

A photograph of two young women with long blonde hair sitting at a table in a cafe, looking at a laptop. The image has a semi-transparent red overlay on the right side. The text is overlaid on the left side of the image.

③ 3Search Events

**Lessons from £100 million
ad spend: how teams can
produce the best ad creative**



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Part 1

Team Structure





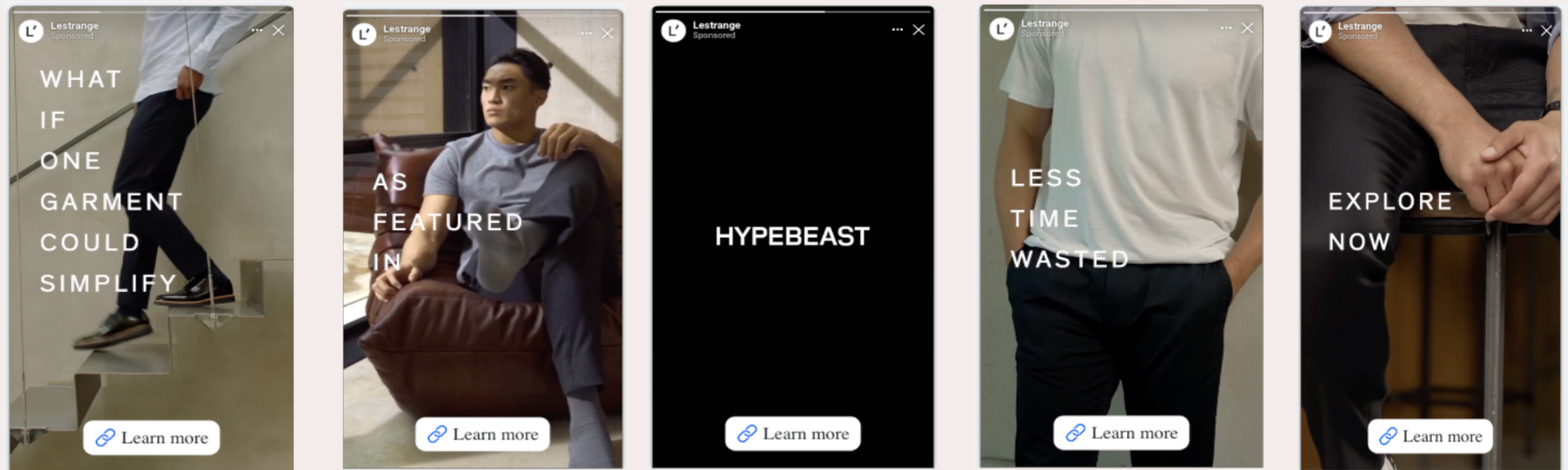
Part 2

Creative Strategy & How To Make Winning Ads



The 5 Step Creative Flywheel

What makes a great ad?



Attention:

Seconds 1-3

Compelling statement, visual

Social Proof:

Seconds 3-7

Show proof from the real world. Customers, Press, Influencers

Why it's true:

Seconds 7-12

Show the right context + positioning

CTA:

Seconds 14-15

Ask for the next step

The 5 Step Process of a Creative Flywheel

Research Phase

Customer Interviews:

Understand the context in which you operate

Review mining:

What do customers love, hate and want?

Ad Library Research

Uncover trends, competitor concepts

Concepting & Copywriting

Build the concepts:

Create visual references of what you want to execute

Prioritise the strongest ideas:

Prioritise by feasibility but also impact.

Write the hypothesis

Production & Feedback

Write the scripts:

Exactly what are the hooks, visual sequences to use.

Brief the designers (on a call!)

Feedback on first versions until agreed

Launch & Learn

Set Benchmarks for performance BEFORE

Launch the test

Controlled environment that mirrors production

Gather data

Let it run for AT LEAST 1 week then start drawing conclusions

Analysis & Feedback

Performance > Benchmark

Scale

Performance < Benchmark

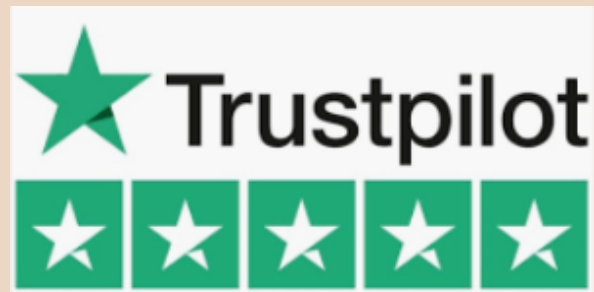
Pause

Analyse for WHY and communicate to creatives. Repeat. Repeat. Repeat.

