



# Scones & Doilies

Ad Campaign - Group 2



# Client: Scones & Doilies

- European-style bakery located in Lafayette.
- Founded by Sergei and Natasha Vasili, who began by selling at local farmers markets.
- Specializes in handcrafted scones, cakes, and pastries made with traditional European recipes.
- Active on social media platforms like Instagram and Facebook to showcase their latest offerings.



EST. 2014

**SCONES & DOILIES**  
CURRENT MENU

**SCONES**

- Blackberry Lime
- Honey Lemon
- Honey Fig Pecan
- Mixed Berry
- Blueberry
- White Chocolate Raspberry
- Dark Chocolate

**RUGELACH**

- Chocolate Raspberry Rugelach
- Cinnamon Walnut Rugelach
- Apricot Rugelach

**OTHER**

- Baklava
- Chocolate Pistachio Petits
- Maple Pecan Cookies
- Chocolate Oatmeal Cookies
- Oatmeal Sandwich Cookies
- Linzer Cookies
- Decorated Sugar Cookies
- Irish Soda Bread

**CUPCAKES**

- Vanilla, Chocolate, Raspberry Champagne

**GALETTES**

- Spinach and Cheese
- Ham and Cheese

TO ORDER, VISIT:  
[SCONESANDDOILIES.COM/CURRENTMENU](http://SCONESANDDOILIES.COM/CURRENTMENU)

632 MAIN ST. LAFAYETTE IN

# Campaign Overview

01

**Objective:** The campaign aimed to increase visits to the brand's Instagram page by testing ad messaging strategies.

02

**Testing Approach:** A/B testing framework was implemented to compare ad performance across different audience segments.

03

**Target audiences:** Residents of Greater Lafayette area analyzed by age and gender.

04

**Behavioral Framework:** Grounded in Expectancy Theory—examining how positive expectations impact user engagement



sconesanddoilies  
Sponsored

...

Simple layers made with real ingredients and balanced sweetness in every bite.



Visit Instagram profile >



sconesanddoilies Decadent ready-made cakes now available! Visit us at 632 Main St Downtown Lafayette.

#InstaCake #DessertDetails #easter #cookies #sweets #cakes #scones #BakedBeauty #Greaterlafayetteind #Purdue



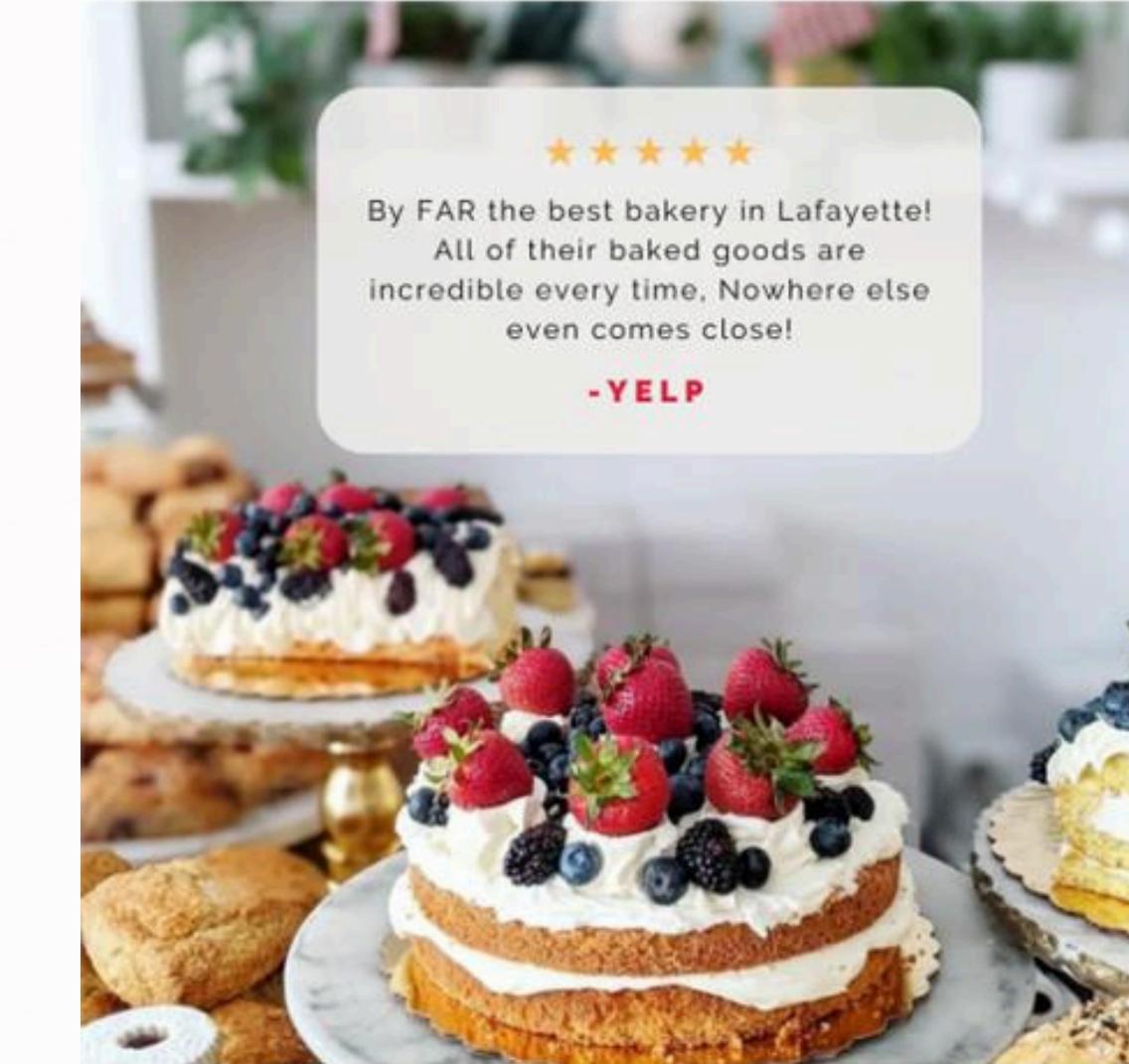
sconesanddoilies  
Sponsored

...



