

Brand with Meta



Amy Pearce

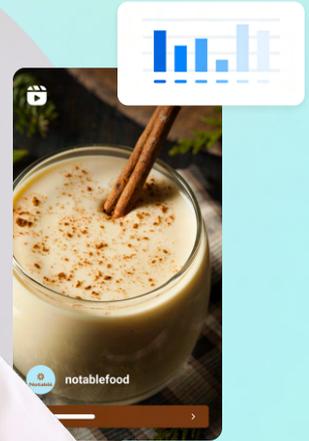
Agency Partner

Meta



Culture that connects

The future of brand building starts today





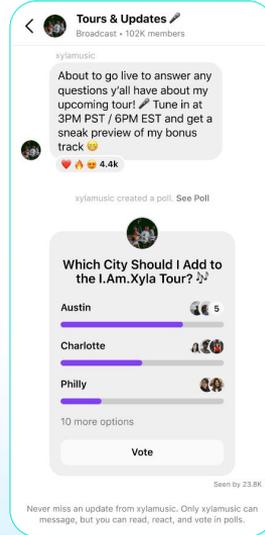
Discovering



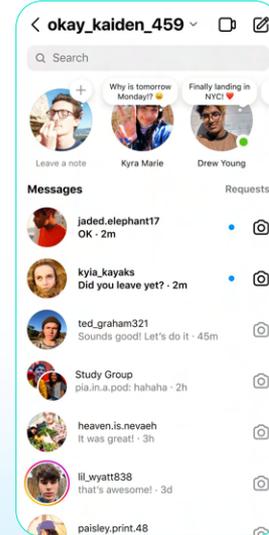
Being entertained and inspired



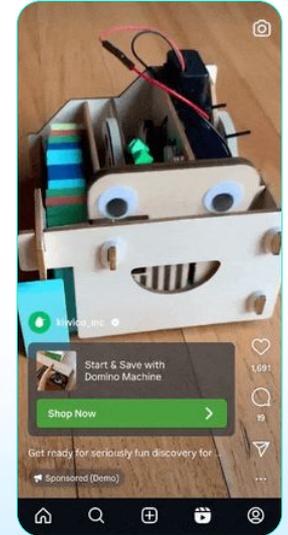
Sharing



Messaging



Shopping



Billions of people actively engage with culture across our platforms every day

CULTURE THAT CONNECTS —

We turn creative potential into performance and build brands that last



Unrivalled reach and
active engagement

3.48B

people come to Meta
technologies everyday
to connect to the
things that matter in
their lives¹



Canvases that
spark connection

Flexible formats that
allow **brands** to **connect**
with people in ways that
resonate — and in the
moments that matter



AI-powered
discovery

Improvements to our AI
recommendation systems
have led to:



↑ 5%



↑ 6%

increased time spent this
quarter²



Efficiency and
effectiveness

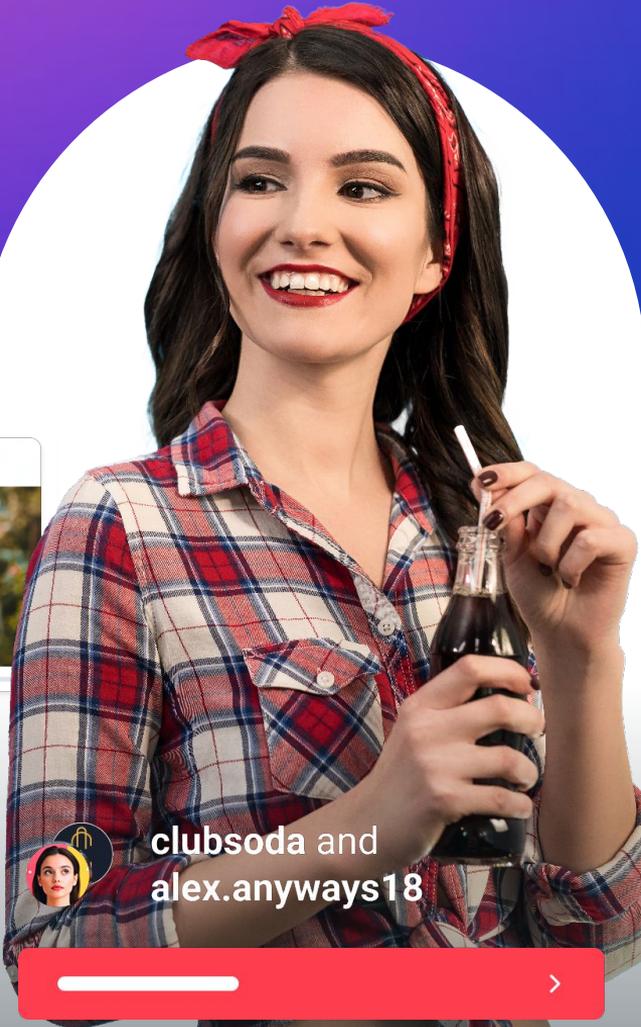
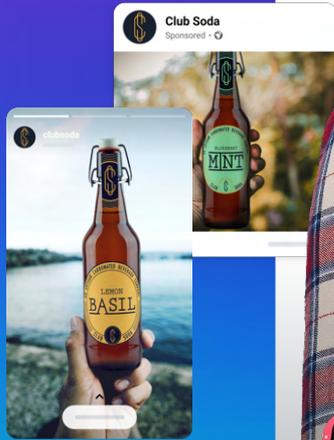
66%

more cost effective
at building brands vs.
an average channel³

\$3.71

return on ad spend per \$
spent on ads across Meta
technologies in 2024⁴

Unleash
creativity



clubsoda and
alex.anyways18

and build
a brand
they'll
remember



FROM SCROLLING —
TO CURATING

AI-enhanced
discovery and
short-form video
are changing how
people connect
with culture and
brands today



53%

of Meta Gen Z users actively
curate their feeds¹

50%

time spent on Instagram
is with reels²

Source: 1. BMM quant research, Q1 2025, global,
n = 1,519, Q1 2025 2. Meta earnings Q4 2024



FROM MASS TO MICRO

Culture is increasingly shaped by niche passions developed over many micro-moments

66%

of Gen Zs are open to hearing from niche content creators they **don't** follow

69%

of Gen Z want to find out more about a product/brand or purchase a product if they have seen content or ads several times

How do you earn
attention in a world
of infinite choice?

Discover the
magic of



compound
branding

Harness what's proven

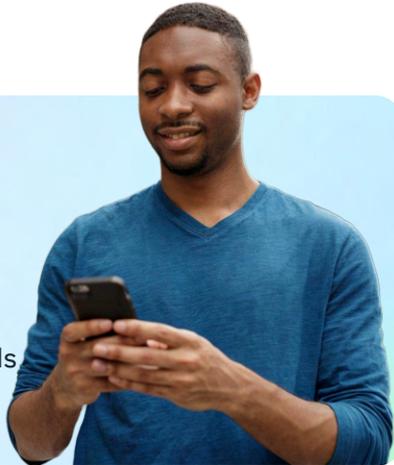


and discover what's possible

Harness what's proven to maximize the efficiency and effectiveness of your brand investments today

56%

of offline purchase conversions happen within the first 5 seconds of attention¹



The most valuable attention is earned.
People are more likely to recall a brand in voluntary, opt-in environments than in forced-view environments.¹



Short-form video packs a punch.
The first few seconds of your creative have a disproportionate impact — so don't bury the lede.²



Repetition and frequency are the key.
Audiences are connecting five times a week on social media, compared to only 2-3 times for TV or video streaming.³