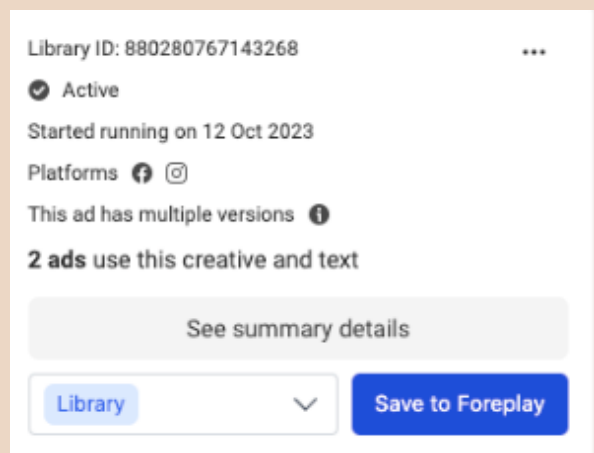
The tools we use for these processes

Research Phase

Review Platforms

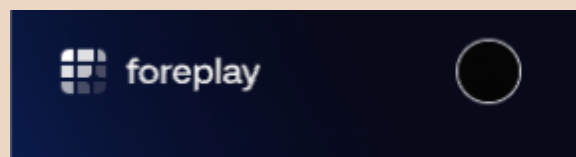


Ad Libraries

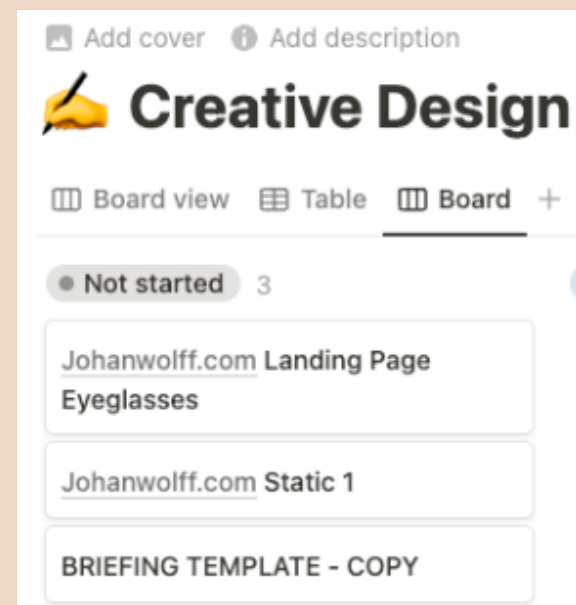


Concepting & Copywriting

Swipe File



Briefing & Prioritisation

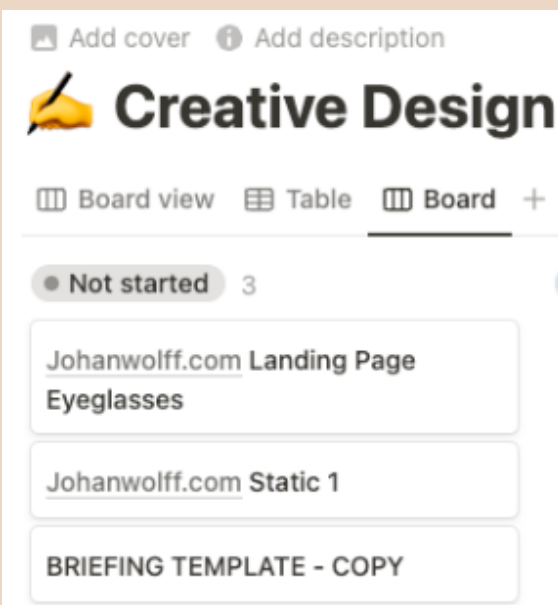


Production & Feedback

Scripting

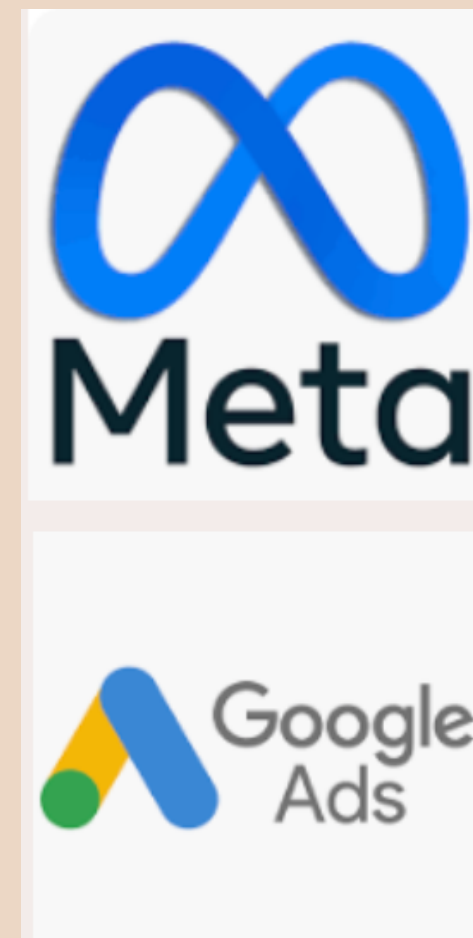


Feedback



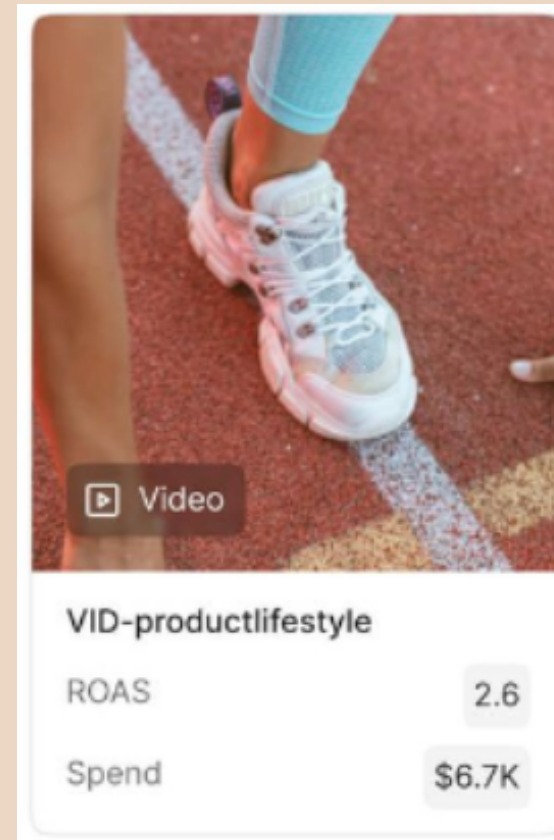
Launch & Learn

Ads Manager



Analysis & Feedback

Creative Report



A hand holding a pen writing on a tablet with a neural network overlay. The background is a dark blue gradient with a white neural network pattern. A large red number '3' is on the right side.

Part 3

AI Tools & Creative

Webinar Demo

~22 results

Similar regional ads

Three cards for Huel ads in different regions:

- Huel** Food & drink company United States [View Ads](#)
- Huel** Food & drink company Germany and other L... [View Ads](#)
- Huel** Food & drink company Japan [View Ads](#)

Launched in October 2023

[Sort by EU Ads](#) [Check Spend For All EU Ads](#) ?

Three ad library cards with details:

- Library ID: 1832510957164379**
Active
Started running on 16 Oct 2023
Platforms: Facebook, Instagram, Messenger
EU transparency: Info
[See ad details](#) [Save To AdScan](#)
- Library ID: 347488327753053**
Active
Started running on 16 Oct 2023
Platforms: Facebook, Instagram, Messenger
EU transparency: Info
[See ad details](#) [Save To AdScan](#)
- Library ID: 298801425201021**
Active
Started running on 16 Oct 2023
Platforms: Facebook, Instagram, Messenger
EU transparency: Info
[See ad details](#) [Save To AdScan](#)

YouTube AI Webinar Demo

