Creative @ Meta

Barry Christie

Creative Strategist

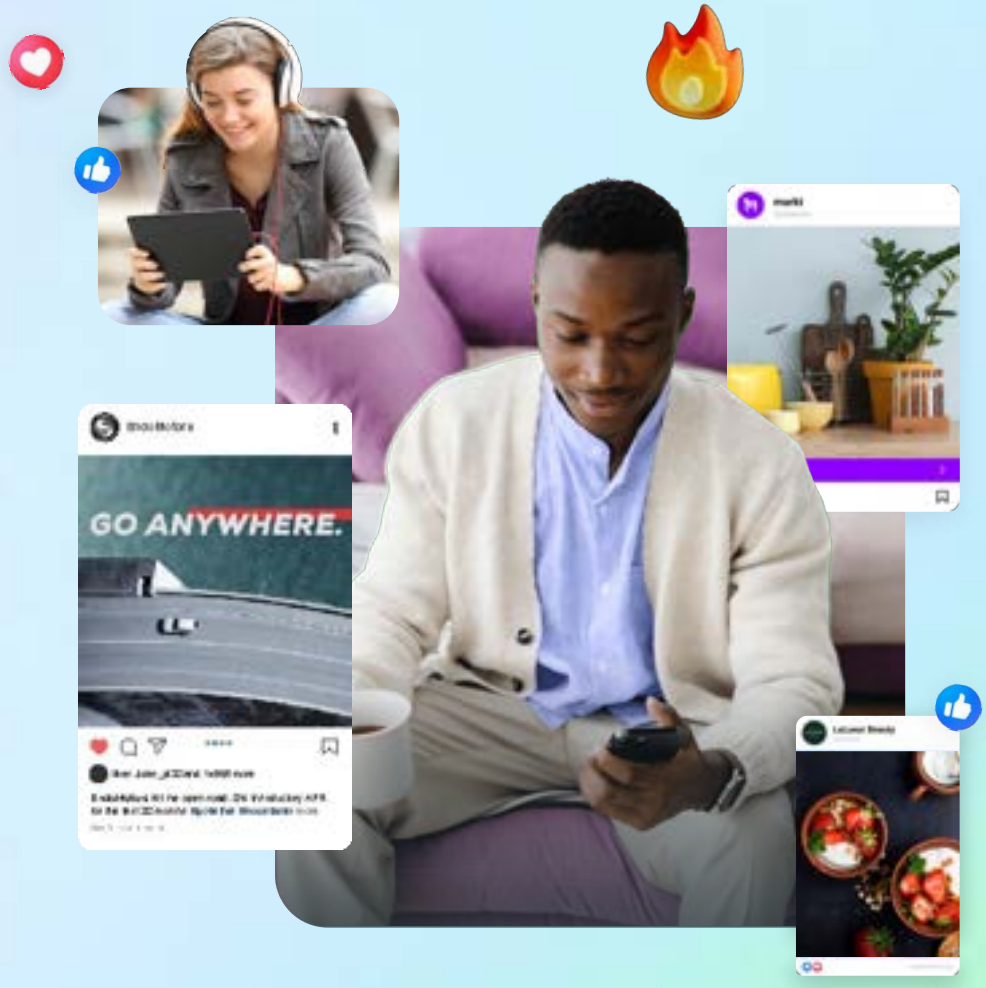
Meta

Meta

Meta

Compound branding

Accumulating attention
one second at a time



Creative Shop @ Meta

Ecosystem of culture

System of ideas

How do we maintain brand consistency...

