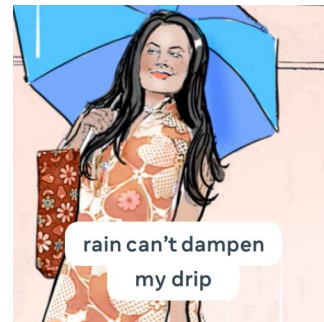
"Why do I need it?"

PRODUCT FEATURE



"What is the product?"

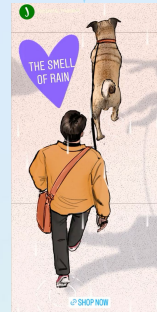
EMOTIONAL BENEFIT



"How does it make me feel?"

Reaching New Audiences

For additional reach,
build messaging that
resonates beyond the
core audience



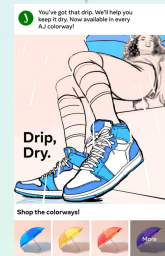
Function



Feature



Price



Style

KEEPS
ME DRY

WIND-
RESISTANT

NEED
AFFORDABLE
UMBRELLA

NEED
AFFORDABLE
UMBRELLA

NEED
AFFORDABLE
UMBRELLA

MATCHES MY
OUTFIT

COMES IN
DIFFERENT
COLORS

Uncovering motivations to engage diverse audiences

People on our platforms respond to content and ads for a variety of different reasons that are rational, emotional, conscious, and unconscious.

A 3-STEP APPROACH

1

Identify the barriers & motivators specific to the identified audience and your organization.

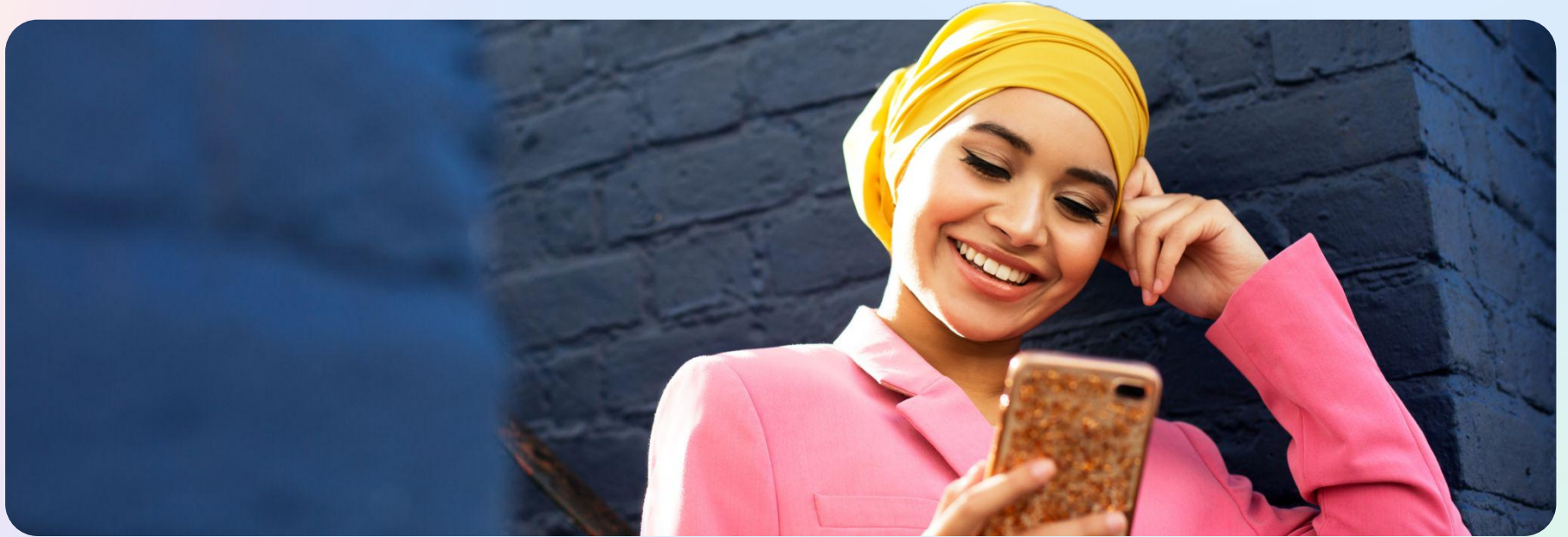
2

Map Your Messaging by connecting barriers and motivators to benefits and calls to action.

3

Layer on Creative Considerations for your engagement or conversion campaigns & Test and Learn.

Measure creative effectiveness



How can organizations
optimize their creative strategies
and messaging to **deliver results**?

Creative optimization is powered by measurement



.We often hear: “Give me guidance
on the most impactful creative
best practices...”



... but solutions aren't
always one-size-fits-all.



Organizations often focus on measuring and optimizing digital media strategies...



...but great media tactics are limited if you don't also have great creative assets



Effective creative is the result of art and science



Sustained creative excellence doesn't
come from guesswork and gut...



... it's the result of experimentation,
execution and iteration.



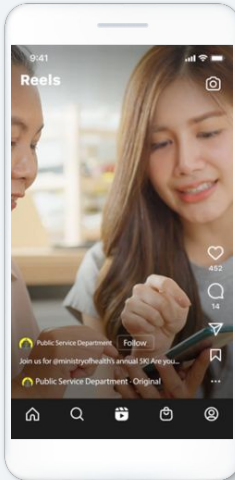
Measure creative effectiveness and optimize creative

1

Break down your creative into its elements

Page name

Image or video



Aspect ratio
(Example 16:9)

Headline or copy

Call to action

2

Develop your hypotheses

- By breaking down your creative into its components and aligning these to organization outcomes, you can identify areas that you'd like to explore with experimentation and craft hypotheses for testing.

