

Message meets Media

Planning for brand growth



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Connective3



CONNECTIVE3

 Meta

As a agency we hear a lot of the same challenges in the market

“We’ve hit the ceiling on our current audience”

“Search journeys are becoming more complex”

“We need concrete measurement before we can scale”

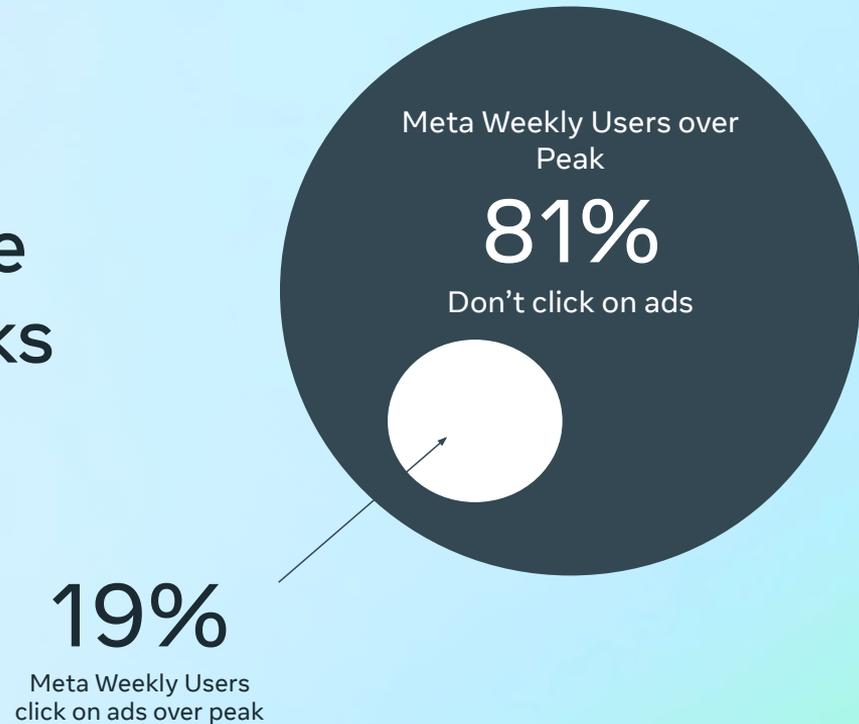
“We know we need better creative but we don’t know where to start”

“Our acquisition costs have gone crazy”

“We want to scale whilst maintaining strong efficiency”

“Our competitors are stealing market share”

Many businesses are still addicted to clicks



Leaning in does not mean
letting go

Bid x **Action Rate** x **Ad Quality**

Your data quality &
full funnel strategy

Your offering &
UX

Your creative

In practice: tangible applications of making the auction work for you

1 The power of small signal wins

2 Going full funnel

3 Weaving together brand and DR

4 Proving it works



In practice: tangible applications of making the auction work for you

1 The power of small signal wins

19%

Additional attributed purchase event on average for global large advertisers while using the Meta pixel and the Conversions API

Additional conversions reported ⓘ
from the Conversions API (server)
+43.5%
vs pixel alone

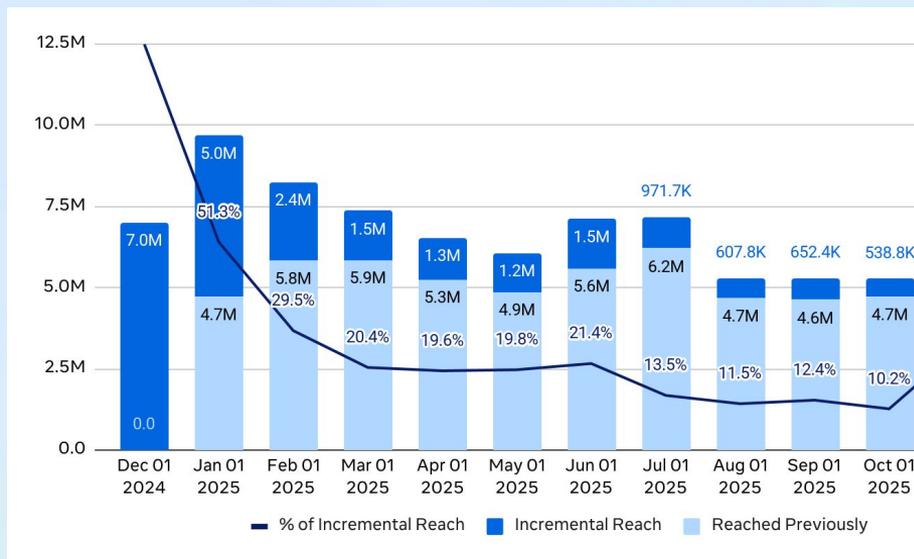
Additional reported conversions from CAPI and improved event match quality