By FAR the best bakery in Lafayette!  
All of their baked goods are incredible every time. Nowhere else even comes close!

-YELP



Visit Instagram profile >

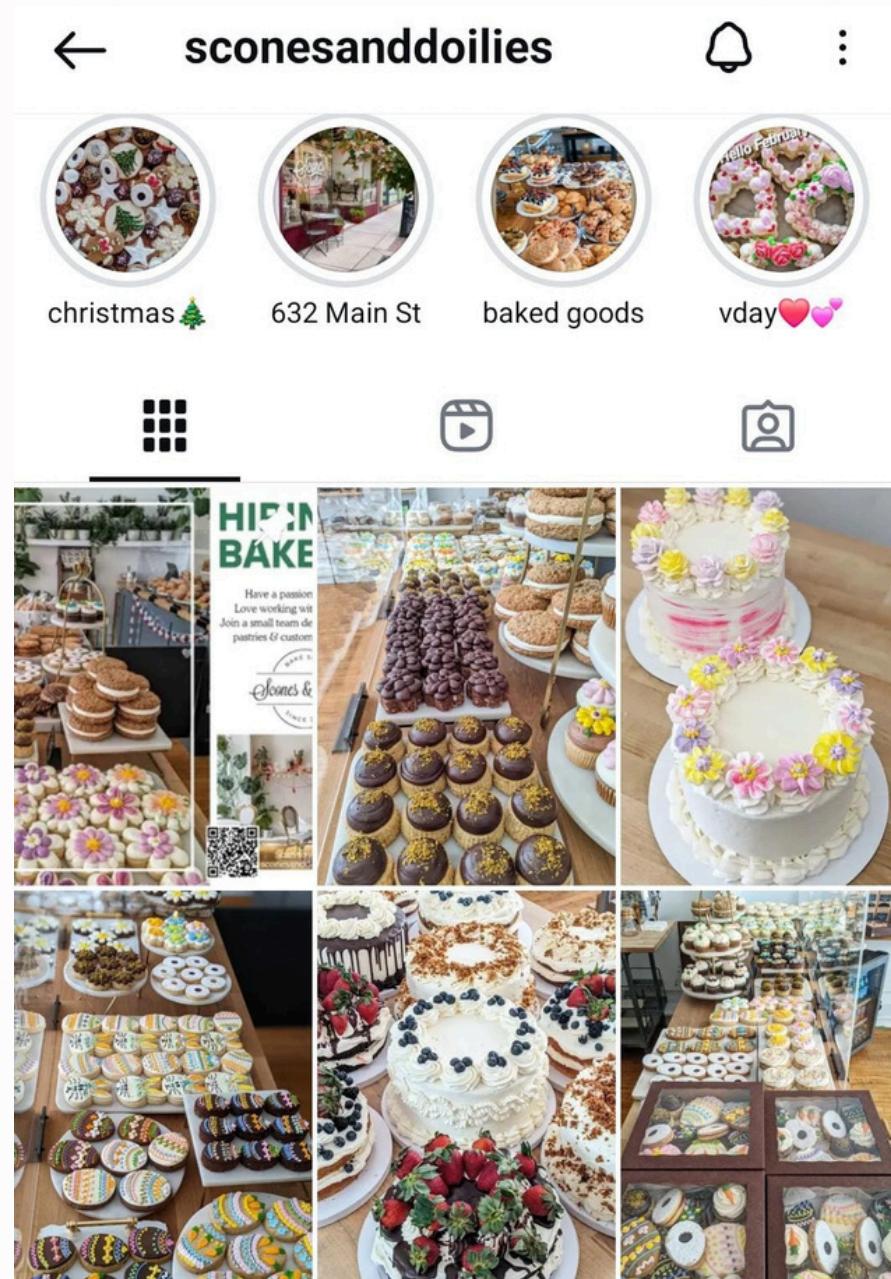


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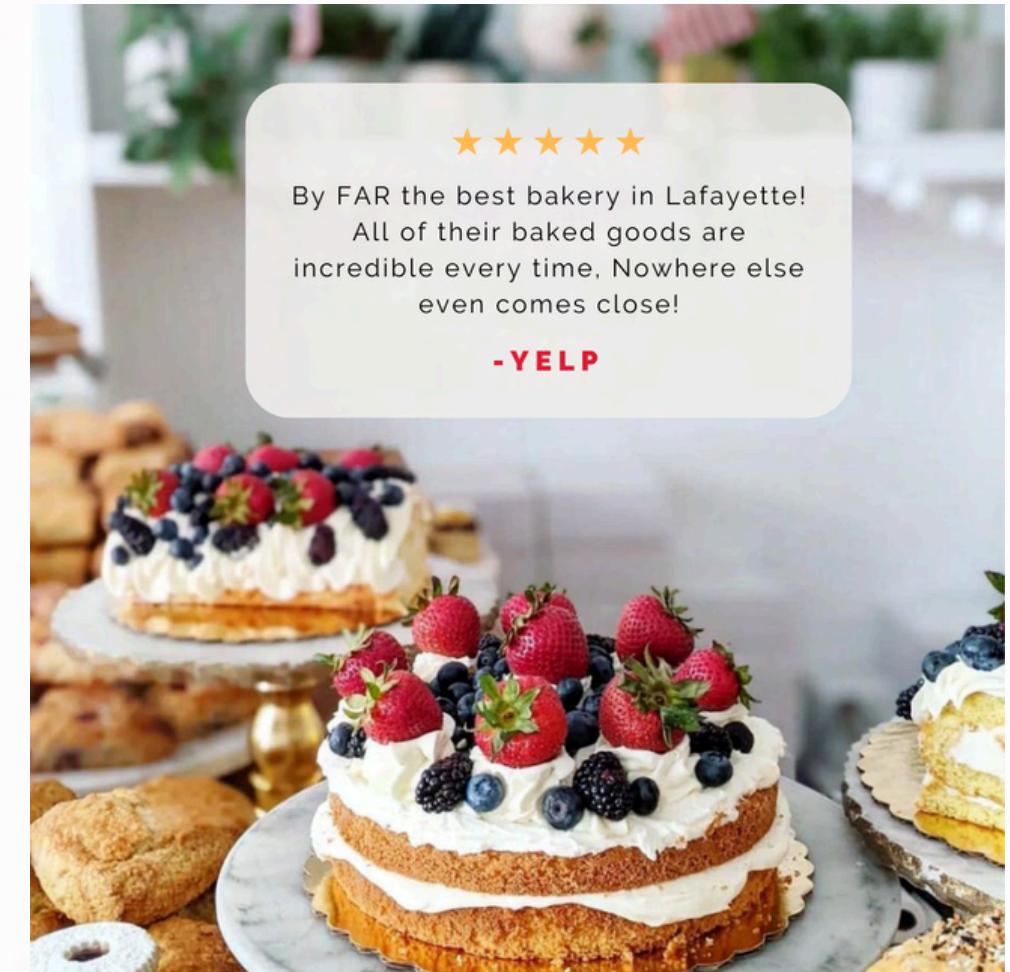
#InstaCake #DessertDetails #easter #cookies #sweets #cakes #scones #BakedBeauty #Greaterlafayetteind #Purdue

