

CREATE & AUTOMATE

Creative strategies that power Advantage+
performance



 CREATIVE EXPLORATION The EXPLORE track develops diverse creative concepts new to the ad account	 CREATIVE EXPANSION The EXPAND track iterates on existing assets currently performing well in the ad account
Net New Concepts	Iterations
Heavy Lift // High Impact	Light Lift // Less Impact
<p>5 insights-driven net new concepts per month</p> <p>—</p> <p>Use customer data, reviews, social comments, survey responses, etc., to crack a new concept</p> <p>—</p> <p>Aim for balance between static and video assets</p>	<p>5 iterations on 'winners' per week</p> <p>—</p> <p>Explore new hook, motivator message, and/or key visual on existing winners</p> <p>—</p> <p>Templatize your 'winners' for even faster iteration</p>

A creative operating system for Advantage+ performance

Use these two creative development tracks to help build the creative diversity and volume you need while keeping your brand ethos at the center of it all.

The TLDR on creative diversification

Creative diversification can help you efficiently convert new audiences on our platforms. It also combats the creative fatigue that can occur when your audience keeps seeing the same creative assets over and over again. It's a key strategy to power performance - so let's unpack what you'll need to help you unlock new audiences.

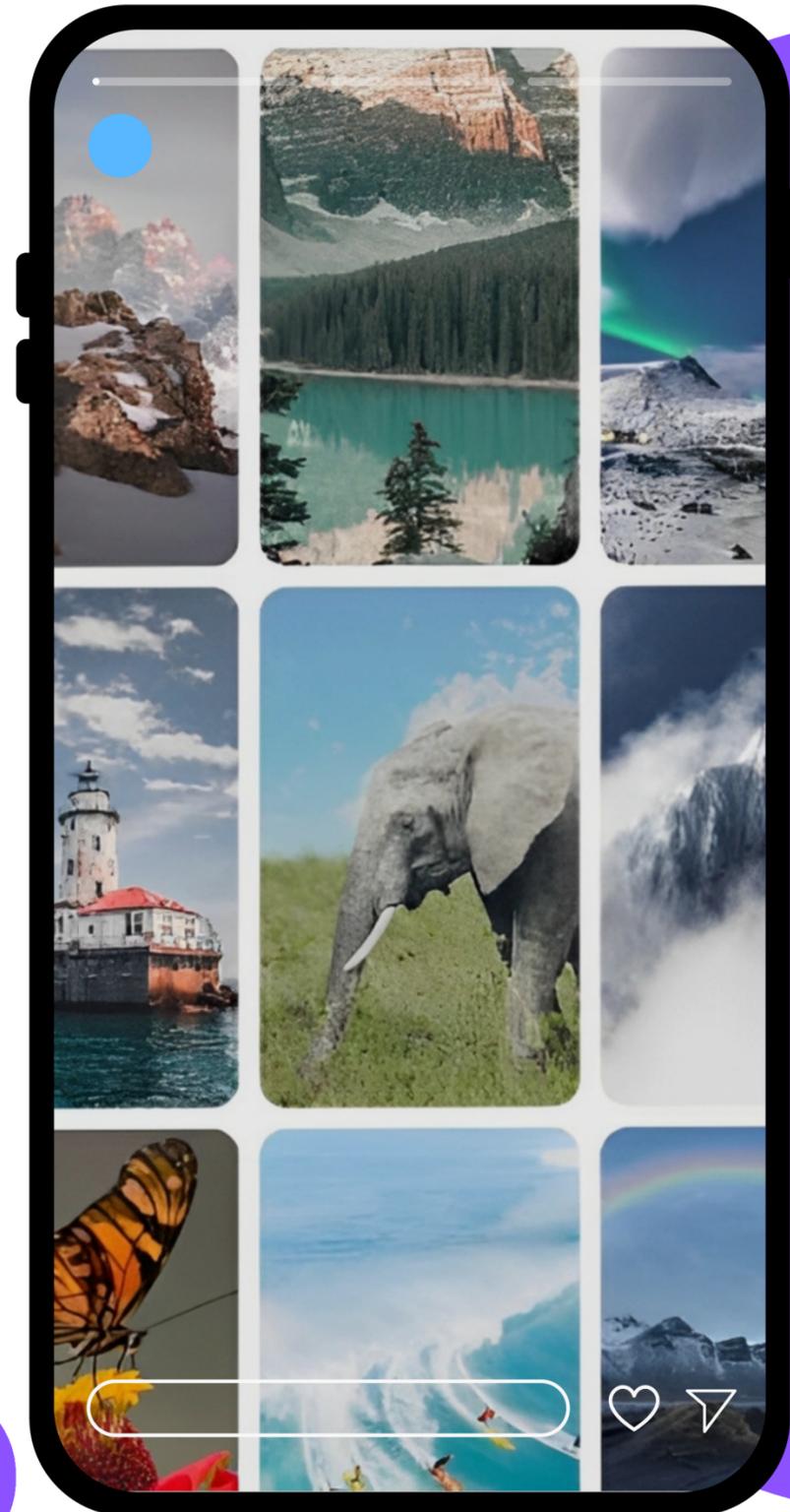
The Essentials

- ✔ **Diversify your message.** Different people are inspired to purchase a product or service for a variety of reasons. Avoid copy/paste messaging if you want to appeal to a broader group.
- ✔ **Explore distinct and different visuals.** Showcase diversity in people and product visuals. Balance UGC-heavy campaigns with high-polish assets.
- ✔ **Opt into more formats and placements.** In order to convert new customers, you need to meet them where they are. To that end, make sure to have Advantage+ Placements turned on for all of your relevant campaigns.



Katie Ewer

Click to hear some FAQs we get when talking to brands about diversification.



What does a creatively diverse campaign look like?

7% lower CPA and
7% higher purchases vs Cell

CELL 1: SIMILAR CREATIVE



- ✓ Highly similar messaging and visual style
- ✓ Limited variation in aspect ratio and format

CELL 2: DIVERSE CREATIVE



- ✓ Includes top-performing BAU
- ✓ Mix of lo-fi + high polish assets
- ✓ Diverse formats, messaging, and visual style

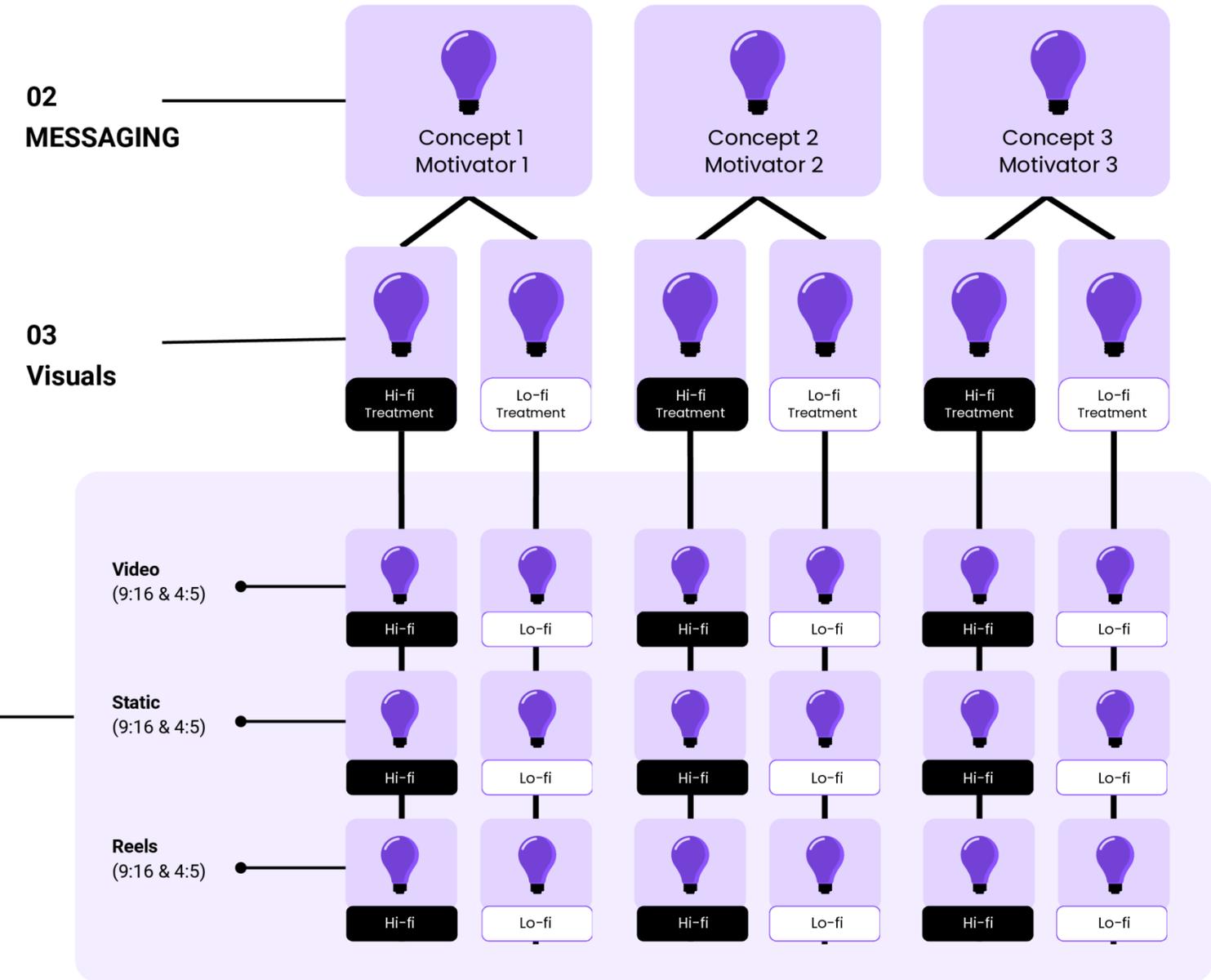
Leverage endless combinations to increase your asset volume

