



Where brand-building
meets business
performance

An evolving landscape presents a unique opportunity for brands.



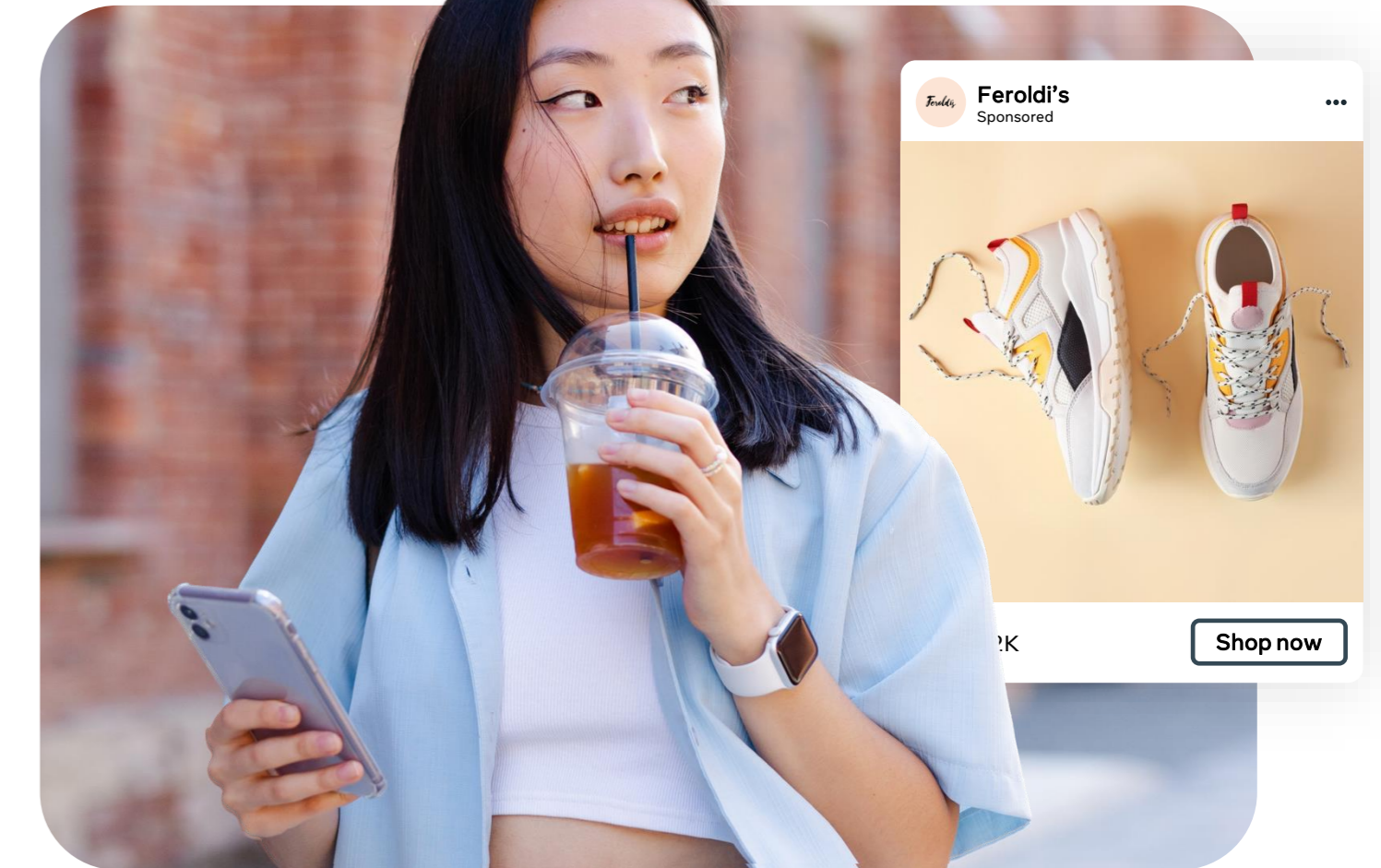
Economic

- Supply chain challenges
- Increased budget scrutiny
- Talent acquisition and retention
- Competition from disruptors and private label



Industry

- Storytelling explosion fueled by mobile technology
- Reduced signal
- Acceleration of AI
- Augmented/virtual reality (AR/VR)
- Metaverse



Consumer

- Personal branding and culture anchored in digital
- Personalized, curated, private experiences
- Instant access and frictionless interactions
- Hybrid shopping

Today, we will:

Demonstrate how to build your brand and performance across the funnel with Meta.

Insights

Review consumer and industry insights around the opportunity for brands to drive performance.

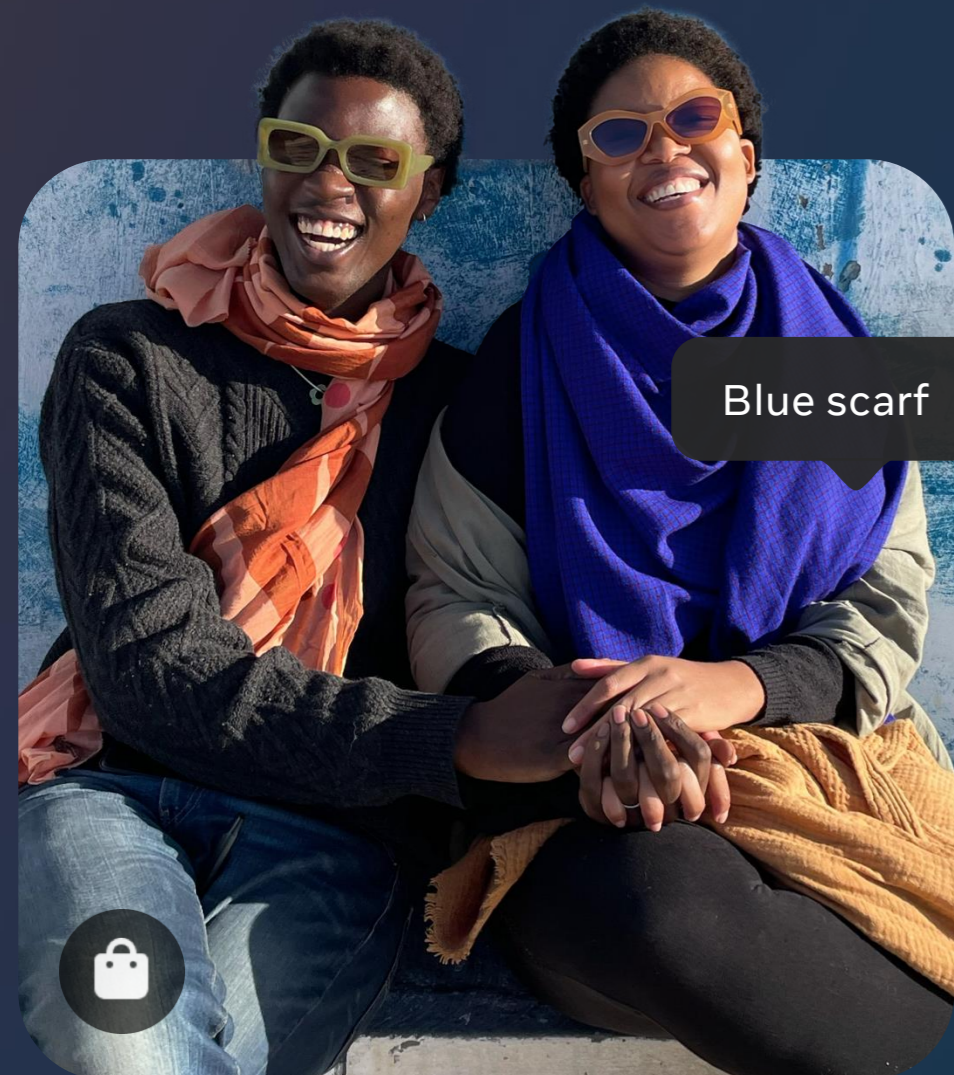
Impact

Explain how Meta connections power your brand.

Implementation

Demonstrate how to easily leverage Meta brand solutions.

Brands grow when they tap into the basic human need of connecting.



Blue scarf >>



Hi! I would love to book two tickets for tonight's showing.

2:46 PM ✓✓



This is what we know
Adding brand to your mix accelerates the impact of your marketing.

+100%

greater reach

For reach and performance campaigns vs. performance alone (for 36% greater spend)¹

+84%

greater organic search lift

For reach and performance campaigns vs. performance alone²

+22%

greater incremental sales

Incremental gains in effectiveness when running brand and consideration buying objectives³