…in a world of infinite content and increasing multiplicity

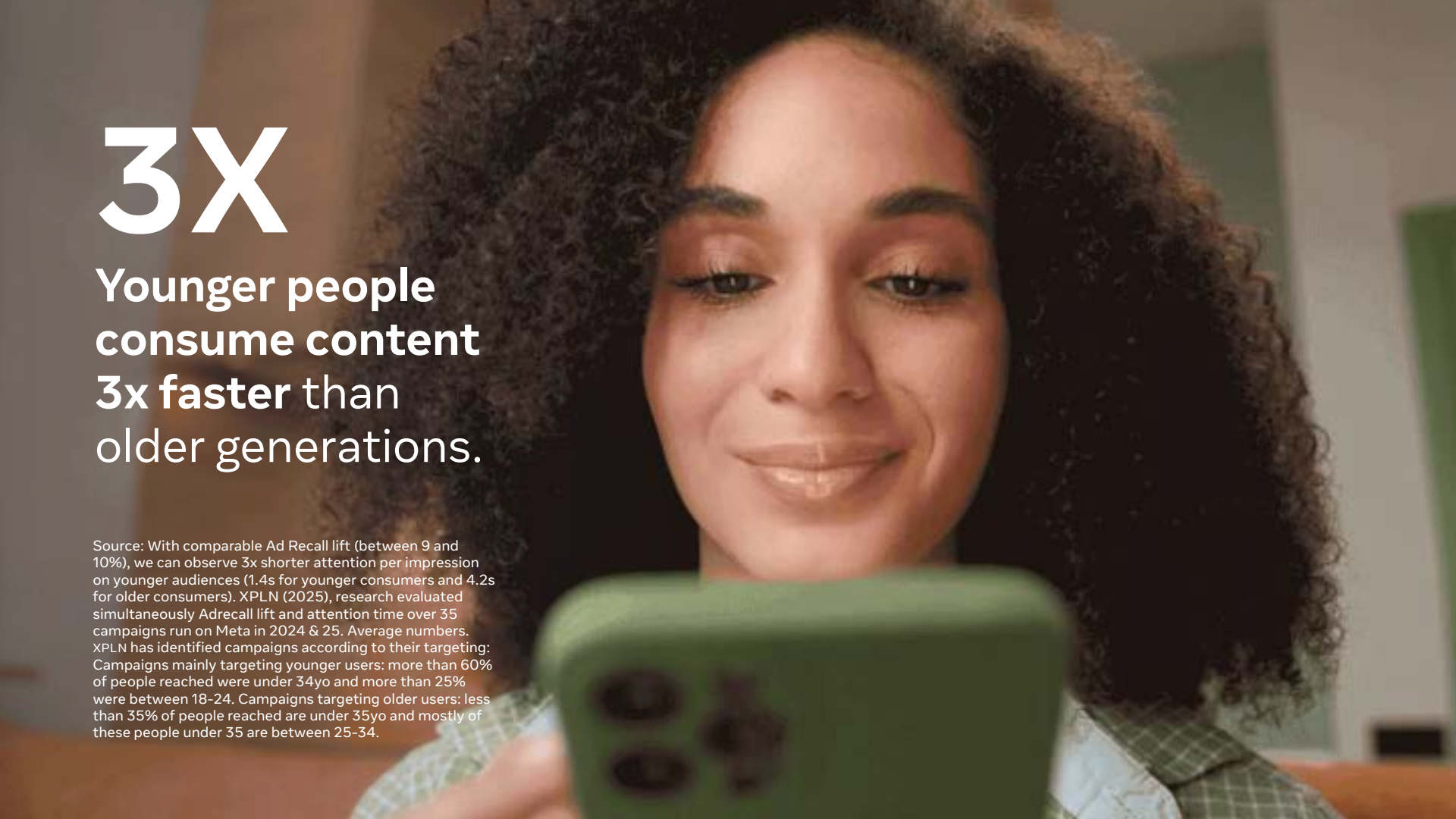
Attention

Attention

0.4

The human brain needs just 0.4 seconds to engage with a mobile ad and trigger a positive or negative response.

Source: "Attention and Cognitive Process: Neuroscience and Eye Tracking Research Results." Conducted by the Mobile Marketing Association, Advertising Research Foundation, and Neurons Inc., 2019.

