| **Objective(s) & budget**Tell us what you were looking to achieve from the campaign and any targets that were set. We recommend showing targets as quantifiable metrics e.g., ‘Increase conversions from 150 to 300 a month’ rather than ‘Increase conversions by 10%’. Please include a breakdown of implementation costs, staffing costs, agency fees etc. All elements of the entry form are confidential, and judges will not share this information. If you are unable to provide a detailed budget breakdown, please include the financial band your budget is within along with the percentage budget allocated for staffing costs, agency fees and media spend etc. |
| --- |
| The client wanted to launch their new product using Facebook ads to attain new customers and drive interest from investors to fund their Series A round. Regarding metrics, the client wanted to see a CPA average of $10 or less, which was a 65.75% decrease from their $29.2 account average before working with Brighter Click. For reference, their AOV at the time was $27. The client spent $400-500/month before working with Brighter Click. They wanted to scale to 40-50k/month in spend while maintaining the requested CPA within 3 months.  |
| **Target audience & strategy**Please provide us with details around the audience you were targeting and your overall strategy to reach them as well as the strategy to meet the overall objectives. |
| We focused on a few key themes Brighter Click uses for our audience targeting. I will provide the themes below and some information on the specific targeting used in Great Wrap’s Facebook ad campaign. **Audiences****TOF** The minimum for LLA source audience is 100 but ideally 1k or moreHi-LLA - High-Intent LLA - * ATC
* CI
* Pur
* Top 25% website visitors
* Segmented customer list (This will vary based on the client)
	+ 1x purchasers
	+ 2x purchasers
	+ 3x+ purchasers
	+ SMS Subscribers (frequently cleaned list)

Lo-LLA - Low-Intent LLA - * FB Ad Engagers
* IG Ad Engagers
* Video View over 50%
* Website Visitors no ATC, CI, or Pur
* Email List - no purchases

Persona Based Interests* Influencers
* News outlets
* Magazine
* Podcasts
* Competitors to their product
* Complimentary products
* Indirect competition

Lifestyle Based Interests* Hobbies/activities
* Income-based interests
* Do they travel or are they a homebody
	+ Airlines
	+ Netflix shows
* Health/fitness based interests

**MOF*** FB Ad Engagers
* IG Ad Engagers
* Website Visitors no ATC, CI, or Pur
* Video Views 50% or greater
* Top 25% Website Visitors
* Page Engagers

**BOF*** *Add To Cart EXCL Checkout Initiated, Purchase*
* *Checkout Initiated EXCL Add To Cart, Purchase*

**Loyalty*** Pixel Purchasers (our time window for this will be contingent on the client's shipping time and time window for repeat purchase. For example, if it takes 14 days to ship and 30 days to use. We would want to run Pixel Purchasers 40 - 90 days, or something similar. Don’t wait until the exact repurchase time window.)
* Segmented customer list (This will vary based on the client)
	+ - 1x purchasers
		- 2x purchasers
		- 3x+ purchasers

SMS Subscribers (frequently cleaned list) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Great Wrap Specific Audiences** The Key avatars we were targeting - **Eco-friendly / conscious consumers** * Find it hard to find the most sustainable option in a sea of options
* Don’t know what brand to pick because there are so many
* Want to be more eco-friendly
* Trying to minimise plastic waste from their life
* Prefer online shopping over in store
* Cut out cling wrap because there wasn’t any good brands to buy from - use beeswax wraps and containers
* Sea of brands that are trying to target them, they aren’t made in Australia.

Age Range - 25 - 45Gender(s) - women Household Income Level - 60k - 200k Interests:Sustainability, eco-friendly, shopping, household products, plastic free products, sustainable products *Pages:*National Geographic, David Attenborough, Elyse Knowles, Plastic Free Mermaid (on Insta), plastic free july, plastic free byron, Seed & Sprout, Compostic, Dirt Laundry, Who Gives A Crap, Frank Green, Keep Cup, Australian Geographic, Onya Life**Baby boomers / cling wrap die-hards**Their pain points:* May not have a constant stream of income
* Use cling wrap every day but feels guilty about it
* Concerned about climate issues, not sure where to start
* Prefers to buy a product in person and not online
* Has trouble with computers & online shopping
* Likes to support Australian brands
* Age Range - 45 - 70
* Gender(s) - women & men
* Household Income Level - pensioners or 50 - 100k