# Ad Design v1

## Current Instagram page layout



## Control

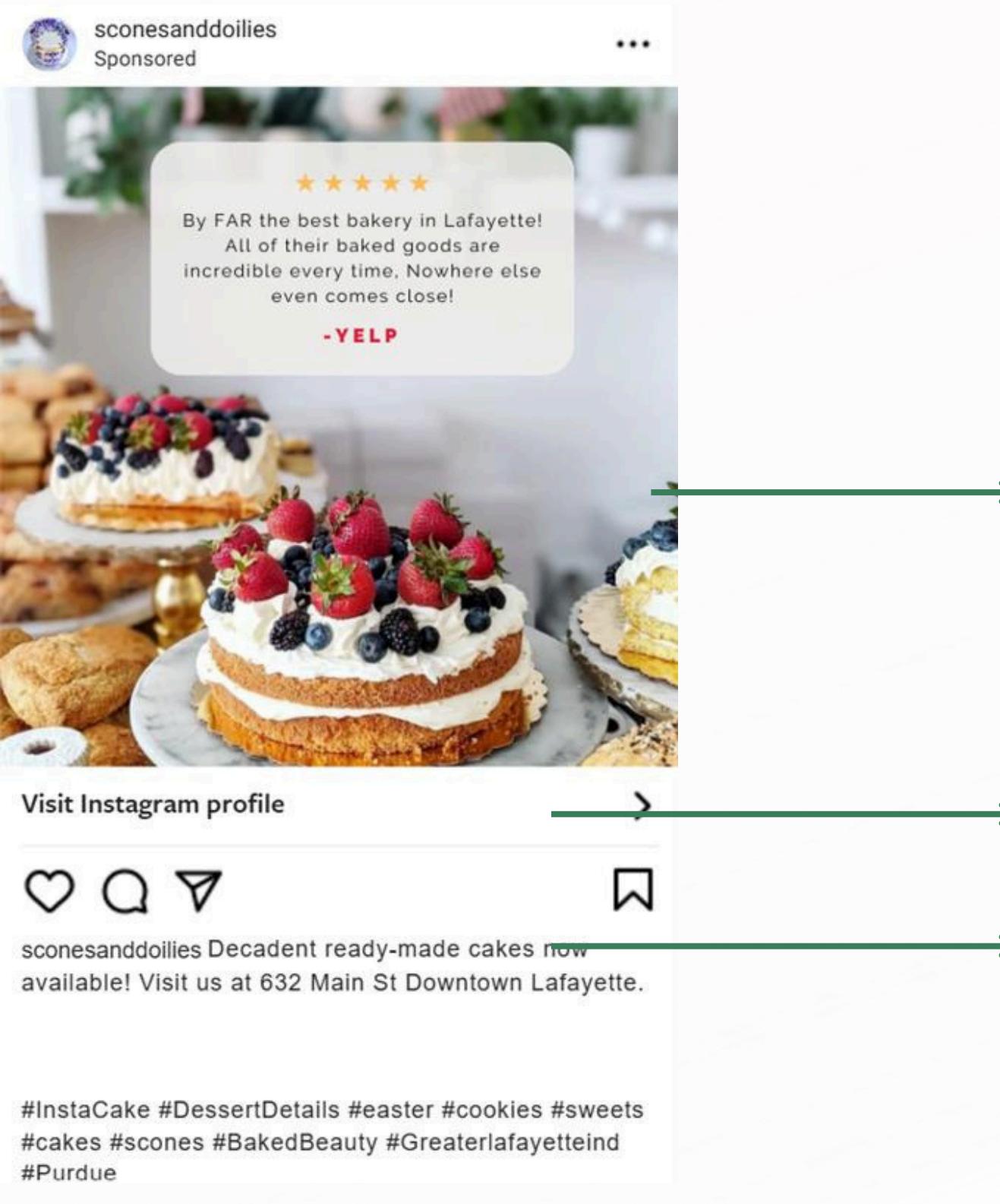


## Test

- Instagram page consists of mainly **plain images** with **very little use of captioning**
- Most common CTA is to visit the bakery in Lafayette

- Therefore v1 consisted of a plain image of a cake for control ad
- This helped us achieve sufficient similarity with status quo
- The test ad consisted of a Yelp review