1.5X

greater efficiency at driving long-term brand metrics

When brands are leveraging upper funnel optimizations (vs. DR alone)⁴

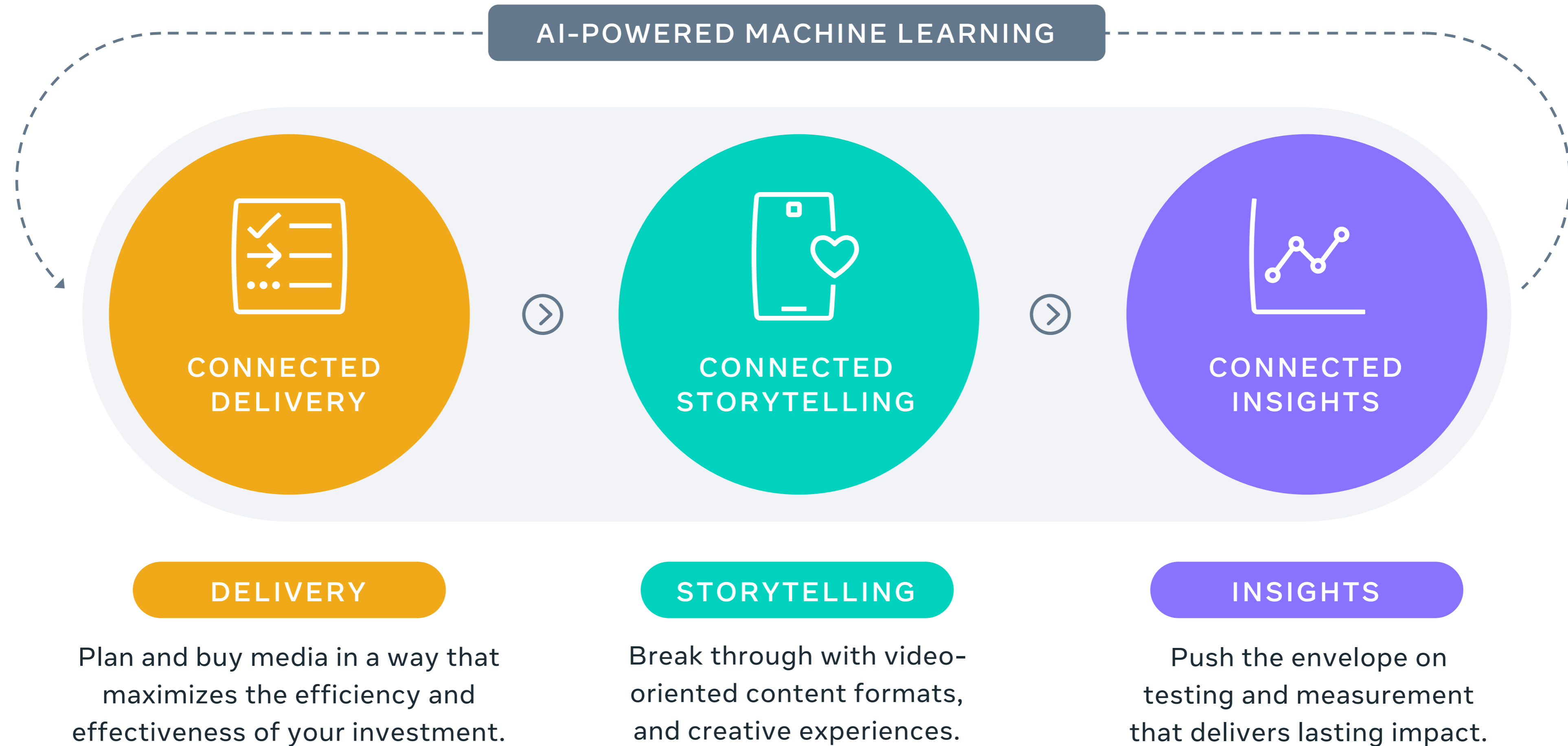
Source: 1. Meta Internal Meta-analysis of 11 campaigns, August 2022. 2. Search Lift Meta-analysis APAC | 454 studies across all countries and verticals., 2021 Statistically significant results at 95% confidence level. 3. Examining the Effect of Simultaneous Ad Strategies on Facebook” by Mindshare (Meta-commissioned MMM analyses of US adults). Reach and Performance in the study were determined by Meta campaign objectives. 4. Kantar custom Meta-analysis commissioned by Meta, "The Brand Balancing Act." 2019 - 2022.

Becoming a



connected brand

Becoming a connected brand means moving from running campaigns to building connections.



Meta connected brand-builder

AI-POWERED MACHINE LEARNING



CONNECTED
DELIVERY

DELIVERY

Plan and buy media in a way that maximizes the efficiency and effectiveness of your investment.



CONNECTED
STORYTELLING

STORYTELLING

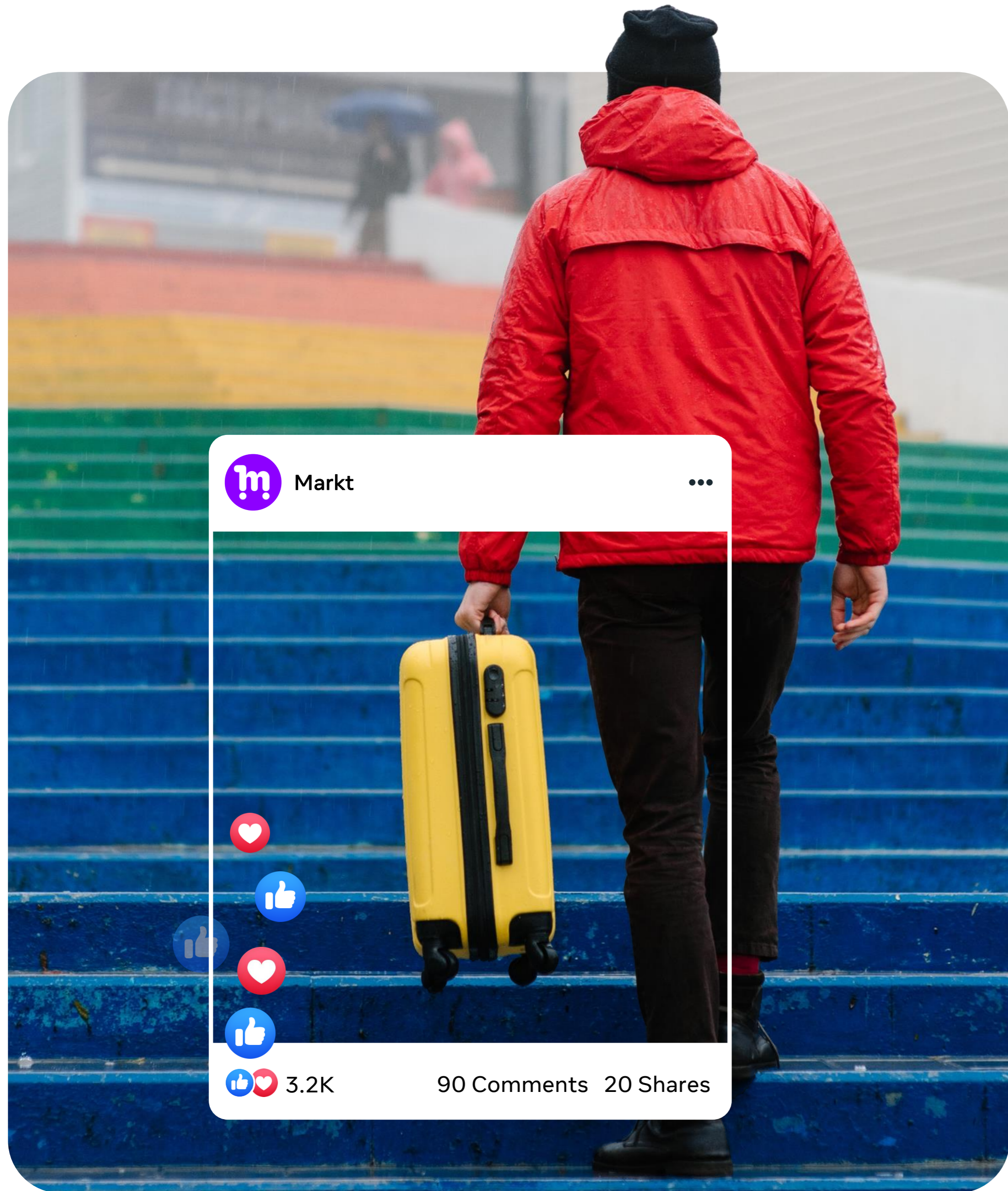
Break through with video-oriented content formats, and creative experiences.



CONNECTED
INSIGHTS

INSIGHTS

Push the envelope on testing and measurement that delivers lasting impact.



You can build your brand on Meta. And you can do it efficiently.

