3Search Events

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

Jasmin Eastwood

Performance Marketing
Rectuiter at 3Search

Bradley Fehler

VP Growth at Archdesk

Valentin Raspé

Founder at Up Collective

Raphael Yarish

Performance Marketing
Lead at ZOE
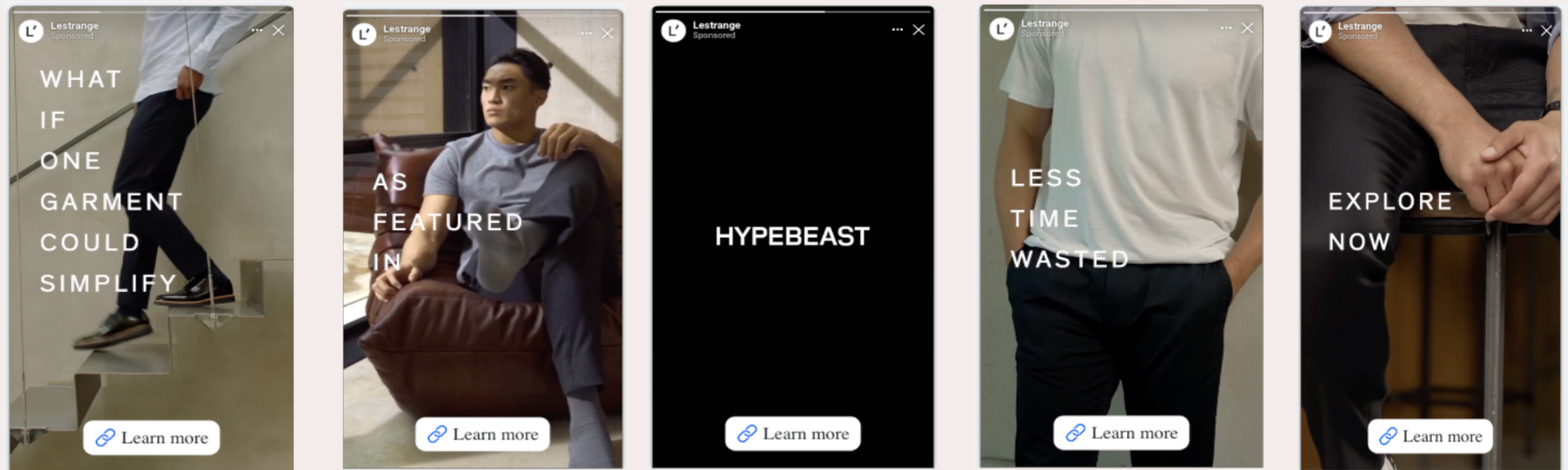
Part 1
Team Structure

Part 2

Creative Strategy & How To Make Winning Ads

3

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

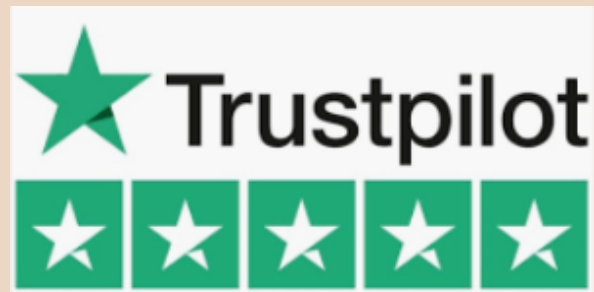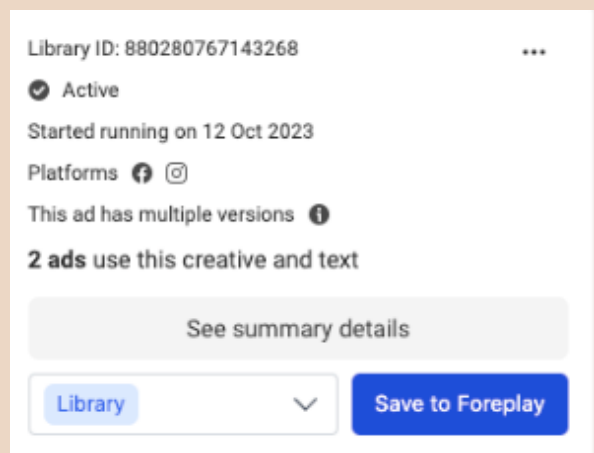| Research Phase	Concepting & Copywriting	Production & Feedback	Launch & Learn	Analysis & Feedback
Customer Interviews: Understand the context in which you operate **Review mining:** What do customers love, hate and want? **Ad Library Research** Uncover trends, competitor concepts	**Build the concepts:** Create visual references of what you want to execute **Prioritise the strongest ideas:** Prioritise by feasibility but also impact. **Write the hypothesis**	**Write the scripts:** Exactly what are the hooks, visual sequences to use. **Brief the designers (on a call!)** Feedback on first versions until agreed	**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	Performance > Benchmark **Scale** Performance < Benchmark **Pause** Analyse for WHY and communicate to creatives. Repeat. Repeat. Repeat.