The screenshot displays the Google Ads Transparency Center interface. At the top, the browser address bar shows the URL: `adstransparency.google.com/advertiser/AR08347126449940987905?region=GB&format=VIDEO`. The page header includes the "Google Ads Transparency Center" logo and a "Sign in" button. Below the header, there are filters for "All topics", "Any time", "Shown in the United Kingdom", and "Video".

The main content area features a search bar with the text "Search by advertiser or website name". Below the search bar, the results for "ZOE Limited" are displayed. The results include the legal name "ZOE Limited", the location "Based in: the United Kingdom", and a verification status: "Advertiser has verified their identity".

Below the search results, there is a notification bar that reads: "Some advertisers show ads with age-restricted content. Sign in to determine if we can show you these ads." with "Dismiss" and "Sign in" options. A "Sort by views" button is also present.

The bottom section shows a list of video ads, with the first four visible. The ads are sorted by most recent. The first three ads have the following view and spend data:

Ad Description	Views	Spend
Advertisement featuring a man and a woman, with text: "a test, meal kit, and a gut health test."	4.4M views	\$576k
Advertisement featuring a man, with text: "For for your unique body?"	42.2k views	\$5k
Advertisement featuring a man and a woman, with text: "a test, meal kit, and a gut health test."	4.4M views	\$576k

The fourth ad has 374 views and a spend of \$49.

Q&A

Please feel free to ask any questions in the chat section if you haven't already, and we will try to answer as many as possible.





③ 3Search Events

Thanks for joining!