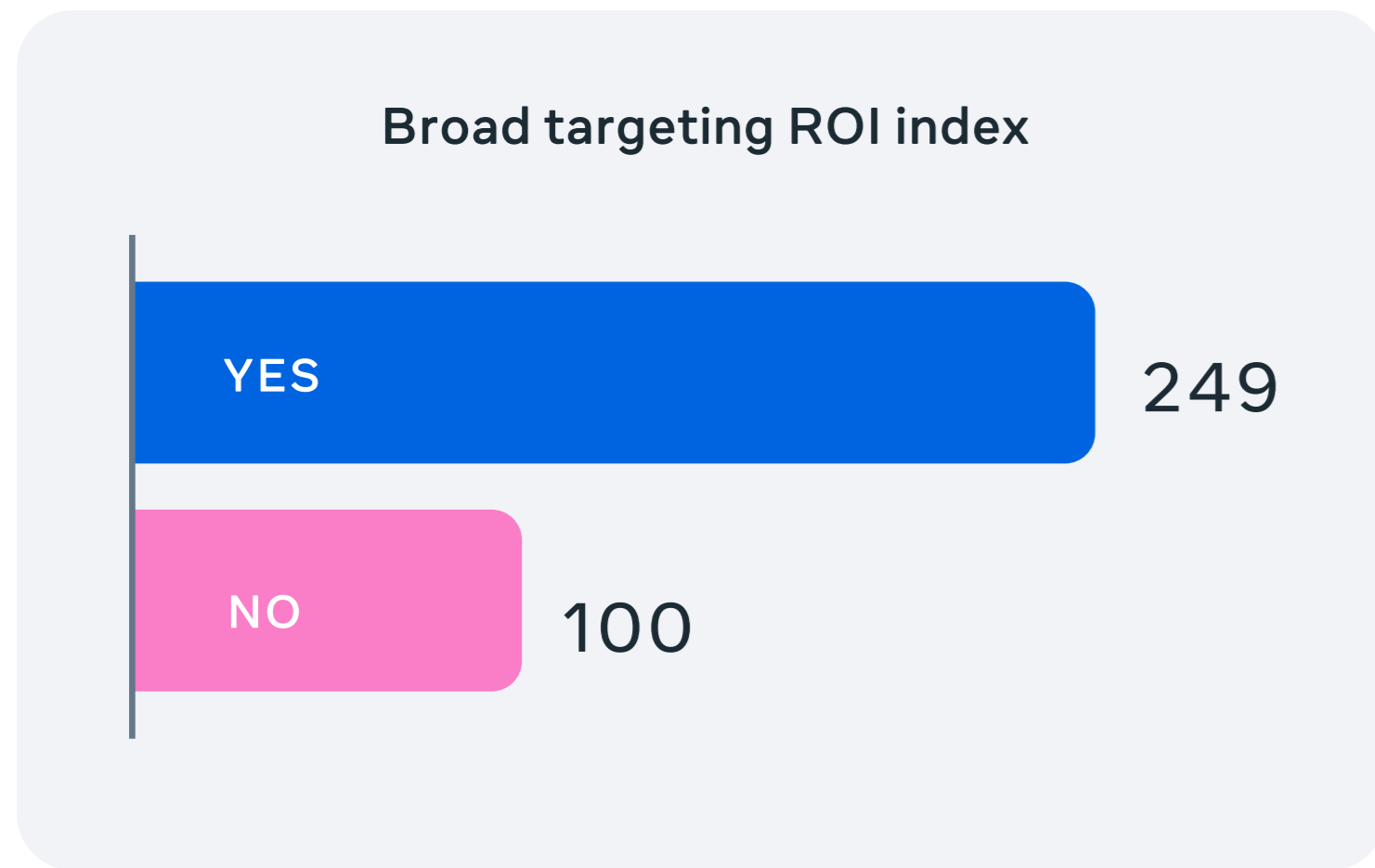
Up to

40%

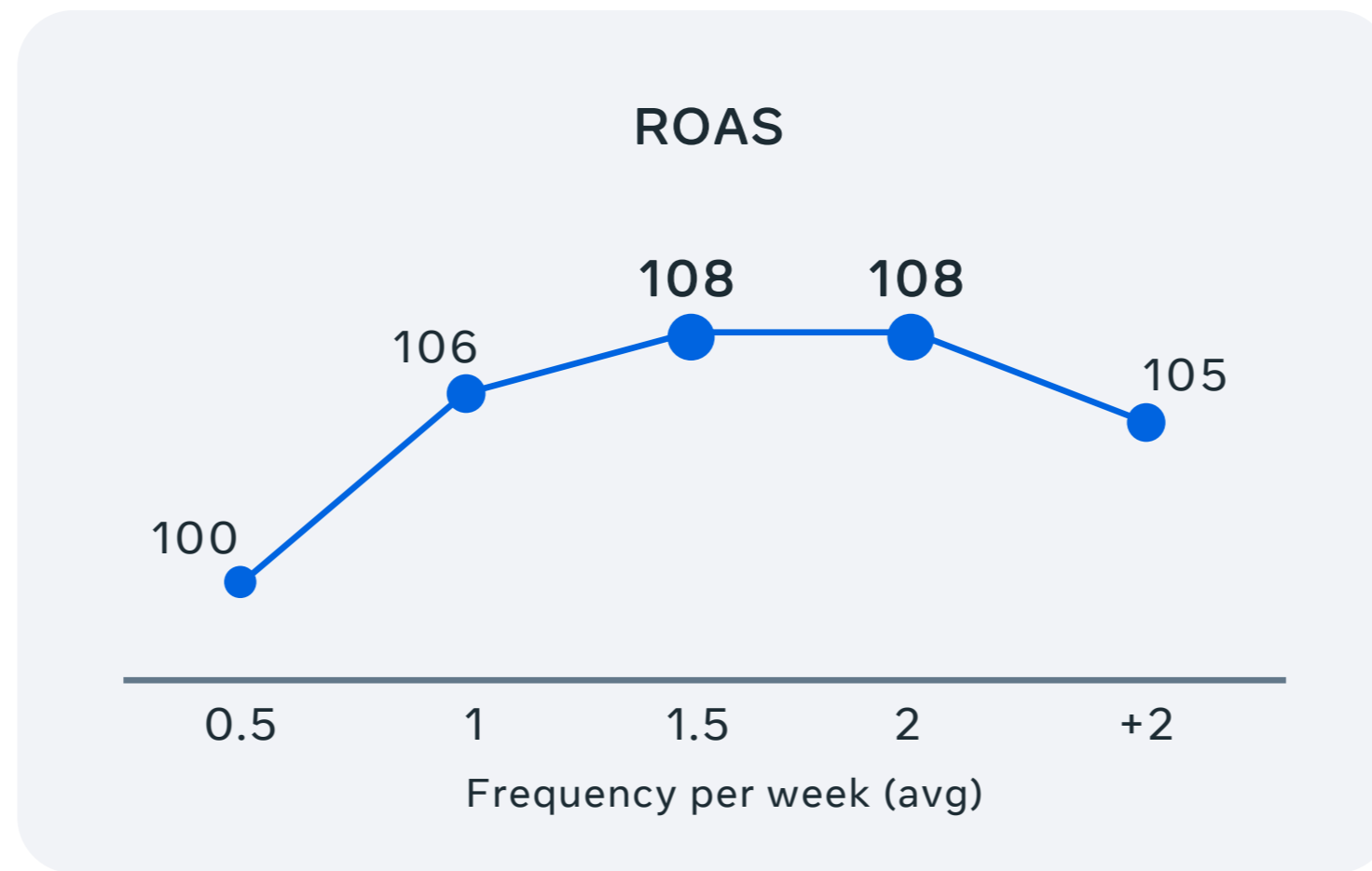
more efficient than TV and OLV*

Source: Kantar custom Meta-analysis commissioned by Meta, "The Brand Balancing Act." 2019 - 2022. *Based on brands included in study.

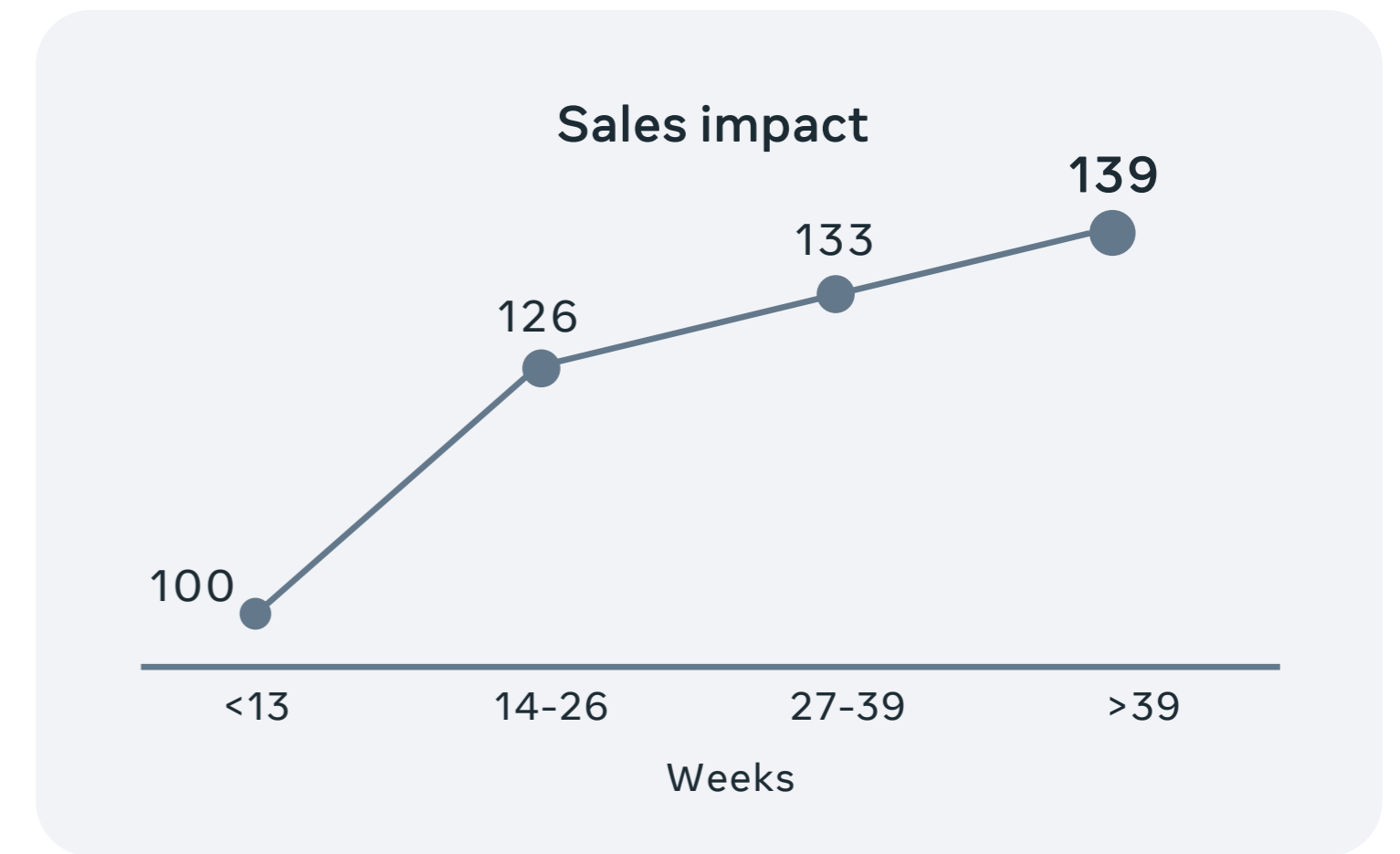
Foundations are critical to success.