The tools we use for these processes

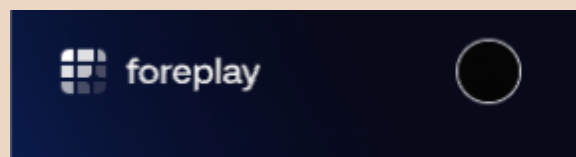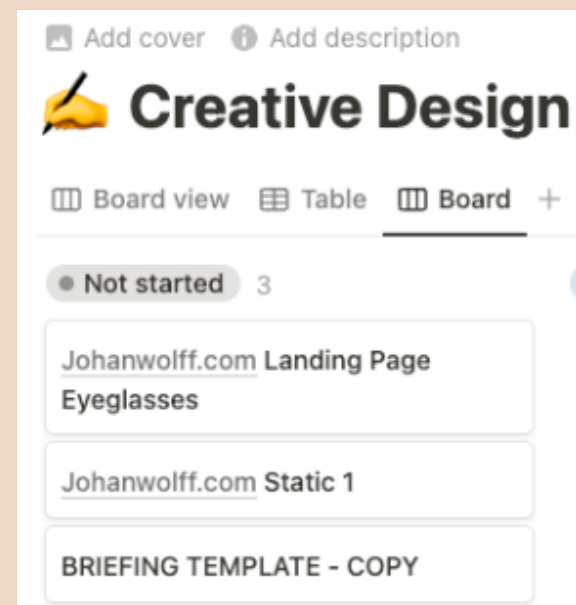| Research Phase	Concepting & Copywriting	Production & Feedback	Launch & Learn	Analysis & Feedback

Review Platforms

Ad Libraries

Library ID: 880280767143268

✓ Active
Started running on 12 Oct 2023
Platforms
This ad has multiple versions ⓘ
2 ads use this creative and text

