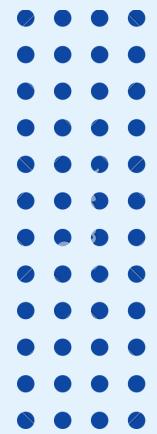


ADVERTISING ANALYSIS AND CREATION

PRESENTED BY
ISHA SINGH





TASK 1: Advertising Audit

In this task we are gonna critically analyzing advertisements from two different fashion brands focusing on ad copy, call-to-action (CTA), relevance, and personal evaluation.



Ad Copy 1(Gucci)

 **Gucci**
Sponsored

A heritage emblem, revisited. Discover the Gucci Padlock bag in GG monogram.



[Learn More](#) [GUCCI.COM](#) [Learn More](#)

Library ID: 2425169911025911 [...](#)

 Active

Started running on 23 Jul 2024

Platforms  

2 ads use this creative and text

[See summary details](#)

Analyzing Ad Copy 1

Ad Copy: The phrase "A heritage emblem, revisited" cleverly combines a sense of tradition and modernity. It appeals to customers who value Gucci's long-standing reputation and those looking for contemporary updates on classic items. The word "Discover" encourages curiosity and exploration, inviting potential customers to learn more about the product.

CTA(Call-to-action): The "Learn More?" buttons are simple, clear, and effective. They provide a straightforward path for users to follow if they are interested in the product and also effective for high-end luxury items where customers might want to gather more information before making a purchase decision. The CTA is placed prominently, making it easy for viewers to see and interact.

Relevance: Gucci's target audience typically includes fashion-conscious individuals, often younger adults and millennials who are active on platforms like Instagram and Facebook. This ad seems well-suited to that demographic. The use of high-quality images and professional models aligns with the expectations of luxury market consumers who value aesthetics and exclusivity. The ad also follows the current trends.

Ad Copy 2(Gucci)

 Gucci
Sponsored

New bags from the Ophidia line become the ideal choice for sophisticated travel this season.



GUCCI.COM Learn More GUCCI.COM Learr

Library ID: 1026291071833396

...

Active

Started running on 23 Jul 2024

Platforms  

2 ads use this creative and text

See summary details

Analyzing Ad Copy 2

Ad Copy: "New bags from the Ophidia line become the ideal choice for sophisticated travel this season." This copy highlights the new collection and positions the bags as essential for stylish travel. Mentioning "this season" creates a sense of timeliness and urgency, encouraging potential customers to consider the bags for their current travel plans. The use of the word "sophisticated" aligns with Gucci's brand image, appealing to customers looking for luxury and elegance.

CTA(Call-to-action): The "Learn More" buttons are straightforward and easy to understand, encouraging users to click for additional information. This placement strategy is effective in driving traffic to the website.

Relevance: The ads are running on Instagram and Facebook, platforms where visual content performs well and where Gucci's target audience is active. The mention of travel in the Ophidia line ad is timely, as many people plan vacations and trips during certain seasons, making the ad more relevant. Ad is maintaining Gucci's luxury image through high-quality visuals and sophisticated language, reinforcing brand consistency.

Gucci

Personal evalution:-

Both ads feature professional, high-quality images that align with Gucci's luxury brand. Clear CTAs The "Learn More" buttons are straightforward and invite engagement. Each ad copy speaks directly to the intended audience, whether it's fashion-conscious travelers or those looking for timeless style. Overall, both ads are well-crafted and align with Gucci's brand identity, effectively targeting their audience. With some minor enhancements, they could potentially drive even higher engagement and conversion rates.

Suggestions:-

Detailed Descriptions: Including more specific product details could enhance the ad's informativeness.

Interactive Elements: Adding carousels or videos could increase engagement and showcase the products more dynamically.

User-Generated Content: Incorporating testimonials or real-life usage photos could add authenticity and trust.

Ad Copy 1(H&M)

 **H&M**
Sponsored

Discover the latest fits and designs for kids.



DENIM DAYS

H&M

[Shop now](#)

FB.COM
Shop at hm.com

Launched in July 2024

Library ID: 356666987315797 ...

Active

Started running on 26 Jul 2024

Platforms    

[See ad details](#)

Analyzing Ad Copy 1

Ad Copy: Main Text "Discover the latest fits and designs for kids." Emphasizes new arrivals and stylish options specifically for children's clothing. Targets parents looking for fashionable and updated clothing for their kids. Image Text "DENIM DAYS" Focuses on a specific denim collection, which is a popular choice for kids' attire, text is clear and prominent, immediately drawing attention to the theme of the collection.

CTA(Call-to-action): "Shop now" is a strong, action-oriented CTA that encourages immediate clicks and engagement. Creates a sense of urgency and prompts quick action. The CTA is prominently placed, making it easy for viewers to see and click.