TARGETING



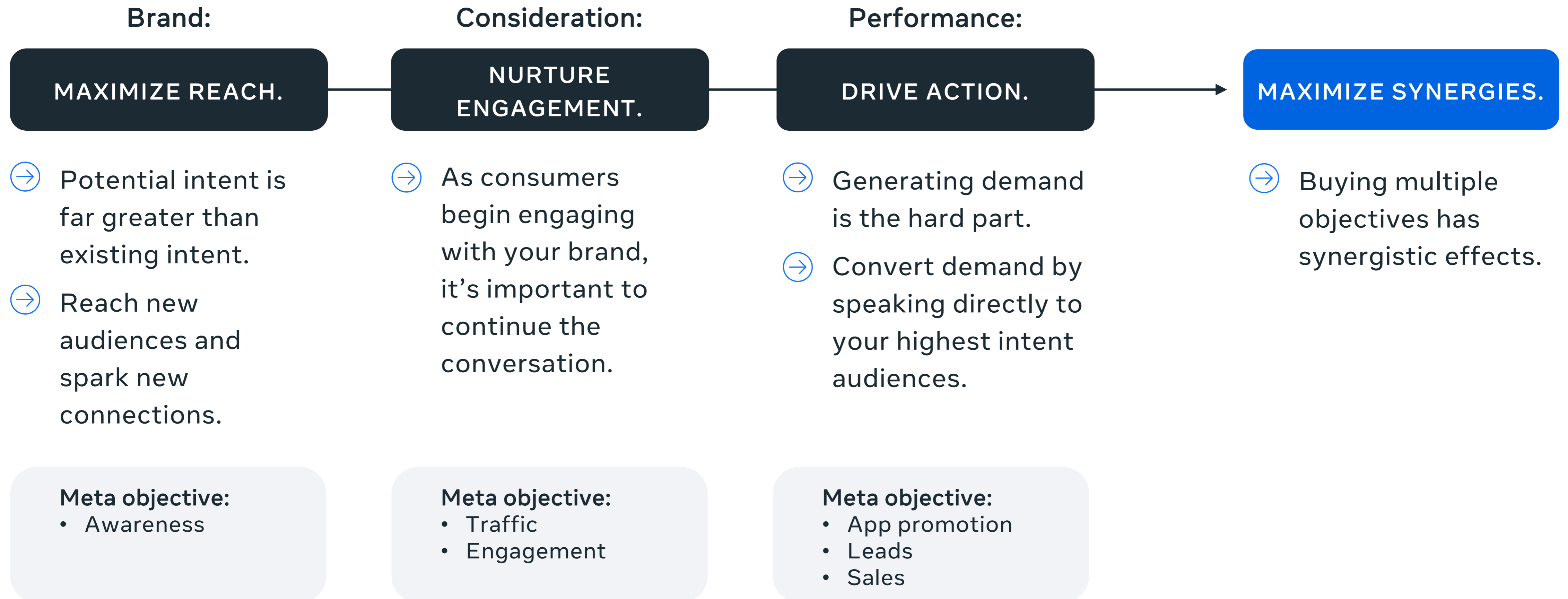
FREQUENCY



DURATION

Optimize for multiple objectives.

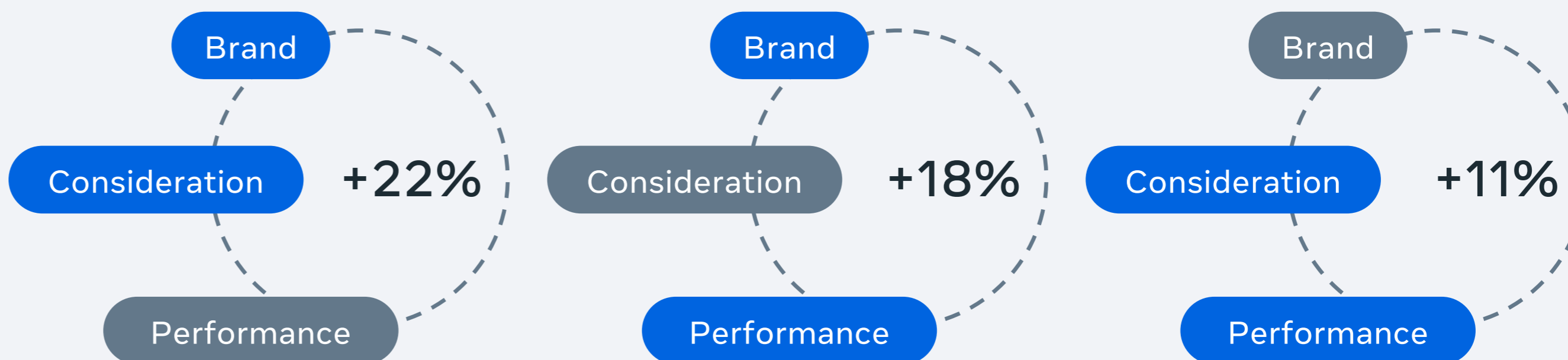
Experiment with new combinations of campaigns to make sure you're reaching potential customers, regardless of where they are on their path to purchase.



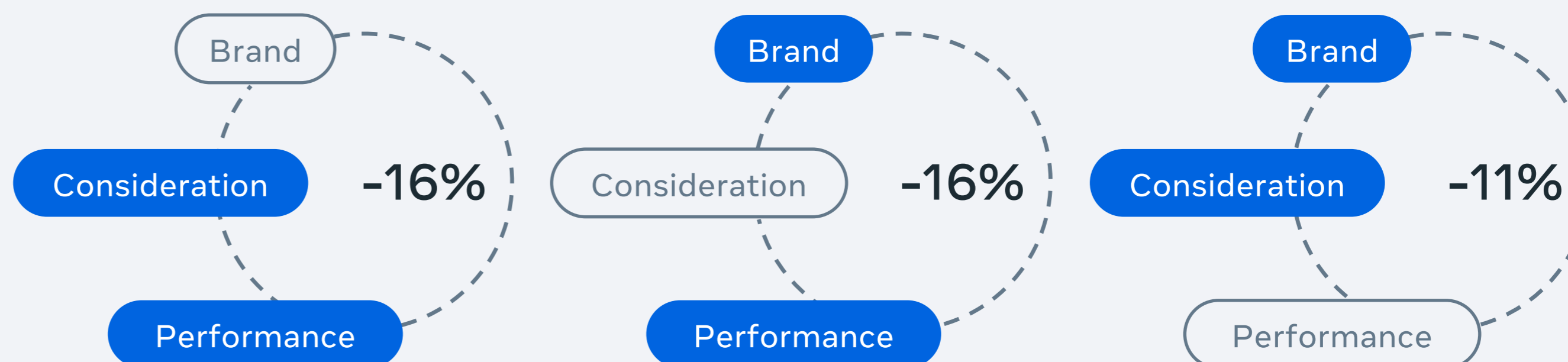
Each campaign objective plays a distinct role in your mix.

Focusing exclusively on one objective could mean you're leaving opportunity on the table.

Incremental gains in effectiveness when running multiple buying objectives



Change in ROAS when removing a category of objectives



Pandora Jewelry

BUSINESS OBJECTIVES

Reach new customers
Maintain performance efficiency

MEDIA TACTICS

Broad audiences
Multiple objectives

73%

lower cost per
incremental
conversion

4X

increase in the
size of retargeting
audience

+118%

boost in new customer
acquisition year-
over-year

+148%

increase in reach
when running a full-
funnel strategy





How connected delivery works in practice

Start with foundations.

Broad targeting

Right weight

Sustained duration

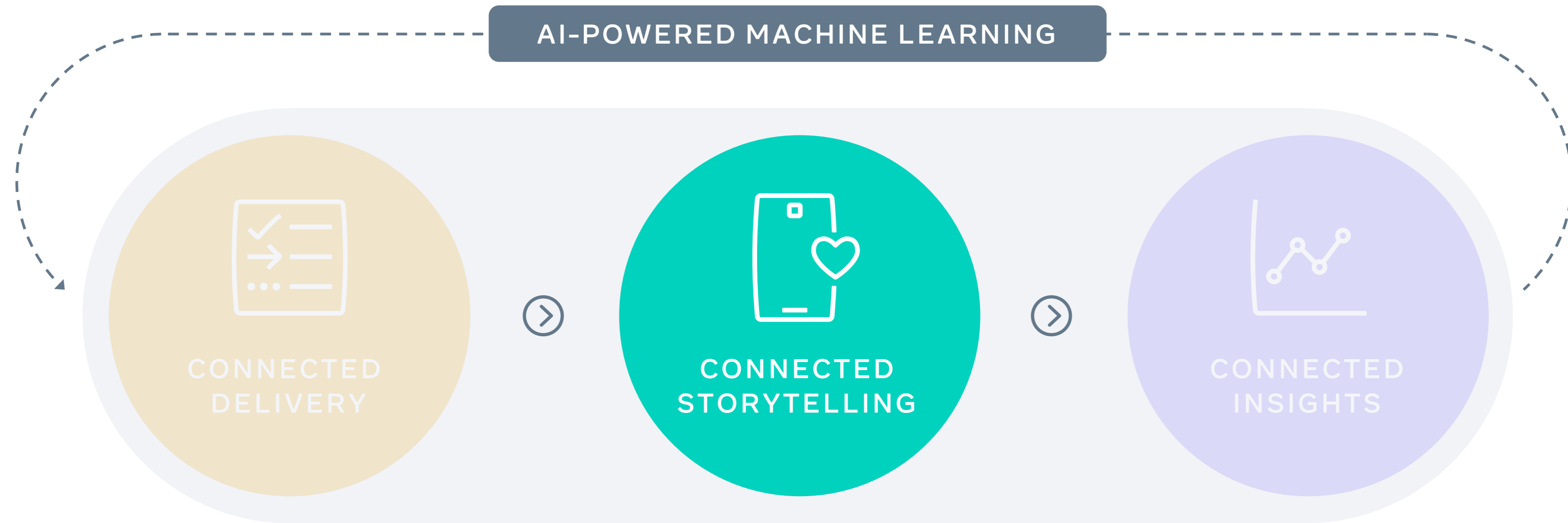
Then add multipliers.

Broaden messaging

Test multiple objectives

Meta connected brand-builder

AI-POWERED MACHINE LEARNING



CONNECTED
DELIVERY

DELIVERY

Plan and buy media in a way that maximizes the efficiency and effectiveness of your investment.