No matter where you are in creative development, there's a chance to learn which creative options work best.

3

Embrace experimentation throughout the creative development process

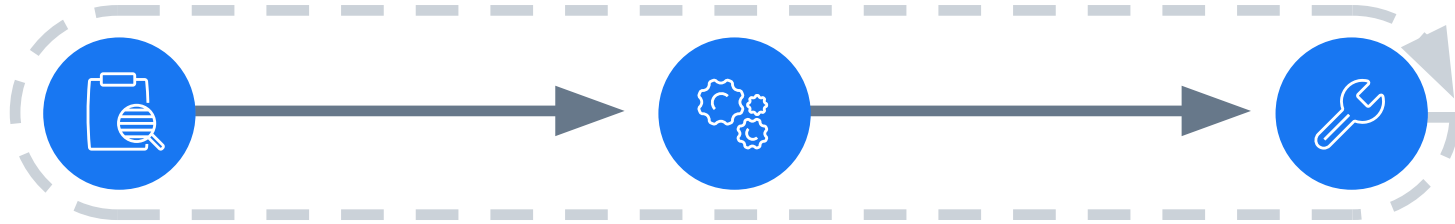
- Once you have your hypotheses it's time to embrace experimentation and understand motivations towards your goals:

- **POSITION: What, Why:** RTBs, benefits, motivations, positioning. Explore the range of viable strategic or messaging territories

- **CONCEPT: Idea:** Creative territory or world, unifying theme. Explore the range of viable concepts

- **EXECUTION: How it comes to life:** Narrative structure, story arc, copy, visual, casting, setting, duration, surface, aspect ratio, format, buttons Explore how the concept can be expressed

Best practices for creative testing



Why and what to test

Consistency is needed in order to scale testing. The hypothesis will determine the test setup.

Define a question
Research and validate hypothesis
Test and learn

How to test

Different creative experimentations methods are available to measure the impact of the campaign. Your KPIs will define the best suited test.

Auction Ad Ranking
A/B Test
Brand Lift

How to build

Build your creative based on your hypothesis to ensure you isolate the creative elements you want to test

Only compare a static with a video if this is your hypothesis
Understanding the impact of branding? Make this the only changing variable in your creative.

Different creative tests for different goals



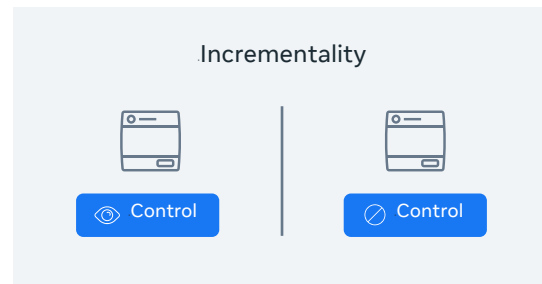
Auction Ad Ranking

Ads to be tested in an ad set with designated budget. Let the system decide the winner. More economical, but less reliable way to test creative



A/B Test

A tool for comparing two or more creatives with each other. For majority of creative tests, A/B should be the tool to use



Lift Test

A tool for measuring the incremental effect a campaign had on short-term brand or sales outcomes

Considerations for adapting your creative strategy based on learnings



.If multiple assets are high performers, which asset or direction provides the most creative opportunity?



.Does a runner-up creative approach still show strong performance?



.Don't ignore valuable insights just because they don't come from a "winning" asset.



.Have these learnings uncovered another knowledge gap and new opportunity to experiment?

Monitor performance and adjust

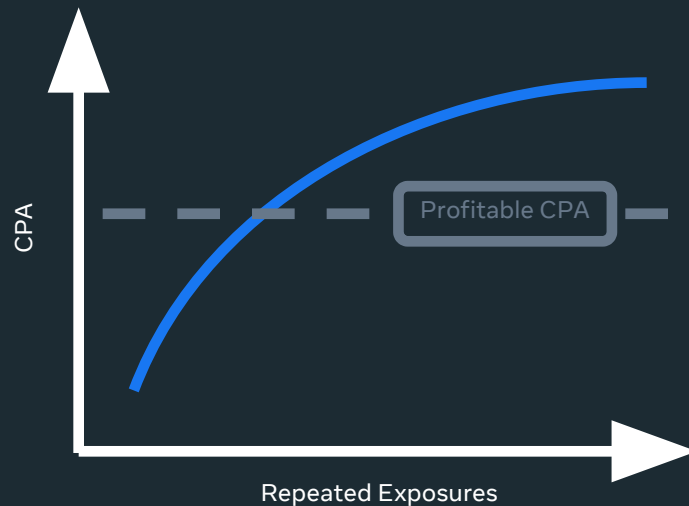
Creative effectiveness is not static. Conditions change and effectiveness can wax and wane over time.



FOR EXAMPLE

Creative fatigue is a direct-response concept that posits that creative tends to become less effective as users see it multiple times. Eventually it will become necessary to take action to maximize profitability.

EXAMPLE (ILLUSTRATIVE PURPOSES ONLY)



Takeaways for organizations

01

Supercharge your creative leveraging our execution best practices

02

Explore solutions to connect with your audiences testing concepts and creative ideas

03

Reach new audiences thanks to an insight led approach by uncovering motivations

04

Optimize your creative thanks to measurement and testing

Thank you