Relevance: Running on Facebook and Instagram, platforms widely used by parents and family-focused individuals. The ad uses vibrant, high-quality images featuring kids in denim outfits, which are visually appealing and likely to catch the eye of parents. The ad is well-targeted to its audience and seasonally relevant, particularly if timed around back-to-school shopping or seasonal wardrobe updates.

Ad Copy 2(H&M)

H&M
Sponsored

Explore new season looks.



HM.COM
Discover more
Wish your inbox was more stylish? No problem, just subscribe to our newsletter. Find out what's hot and...
[Shop now](#)

Library ID: 1142817206806074

...

Active

Started running on 19 Jul 2024

Platforms  

[See ad details](#)

Analyzing Ad Copy 2

Ad Copy: "Explore new season looks." This headline is succinct and to the point, inviting viewers to check out the latest arrivals. It effectively communicates that the ad is promoting new fashion items for the current season.

"NEW ARRIVALS" This text is prominent and immediately informs the viewer that the ad is showcasing the latest products. It's direct and highlights the freshness of the collection.

CTA(Call-to-action): Primary CTA "Shop now" is a straightforward and strong CTA that urges the viewer to take immediate action. It aligns with the main goal of driving sales by directing the audience to the shopping platform. Secondary CTA suggestion to subscribe to the newsletter serves as a secondary CTA. This is aimed at building a longer-term relationship with the audience by keeping them informed and engaged with the brand.

Relevance: The ad is relevant to the current season and trends, making it timely and appealing. It targets individuals looking for new fashion pieces, which aligns with H&M's typical customer base.



Personal evalution:-

Both of the ad features a clean, modern image that aligns with H&M's brand. The model's outfit is fashionable and likely to attract the target audience. The message is straightforward and clear. Viewers quickly understand that this ad is about new season arrivals. "Shop now" is a strong call-to-action that encourages immediate engagement.

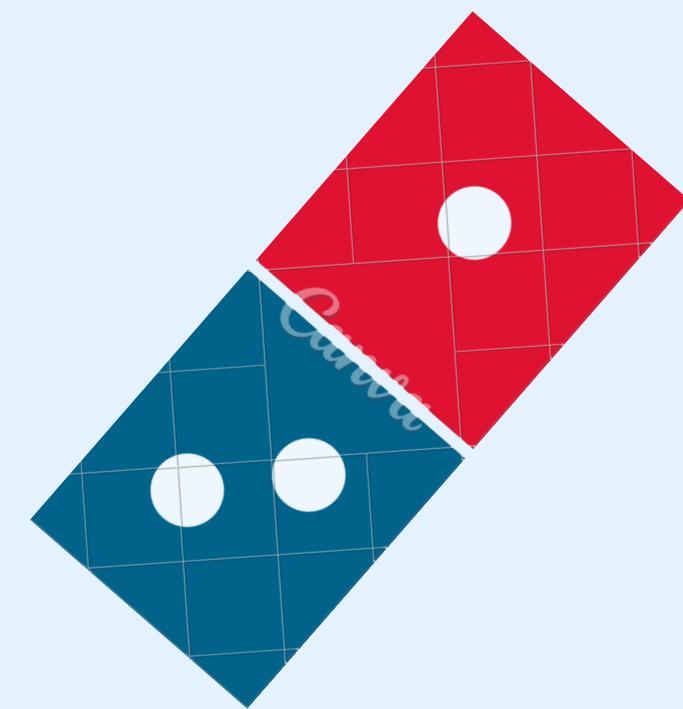
Suggestions:-

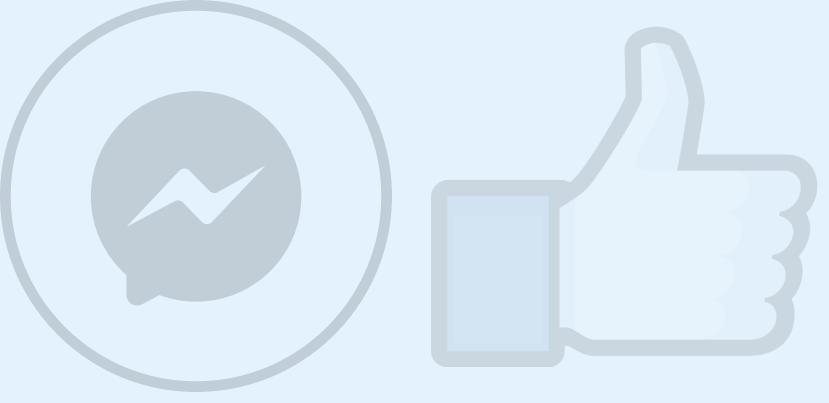
Include a brief mention of any standout pieces or trends in the new arrivals. For example, "Discover our latest summer dresses and statement accessories. If there are any ongoing promotions, discounts, or special offers.



TASK 2: Facebook Ad Creation for Domino's

In this task we are going to create a Facebook ad campaign for Domino's with the aim of increasing traffic and brand awareness for new offer.