# Final Ad Design



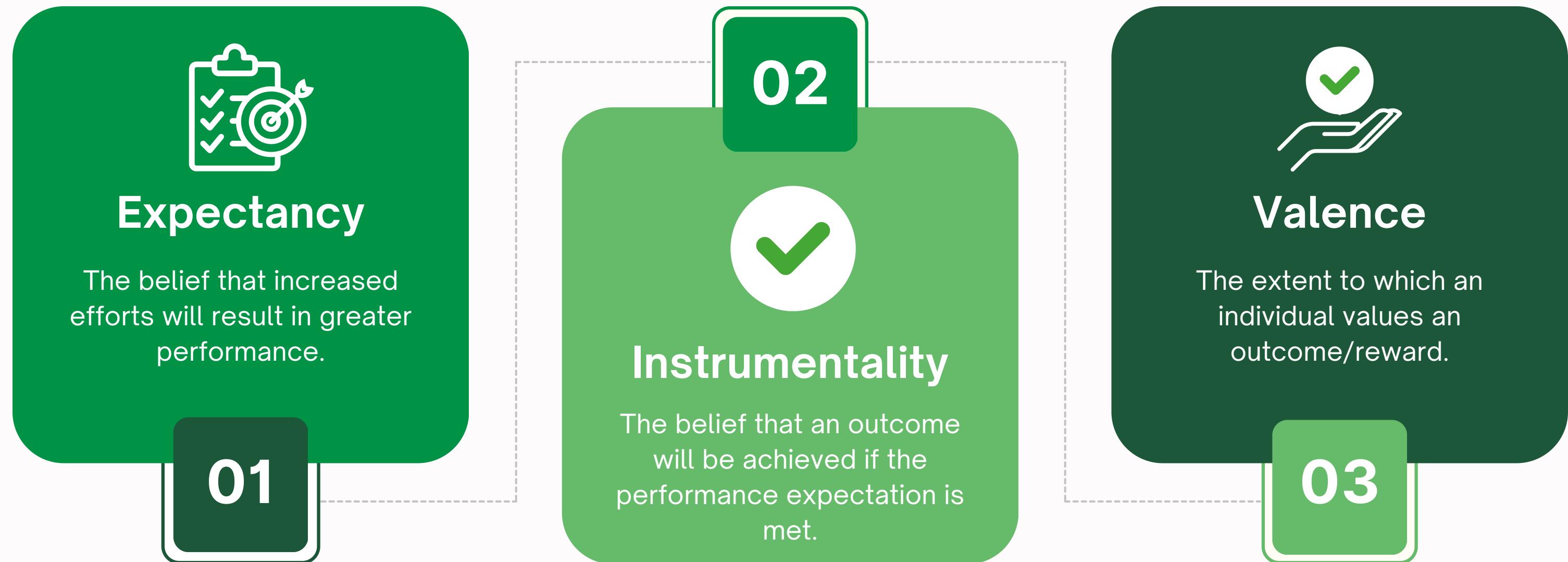
## Visual Design

- We later found that the review may add two interventions - captioning and review
- To isolate for the effect of review alone, we changed the control ad to one with simple caption

## Call to Action

- Scones and Doilies only wanted people to visit the Instagram page, NOT place online orders or submit enquiries
- Hence the button takes users to the profile page
- The text caption asks users to visit the bakery in Lafayette

# Expectancy Theory



# Expectancy ( $E \rightarrow P$ )



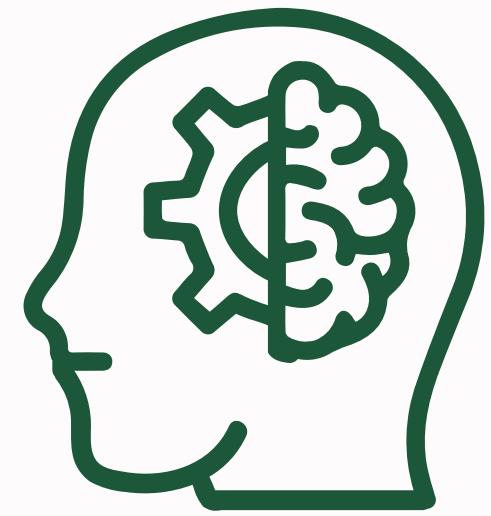
Self Efficacy

Individual's ability to successfully perform a particular behavior.



Goal  
Difficulty

Perceived difficulty of the goal.



Perceived  
Control

One's belief about how much control they have over the outcome

# Instrumentality( $P \rightarrow O$ )

The review acts as evidence that successful performance leads to a desirable outcome - high satisfaction



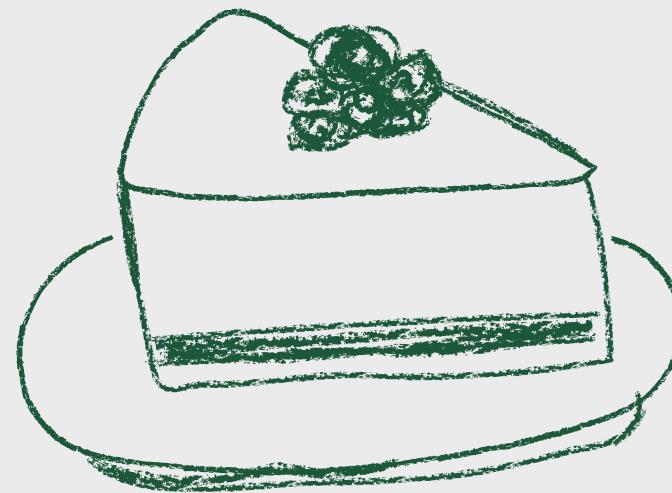
## Performance

Selecting a product and purchasing it

## Outcome

Enjoyment and personal satisfaction derived from high quality and taste of the product

# Valence



Valence refers to the extent to which an individual values an outcome.

The test ad sets up a high valence due to specific wording in the review.