In practice: tangible applications of making the auction work for you

2 Going full funnel

Monthly incremental reach of direct response heavy account



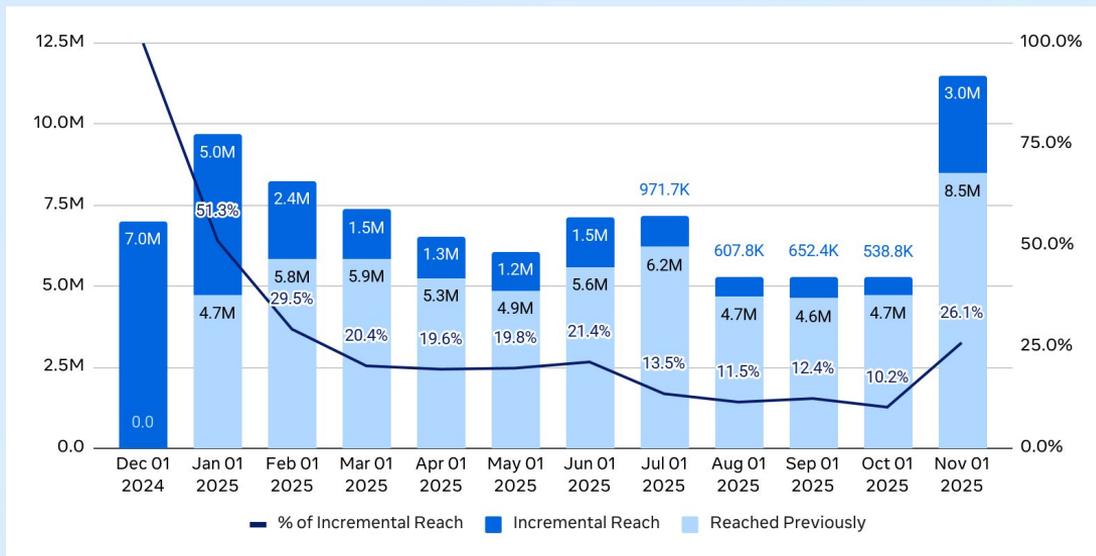
In practice: tangible applications of making the auction work for you

2 Going full funnel

9%

Lower blended CPL YoY in November with awareness reactivated

Monthly incremental reach of direct response heavy account

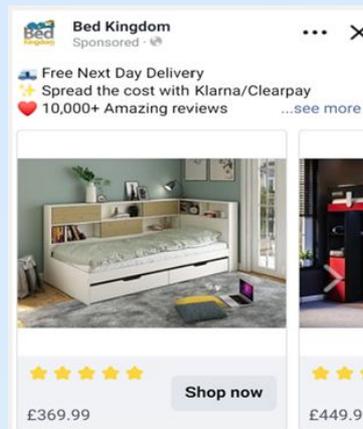


In practice: tangible applications of making the auction work for you

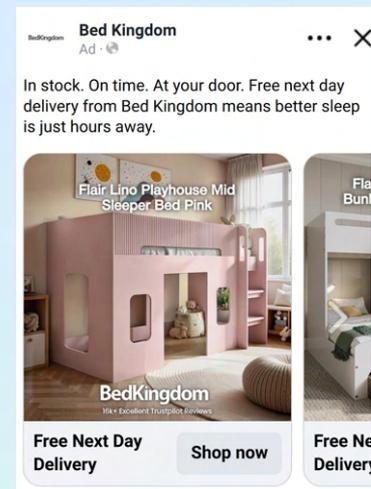
3 Weaving together brand and DR

63%

Higher ROAS over 30 day A/B
test of branded DPA vs
standard DPA



VS



In practice: tangible applications of making the auction work for you

4 Proving it works

1.82x

ROAS lift on direct traffic from running full funnel Meta ads

Brand lift percent	Cost per brand lift
Survey question	Your results
Ad recall	25.8 pts Lift probability: >99.9%
Standard favorability	7.3 pts Lift probability: 99.5%
Consideration	1.3 pts