It can be a bit overwhelming when you're getting started - so here's a simple template you can leverage.



Total Assets :30

01 **MOTIVATOR** ————— It can be a bit overwhelming when you're getting started - so here's a simple template you can leverage.



Diversify with motivator-led creative

Motivators are a key tool in driving creative diversification. Motivator-led creative can help your brand build connections with people on our platforms and inspire them to take action.

What is motivator-led creative?

People have diverse and differing reasons for buying the same product. In this example, we see diverse motivators inspiring purchase of the same winter jacket. Cultural trends and specific use cases are a great place to start brainstorming motivator messaging.

TIP: Motivators are an evergreen strategy you can use to deliver fresh creative themes that inspire new assets.



"My son wants a coat that is trendy, stylish and warm."



"I want to get my sister a high quality coat she can wear skiing!"



How motivators unlock creative differentiation

01 MOTIVATOR



"I need gifts for every person in my family"



"I need an outfit for a holiday party"



"I need high quality gifts at the right price"

02 MESSAGING

Feroldi's has something for everyone

Feroldi's has a great variety of accessories to go with every outfit

Feroldi's has price points for every customer

03 Visuals

Family-focused styles

Holiday accessories to create party looks

Price point focused

04 Visuals



TIP: Once you have your creative themes, remember to create assets that mix lo-fi, hi-fi, human-focused, and product-focused visuals in different aspect ratios to achieve meaningful creative differentiation.

This simple formula helps you to use motivators as springboards to develop new creative assets. These new concepts can be used to convert new audiences.

MOTIVATOR / BARRIER

Why would or wouldn't someone purchase your product/service?
Example: price, quality

BENEFIT

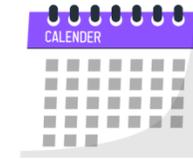
What's unique about your product, service, or offer? How does it make your audience feel?

KEY THEMES

Communicate how your benefit addresses the motivator or barrier. Make it clear and speak to your audience

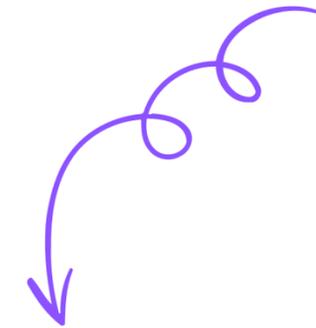
Find your motivators

When it comes to discovering diverse motivators powerful enough to drive conversion, you have many tools at your disposal.



DON'T FORGET MOMENT-ARY MOTIVATORS

Seasonal and calendar moments inspire people to buy outside their usual category and create a new set of motivators to explore



To begin...

Start with your product

What makes it unique? Consult your audiences to discover why and how they use your product. Comments, reviews, and surveys are a great place to start.

Ask the community

Is there a creator that is connected to your target community? Collaborate with them to gather top questions or needs in your category.

Current conversations

What are people saying about your product/category? What trends and themes are you seeing? Use Reels and Search trends as inspiration.

Translate to emotions

What is the overarching emotion? Get familiar with how using your product makes your audiences feel.

Next ask...

Who's missing?

Is there an underrepresented community that you can speak to? Ask yourself who's not at the table and bring in a fresh perspective!

> Click to explore

a strategic framework for building creative in service to underrepresented communities.