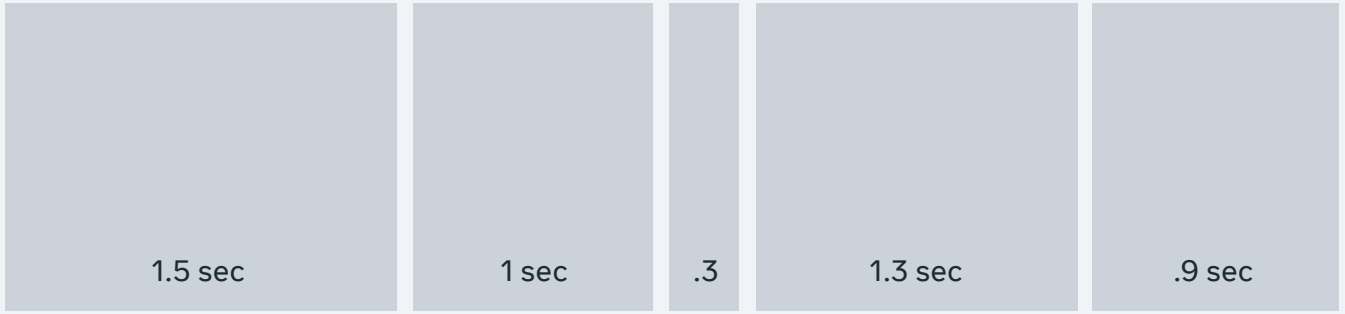


3X

Younger people consume content 3x faster than older generations.

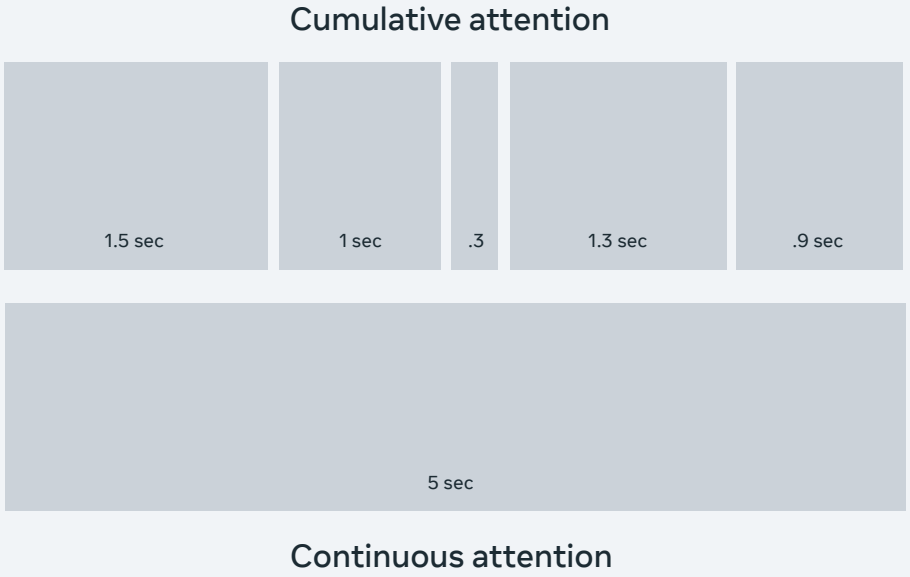
Source: With comparable Ad Recall lift (between 9 and 10%), we can observe 3x shorter attention per impression on younger audiences (1.4s for younger consumers and 4.2s for older consumers). XPLN (2025), research evaluated simultaneously Adrecall lift and attention time over 35 campaigns run on Meta in 2024 & 25. Average numbers. XPLN has identified campaigns according to their targeting: Campaigns mainly targeting younger users: more than 60% of people reached were under 34yo and more than 25% were between 18-24. Campaigns targeting older users: less than 35% of people reached are under 35yo and mostly of these people under 35 are between 25-34.

Cumulative attention



Continuous attention

Figure: Illustrative Example



-23%

5 exposures x 2s of attention drives a 23% lower cost per ad recall lift than a single, sustained exposure of IOS