CONNECTED
STORYTELLING

STORYTELLING

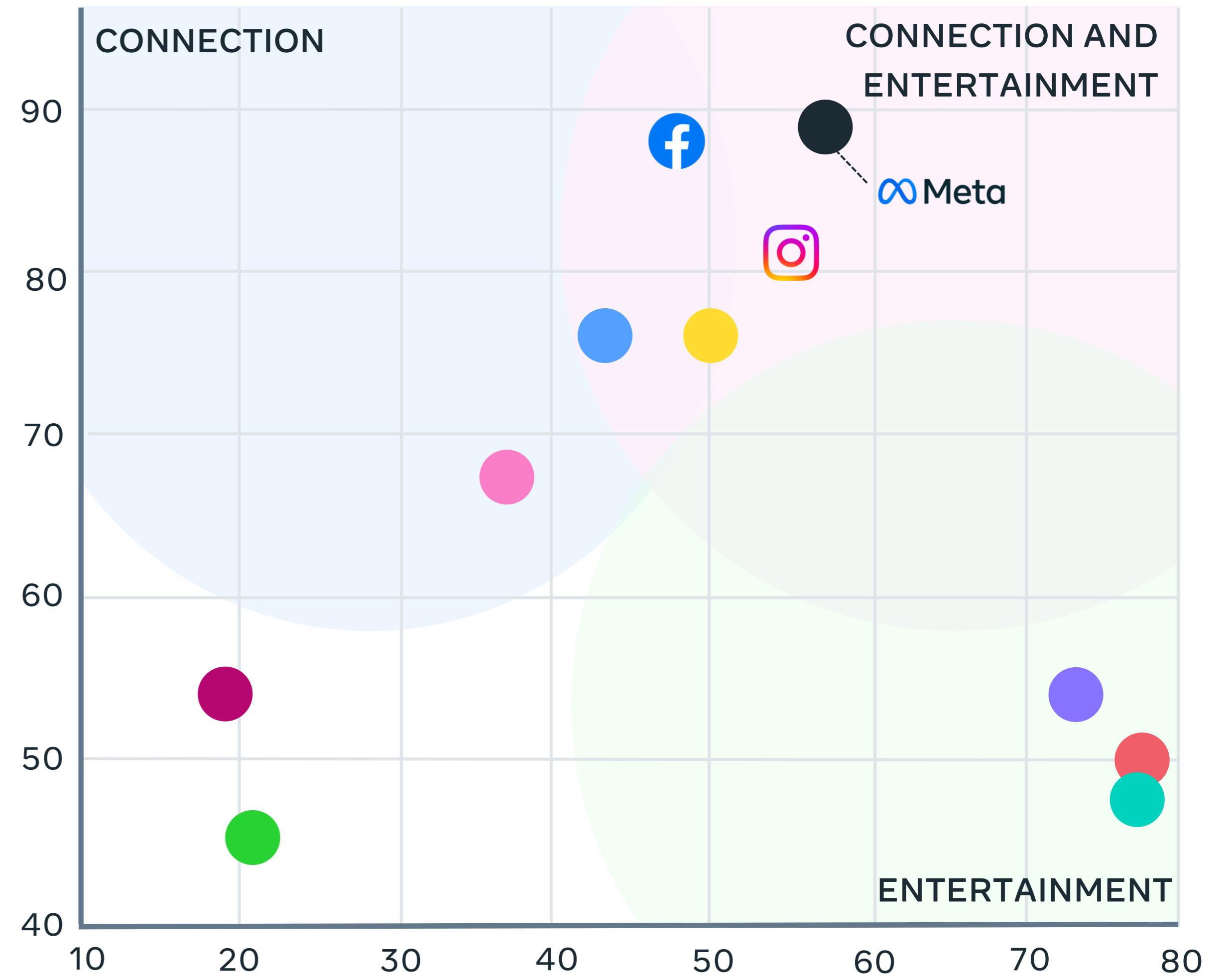
Break through with video-oriented content formats, and creative experiences.

CONNECTED
INSIGHTS

INSIGHTS

Push the envelope on testing and measurement that delivers lasting impact.

Meta technologies aren't just about finding cool new content. They're about building connections.



- Facebook
- Instagram
- Meta*
- TikTok
- Amazon
- YouTube
- Twitter
- Pinterest
- TV
- Google Search
- Snapchat

Source: Global Media Study by Ipsos (Meta-Commissioned online study of 3,760 people ages 13-64; internet population; monthly mobile internet users, monthly video viewers, and monthly messaging app users in the US), Dec 2021 - Jan 2022.

On Meta, creators have a direct influence on commerce and brand-customer relationships.

49%

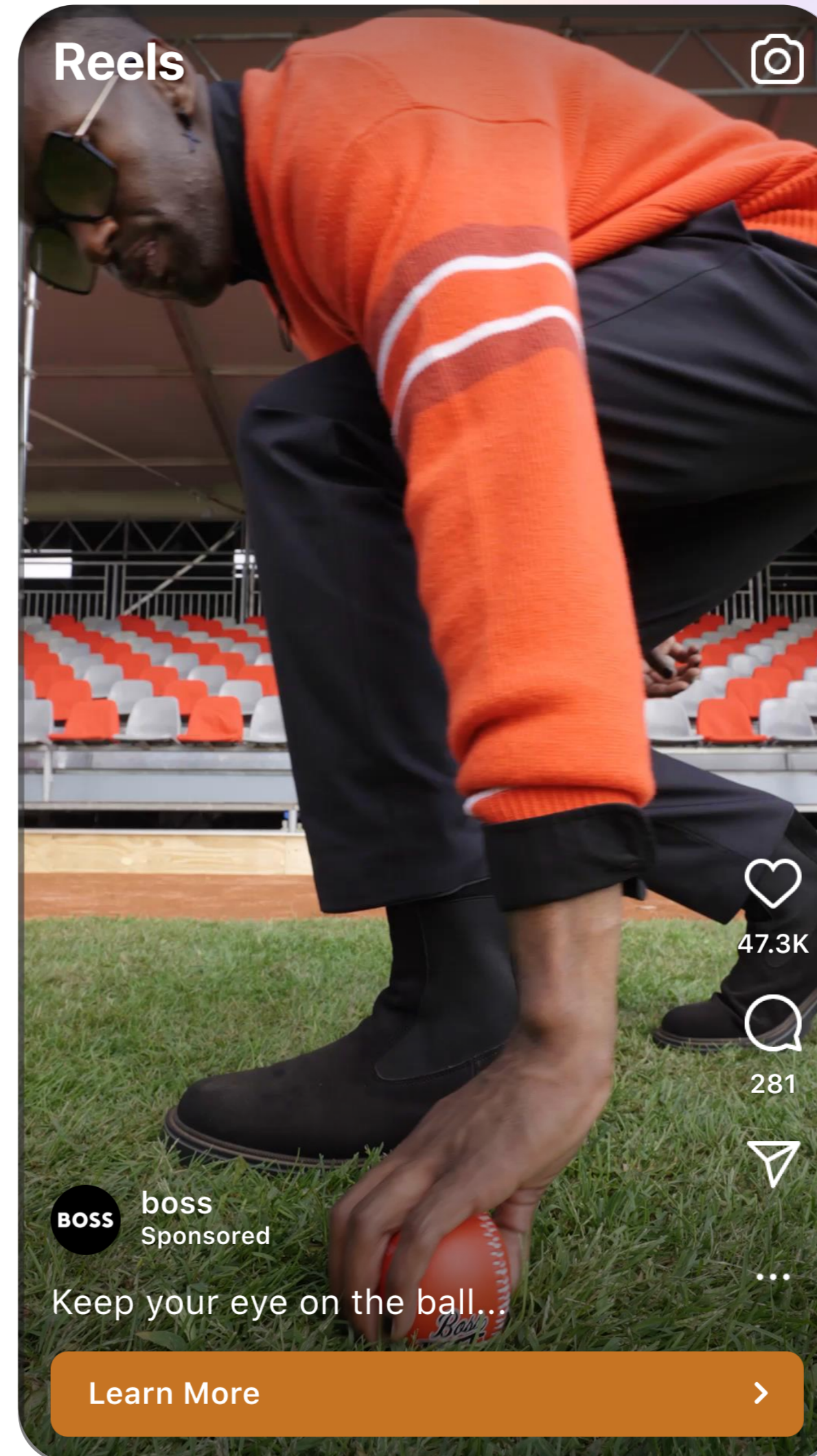
of those surveyed said Meta is likely to provide personalized content.

TIKTOK: 45%
YOUTUBE: 47%

48%

of those surveyed said Meta is likely to provide shopping inspiration.

TIKTOK: 39%
YOUTUBE: 39%



65%

of people surveyed in the US said creators help them stay connected to brands they've purchased from.

Source: Role of Creator Marketing by Crowd DNA (Meta-commissioned online survey of general population respondents ages 18-65 yrs in USA, DE, UK, FR, JP, KR, BR, MX, AU N=15,750). Qualified respondents shop online at least two times per month, have been influenced by creators when shopping in specific retail and CPG categories, and have recently purchased in that category

Strong collaborations can lead to strong results.

By adding branded content ads to BAU regular ads:

53%

higher
clickthrough rates

19%

drop in CPAs

99%

probability to
outperform BAU
ads only



Reels are the fastest growing content format across Meta – fullscreen, short-form video built for connection and creative expression.

