OPTIMIZING CREATIVE IN A DOWNTURN

Presented by

HEADLIGHT

Growth Marketing • Performance Creative • Integrated Analytics

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PREMIER 2022

ADWEEK
#5 FASTEST GROWING AGENCY

Meta
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Today’s Agenda

Presentation

Panel Discussion

Audience Q&A

6 Ways to Get More With Less From Your Creative

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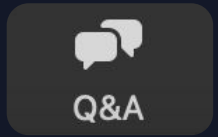
Today's Presenters

Kevin Young
Founder, VP, Growth
Headlight

Sharon Romang
VP, Creative
Headlight

Questions?
Drop them in the Q&A tab below!



Tip #1
Refine Test Design

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#1
Refine Test Design

- Calibrate testing budget based **on historical decay rates in scaled BAU campaigns** & **win rates in creative testing**
- With limited budget, **mindful testing is crucial**. Prioritize your learning agenda by formulating & testing against **justified hypotheses**
- Structure your test in a **format that resonates** with the platform algorithms
- Budget your test so **test assets achieve predictable and statistically significant** results

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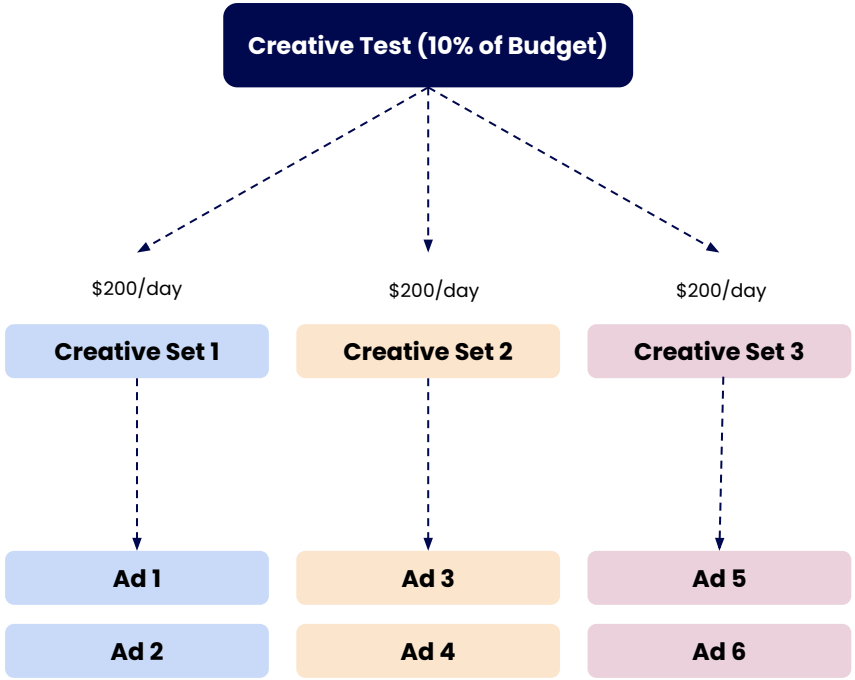
Sample Creative Testing Structure



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Requirements

1. Test assets **all achieve** proper statistical significance

2. Test assets **reliably achieve** statistical significance at some cadence

Process Design

1. **Purpose Build** tests that are targeted bets based on prior testing data, what has worked in the past, or an otherwise clear hypothesis

2. **Isolate** creative testing to a sandbox environment in order to force delivery to test assets and gather necessary performance data (whether good or bad)

Tip #2
Unique Challenger Concepts First

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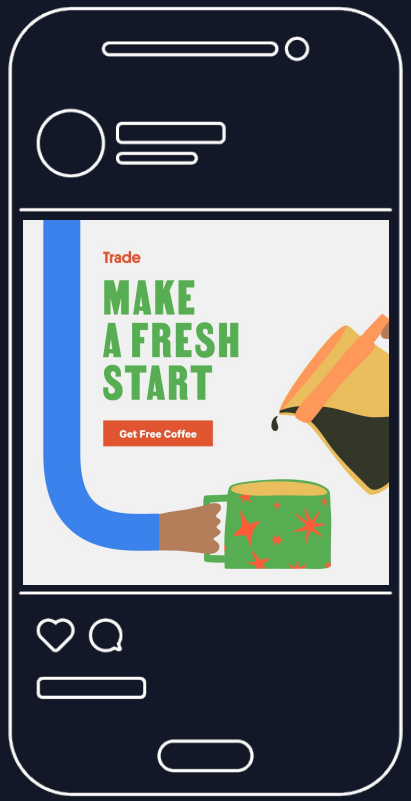
#2
Challenger Creative

- Lack of signal for Apps after iOS 14.5 & lower testing budgets prevents us to further identify what microelements in the creative **actually unlocked performance**.
- Instead of creating dozens of micro variations of the same concept, focus on **unique diverse concept directions instead.**
- Further iterations can come after a concept is **proved to work**.