+21%

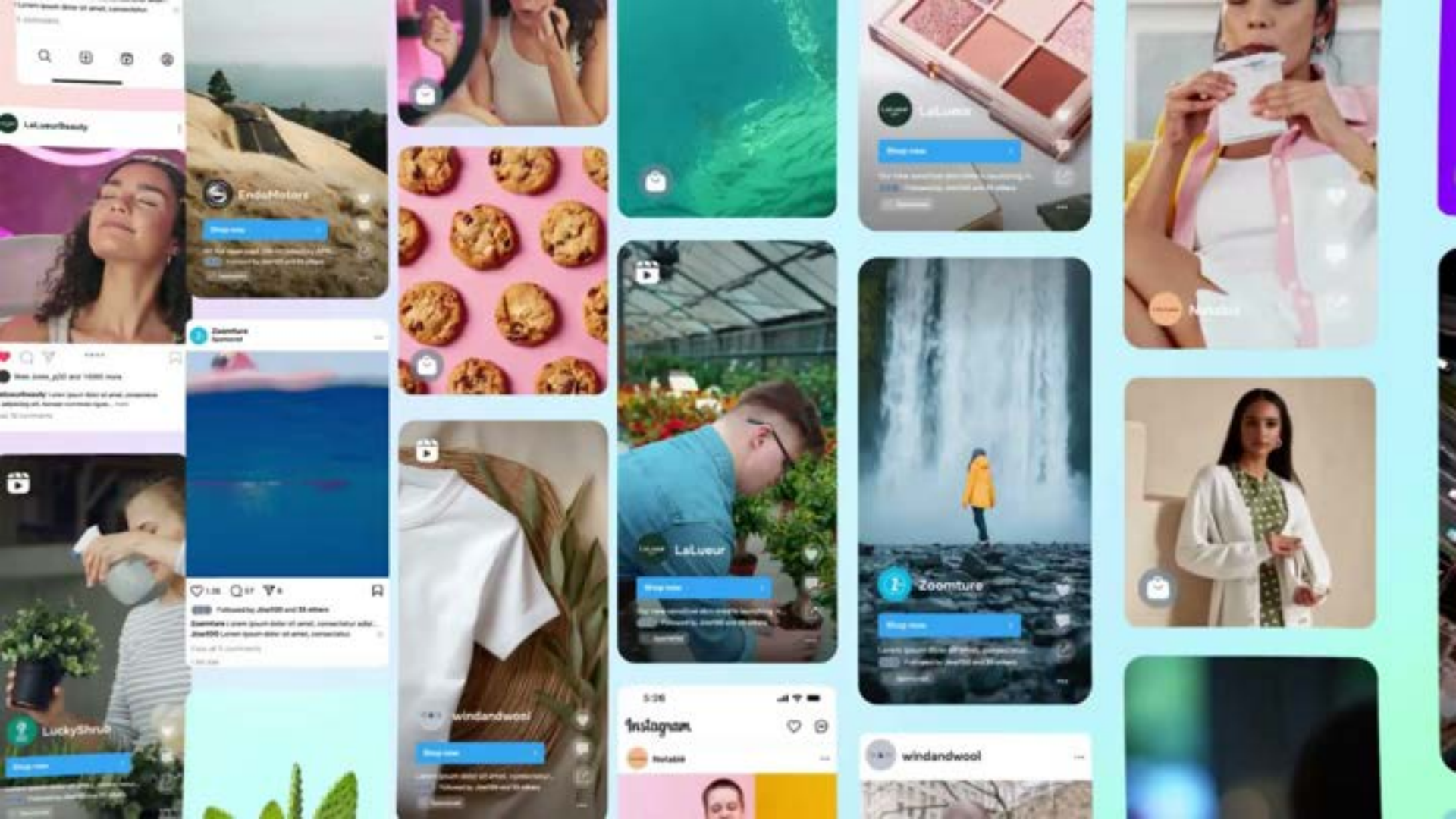
5 attentive seconds generated through multiple bursts are more impactful at driving sales outcomes than 5 attentive seconds from a single impression

Source: XPLN (2025), research evaluated simultaneously ad recall lift and attention time over 35 campaigns run on Meta in 2024 and 2025. Average numbers.

Source: Internal Analysis by Meta using Offline sales data and (modeled) attention data measured by Playground XYZ, 2024.0.75Bn user-adset pairs from video adsets (weekly attention) and 1.3Bn impressions (impression level attention) from video impressions, from Reach-optimized campaigns measuring offline purchases. Data collected March 4- March 31, 2024 and April 20-May IO, 2024, and included EMEA, US and CA advertisers from a variety of verticals. Predicted visual attention provided by 3P research vendor PlaygroundXYZ (a GumGum company), and analyzed by Meta. The vendor used eye tracking data from their passive panel as ground truth to build a model predicting how long a user looks at an ad based on behavioral and environmental signals. This model was applied to impression-level inputs from historical Meta campaign data to generate predicted visual attention times.