Meta Ad Manager

Steps of creating Fb Ad Campaign for Domino's



Here am selecting “Awareness” as campaign objective to reach our aim of increasing traffic and brand awareness for new offer.

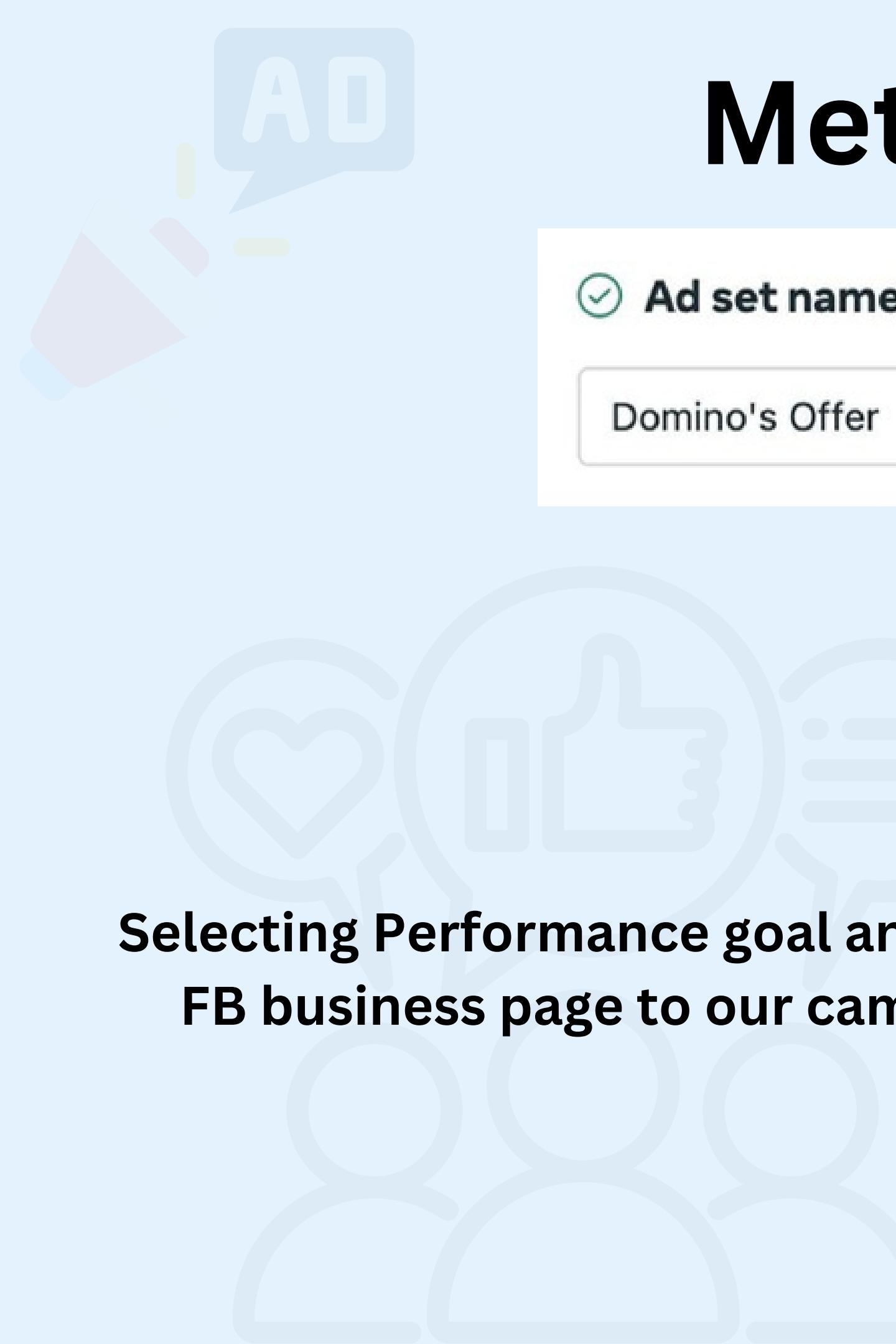
Campaign name
Domino's Independence Offer Create Template

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Awareness
Show your ads to people who are most likely to remember them.
Good for:
Reach
Brand awareness
Video views
Store location awareness



AD

Meta Ad Manager

 **Ad set name**

Domino's Offer

[Create Template](#)

 **Awareness**

Performance goal 

Maximise reach of ads

To help us improve delivery, we may survey a small section of your audience.

Facebook Page 

 Ominos's Pizza



Selecting Performance goal and adding FB business page to our campaign

Cost per result goal · Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options !\[\]\(37baff4e7b064d7b661cee21a346388a_img.jpg\)](#)

Budget Allocation

Budget & schedule

Budget ⓘ

Daily budget ▾ ₹3,000.00 INR

You'll spend an average of ₹3000 per day. Your maximum daily spend is ₹5250 and your maximum weekly spend is ₹21000. [Learn more.](#)

Daily Budget :- 3,000 INR
Duration:- 9 aug -22 aug 2024

Schedule ⓘ

Start date

9 August 2024 09:00 IST

End date

Set an end date

22 August 2024 23:00 IST

*** Locations** ⓘ

Reach people living in or recently in this location.

