



SUNNIE

FACEBOOK ADS
by Joseph Ripamonti



 Itsunnee
Sponsorizzato

X ::

Costumi che ti fanno sentire al top sulla spiaggia e fanno bene al pianeta.

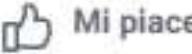
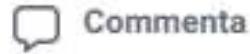
Scopri le nostre collezioni!

By ocean lovers for ocean lovers.


100% plastica riciclata
materiali duraturi

sunnee.com
Sunnee
Beachwear Sostenibile

[Scopri di più](#)

 Mi piace  Commenta  Condividi

Instagram

Itsunnee
Sponsorizzato



[Scopri di più](#)

Rivoluziona il tuo look estivo con costumi sexy, comodi e sostenibili.

Scopri la nostra ultima collezione!

By ocean lovers for ocean lovers.

Esplora

Itsunnee
Sponsorizzato



[Scopri di più](#)

 Sogni le onde prima di addormentarti?

La collezione "Bingin" è stata creata appositamente per te! 

Immergiti nell'atmosfera unica di Bali con i capi ispirati a questa meravigliosa spiaggia.

By ocean lovers for ocean lovers.

 Itsunnee
Sponsorizzato

By ocean lovers for ocean lovers.

**This one is for the boys.
Scopri la nostra linea da uomo.**



Scopri di più

 Itsunnee
Sponsorizzato

Non sei sicura del tuo bikini?

Non preoccuparti, sappiamo che la prima scelta non è sempre quella giusta.

Con il nostro servizio di reso gratuito, puoi essere certa di trovare il bikini perfetto per te.

La tua soddisfazione è la nostra priorità.



sunnee.com

Sunnee
Beachwear Sostenibile

Scopri di più

 Mi piace  Commenta  Condividi

Instagram

 Itsunnee
Sponsorizzato



Scopri di più

Non sei sicura della tua taglia?

Non lasciare che questo ti fermi!

La nostra guida alle taglie ti aiuterà a trovare la vestibilità perfetta per te.

Instagram

Itsunnee
Sponsorizzato

Scopri di più >

Conosci l'impegno di Sunnee verso l'oceano?

- ➡ Costumi creati con plastica riciclata
- ➡ Sosteniamo iniziative a protezione degli oceani
- ➡ Materiali resistenti e di qualità.

Cosa aspetti a provare uno dei nostri costumi?

Itsunnee
Sponsorizzato · ⓘ

⚠ -24h alla release della nostra nuova collezione "Padang Padang"

⚠ Collezione limitata, una volta sold-out non sarà più disponibile

Iscriviti alla newsletter per avere l'accesso anticipato.

sunnee.com

Sunnee
Newsletter

Ottieni l'accesso

Mi piace Commenta Condividi

Instagram

Itsunnee
Sponsorizzato

Scopri di più >

Compra due costumi e ricevi il 20% di sconto.

By ocean lovers for ocean lovers.

A photograph of a woman from the waist up, wearing a light blue bikini top and matching bottoms. She is standing outdoors, with a swimming pool and a clear blue sky visible in the background. Her hair is dark and pulled back, and she is looking directly at the camera.

HOW DID I
GET THERE?



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01

INTRODUCTION

STORY

Sunnee was founded in 2018 by a surfer who loves the sea.

She began working to create swimsuits that did not harm the environment, but rather were made using existing plastic that humans had wasted.

She wanted these swimsuits to reflect her passion for the sea and sports.