60

Every second of attention must be earned.


LaLoeurBeauty
EndoMotors
Shop now
Zoomture
Sponsored
LuckyShrub
Shop now
windandwool
Shop now
LaLoeur
Shop now
Instagram
Notable
windandwool
LaLoeur
Shop now
Zoomture
Shop now
Notable

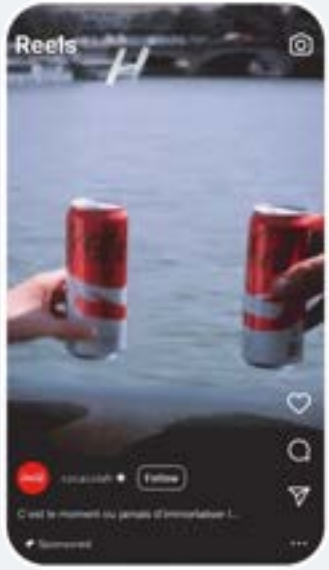
Coca-Cola

Togetherness

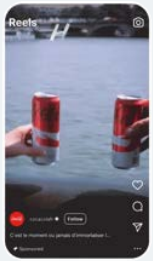
Coca-Cola

@launorma

@brunomangyoku



@4ur3lia



Business Messaging

Reels

Carousel

Advantage +
app campaign

@le_barkette

@croquette_saumon

@enzo_lefort

Stories

Feed

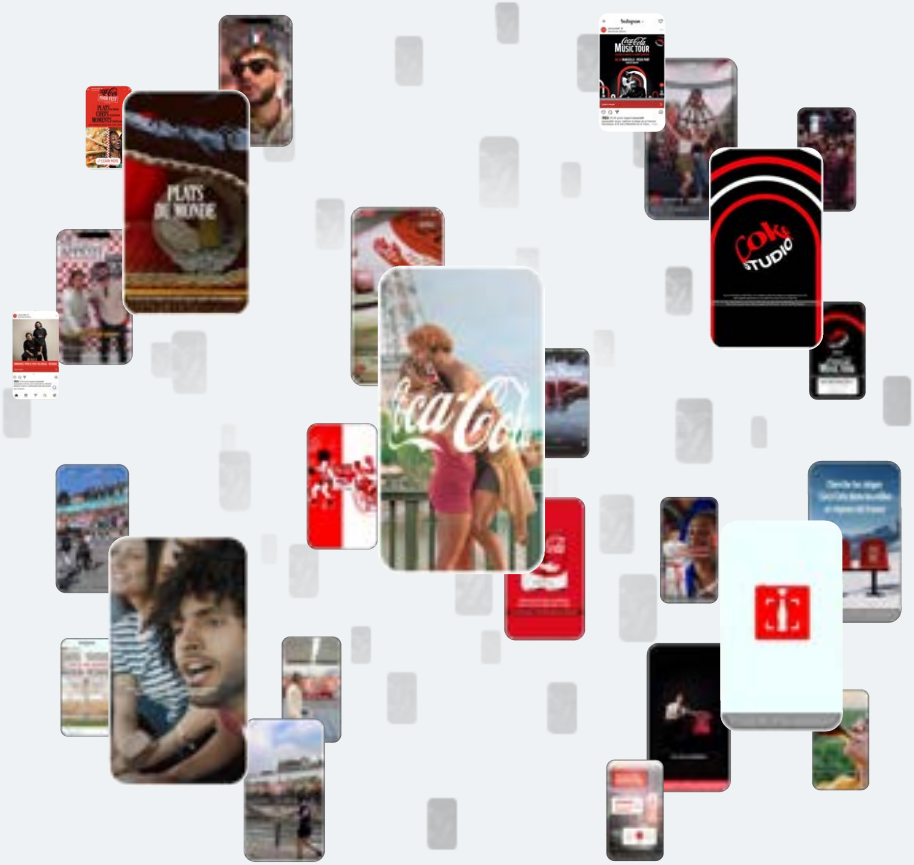