“

**“Incredible every time”**

**“Nowhere else even comes close”**

**“By FAR the best”**

”

# Initial Experiments



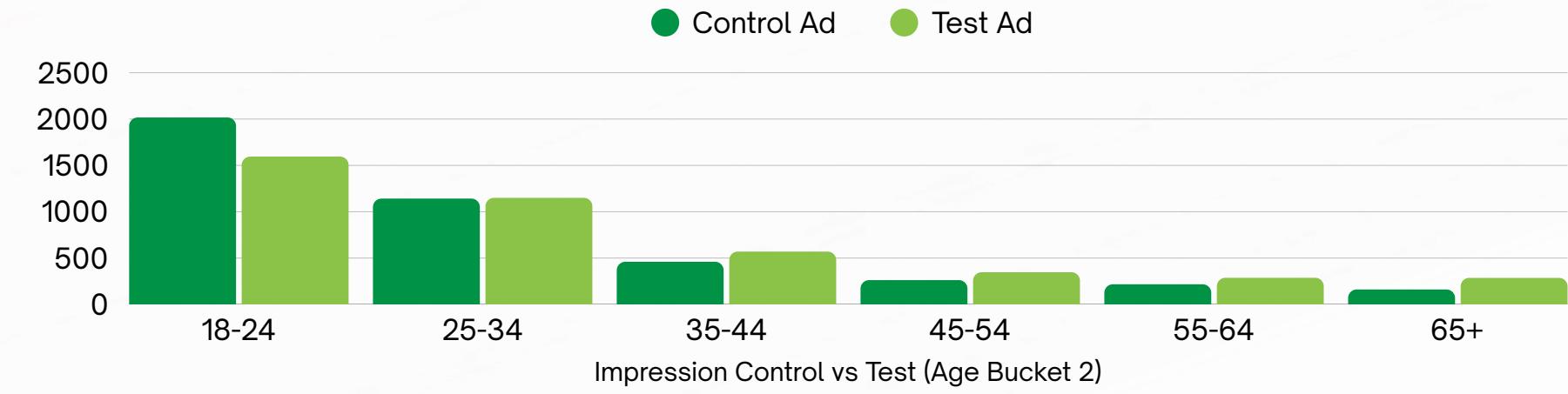
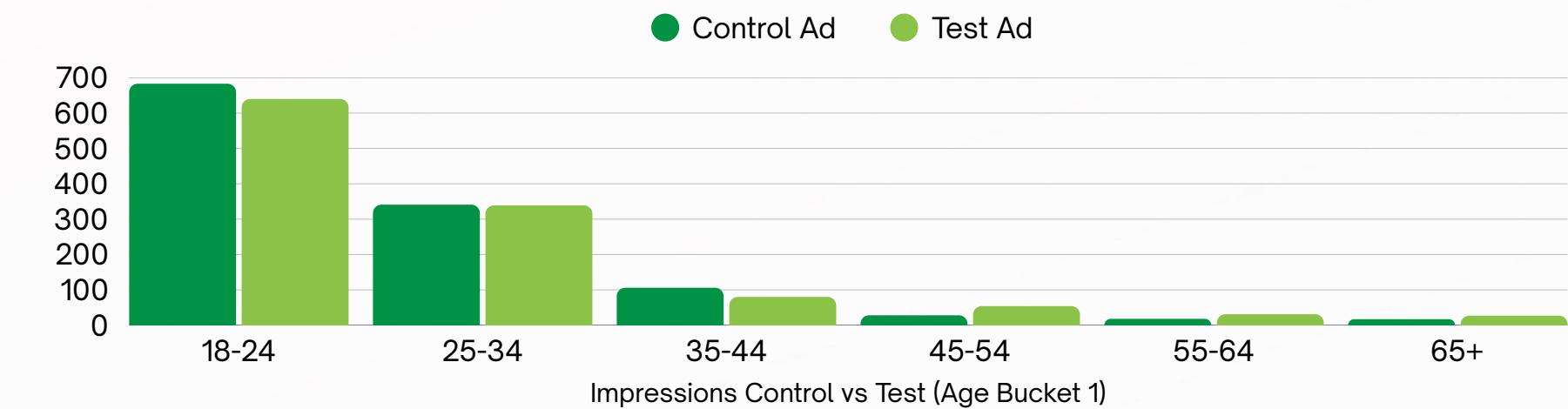
## Initial

We ran 4 ads (2 ad sets), control and test for both age buckets.

Age Bucket 1: 18-30

Age Bucket 2: 40+

- **Initial Budget per Ad: \$20**
- **Actual Spend - Age Bucket 1 (Terminated):**
  - **Control \$7.18**
  - **Test \$7.44**



As the age bucket was only suggestive in nature, by emphasizing the older audience, we tried to get as much data as possible for older audience.

# Final Setup



## Final

We observed both the ad sets had impressions in all the age buckets, however more impressions for older audience were received in Age bucket 2.