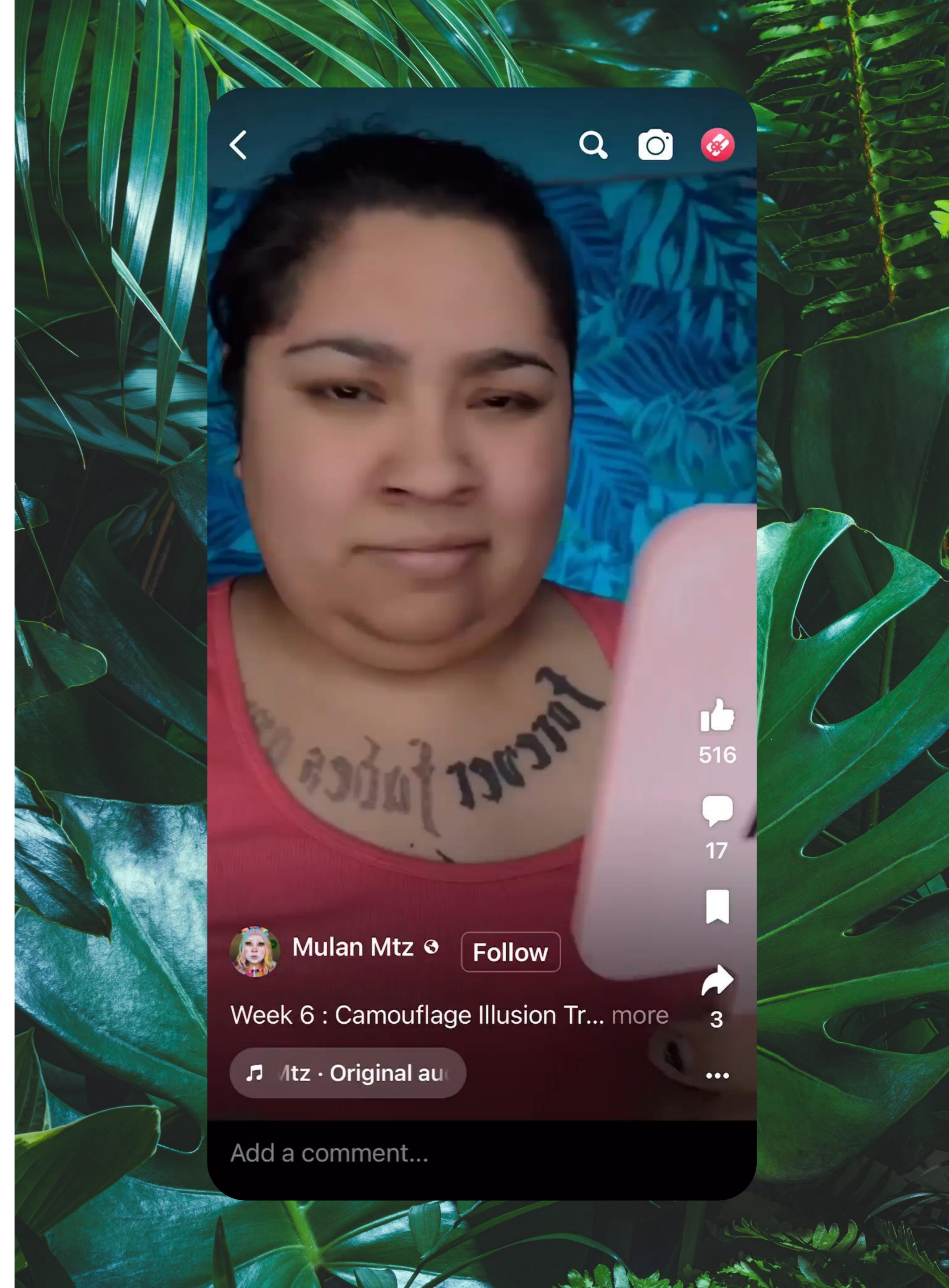
140B+

Reels plays across Instagram and Facebook each day

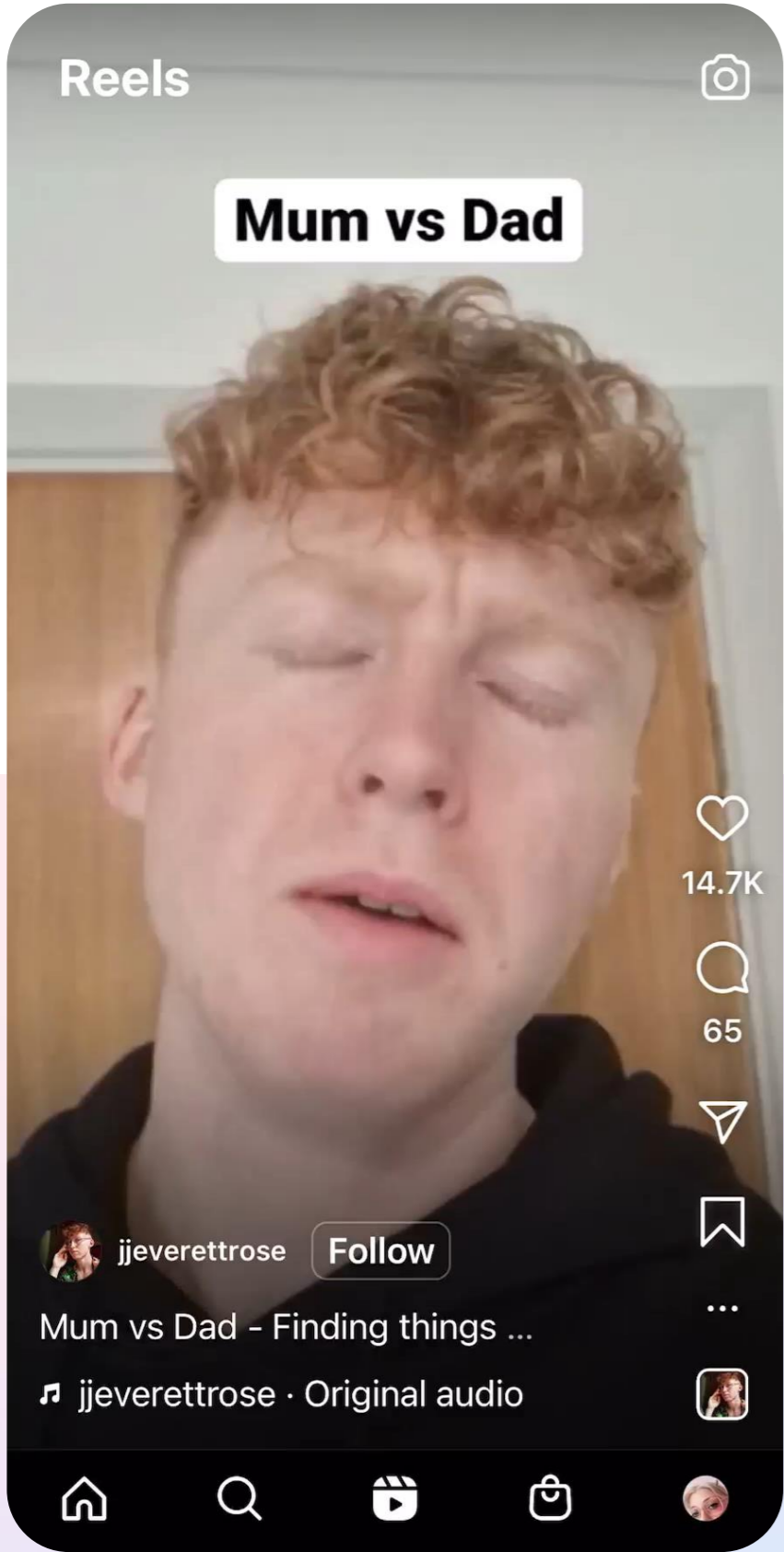
That's a 50% increase from six months ago.

1B

people reshare Reels through DMs every day on Instagram.



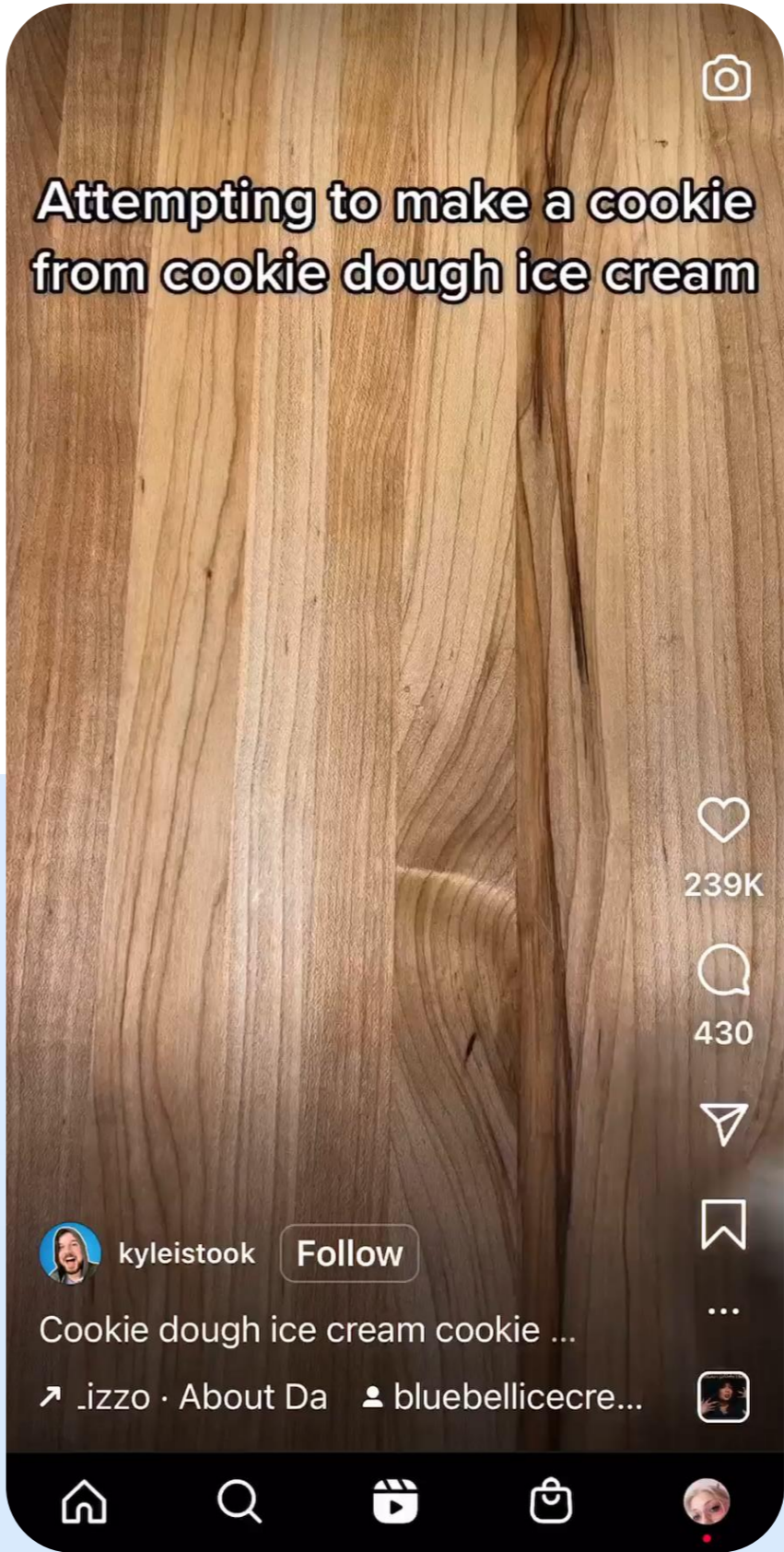
Comedy, tutorial, life hacks and oddly satisfying topics tend to have better engagement on Instagram Reels.