India

Delhi

Include ▾ Search locations

Browse

A map of the New Delhi region in India, showing the city boundaries and surrounding areas like Bahadurgarh, Ghaziabad, Noida, and Muradnagar. A blue checkmark pin is placed in the center of New Delhi. A blue drop pin icon is located in the bottom right corner of the map area.

Budget Allocation Strategy

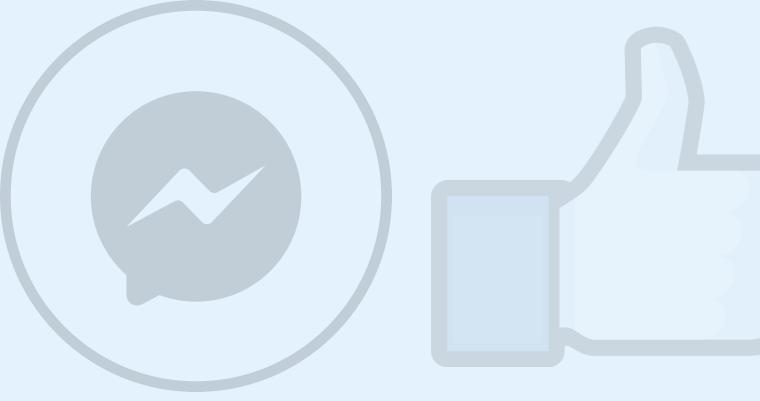
Allocating a budget of 3000 INR for Domino's Facebook brand awareness ad campaign from August 9 to August 22 in Delhi is strategic for several reasons. Facebook's extensive reach and precise geo-targeting ensure that the ads effectively reach potential customers in Delhi. The two-week duration helps maintain a consistent presence, reinforcing the new offer in the audience's minds. This budget allows for cost-effective advertising with optimized spending on targeted demographics, utilizing engaging ad formats like image and video ads. Additionally, Facebook's robust analytics provide measurable results, ensuring efficient budget utilization and a clear understanding of the campaign's return on investment. Given Delhi's competitive market, this investment helps Domino's stand out and drive traffic effectively.

Target Audience

The image shows a screenshot of the Facebook Custom Audiences interface. At the top, it says "Custom Audiences" and "Create new". Below that is a search bar with "Search existing audiences". The targeting parameters are listed as follows:

- Age**: 18 - 45
- Gender**: All genders
- Detailed targeting**:
 - People who match:
 - Interests: Pizza (food and drink), Domino's Pizza, Pizza Hut (restaurant), Pizza Lovers, Fast food (food and drink), Fast casual restaurants, Snack food (food and drink), Local food (food and drink) or Pizza delivery

Young adults and professionals (ages 18-35), families with children, college students, working professionals, and food enthusiasts. These groups are highly active on social media, value convenience, and have the spending power to order frequently. By focusing on these demographics, Domino's can effectively promote the new offer and drive traffic, leveraging their digital engagement and dining habits for maximum impact.



Placement Strategy

AD

Placements

Advantage+ placements (Recommended)

Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Run a 4-day A/B test to compare manual against Advantage+ placements