Trade
MAKE A FRESH START
Get Free Coffee

Get it while
Get it while
it while it's h
hile it's hot.
Trade
it's hot.
FREE BAG OF COFFEE

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365 Days. 450+ Roasts.
1 Free Bag.
Better Coffee. Better Year.
First Bag Free
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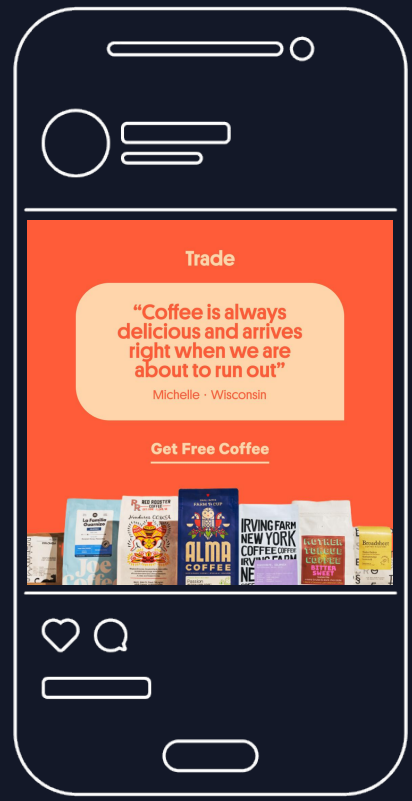
BETTER COFFEE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"Coffee is always delicious and arrives right when we are about to run out"
Michelle · Wisconsin
Get Free Coffee
ALMA COFFEE
IRVING FARM NEW YORK COFFEE

Tip #3
Modularity is Key

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#3
Modularity is Key

- Consider producing your creative in a **modular way,** to automate those future iterations **based on initial challenger concept performance**.
- Think of the different parts of the ad as puzzle pieces that can be easily replaced & **optimized for scale**.
- This will make asset variation & localization less time consuming in the long run.

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Get One Free.

Get Free Coffee

Trade

Buy One Bag.
Get One Free.

Get Free Coffee

Trade

Free Bag
of Coffee.

With first month's subscription.

Get Free Coffee

Trade

Get up to
50% Off!

With any new
subscription.

Get Free Coffee

Tip #4
Performance Creative as a Discovery Lever

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#4

Use Performance Creative to Inform the Brand

- Oftentimes we see brands optimizing TVC assets for Paid and Organic social. These pieces of creative require a higher end production approach, being **incredibly costly & time consuming** to make.

- **You can win or fail faster (and cheaper)** in performance campaigns. Testing out hypotheses for your brand is che

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How can we do this?

- **Get your Brand and Performance teams together** to outline hypotheses and strategy for creative, so you bring back winning concepts to inform other parts of your business.

- Consider inverting the process: start out by utilizing your Performance assets to **discover insights for** larger, more expensive & time consuming Brand campaigns.