Comedy



Tutorial



Life hacks



Oddly satisfying



Source: Instagram Internal Data, Aug 2022.

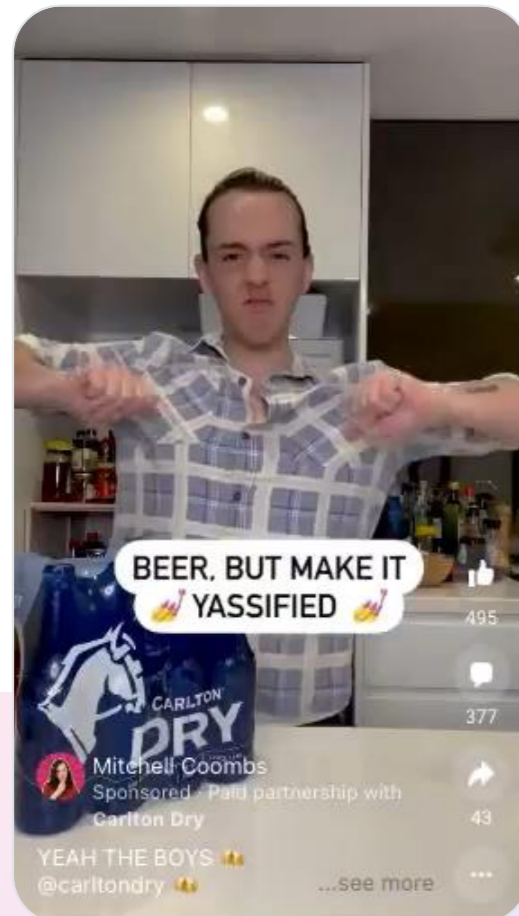
Experiment with building Reels-first video.

Using the creative approach below for Reels ads outperforming a business-as-usual creative strategy.

MAKE IT ENTERTAINING.



Magical moments



Fresh perspectives



Unexpected twists



Irresistible hooks



Show, don't tell.



Clear reinforcement



Lo-fi and human craft



Familiar situations



Recognizable tropes

Source: Meta-analysis of conversion lift tests with 11 global advertisers across 9 verticals, conducted in November 2022. These results are inclusive of both Instagram and Facebook Reels. We define lower funnel conversion events as those that happen at the end of the marketing funnel, such as purchasing an item or signing up for a service.

Apply best practices for mobile-first creative.

70% of the potential return on investment for video advertising comes from the creative itself.¹



Capture attention quickly.



Brand early and often.



Frame for mobile.



Build for sound-on and sound-off viewing.



How to get started with connected storytelling

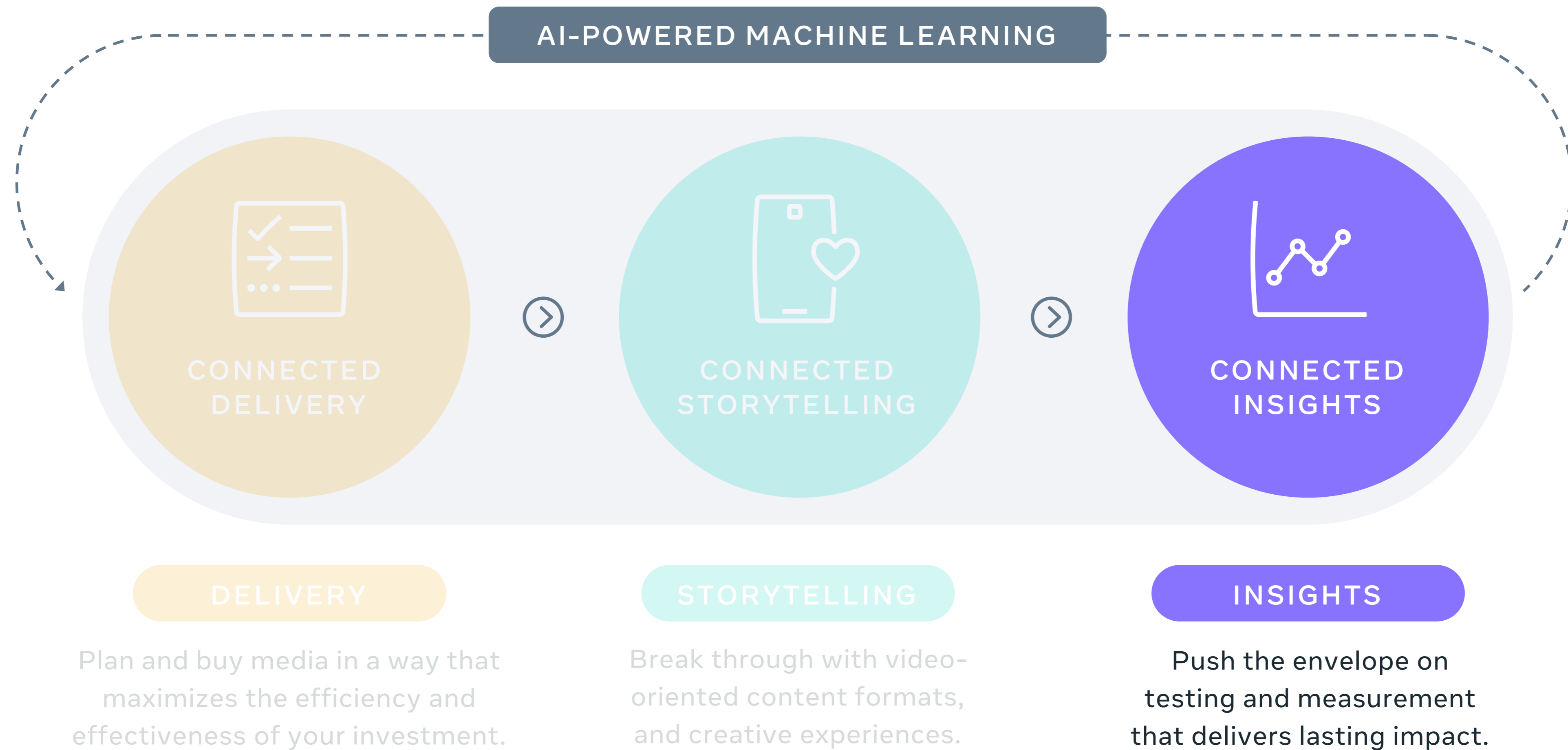
Start with foundations.

Optimize placements
Apply creative best practices

Then add multipliers.

Get started with Reels
Partner with creators
Experiment with AR

Meta connected brand-builder



A long-term approach to brand-building can make an immediate impact.

GREATER REACH

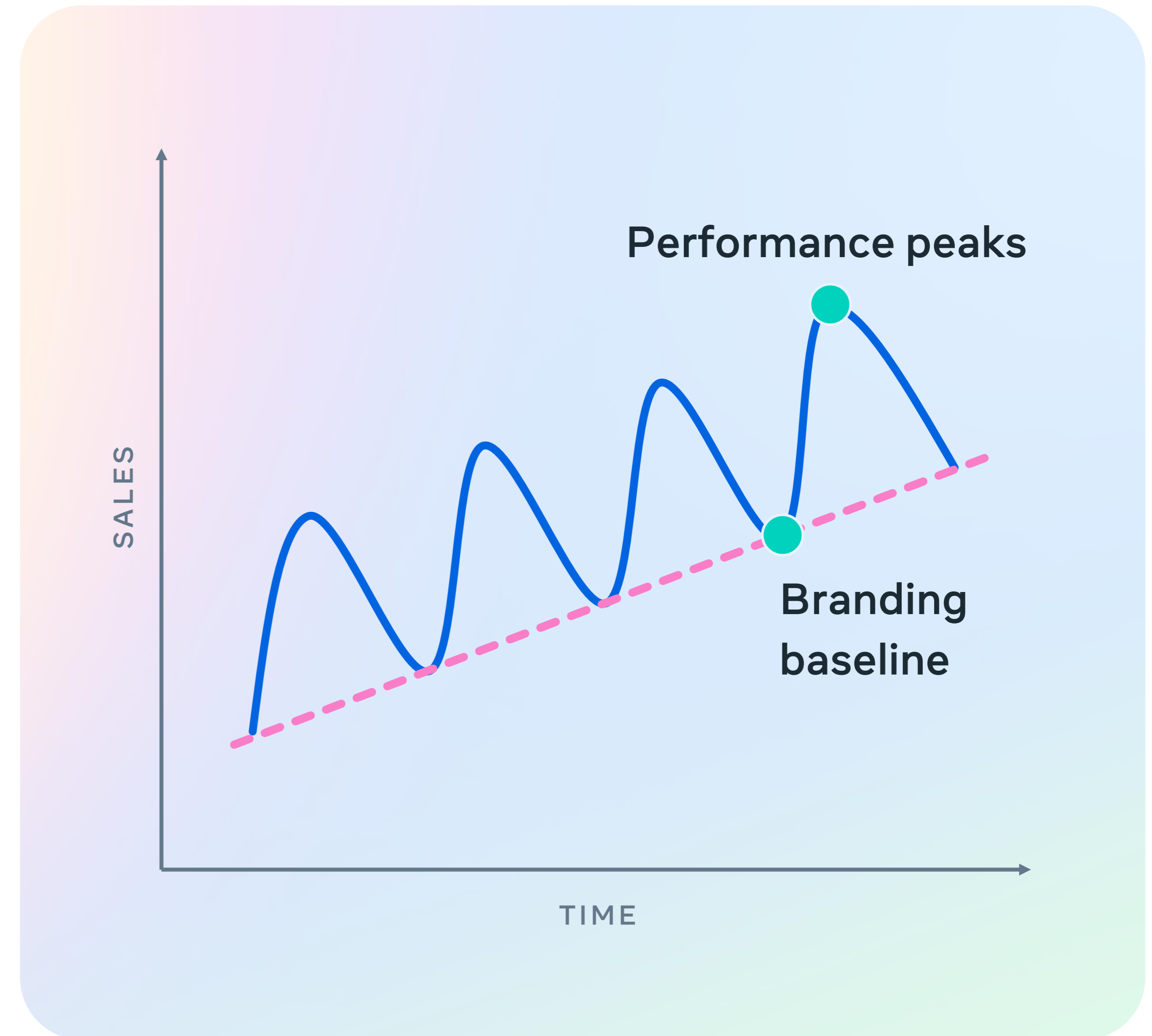
+100%

for reach and performance campaigns vs. performance alone (for 36% greater spend)¹