Interests:Australia, current news, health, cooking, supermarkets, discounts, caravans, politics, kitchen hacks, kitchens, homewares, kitchenware, bedding, family, sustainabilityPages:Australian made campaign, Channel 9 news, Channel 7 news, Channel 10 news, Sunrise, Today Show, AFL, Coles, Woolworths, Aldi**Home cook / homemaker** Age Range - 25 - 65 Gender(s) - women Household Income Level - 60k - 200k Interests:Cooking, baking, meal preparation, meal prep, healthy food, easy recipes, cooking hacks, kitchen organisation, kitchen products, cook books, italian recipes, sustainable recipes, waste free recipes, school lunch ideas, eco friendly kitchen swapsPages: Jamie Oliver, BBC Food, Taste.com, Donna Hay, Kylie Kwong, Masterchef Australia, Stephanie Alexander, Hetty McKinnon, Julia Ostro, Ottolenghi, Sarah Wilson, Maggie Beer, Damon Gameau, Poh Ling Yeow, Recipe Tin Eats, Gather & Feast, Recipearce,  |
| **Implementation & creativity**Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign. |
| A walkthrough of the account - <https://www.loom.com/share/da8fbcdb5c0e4b5fbde70b02cd6a3cbd>A walkthrough of some creative examples - <https://www.loom.com/share/3d1c55dd3f394add80080b55aa9779fd> |
| **Details of any challenges faced and how these were overcome (1-10 points)**What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges? |
| The main challenge or opportunity in this account was the need to bring a sub-$10 CPA for a single SKU eCommerce store with a disruptive and unheard-of product. A CPA average below $10 in today’s landscape is difficult regardless of the product type. On top of that, normally disruptive products have a longer buying window, causing more touchpoints in the funnel, which brings a higher CPA. To solve both, we focused on planning messaging themes for the account that could drive viral engagement with the content, resulting in excessive social proof. We wanted to achieve two things with the campaign. The first was to create the appearance of mass adoption of the product. To achieve this, we arrange a major PR push in Australia using publications and major news channels. Using those interviews, we designed Top of Funnel ads that looked like native social media content. We saw $6-10 CPA averages and thousands of likes, comments, and shares. The second thing we wanted to achieve was using the brand’s mission and founder story to create a purpose-driven connection to the viewer. We designed retargeting ads that shared spoke directly to the viewer by sharing the story of the Australian couple that designed Great Wrap to help eliminate plastic waste. Viewers were already aware of Great Wrap and its mass adoption after seeing the TOF PR ads, and now they were getting a closer connection to the founders of the company. This combination of ad creatives that educated and normalized the product helped Great Wrap triple its company revenue in the first 3-months. **Here is a list of the messaging themes and Creative themes used in this accountMessaging themes:** * Product Quality
* Made in Australia
* Founder Story
* Testimonials
* Sustainability
* Relatability to the viewer (Viewer Painpoints)
* Brand mission

**Creative Themes*** PR content
* Lifestyle photos
* Photo/video slider combo (BC Slider) <https://drive.google.com/file/d/18C5paFW-flXVJ2uKr6bLgUWQXhJPF9Xm/view?usp=sharing>
* Twitter post style ads - <https://drive.google.com/file/d/1LpIzod-haFxjYNUVu0E2866qTvx5vNkG/view?usp=sharing>
* UGC
* Product in-use photos
 |
| **Results & evaluation** Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| A testimonial video from the client sharing the results. <https://www.loom.com/share/c80406ccb3294d6cb647d7364799a802>A recent news article sharing Great Wrap’s closing of its Series A funding valued at 24 million, thanks in part to the hyper-growth brought on by this campaign. <https://www.afr.com/companies/agriculture/victorian-couple-raise-24-million-to-take-on-plastic-waste-20220721-p5b3i7>A Loom video showing the Shopify back-end data proving Brighter Click tripled the client's revenue month over month in the first 3 months. <https://www.loom.com/share/abd0a29f47ad485294c0264dc525ca97>June 2021 - A$18,802.06July 2021 - A$68,722.81 (3.655 times higher than the previous month) August 2021 - A$205,585.62 (2.99 times higher than the previous month) |
| **Why should your campaign win?**What do you think sets your campaign apart from the other campaigns being judged? Judges will in particular be looking for the thing that makes this campaign different to the others, what is unique? |
| Brighter Click took an unseasoned ad account for a sustainability brand with a low AOV single SKU store and unheard-of product and tripled the company's revenue month over month in the first three months. We were able to help Great Wrap secure additional investor funding for its Series A round valued at $24 million to scale their production in Australia and scale their sales to the United States. At the same time, this helped Great Wrap continue its mission to eliminate waste from landfills and oceans. In 2021 Great Wrap achieved the following: **Food waste diverted from landfills:** 64 Tons**Petroleum-based plastic diverted from landfill**: 16.4 tons**Total meters of wrap sold:** 3,900,000 meters**Total users of Great Wrap:** 32,650 usersThe performance we saw in this account was thanks to the strategic planning and execution of ad creative. Without that strategy, we would not have seen the results.  |