Tip #5
Continue to Trust Creators

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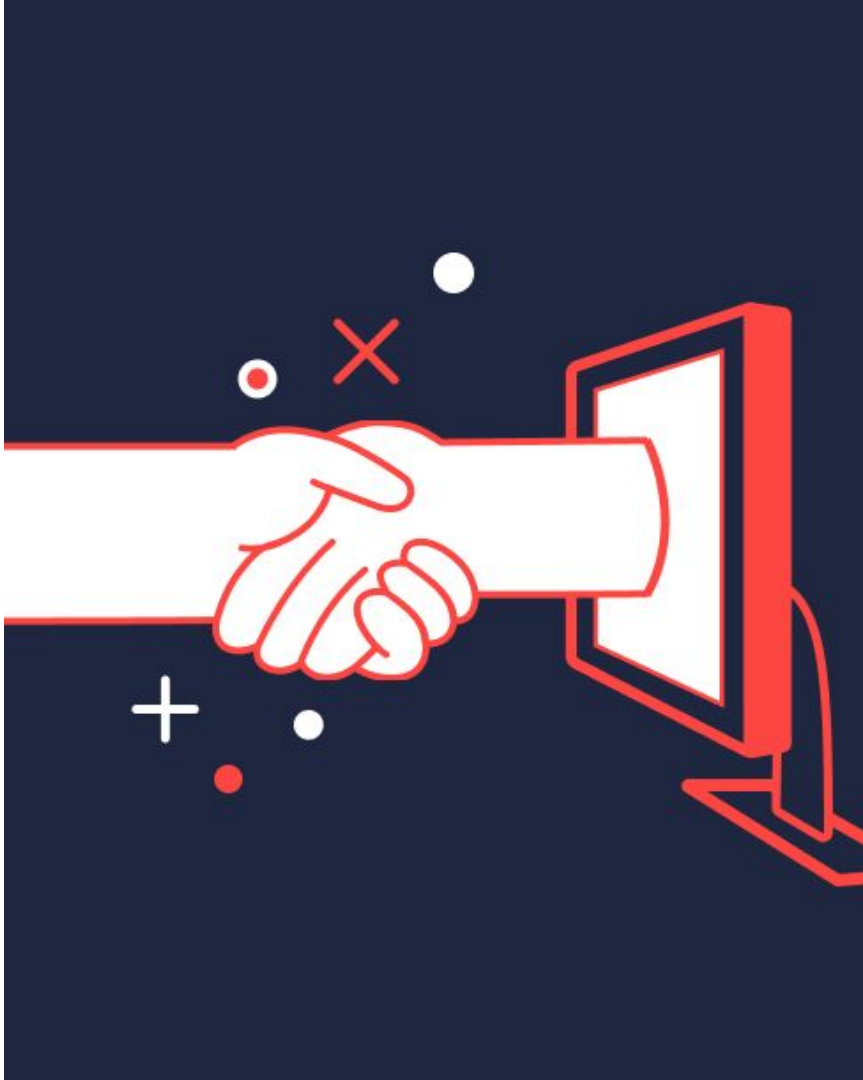
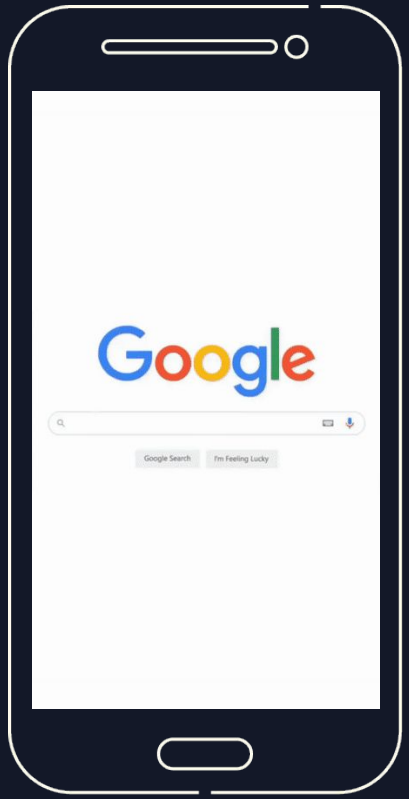
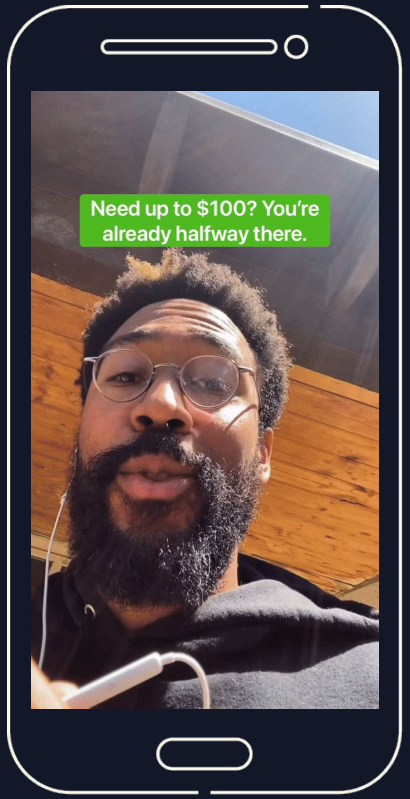
#5
Trust Creators

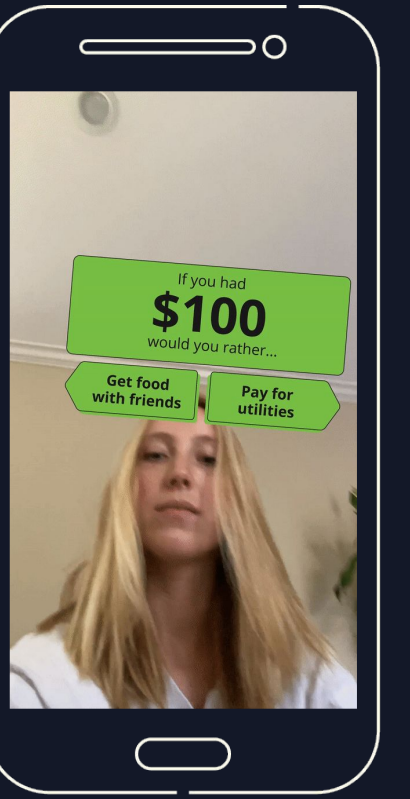
- During recessions, **audience's buying patterns change**. They become pickier and pickier about where to spend their money.
- People might be less likely to click on an Ad, but they will **continue to trust their favorite niche content creators** before making a final decision.
- Consider leveraging **existing customers** as creators, they can speak to the product better than anyone else.