Objective	Conversion lift ⓘ
All Leads Direct Lift score: ≥90%	683
All Leads Google Organic Lift score: ≥90%	366
All Leads Google Ads	109

Source: Connective3

Creative is the input that
fuels the whole ecosystem

You've probably heard this... 

“We need more creative”

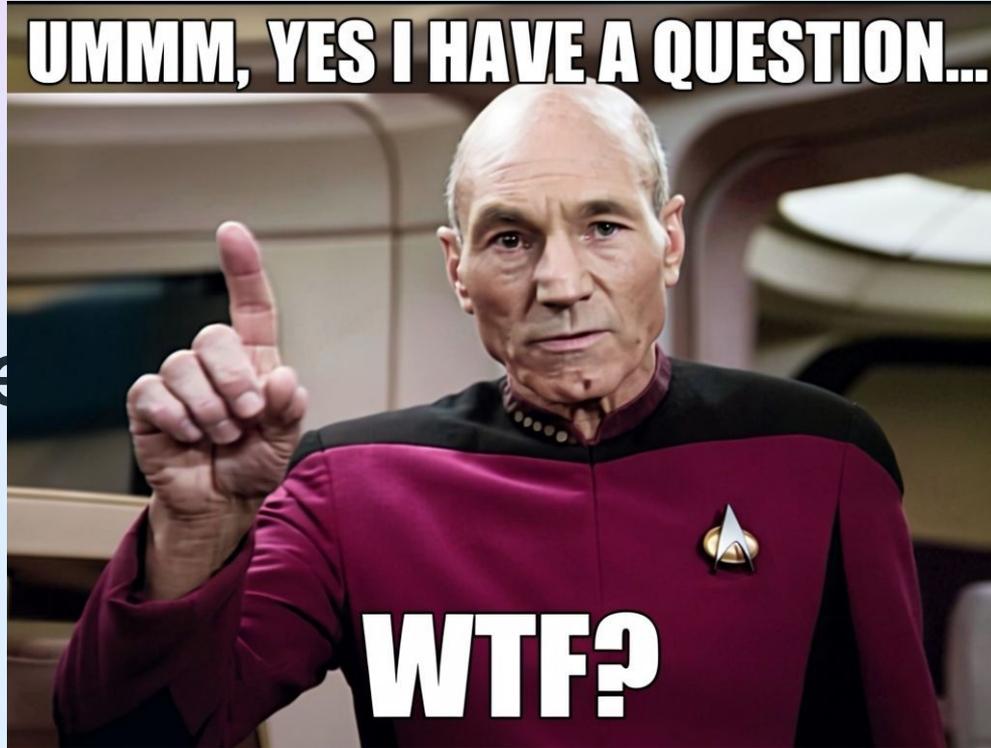
You've probably heard this... 

“We’re noticing ad fatigue”

You've probably heard this... 

“We need creative diversity!”

UMMM, YES I HAVE A QUESTION...



“We

ty!”

WTF?!

BLUELAB WHEY



MUSCLE SUPPORT FOR OPTIMAL GROWTH

USN | IT STARTS TODAY.

CREATINE HYDRATOR



HYDRATION MEETS POWER

USN | IT STARTS TODAY.

NINE AMINOS



HYDRATE SMARTER

USN | IT STARTS TODAY.

It's less of (just) this...*

BLUELAB WHEY



MUSCLE SUPPORT FOR OPTIMAL GROWTH

USN | IT STARTS TODAY.

BLUELAB WHEY



MUSCLE SUPPORT FOR OPTIMAL GROWTH

USN | IT STARTS TODAY.

BLUELAB WHEY



MUSCLE SUPPORT FOR OPTIMAL GROWTH

USN | IT STARTS TODAY.