**Revised Budget per Ad: \$30**

**Actual Spend:**

**Control \$29.9 and Test \$30.0**

## Key Metrics Tracked

**Impressions:** Number of times the ad was seen

**Reaches:** Number of unique users the ad reached

**Link Clicks:** Number of clicks on the link

**Amount Spend:** Amount spend per bucket for the impressions

**Derived Metrics:**

Click through rate: Number of results/Impressions

Cost per result: Cost/ Number of results

# Results - Skewed Impressions

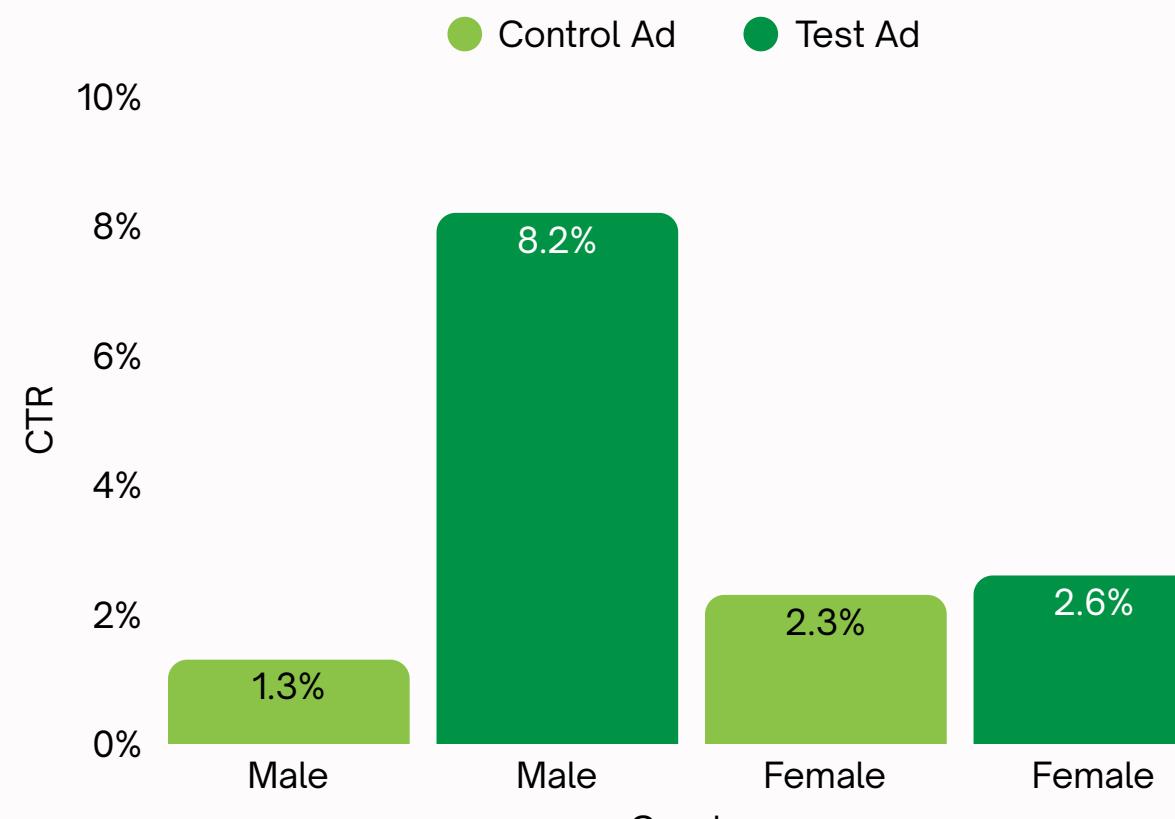
Impressions (% of total)	Control Ad	Test Ad
Male	9%	15%
Female	90%	84%

Impressions (% of total)	Control Ad	Test Ad
18-24 and 25-34	73%	64%
35-65+	26%	35%

## Findings:

- Any insights drawn for the male segment or older age groups will need to be taken with a grain of salt and more data must be collected to corroborate our findings

# Results - by Gender



## CTR

### Findings:

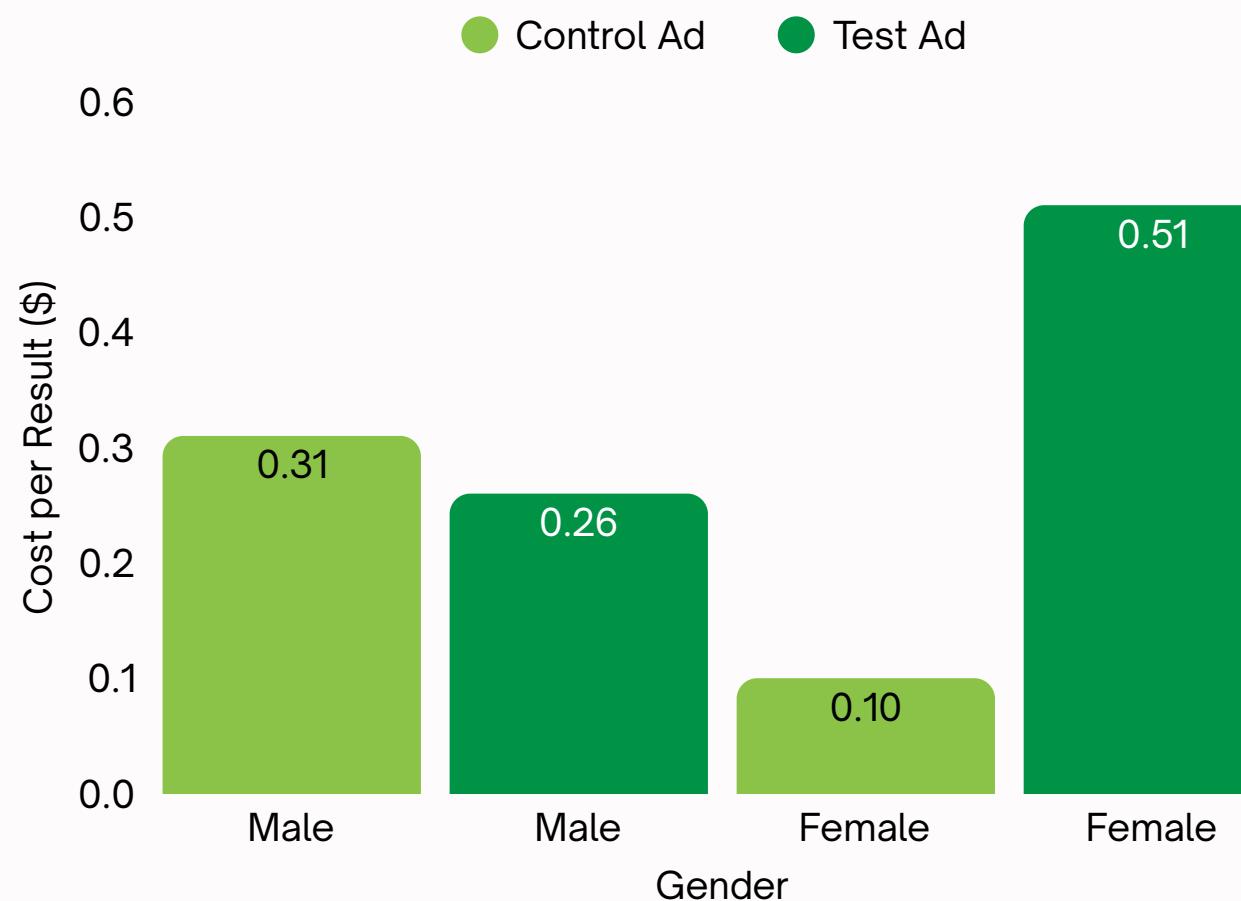
- Difference between Test and Control ads for Women - 12%
- Difference between Test and Control ads for Men- 557%