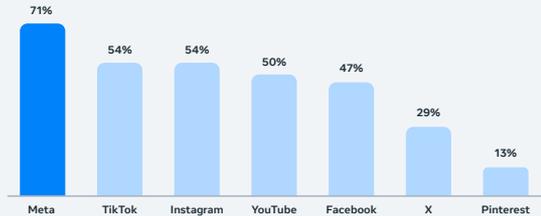
Sources: 1. Internal Facebook data – Dec. 2016 – Jan 2017, Analysis of data from a commissioned by Meta lab study by Realeyes, Dec 2022. 2. Internal Analysis by Meta using Offline sales data and (modeled) attention data measured by Playground XYZ, 2024. 6,003 video ads (1.33Bnimps) from video campaigns measuring offline purchases optimized for reach. Data collected March 4- March 31, 2024 and April 20-May 10, 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. 3. Global Panel sample = 958k people. Global Web Index data is based on online surveys by GWI among internet users aged 18-64. These surveys include a wide range of questions about respondents' digital lives, lifestyles, behaviors and attitudes, with all answers being self-reported by respondents. To ensure the results are representative of the online population aged 18-64, GWI set appropriate quotas on age, gender and education. To set these quotas, GWI conducted research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. Global Web Index (2025) H2 2024 surveys in 52 markets (excl. China and Russia). GWI works with 1,077+ organisations worldwide, it supports numerous global fortune 500 brands as well as most of the largest network agencies and social media companies, including but not limited to: Publicis Group, Dentsu, WPP and Omnicom, LinkedIn, TikTok, Snapchat, Reddit, X, Microsoft, Google, Spotify, Electronic Arts.

We're bridging the gap between culture and connection

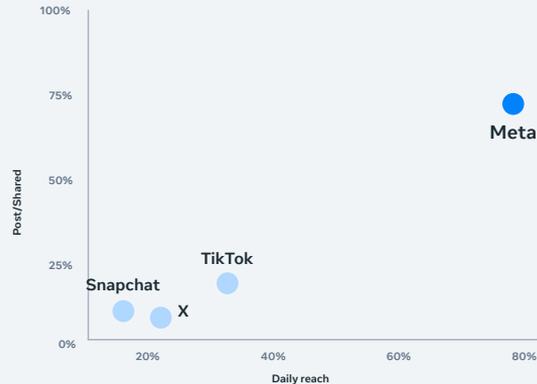
Culture happens here because people are here¹

Which of the following services do you think has the most influence in shaping cultural trends?

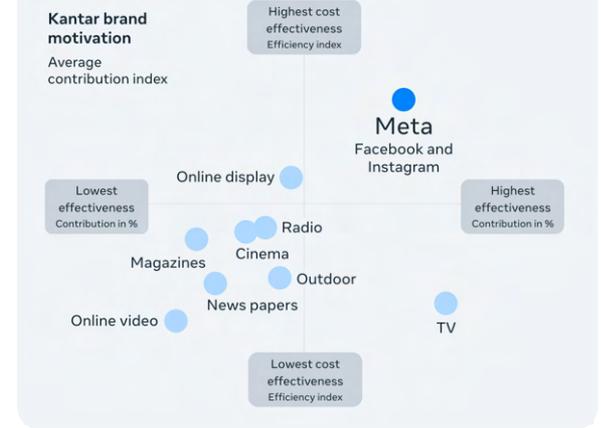
(e.g. fashion, viral culture, and what people like, share or talk about)



