



# SUPERHERO U AD CAMPAIGNS RECOMMENDATIONS



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# MEET THE TEAM

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# SUPERHERO U EVENT



Superhero U is a one of a kind competition launched by Globalshala, with an aim to accelerate United Nation's Sustainable Development Goals and pave the way for a new generation of responsible and sound leaders.

In this unique competition, individuals are to invent a "Superhero" that essentially takes on universal challenges and strives to make the world a better place. It aims to tackle the 5 P's of Sustainable Development Goals (SDG) that is People, Prosperity, Planet, Partnerships, and Peace.

Across countries, the winners are awarded with prize money worth \$90,000 which includes scholarships, internship opportunities, gift cards, and electronic gadgets.



# WHAT ARE FACEBOOK ADS?

- ❖ Facebook ads refer to online advertisements that are created and published on the Facebook platform to be targeted to its users.
- ❖ A campaign is a series of ad sets and ads that aim to accomplish a single objective, like generating leads or increasing the number of app installs.



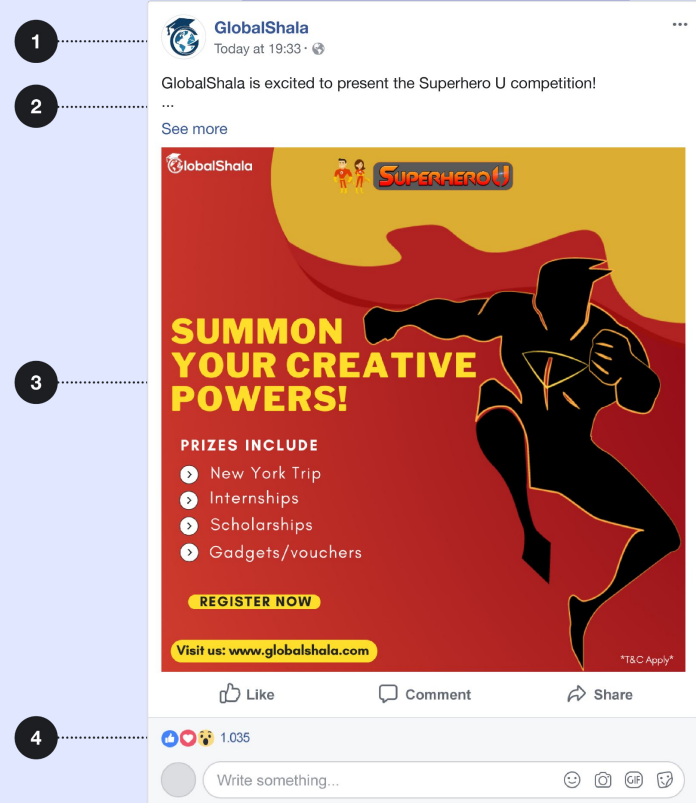
# Superhero U ads on Facebook Platform

## By GlobalShala

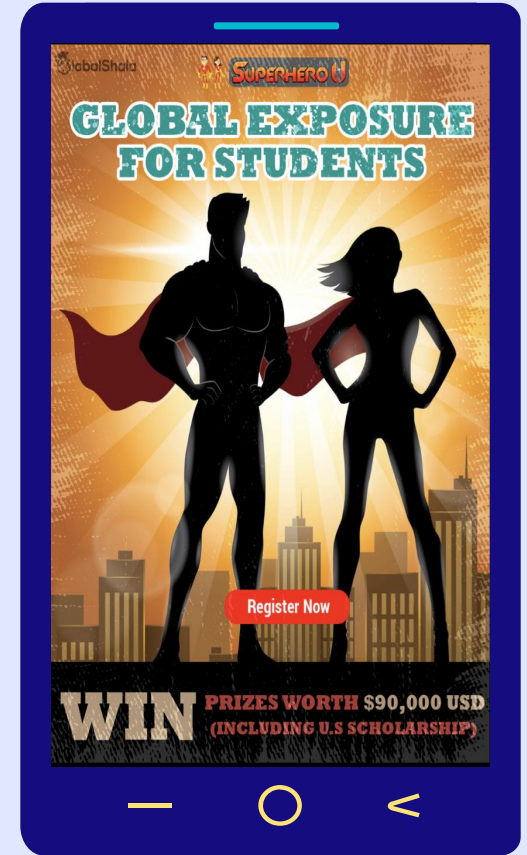
The type of ad that GlobalShala uses is a basic image ad, also known as a “Link Click” ad.