*There's still value in testing all this!

**3 IN 1
PROTEIN
POWER**

100% WHEY PROTEIN ISOLATE,
CONCENTRATE AND HYDROLYZATE

USN | IT STARTS TODAY.

Available from [ASDA.com](https://www.asda.com)

MUSCLE SUPPORT FOR
**OPTIMUM
GROWTH**

INCREASE
MUSCLE
PERFORMANCE
& STRENGTH

ENHANCE
MUSCLE
RECOVERY

24G+
PROTEIN
PER SERVING

USN | IT STARTS TODAY.



CREATINE HYDRATOR
**HYDRATION
MEETS
POWER**

3 FRESH
FLAVOURS

ZERO SUGAR

INCREASE ENDURANCE
PERFORMANCE & STRENGTH

USN | IT STARTS TODAY.

**NINE
AMINOS**

9 ESSENTIAL
AMINO
ACIDS

IMPROVED ENERGY
AND REDUCE
MUSCLE CRAWPING

VEGAN & STIMULANT
FREE

HYDRATE SMARTER

USN | IT STARTS TODAY.



And more of this!



**CREATINE
HYDRATOR**

ZERO SUGAR

INCREASE ENDURANCE
PERFORMANCE
& STRENGTH

3 FRESH
FLAVOURS

HYDRATION MEETS POWER

USN | IT STARTS TODAY.



**MUSCLE FUEL
ANABOLIC**

GAIN LEAN
MUSCLE MASS

54G PROTEIN
5G CREATINE

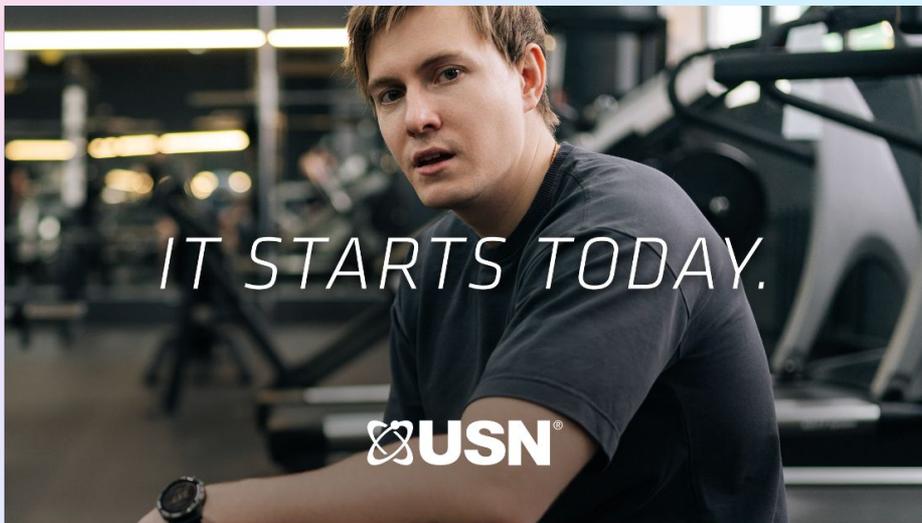
Magnesium, Calcium
Vitamin D, Zinc

USN
ULTIMATE SPORTS NUTRITION

ULTIMATE DEALS
MUSCLE PERFORMANCE & DEVELOPMENT BUNDLE

Blue Lab Whey 476g Choc Caramel
50% OFF Creatine 230g & FREE USN Shaker

USN | ULTIMATE SPORTS NUTRITION





500%

Increase in organic video views versus BAU content

48%

Increase in revenue (versus 7 days prior)