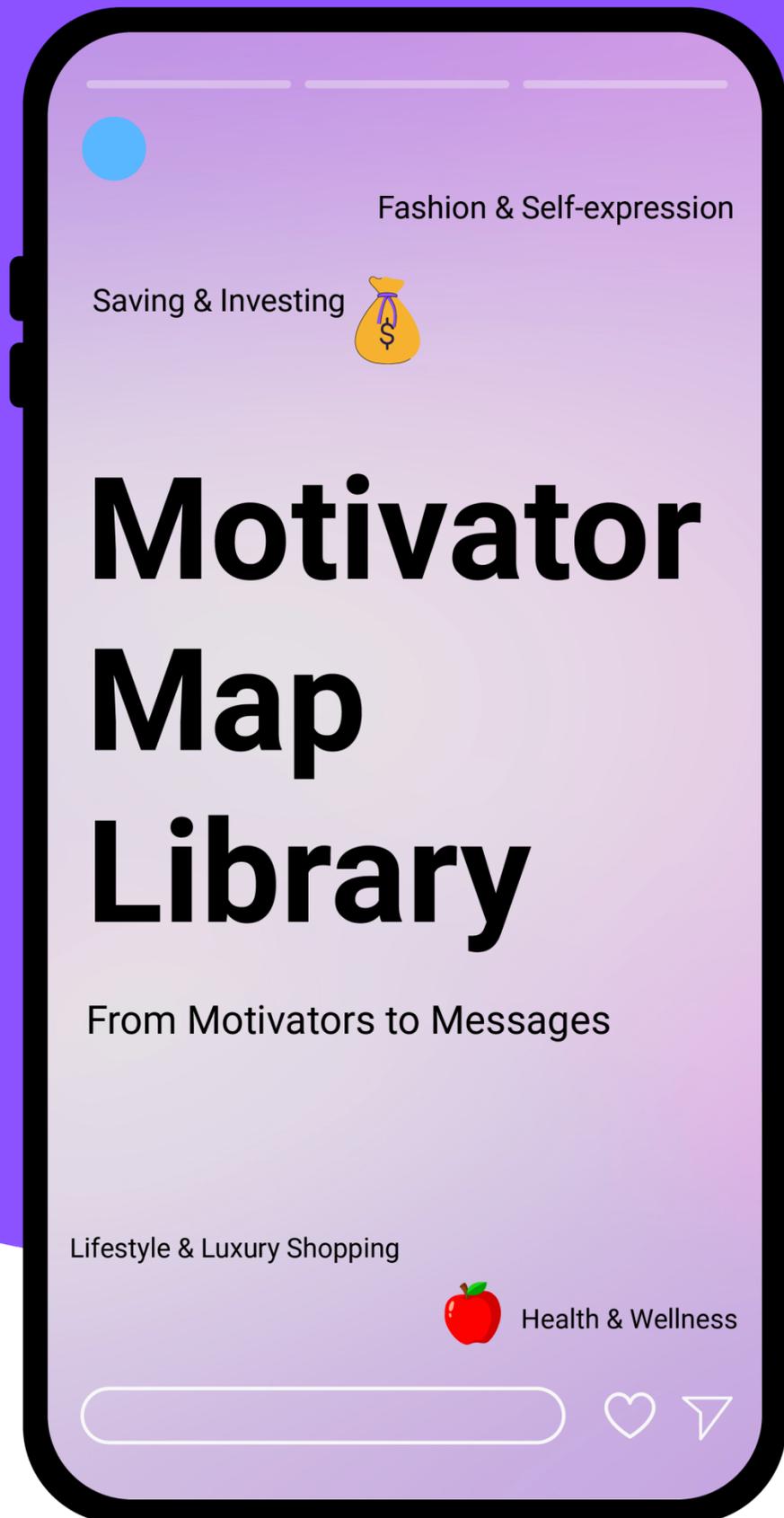
Finally, tap into...

Institutional knowledge

Can you use internal data (CRM, platform demo data, etc.) to inform distinct buyer personas?

Competitive white space

Is there an unaddressed motivation you can claim or a collective assumption about the product or category you could challenge or subvert?



CLICK TO
DOWNLOAD

Find your motivators

Download this comprehensive collection
of contextual motivators we've
uncovered for multiple verticals

Inside you'll find Motivator
Maps for: Travel, Beauty & Identity,
Fashion & Self-Expression, Eating &
Drinking, Health & Wellness, Subscribe
& Stream, Saving & Investing, Lifestyle
& Luxury Shopping, Gaming, and
Holistic Fitness.

From motivator to messaging and more

Once you understand what's motivating people, it's time to turn that into messaging and ideas you can use to diversify your ads. Follow this step-by-step guide to using our Motivators & Messages workbook.

[DOWNLOAD WORKSHEETS](#)

People-first Motivators

Using motivator maps as a springboard, define your audience and capture their motivations and barriers to buying your product or service. Consider situations or seasonal moments where you can solve a specific problem for people.