**These ads have several parts:**

1. A profile picture and profile name that links to GlobalShala’s profile page.
2. Some descriptive text.
3. An image that, in this case, links to the Superhero U website.
4. Buttons to like, comment, and share the ad.



GlobalShala placed ads targeting two different audiences, "interns" and "educators and principals"



# An Overview Of All The Campaigns

## SHU\_6 (Educators and Principals)

This campaign targeted Educators and principles of age 25–64 in Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States

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## SHU\_Students (Canada)

This campaign targeted students of age 13–34 in Canada

## SHU\_Students (Australia)

This campaign targeted students of age 13–34 in Australia

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## SHU\_Students (Ghana)

This campaign targeted students of age 13–34 in Ghana

## SHU3\_ Students (Apart from India and US)

This campaign targeted students of age 13–34 in Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan

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## SHU\_Students (India)

This campaign targeted students of age 18–34 in India





## SHU\_Students (Nepal)

This campaign  
targeted students  
of age 13–34 in  
Nepal

## SHU\_Students (Nigeria)

This campaign  
targeted students  
of age 13–34 in  
Australia

## SHU\_Students (UAE)

This campaign  
targeted students  
of age 13–34 in  
UAE

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## SHU\_Students (UK)

This campaign  
targeted students  
of age 13–34 in  
United Kingdoms

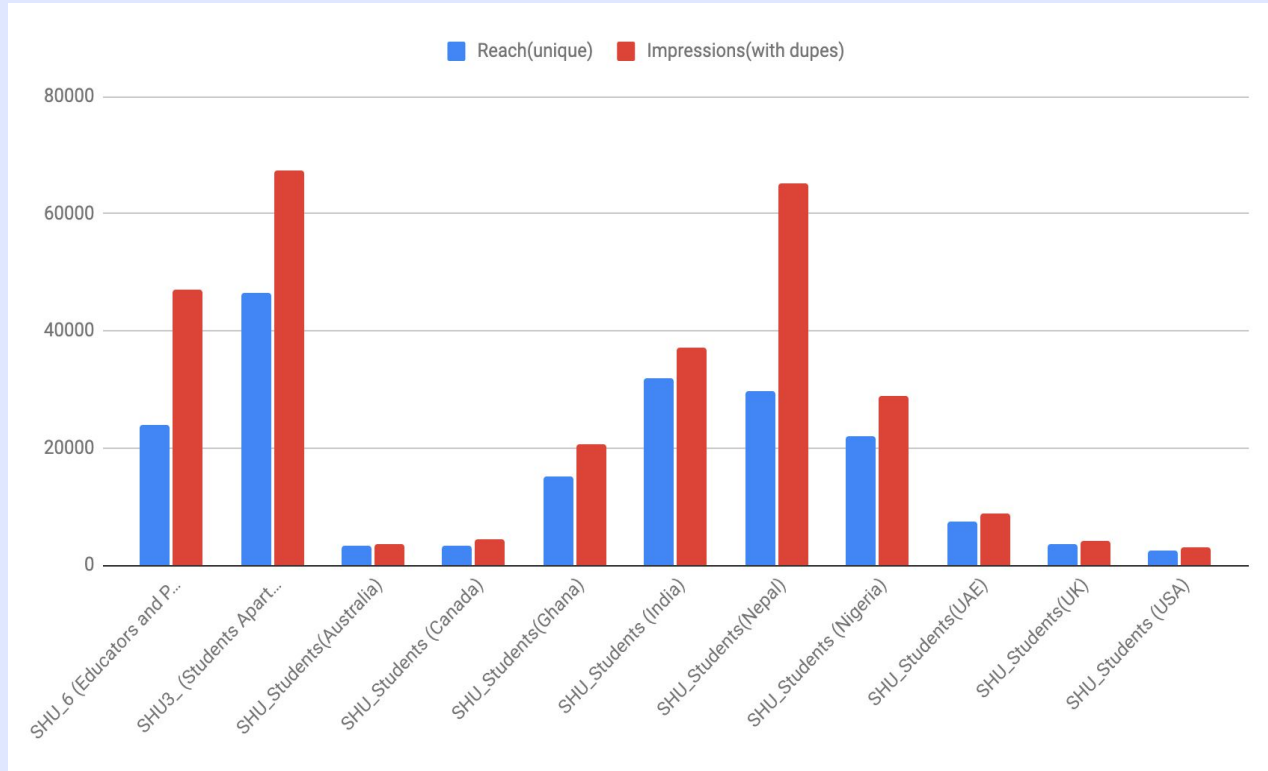
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## SHU\_Students (USA)