Devices
All devices

Platforms
 Facebook
 Audience Network

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

Facebook profile feed

Instagram feed

Instagram profile feed

Facebook Marketplace

Facebook video feeds

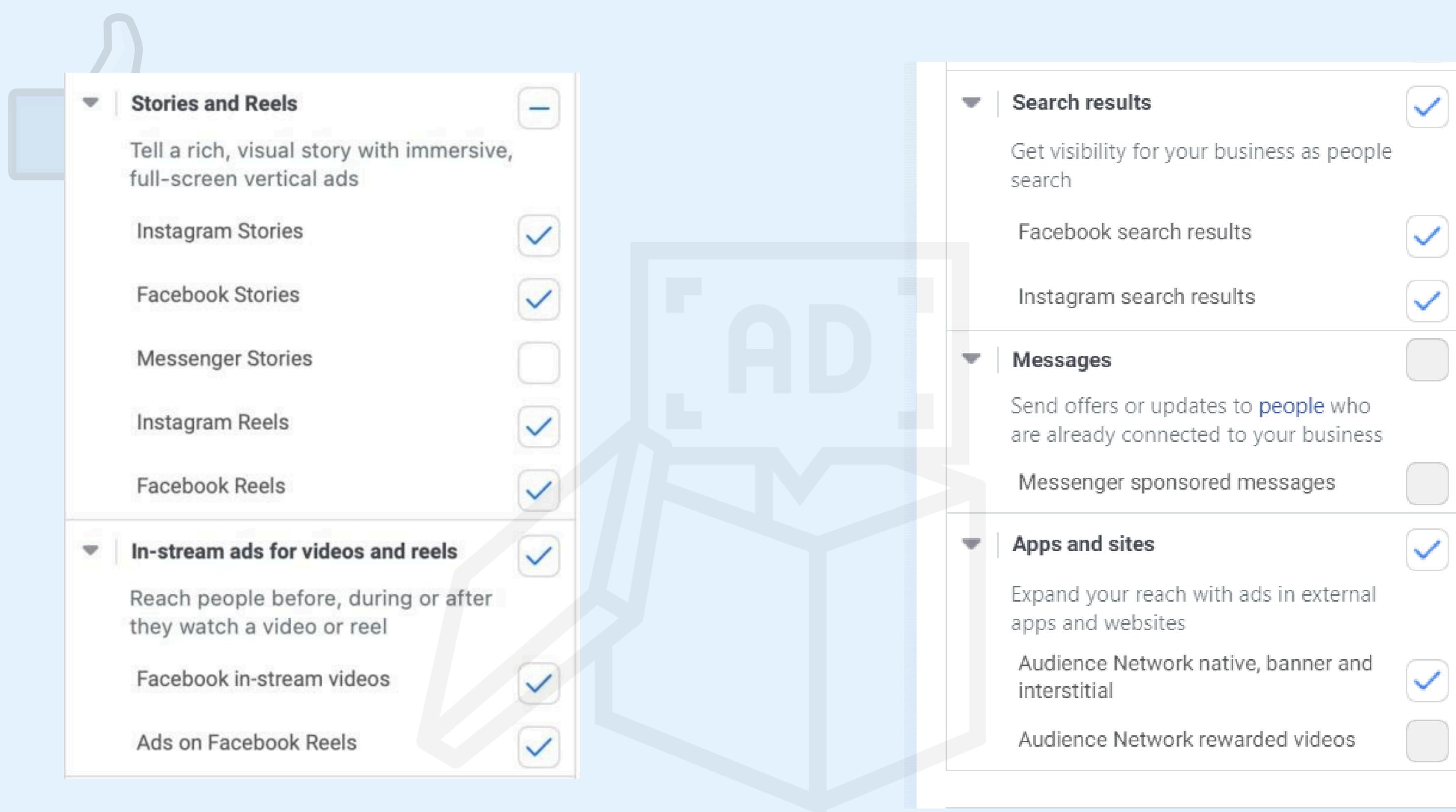
Facebook right column

Instagram Explore

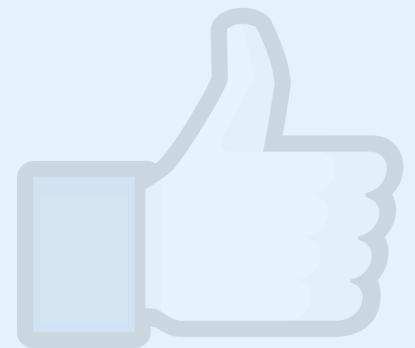
Instagram Explore home

Messenger inbox

Facebook Business Explore



Selecting best placements for catching the attention of our target audience with visually content .These placements are known for high visibility and engagement so we get traffic and easily interaction with our audience .



✓ Ad name

Domino's Ads

Create Template

✓ Ad setup

Create Ad

Format

Choose how you'd like to structure your ad.

Single image or video

One image or video, or a slideshow with multiple images

Carousel

Two or more scrollable images or videos

Collection

A group of items that opens into a full-screen mobile experience

AD



* Media

16 placements

Edit



Feeds, In-stream ads for videos and reels, Search results

10 placements



Stories and Reels, Apps and sites

5 placements (5 customised)