- MOTIVATORS**
 - Inclusive sizing
 - Unique pieces
 - Versatile styling options for different occasions
 - Authentic reviews & social proof
- BARRIERS**
 - Unsure of fit
 - Higher price points
 - Trouble deciding between items
- SITUATION OR SEASONALITY**
 - Gift guides
 - Fast shipping
 - Special occasion or seasonal event edits

Page 02

TIP: Is there an audience you don't usually consider? What are their motivations/barriers to purchase?

From motivator to messaging and more

Next, we'll expand your messaging and make it more platform-native (both in language and format). Want a reminder of what "platform-native" language even is?



Here's a refresher on how to grab attention with hooks



Concept ideas against high-performing story types on Reels

From motivator to Message

Match your product or service benefits to the motivators or barriers of your audience. Your messaging themes should resonate with audience needs to create an authentic connection between people and product

MOTIVATORS

Audience Insight

I want to express my style with unique pieces that make a statement.

Product or Service Benefit

Exclusive range of limited edition apparel & accessories from independent designers



Message theme

Stand out from the ordinary

BARRIERS

Audience Insight

I am unsure about fit and am concerned about choosing the wrong size

Product or Service Benefit

Online sizing guide, virtual try-on, free returns



Message theme

Fashion that fits

SITUATION OR SEASONALITY

Audience Insight

I need a budget-friendly gift idea ASAP

Product or Service Benefit

Gift guides curated by occasion and price point, express delivery



Message theme

Thoughtful & affordable gifts

From motivator to messaging and more

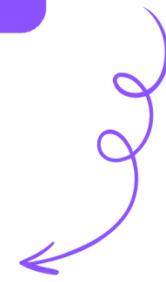
Finally, when you are building your assets, use the Creative Diversification Cheat Sheet to ensure you are building differentiated creative.

[DOWNLOAD WORKSHEETS](#)

Creative Diversification Cheat Sheet

- MESSAGE**
 - Use different motivators and barriers to reach different and new audiences beyond BAU.
 - Human need related
 - Motivators and Barriers
 - Emotional Benefits
 - Situational Identification
 - Product or Brand related
 - Functional Benefits
 - Service Benefits
 - Product use/Demo
 - Promotion related
 - Deals
 - Sales Events
- MEDIA FORMAT**
 - Use mixed assets, combining video and static in your campaigns.
 - Core formats
 - Static image
 - Video (short form)
 - Carousel
 - Catalog ads
 - Carousel
 - Collection
 - Single image
 - Additional formats
 - Shop ads (US only)
 - Ads with product tags
 - Optimize aspect ratios for most impact
 - 1:1
 - 4:5
 - 9:16
- CREATIVE APPROACH**
 - Use different creative approaches to maximize differentiation and reach new audiences across platform.
 - Lo-Fi
 - Creator-led
 - Language of Reels
 - UGC (User generated)
 - Hi-Fi/Polished
 - Product-focused
 - Lifestyle-focused
 - Illustration/Animation
 - Other
 - Animated static
- PLACEMENT**
 - Enable automatic placement to maximize reach and power of Meta ecosystem.
 - Facebook & Instagram
 - Feed
 - Stories
 - Reels
 - Search
 - In-stream (video only)
 - Audience Network
 - Native Banner/Interstitial
 - Rewarded ads
- BEST PRACTICES**
 - Follow these best practices while you are building your assets.
 - Highlight the brand early, within the first 3s.
 - Start your video with a strong visual hook to draw people in
 - Showcase how your product/service supports people in their lives
 - Incorporate a strong CTA
 - Keep your video short in duration (6-30 sec)
 - Use static and video in your campaigns for better results
 - Design for sound off, delight with sound on
 - Use overlays in your Advantage catalog ads to drive better results

Page 08



Create a platform-first concept

Adopt a storytelling mindset to communicate your messages using the language of the platform. Capture attention with a compelling hook that will draw your audience in. Consider trends or visual styles that will signal relevance.

MOTIVATORS

Message theme
Stand out from the ordinary

Hook
How to shop like a stylist

Concept
Expert voice Creator talks through product range, top picks, styling tips

BARRIERS

Message theme
Fashion that fits

Hook
POV: you finally found your perfect fit

Concept
Demo Highlight innovative fit-finding features, visualize the feeling with try-on/unboxing

SITUATION OR SEASONALITY

Message theme
Thoughtful & affordable gifts

Hook
5 personalized gift ideas under \$50

Concept
Listicle Showcase curated gift ideas with native-style text overlay to signal categories & price point

Thank You

Visit Us



www.thelondondigital.com