### Insight:

- The presence of a review in the ad boosts CTR, with men being more influenced by this factor than women

### Callout:

- More data is required for the male segment due to the skewed nature of the impressions



## Cost Per Result

### Analysis:

- Difference between Test and Control ads for Women - 13%
- Difference between Test and Control ads for Men- 81%

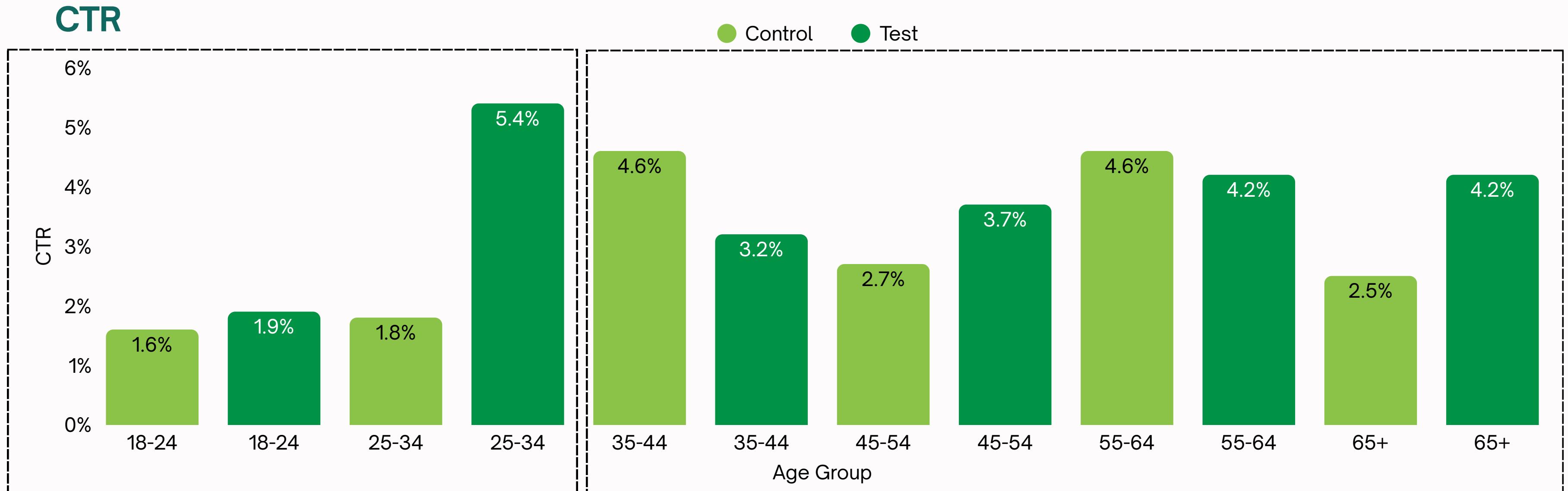
### Conclusion:

- Cost per Result is strongly correlated with CTR as a high CTR would mean the cost to serve is lesser

### Callouts:

- Same callout as for the CTR

# Results - by Age Group



## Findings:

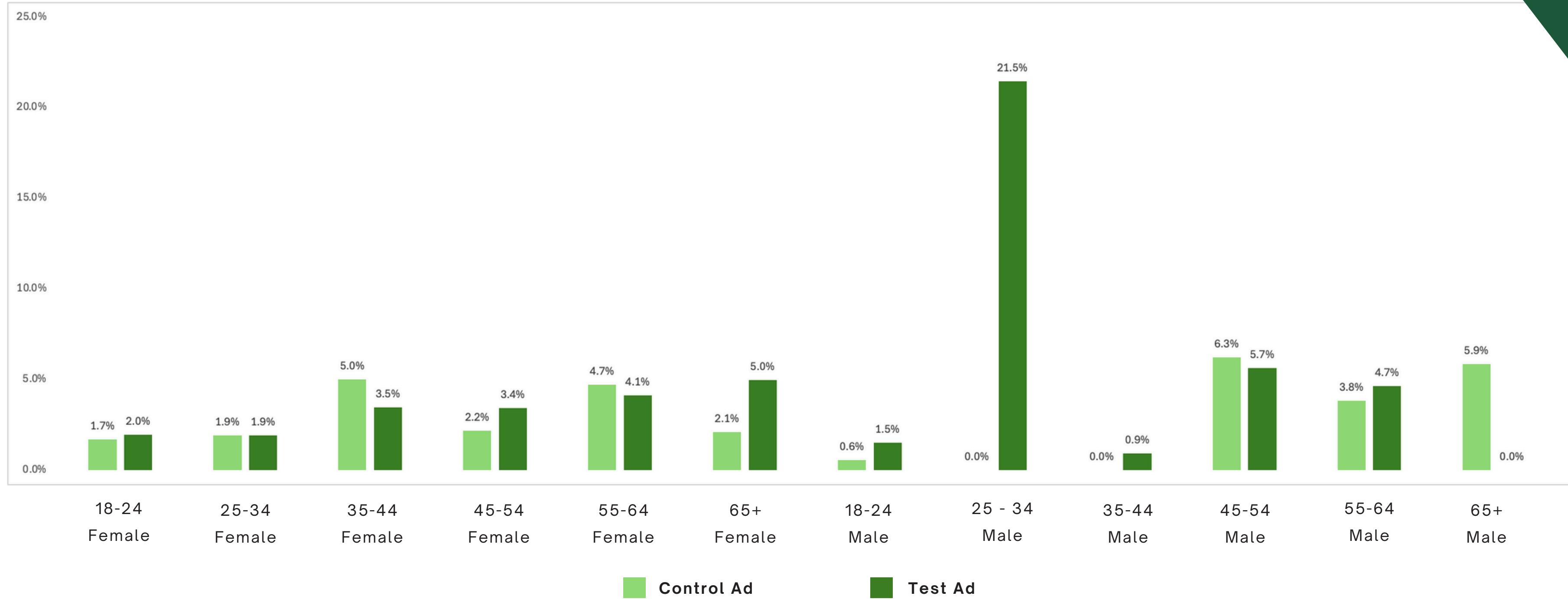
- The test ad CTR outperforms that of the control ad for the 18-24 and 25-34 age groups
- The test ad CTR underperforms for the 35-44 and 55-64 age groups, but outperforms the control ad CTR for the 45-54 and 65+ age groups