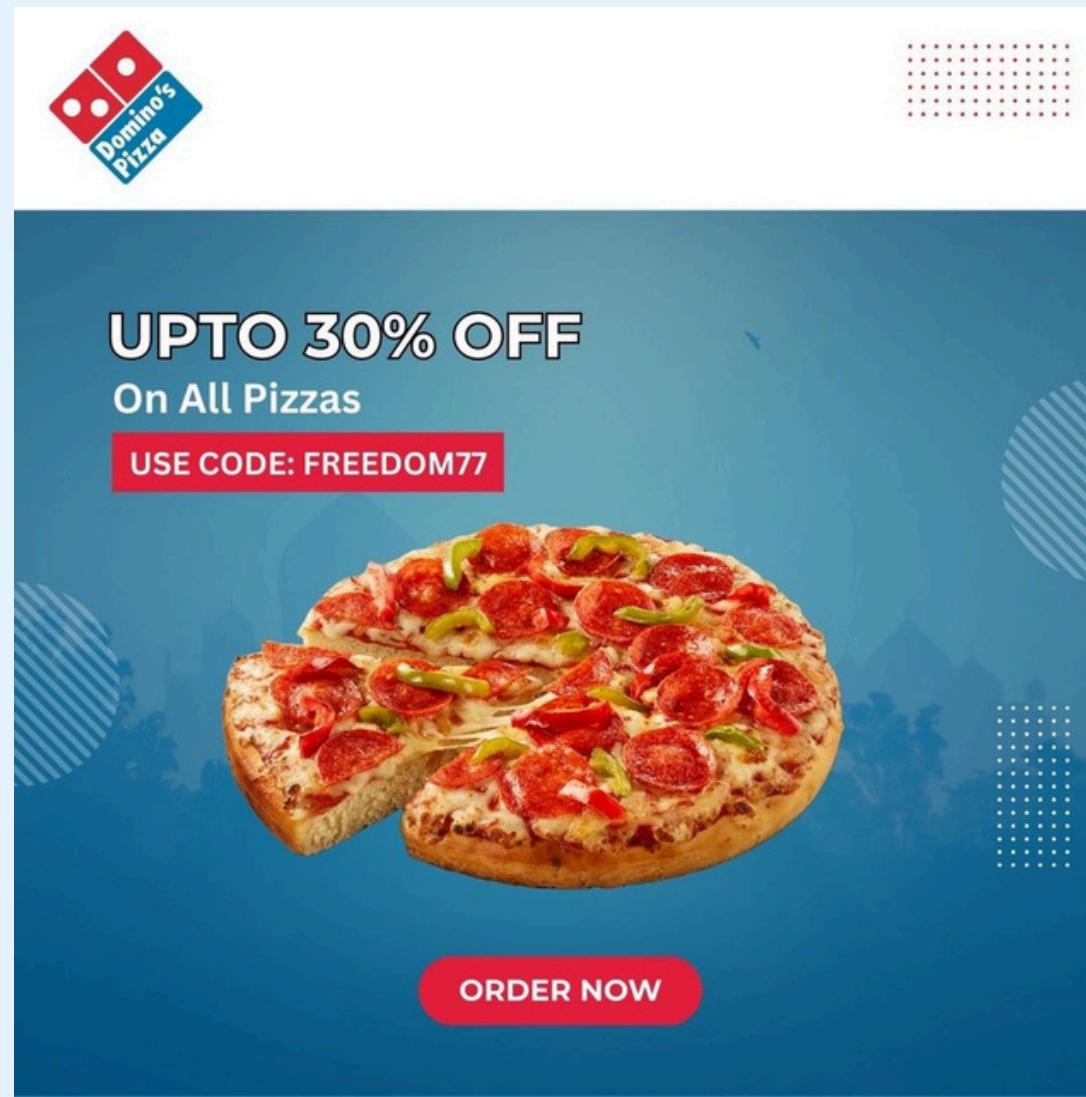


Facebook Search results

Customised



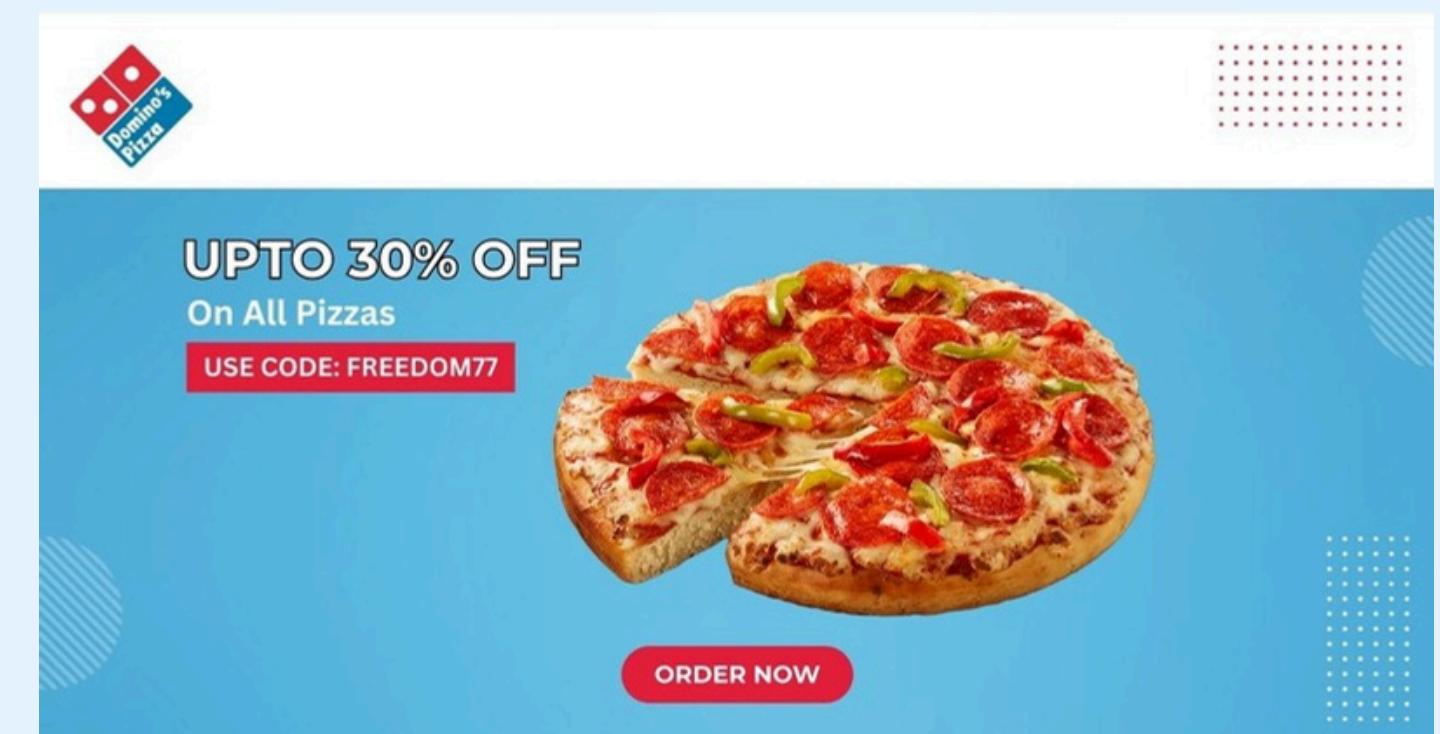
Ad Creatives



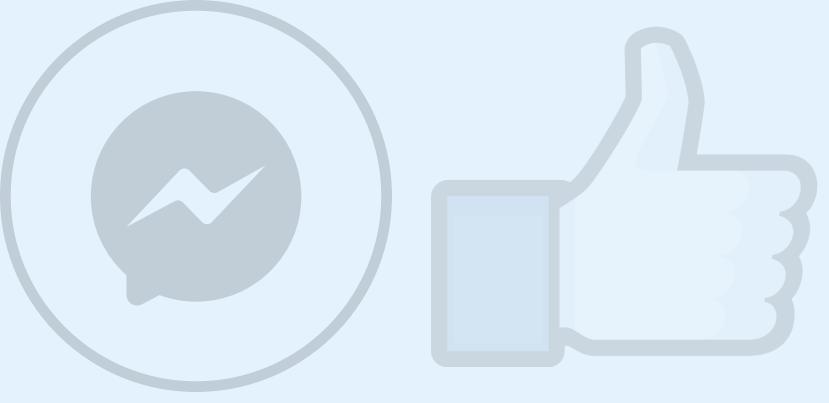
Post



Story & Reel



Search Results



Ad Copy

AD

Primary text i

🇮🇳 Celebrate Independence Day with Domino's! 🎉 Enjoy a mouth-watering 30% OFF on all your favorite pizzas. 🍕

Celebrate the spirit of freedom with Domino's! 🌟 Enjoy a delicious 30% OFF on all your favorite pizzas.

🎉 Domino's Independence Day Offer! 🇮🇳 Enjoy a delicious 30% OFF on all pizzas. 🍕

🇮🇳 This Independence Day, Domino's has an unbeatable offer for you! 🎉 Enjoy 30% OFF on all your favorite pizzas. 🍕

Get your mouth watering with our delicious pizzas. Grab a 30% discount on all of them to celebrate Independence Day!