Reminder ads

@atfrenchies

Ray-Ban Meta
Meta AI

@atfrenchies

Ray-Ban Meta
Meta AI


PLATS DU MONDE
Coke STUDIO

6.5 pts

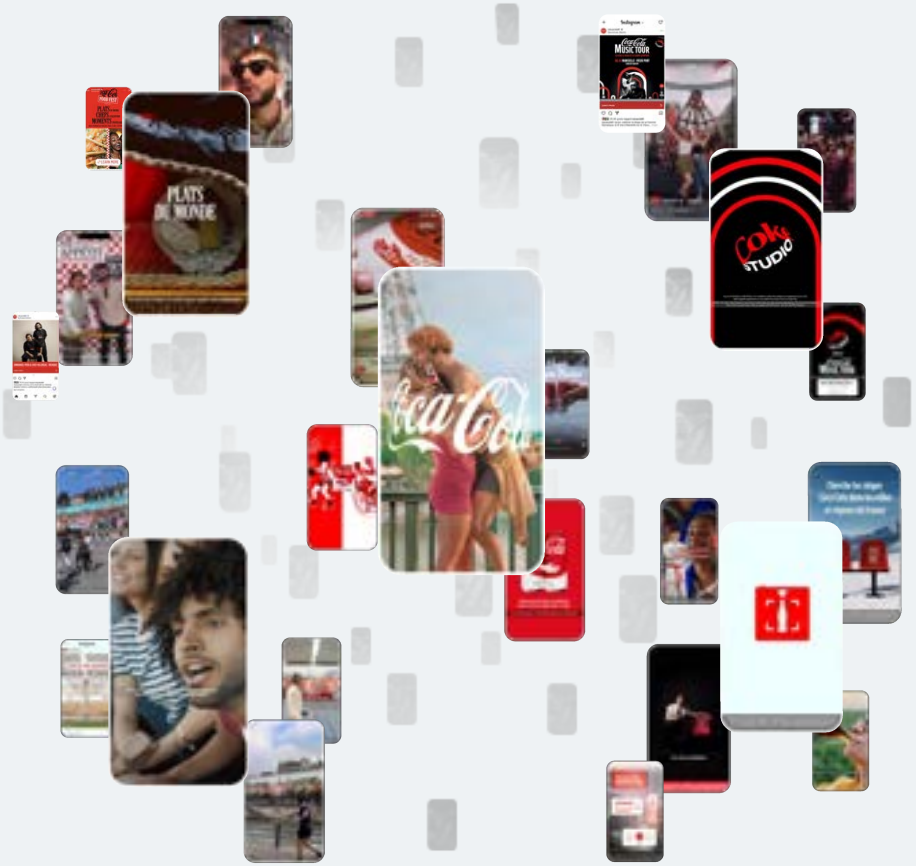
Lift in ad recall
(1.5x CPG benchmark)

It's Magic When the World Comes Together

3.2 pts

Lift in top-of-mind awareness
(4.5x CPG benchmark)

It's Magic When the World Comes Together



189%

Lift in conversation volume

Find Your Seat app campaign

23%

Lower cost per action

Find Your Seat app campaign

Source: Campaign ran on Meta in 2024, data from AdsManager, Meta Brand lift and Buzz lift study.