This campaign  
targeted students  
of age 13–34 in  
USA



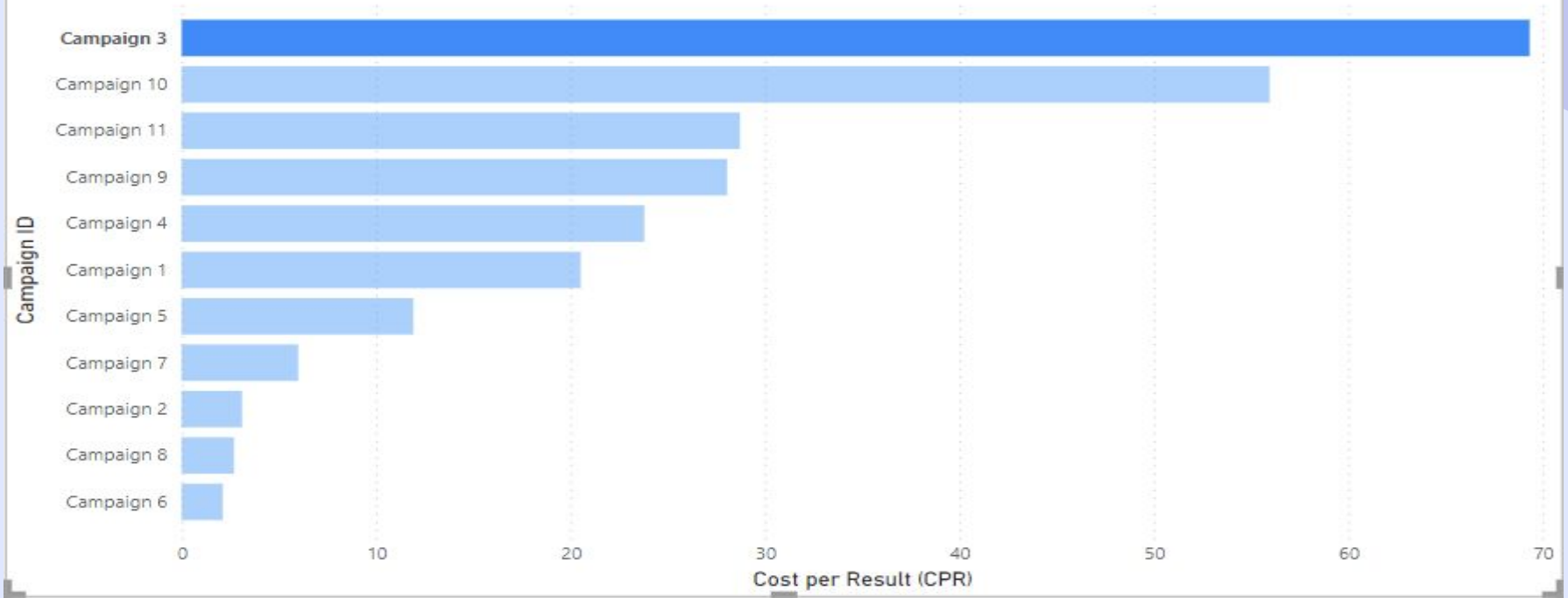
# AD CAMPAIGNS INSIGHTS



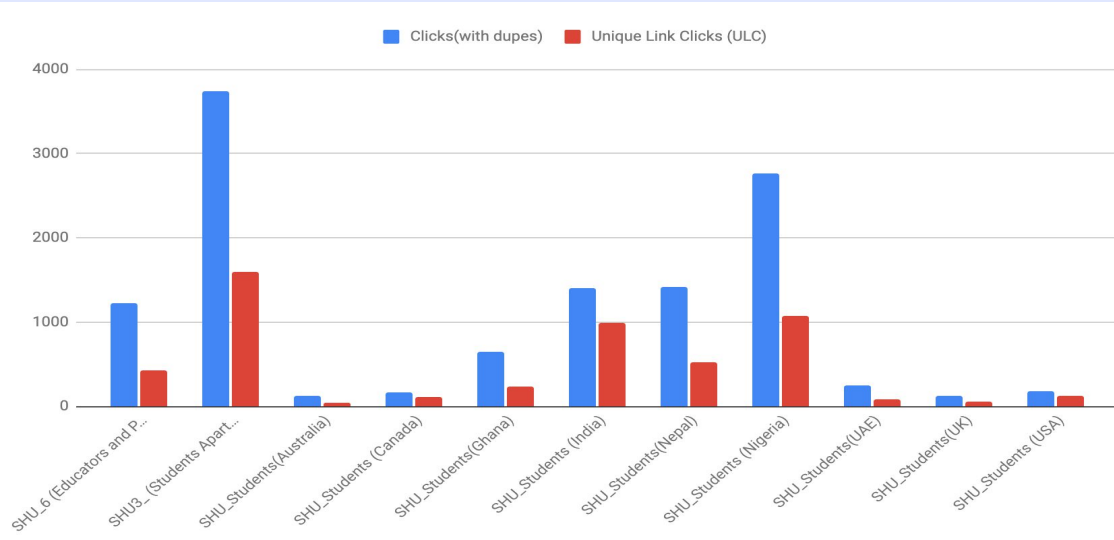
SHU3\_ Students  
(Apart from India and  
US), campaign 2  
has the highest Reach  
and Impressions  
And  
SHU\_Students  
(USA), campaign 11  
has the least Reach  
and Impressions



