***Campaign Start: 2025-10-05 | Campaign End: 2025-10-30***

**1. Media Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Platform** | **Visual Type** | **Objective** | **Cost (USD)** | **Est. Impressions** | **Est. Clicks** |
| TikTok Ads | vertical video | Traffic | $1000 | 118,000 | 2,500 |
| YouTube Ads | video | Traffic | $1200 | 117,000 | 2,400 |
| Meta (Instagram) | video, photos | Traffic | $700 | 68,000 | 1,400 |

**2. Strategy Explainer**

***Channel: TikTok Ads***

We’re using TikTok Ads because it’s a fantastic platform for reaching younger audiences aged 18 to 40 across the UK, especially those interested in vegan lifestyles, healthy eating, and subscription boxes. Since your business is an online vegan snack and meal subscription box, TikTok’s vertical video format perfectly suits your existing unboxing video, making the content engaging and native to the platform. With a budget of £1,000 over 25 days, TikTok helps drive traffic to your website by capturing attention quickly with creative, snackable video content. This channel’s strength lies in its strong mobile reach and ability to connect with foodies and health-conscious consumers through authentic, visually appealing videos. This helps build awareness and encourages potential customers to explore your subscription offerings.

***Channel: YouTube Ads***

We’re using YouTube Ads because it’s ideal for sharing longer video content that can tell the story of your vegan snack and meal subscription box in more detail. Your existing video assets fit well here, allowing you to showcase the unboxing experience and highlight the benefits of your subscription service. With a budget of £1,200 over 25 days, YouTube helps drive traffic from viewers who are actively watching food, health, and lifestyle content, making it easier to reach your target market of 18 to 40-year-olds across the UK. YouTube’s strength is in its broad reach and ability to engage users with compelling video storytelling, which supports your goal of increasing subscriptions by encouraging viewers to visit your website and learn more.

**3. Creative Requirements Checklist**

**TikTok Ads**

• 9:16 vertical video: Provided (Box unboxing video in 9:16 format)

• Post copy/caption: Required

**YouTube Ads**

• 16:9 video: Not provided — you will need to produce or reformat a video to 16:9 aspect ratio for YouTube

• Thumbnail image (1280x720): Not provided — needed for YouTube video ads

• Post copy/caption: Required