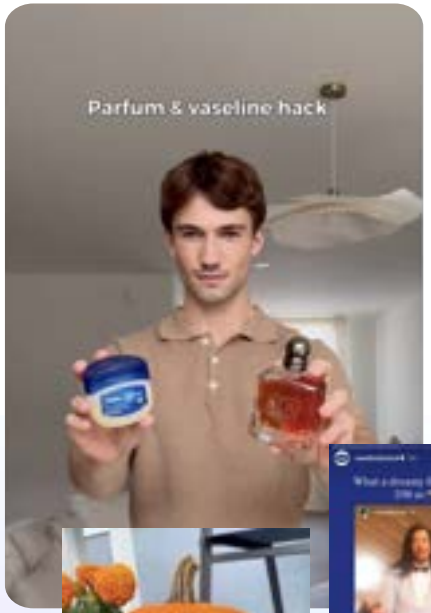
Distinctive brand assets

Diverse creative

Multiple voices

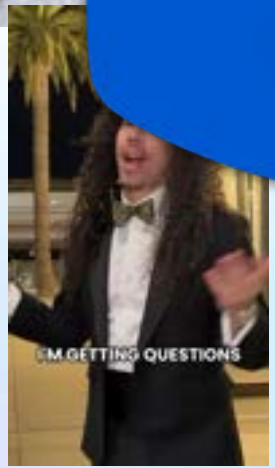
Vaseline
Verified
TATTOO
TATTOO

4 Best Vaseline Life Hacks
Originate
from culture



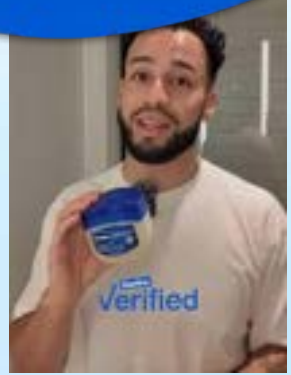
Creator

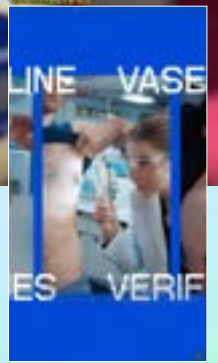
At the core

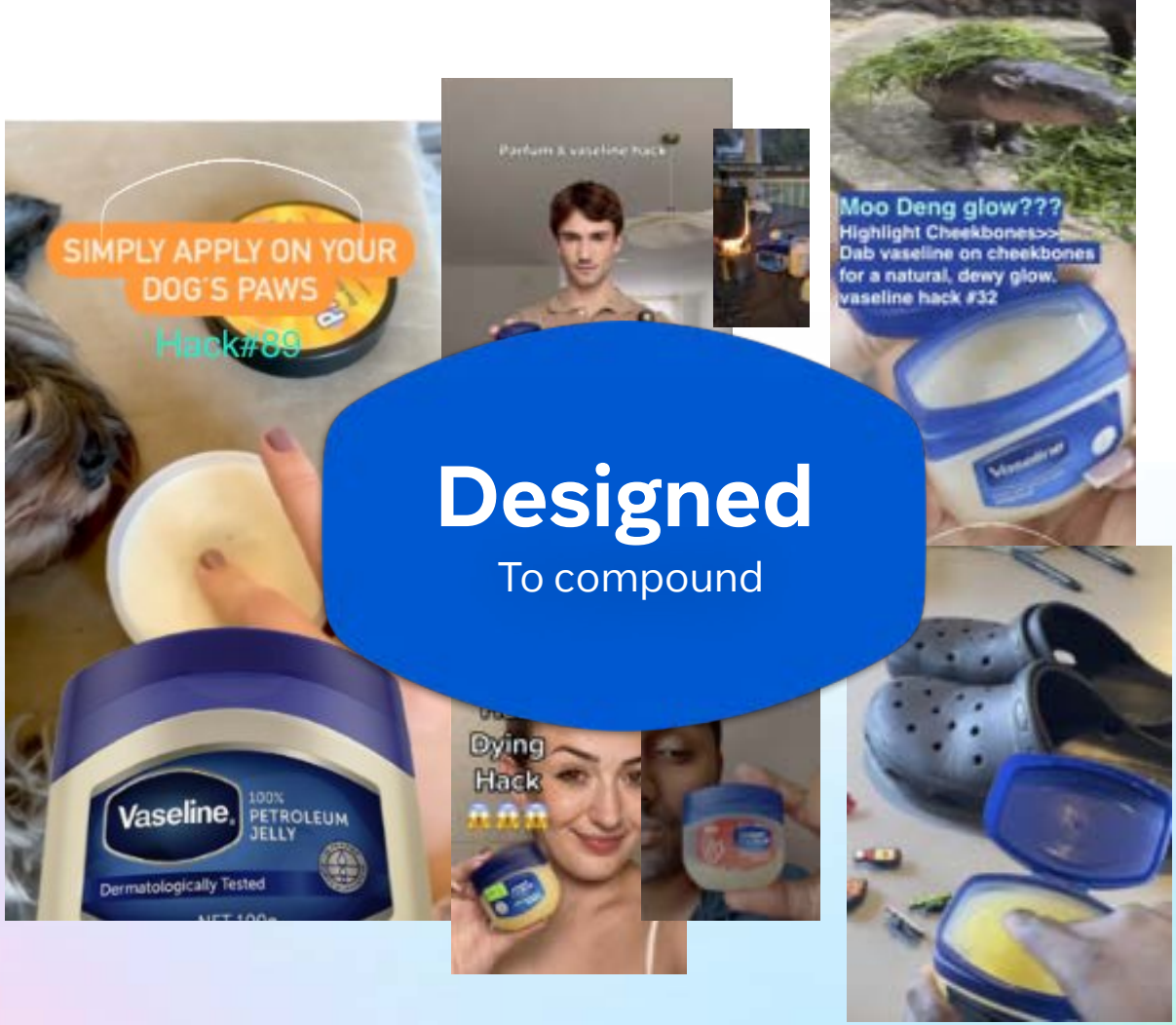


Product

At the core







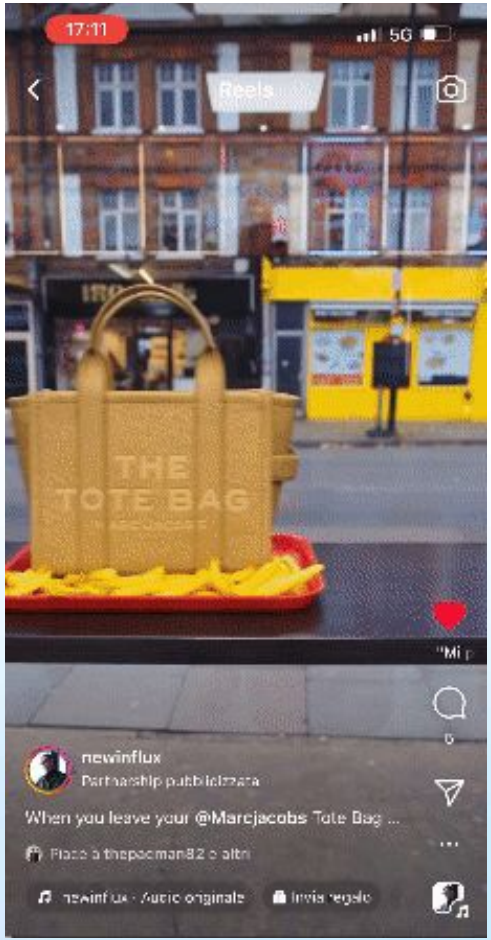
Designed

To compound

Drives demand

Double-digit growth
No.1 brand growth in consideration - Gen Z

11 Lions
Titanium
2 Grand Prix
(social & creator, health)