## Insight:

- The conclusion we can draw from this is that the presence of the review is a strong factor of influence for young adults, but the strength of this messaging varies for older members of the population.

# Results - by Gender x Age Group

CTR



# Conclusion

## Overall Campaign Success

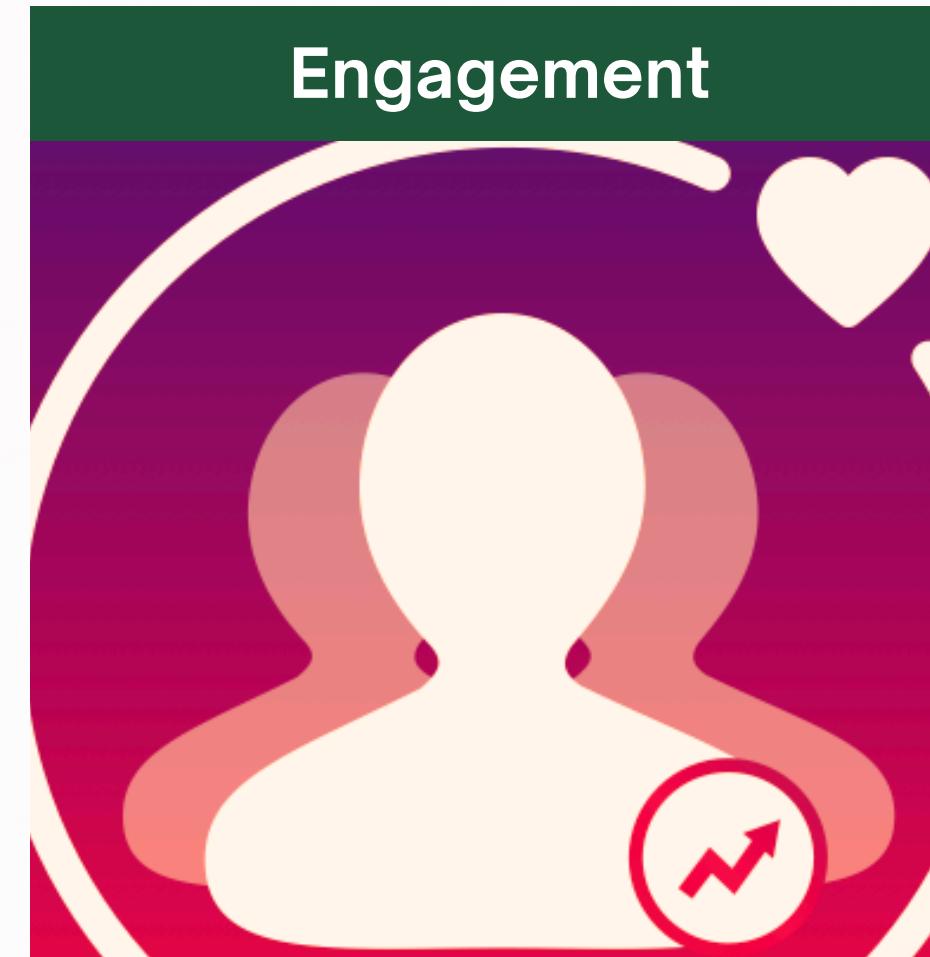
### Ad Performance



A network graph on a dark background with numerous small user icons connected by blue lines. In the center is a larger, glowing blue shopping bag icon with the word "Meta" on it. Arrows point from the user icons towards the shopping bag, indicating engagement.

Test ad featuring a review clearly outperformed the control (overall 2.2% for control vs. 3.5% for test), especially among men aged 25–34 (CTR jump from 0% to 21.5% between control and test)

### Engagement



A stylized profile of a person's head in shades of red and white. Inside the head, there is a white heart shape and a small circular icon containing a red upward-pointing arrow.

Led to 43 new Instagram followers and increased profile engagement by 4000 impressions

### Theory



A large magnifying glass is focused on a teal shopping bag. Inside the bag are several gold coins with dollar signs (\$) and a brown tag with a percentage sign (%). The magnifying glass is held over a profile of a person's head, which is surrounded by small human figures.

Validated our hypothesis through Expectancy Theory: reviews increase perceived value and likelihood of engagement

# Key Learnings

## What We Found

### Reviews Drive Action

Third-party reviews build trust and motivate clicks

### Ad Data Has Its Limits

Skewed impressions and CTRs show need for more balanced testing in older segments

### Young Men Were the Surprise

Responded most strongly to review-based ads

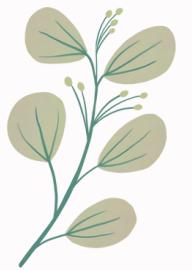
### Visual Appeal Still Matters

For young women, image quality may be just as persuasive as reviews



# Future Scope

From Engagement to Loyalty



## Refine Visuals for Cross-Age Appeal

Older audiences showed mixed responses. Future A/B tests should explore clearer layouts, larger fonts, and emotional imagery



## Speak to What They Value

Tailor messaging to student vs. family motivations—like self-reward, tradition, or celebration



## Build on What Worked — Trust & Social Proof

The review worked. Next: add customer videos, tag reposts, and highlight local buzz

# THANK YOU!