Brand Campaign

72%

Increase in revenue YOY

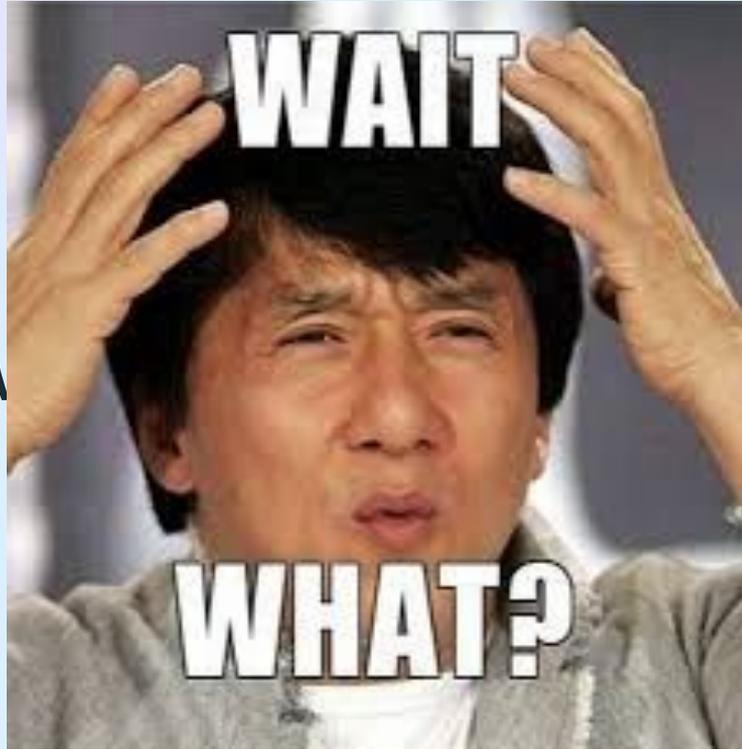
57%

Increase in sales YOY

YoY Performance

But, we also need **consistency**

But, v



gency

Before attention comes recognition.
Consistency trains recognition.

We're all fighting for this



Before **attention** comes recognition.
Consistency trains recognition.

We're all fighting for this



Before **attention** comes recognition.
Consistency trains **recognition**.



But if we win at this then we're
already one step ahead!

In a crowded feed, people don't
“read” first — **they recognise first.**

3

HOW TO

Maintain brand coherence whilst being creatively diverse

- Crystal clear brand proposition and TOV



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- Crystal clear brand proposition and TOV
- Distinctive creative brand assets



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- Connected channel teams



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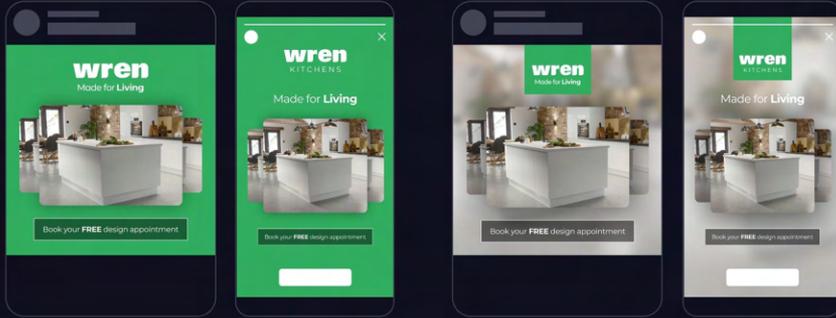
- Crystal clear brand proposition and TOV
- Distinctive creative brand assets
- Connected channel teams
- Performance Playbooks



Performance Playbooks:

- The useful stuff from your brand guidelines
 - Key visuals adapted for paid channels
 - Key content pillars
 - Design system & copy matrix
 - Multiple format templates
 - Static, motion and video guidelines
 - Creative testing roadmap

Brand Message (Product focus)

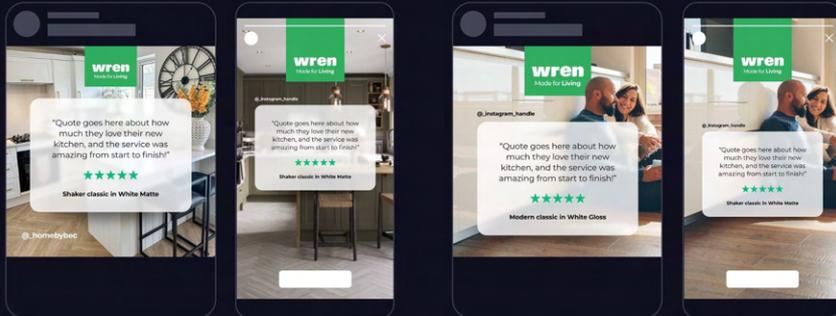


Brand Message (Lifestyle focus)

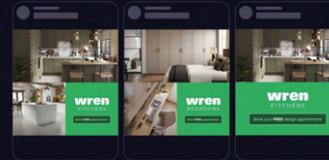


Note: Stock image used for mock-up purposes only. Requires lifestyle shoot with Wren kitchen/bedroom.