See summary details

Library ⌄   Save to Foreplay

Swipe File

foreplay

Briefing & Prioritisation
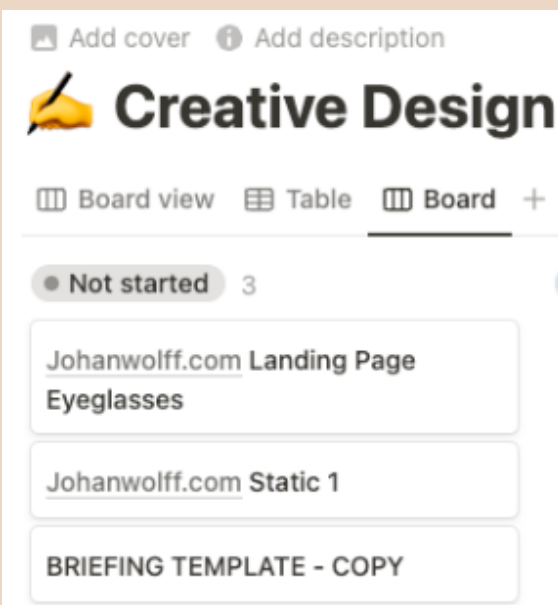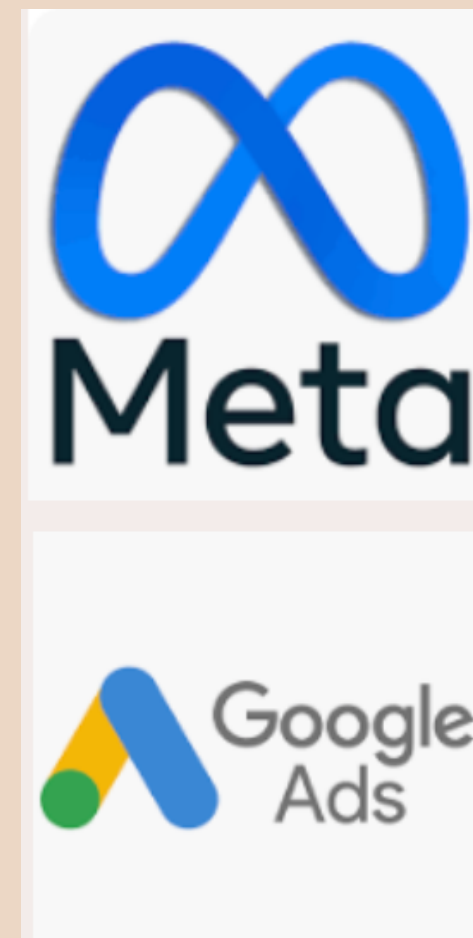
🖼 Add cover   ⓘ Add description
✍️ **Creative Design**
▥ Board view   ▦ Table   ▥ Board +
• Not started   3
Johanwolff.com **Landing Page Eyeglasses**
Johanwolff.com **Static 1**
BRIEFING TEMPLATE – COPY

Scripting

Feedback

🖼 Add cover   ⓘ Add description
✍️ **Creative Design**
▥ Board view   ▦ Table   ▥ Board +
• Not started   3
Johanwolff.com **Landing Page Eyeglasses**
Johanwolff.com **Static 1**
BRIEFING TEMPLATE – COPY

Ads Manager

Meta

Google Ads

Creative Report

▶ Video

VID-productlifestyle
ROAS   2.6
Spend $6.7K
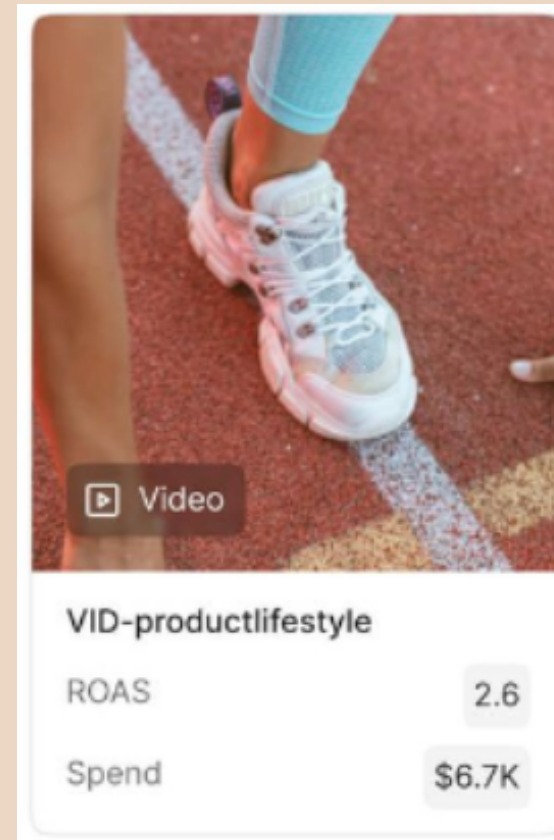
Part 3
AI Tools & Creative

Webinar Demo

YouTube AI Webinar Demo

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

③ 3Search Events

Thanks for joining!