Headline i

5 of 5

Celebrate Freedom with 30% Off

Save 30% on Domino's Pizzas

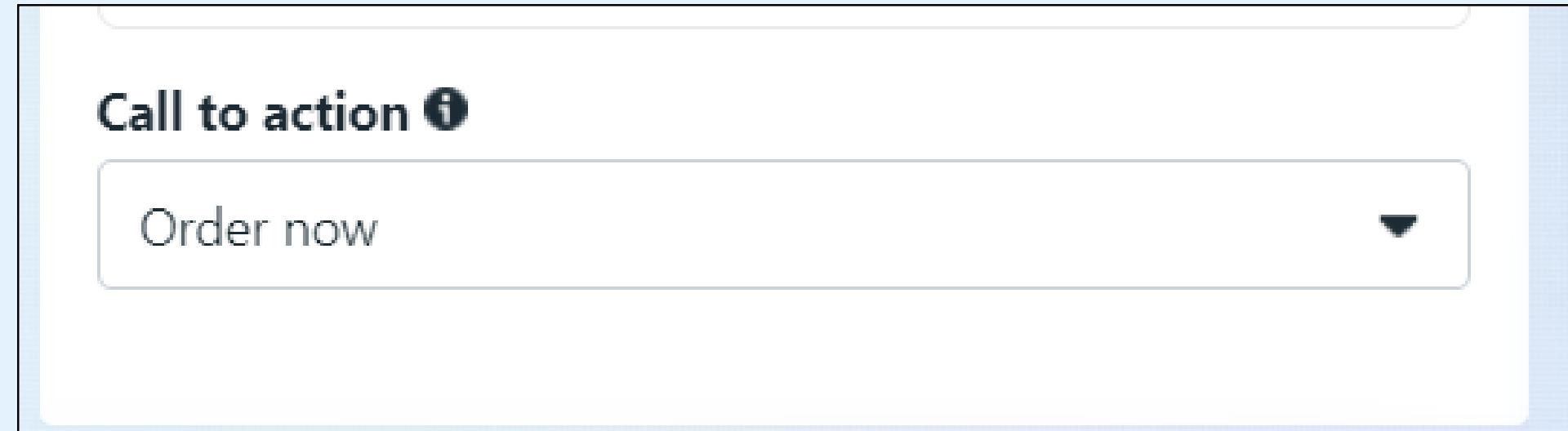
Enjoy 30% Off Delicious Pizzas

Savor Independence: 30% Off Pizzas

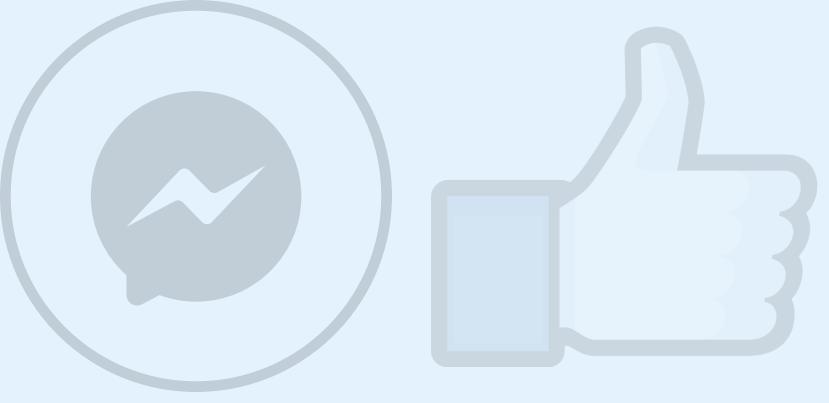
Freedom Tastes Better with Domino's

CTA (Call-to-action)

CONNECT
WITH US



The "Order Now" call-to-action (CTA) is justified as it directly prompts immediate engagement and conversion. This CTA leverages the urgency and convenience that align with customer behavior, particularly among busy professionals, young adults, and families who prefer quick meal solutions. It simplifies the decision-making process by providing a clear, actionable step, reducing friction in the user journey from ad to purchase. Additionally, "Order Now" aligns with the campaign's goal to drive traffic and increase sales, making it an effective and direct CTA for achieving these objectives.



AD

Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Instant Experience
Send people to a fast-loading, mobile-optimised experience.

Website
Send people to your website.

* **Website URL** ⓘ

[Preview URL](#)

[Build a URL parameter](#)

Display link

Selecting website for the destination or Landing page of campaign. This is justified because it streamlines the user journey from seeing the ad to making a purchase, enhancing the likelihood of conversion. By directing users to a dedicated ordering platform, the campaign leverages the immediate interest generated by the ad's call-to-action "Order Now." This ensures a seamless experience, reducing any potential drop-offs and making it convenient for users to complete their orders quickly and efficiently

AD

Ad Preview



Facebook Feeds

Ominos's Pizza Sponsored

Celebrate Independence Day with Domino's! Enjoy a mouth-watering 30% OFF on all your favorite pizzas. ...see more

UPTO 30% OFF On All Pizzas USE CODE: FREEDOM77

Order now

dominos.co.in Celebrate Freedom with 30% Off

Like Comment Share

Instagram Feed

Instagram

Ominos's Pizza Sponsored

UPTO 30% OFF On All Pizzas USE CODE: FREEDOM77

ORDER NOW

Order now >

Get your mouth watering with our delicious pizzas. Grab a 30% discount on all of them to celebrat... more

Instagram Stories

Ominos's Pizza

UPTO 30% OFF On All Pizzas USE CODE: FREEDOM77

ORDER NOW

Order now

Facebook Stories

Ominos's Pizza Sponsored

UPTO 30% OFF On All Pizzas USE CODE: FREEDOM77

Order now

AD

Ad Preview

Facebook Video feeds

Ominos's Pizza Sponsored

UPTO 30% OFF On All Pizzas
USE CODE: FREEDOM77

ORDER NOW

Celebrate Freedom with 30% Off

Celebrate Independence Day with Domino's! Enjoy a mouth- ... See more

Order now

Like Comment Share

Instagram Explore

Ominos's Pizza Sponsored

UPTO 30% OFF On All Pizzas
USE CODE: FREEDOM77

ORDER NOW

Order now >

Get your mouth watering with our delicious pizzas. Grab a 30% discount on all of them to celebrat... more

Instagram Reels

Reels

UPTO 30% OFF On All Pizzas
USE CODE: FREEDOM77

Order now >

Sponsored

Thank You