Social Proof



Action-driving



Sale



Carousel





Modernise in style

Book your **FREE** appointment

@_instagram_handle

"Quote goes here about how much they love their new kitchen, and the service was amazing from start to finish!"



Modern classic in White Gloss

wren
KITCHENS

Book your **FREE** appointment

UP TO
25% OFF

wren

UP TO

25% OFF
KITCHENS

Book your **FREE** design appointment

Made for

Book your **FREE**

wren
KITCHENS

Made for **Living**

UP TO
25% OFF

S

ge

Book your **FREE** design appointment

wren
Made for Living

Shake things up

Book your **FREE** appointment

wren
KITCHENS

Made for **Living**

wren
KITCHENS

Say goodbye
to flat-pack

Your clothes deserve **better** than that

@_instagram_handle

"Quote goes
much they
kitchen, and
amazing from



Shaker classi

wren
KITCHENS

Made for **Living**

Book your **FREE** design appointment

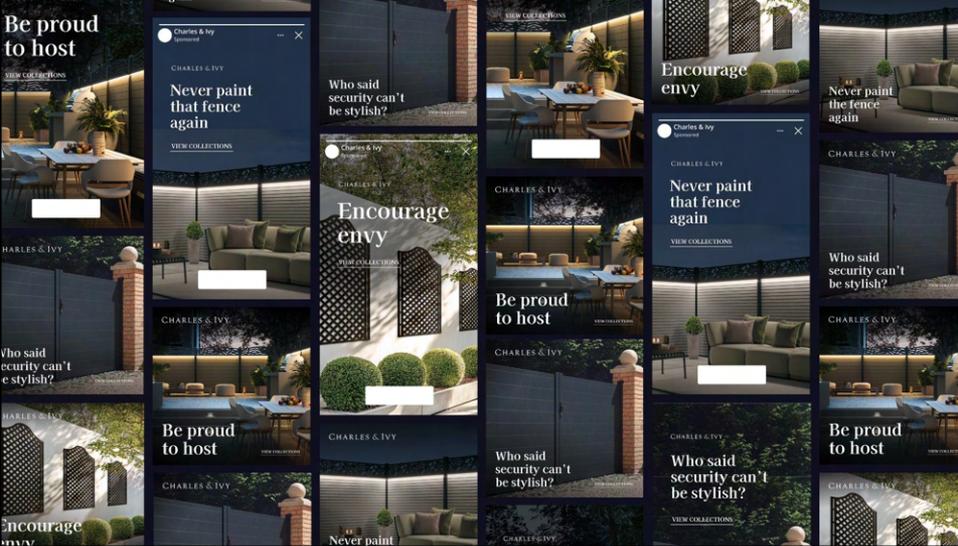
Book your **FREE** design appointment

wren
Made for Living

Traditional vs **Modern**

Book your **FREE** design appointment

Totally



Ownable Graphic Device

Holding Shape for images

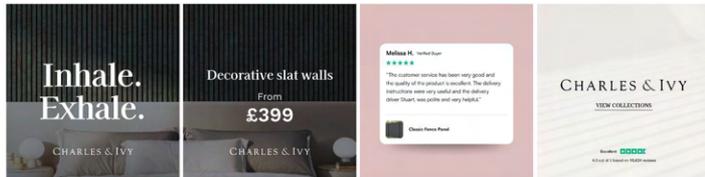
We have used the ampersand from the Charles & Ivy logo to create a unique and ownable holding shape in our ads.

By housing imagery within it, it allows breathing room for other elements and copy on the creative of the ad itself.



Carousel

Feed



CHARLES & IVY

POV: You realise your dream home is only a few clicks away...

Melissa H. Verified Buyer
★★★★★

"The customer service has been very good and the quality of the product is excellent. The delivery instructions were very useful and the delivery driver Stuart, was polite and very helpful."