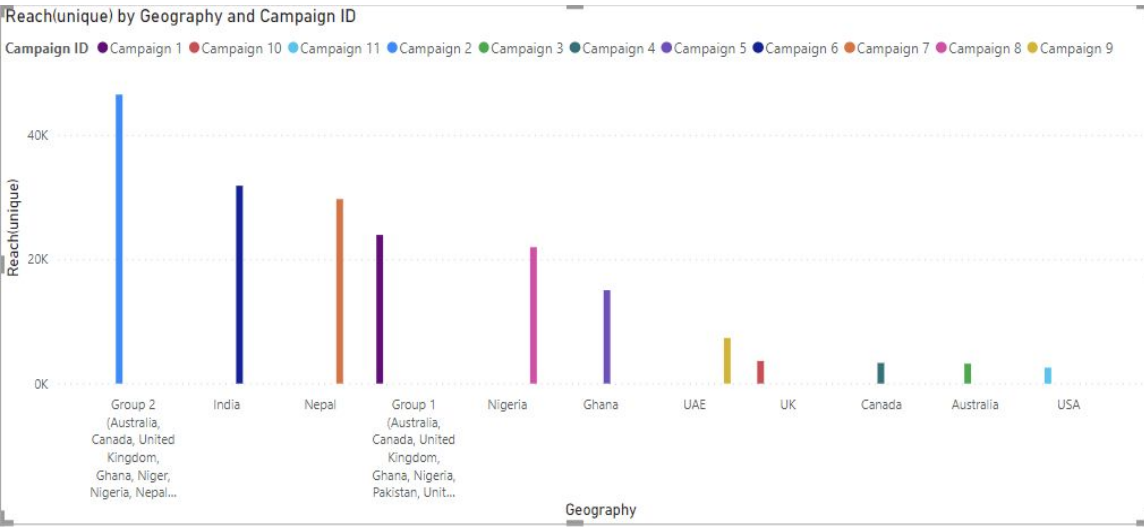
Cost per Result (CPR) by Campaign ID



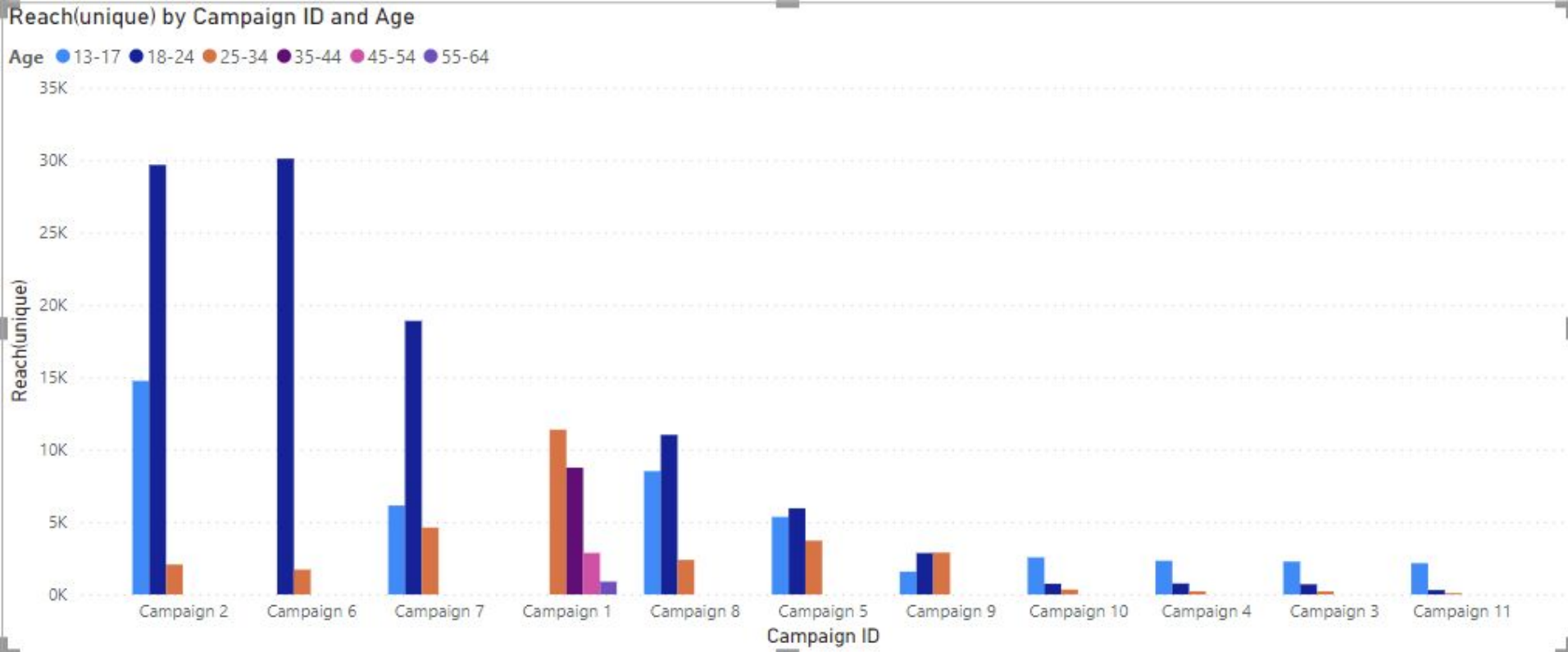
As shown in below chart, campaign 3, SHU\_Students(Australia) has the maximum cost per result which is about 3285.3% of money spent on campaign 6 (lowest cost per result campaign).



SHU3\_ Students  
(Apart from India and US),  
campaign 2  
And  
SHU\_Students (Nigeria),  
campaign 8 has the most  
clicks on the ads



Group 2 regions, India, Nepal  
has the highest reach and  
USA has the lowest reach



Even after spending the highest amount the reach and impressions for campaign 3 is the 2nd lowest. Campaign 3 failed to reach in all the age ranges and in the geographic region it was running in i.e. Australia.



# CONCLUSION

From all the above visualizations, we conclude that Campaign 3, 10, and 11 were the least successful campaigns and campaign 2, 6, and 8 were the most successful campaigns.

Our recommendation is to eliminate/discontinue campaign 3, it will be beneficial to Superhero U.



# THANKS!

Do you have any questions?