Connection is our superpower²

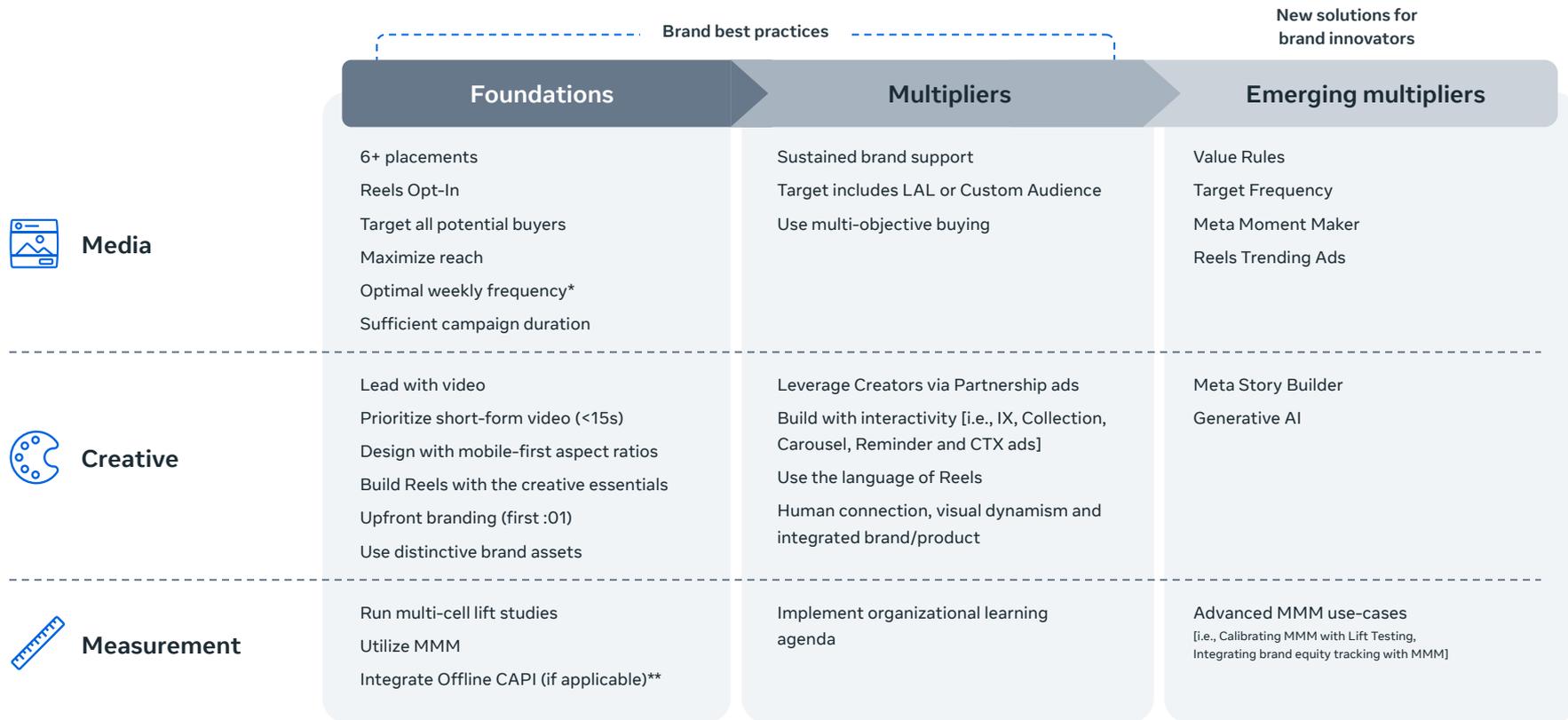


We're the most cost-effective channel for building brands³



Sources 1 and 2: Global Web Index (2025) H2 2024 surveys in 52 markets (excl. China and Russia). Global Panel sample = 958k people. Global Web Index data is based on online surveys by GWI among internet users aged 18-64. These surveys include a wide range of questions about respondents' digital lives, lifestyles, behaviors and attitudes, with all answers being self-reported by respondents. To ensure the results are representative of the online population aged 18-64, GWI set appropriate quotas on age, gender and education. To set these quotas, GWI conducted research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. GWI works with 1,077+ organisations worldwide, it supports numerous global fortune 500 brands as well as most of the largest network agencies and social media companies, including but not limited to: Publicis Group, Dentsu, WPP and Omnicom, LinkedIn, TikTok, Snapchat, Reddit, X, Microsoft, Google, Spotify, Electronic Arts. 3. Source: Kantar's global LIFT+ (CrossMedia) database, 2019-2024, based on 1001 global campaigns.

And the brands who are able to own the moment, are those who are prepared to meet it



*Optimal weekly frequency levels are not one-size-fits all

**Offline CAPI is only available to advertisers with access to offline/omnichannel sales signal



The future of
brand building
starts today

Unleash creativity
and build a brand they'll remember
Start compounding your brand
impact today.

Harness what's proven
and discover what's possible
Ask your Meta rep about opportunities
to start testing.

**Every connection is an opportunity.
It's Your World.**