Google
Google Search
I'm Feeling Lucky


Need up to $100? You're already halfway there.

A year ago my hair basically **hit rock bottom**


If you had
$100
would you rather...
Get food with friends
Pay for utilities

Tip #6

Measure More with Less

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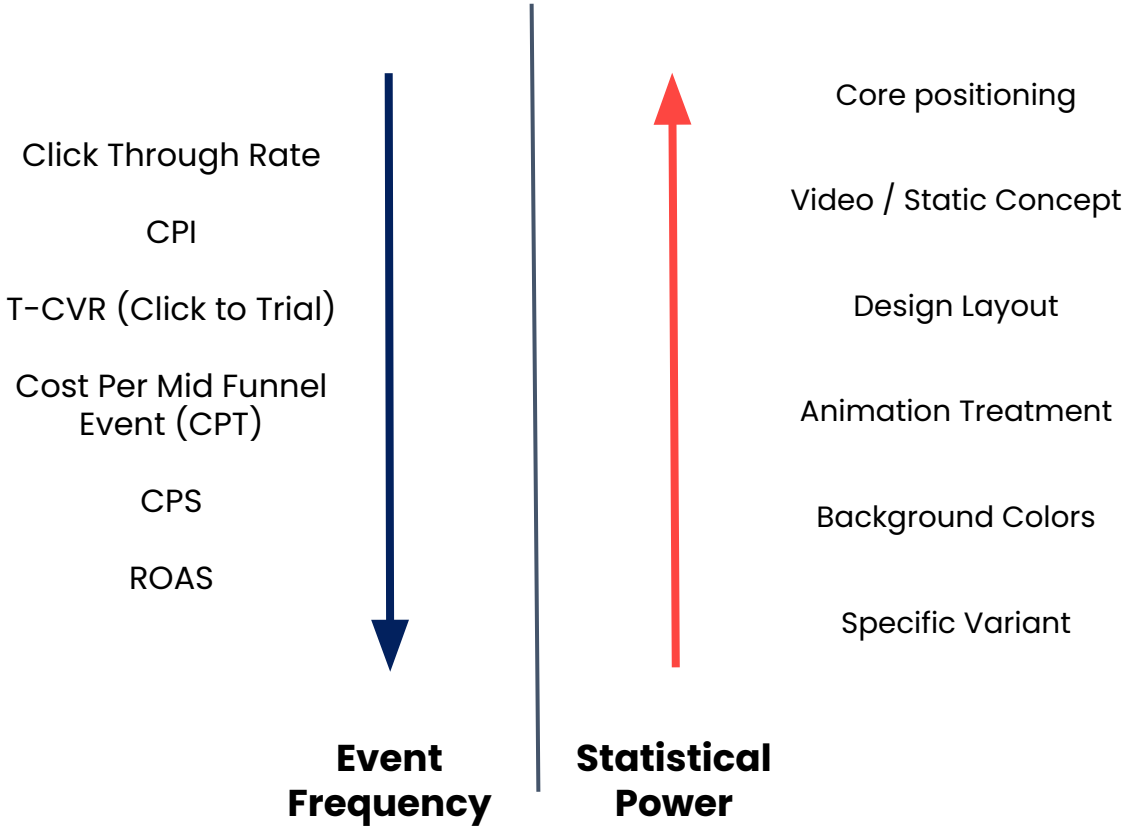
#6
Measure More with Less

- **Goal Seek** historical test KPIs that are associated with program success. Solve for what **scales**
- Use **leading indicators** & **grouping** to make decisions about creative viability *faster* and *with less budget*
- **Leverage automation** to manage cost exposure to assets that don't meet the necessary performance bar

How can we do this?

- Use front-end KPIs like **CTR & CPI** as leading indicators for success & failure
- Group from macro > micro elements to maximize statistical power **(concept, actor, composition, etc.)**



Summary

#1
Refine Test Design

#2
Unique Challenger Concepts First

#3
Modularity Is Key

#4
Performance Creative as a Discovery Lever

#5
Continue to Trust Creators

#6
Measure More with Less

Want to dive deeper?

Check out our creative deep dive at headlight.co

Reach out and chat!

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Panel Intro

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