Wall panels

SPRING SALE

UP TO
20% OFF
SITEWIDE

CHARLES & IVY

CHARLES & IVY

Decorative screens

From
£999

@instagram.name

CHARLES & IVY

Inhale. Exhale.

Slat wall panels

From
£XXX

"The customer service has been very good and the quality of the product is excellent. The delivery instructions were very useful and the delivery driver Stuart, was polite and very helpful."

Wall panels

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"The customer service has been very good and the quality of the product is excellent. The delivery instructions were very useful and the delivery driver Stuart, was polite and very helpful."

Classic Fence Panel

@instagram.name

SPRING SALE

UP TO
20% OFF
SITEWIDE

CHARLES & IVY

CHARLES & IVY

Inhale. Exhale.

Slat wall panels

From
£XXX

Charles & Ivy Sponsored

CHARLES & IVY

POV: You wake up and realise you weren't dreaming after all

Melissa H. Verified Buyer
★★★★★

"The customer service has been very good and the quality of the product is excellent. The delivery instructions were very useful and the delivery driver Stuart, was polite and very helpful."

Wall panels

CHARLES & IVY

Composite driveway gates

From
£999

@instagram.name

Charles & Ivy Sponsored

SPRING SALE

UP TO
20% OFF
SITEWIDE

CHARLES & IVY

SPRING SALE

UP TO
20% OFF
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CHARLES & IVY

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SPRING SALE

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Classic Fence Panel

Charles & Ivy Sponsored

CHARLES & IVY

POV: The nights are getting warmer and it's your turn to host

Melissa H. Verified Buyer
★★★★★

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20% OFF
SITEWIDE

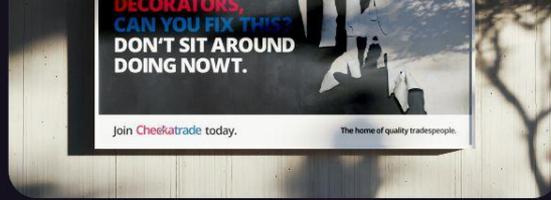
CHARLES & IVY

SPRING SALE

**Brand
coherence**



**Creative
volume**



That's a
F'King promise.

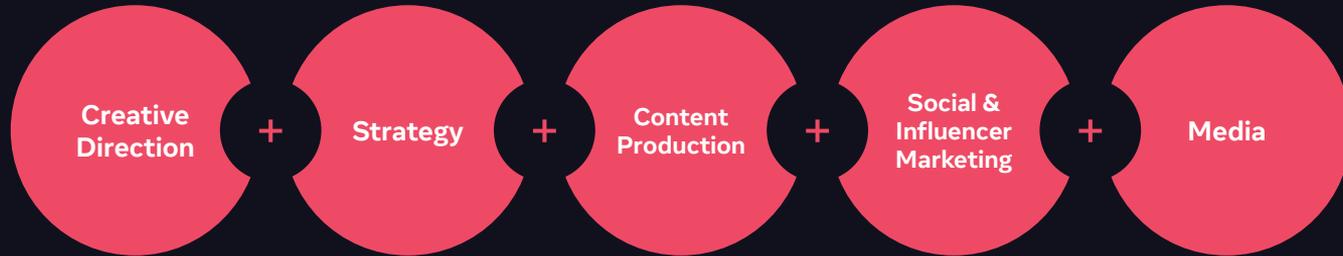
C3create

The Home of Connected Creativity





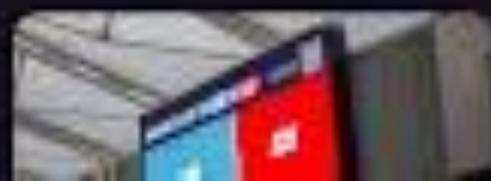
We're a specialist creative team, made up of digital creatives, brand strategists, social media experts, influencer marketing specialists, and content creators.





That's a
Firing promise.

C3create



KEY TAKEAWAY

Creativity gets noticed.
Consistency gets remembered.

KEY TAKEAWAY

Creativity gets noticed.
Consistency gets remembered.



Keep showing up – lot's of littles!
Have a distinctive voice.
Be cohesive in your execution.
Connect channels through creativity.