GREATER ORGANIC SEARCH LIFT

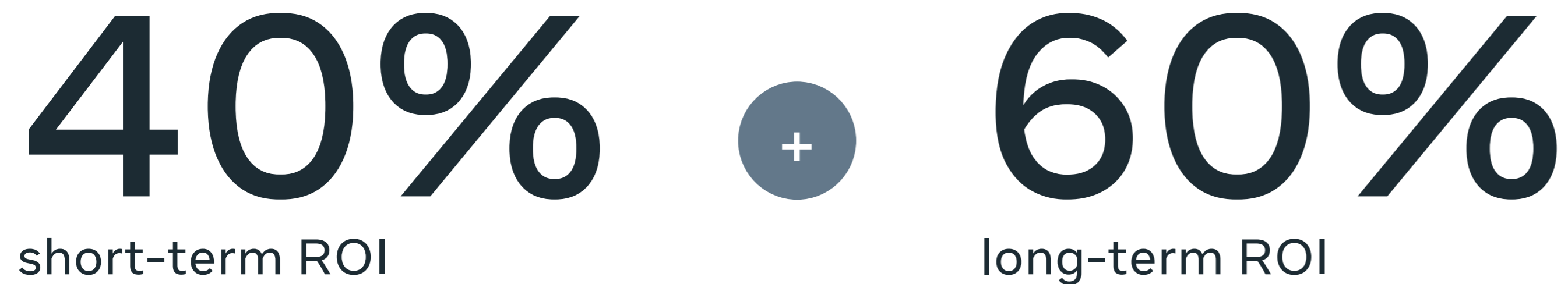
+84%

for reach and performance campaigns vs. performance alone²



If you're only measuring short-term results, you're missing most of the impact.

Balancing short- and long-term outcomes requires balancing short- and long-term measurement.



Short-term measurement tends to undervalue brand advertising.



Source: Meta Marketing Science 2022. Average calculated across results from three independent studies. Analysis conducted by 1. Nielsen: CPG (30 brands in Europe, Germany, UK), 2. GfK: Tech and Durables (7 brands in Germany), 3. Nepa: Retail and Telco (6 brands in the Nordics). Methodology: Marketing-mix modeling. Analysis commissioned by Meta. Nielsen, GfK: direct long-term effect on sales, Nepa: long-term effect through brand building. Total ROI = short-term ROI + long-term ROI. Percentage long-term = long-term ROI/total ROI. Percentage short-term=short-term ROI/total ROI.



Here's how
connected
insights can help:

Start with foundations.

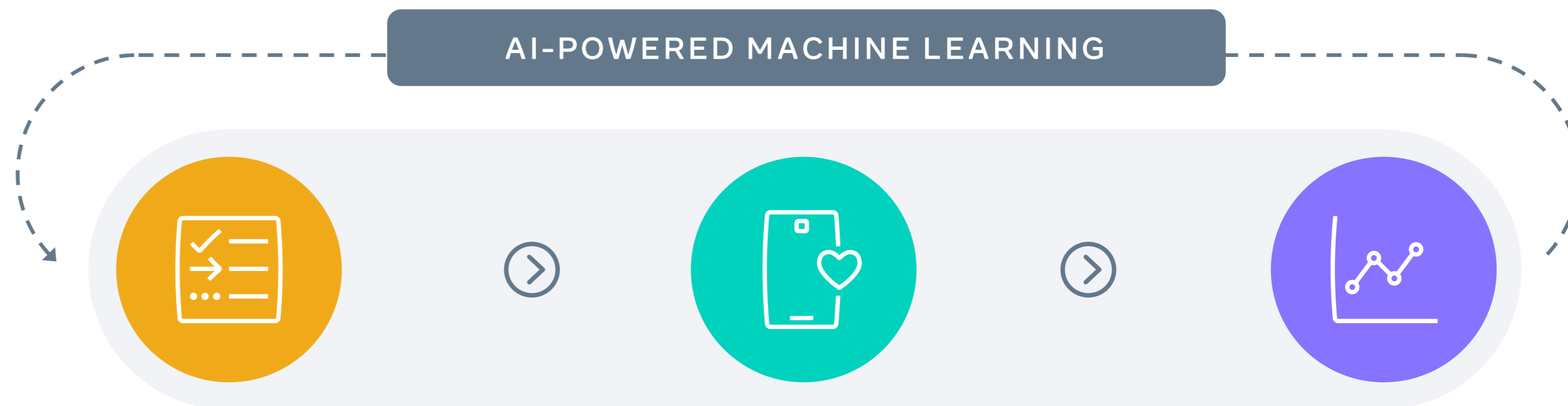
Iterative testing

Then add multipliers.

Marketing mix modeling

Long-term brand equity

Succeed with branding on Meta



CONNECTED DELIVERY

CONNECTED STORYTELLING

CONNECTED INSIGHTS

1. Start with foundations.

Aided brand awareness
Unaided brand awareness
Campaign awareness

FOUNDATIONS

Right weight
Broad targeting
Sustained duration

Effective creative
Optimize placements

Iterative testing

2. Then add multipliers.

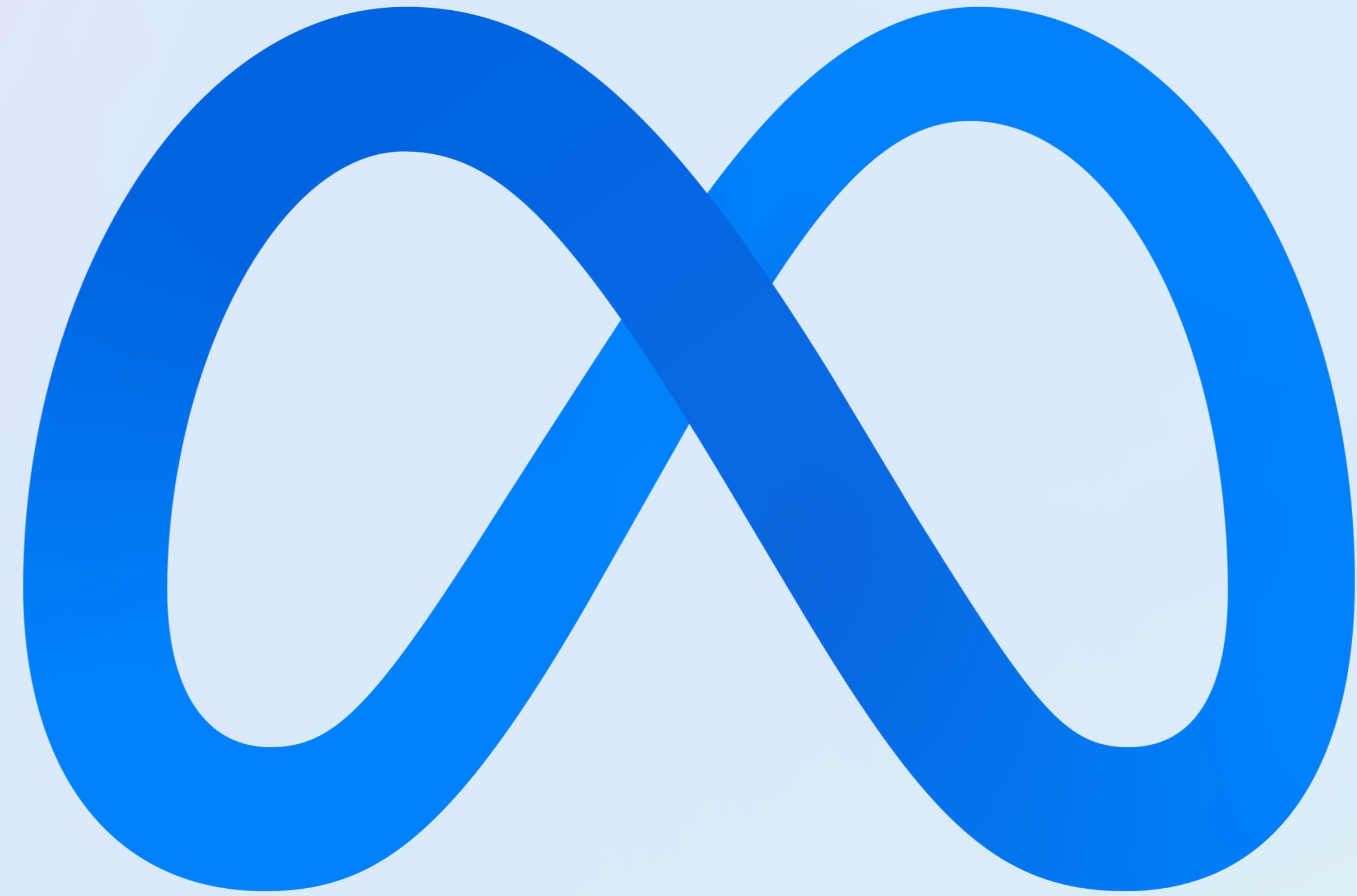
Association
Consideration
Intent

MULTIPLIERS

Test multiple objectives
Meta moment maker

Build Reels-first creative
Partner with creators
Experiment with AR

Long-term brand equity
Marketing mix modeling



 Meta