17:11
5G
Reels
THE
TOTE BAG
newinflux
Partnership pubblicitaria
When you leave your @Marcjacobs Tote Bag ...
Piace a thepacman82 e altri

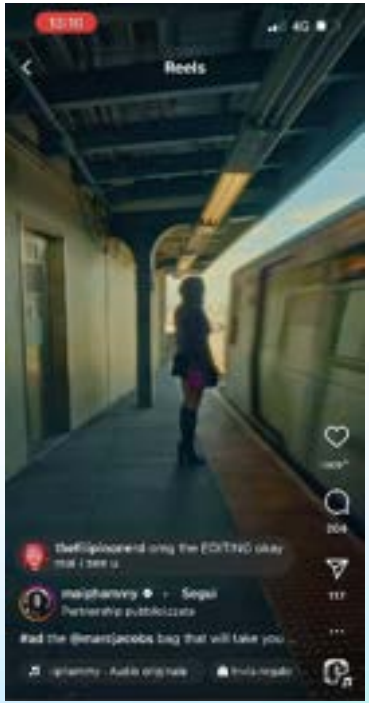
Reels
THE TOTEBAG

THE TOTEBAG

Reels

View shop

Reels


Reels

Marc Jacobs
THE TOTE BAG
SHOP NOW

Marc Jacobs
Marc Jacobs
Marc Jacobs
Who is she? @MarcJacobs #Ad
Learn more

Shop now

Instagram
marcjacobs
Learn more

THE TOTE BAG
Shop now

16.8 pts

Ad Recall,
3.6x above Benchmark

2.51x

Return on Ad Spend

10.0 pts

Campaign Awareness,
6.7x above Benchmark

Less persuasion

More trust

More memory

More 💗