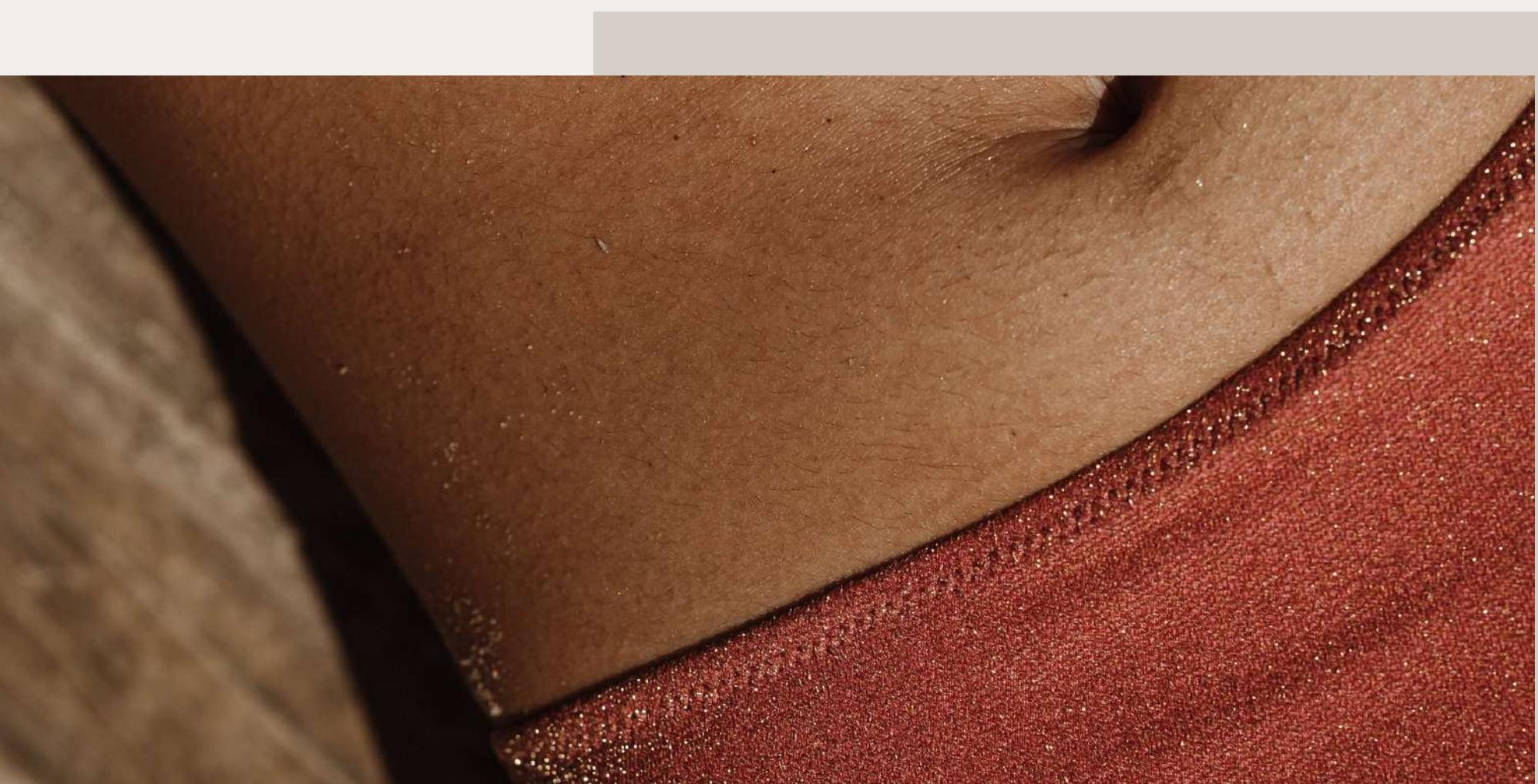
Today, all Sunnee costumes are made using a special material made from plastic recovered from the seas, such as discarded fishing nets.



VISION



Bringing innovation to the beachwear world by using only yarns derived from recycled plastic, and creating a sustainable, ethical and regenerative production chain for each swimwear line.





GOALS

- **Promote environmental awareness** by educating Italians about the problem of marine pollution and the need to adopt sustainable behaviors to protect our seas.
- **Increase sales** of sustainable swimwear by demonstrating that it is possible to wear high-quality products that contribute to environmental protection.
- **Increase brand awareness**, positioning the brand as a leader in the sustainable swimwear industry in Italy.

02

MOTIVATION



I chose this brand for the project because I totally resonate with the mission. I started surfing in 2019 and I felt in love with it, traveling to different locations including Bali, Tenerife, Lanzarote and Barcelona.

Surfing is more than just a sport, it is a lifestyle that puts respect for nature first. This prompted me to look for swimwear made from recycled and environmentally friendly materials.

Although there are already so many options out there, I think there is always room for new brands that bring a fresh touch, especially if they are Made in Italy.

Finally, one of the reasons I started this master's program is really to pursue an online career so that I have the freedom to move and surf where I want.

03

MARKET RESEARCH



The pandemic year has not been good for the Italian beachwear industry. According to Confindustria Moda, after a 2019 with a 10.2% increase in turnover, in 2020 the swimwear industry was affected by the general drop in consumption, registering a 14.9% loss. Exports fell 11.4%, bringing total sales to 440 million euros.

However, from the perspective of sustainability, there is good news. In 2020, the number of swimsuits made with a reduced environmental impact increased tenfold compared to 2019. Some brands, such as Calzedonia, have set a goal of using 25% low-impact raw materials by 2025.

In addition, there is a growing adoption of Econyl yarn, created by Aquafil using nylon made from discarded fishing nets. This material has attracted more and more brands.



Another innovation comes from Nilit, an Israeli textile company founded by Ennio Levi in 1969. They developed the Sensil BioCare fabric, whose microfibers decompose faster than the traditional nylon used for swimwear.

In general, the sustainable beachwear market is growing and is no longer composed only of emerging brands, but also of multinationals and fast-fashion brands that need to keep up with these new production processes.

Here is an analysis of the frequency of searches for the keyword "sustainable swimsuits" made by Italians in the previous three months



Costumi sostenibili

Search term

+ Compare

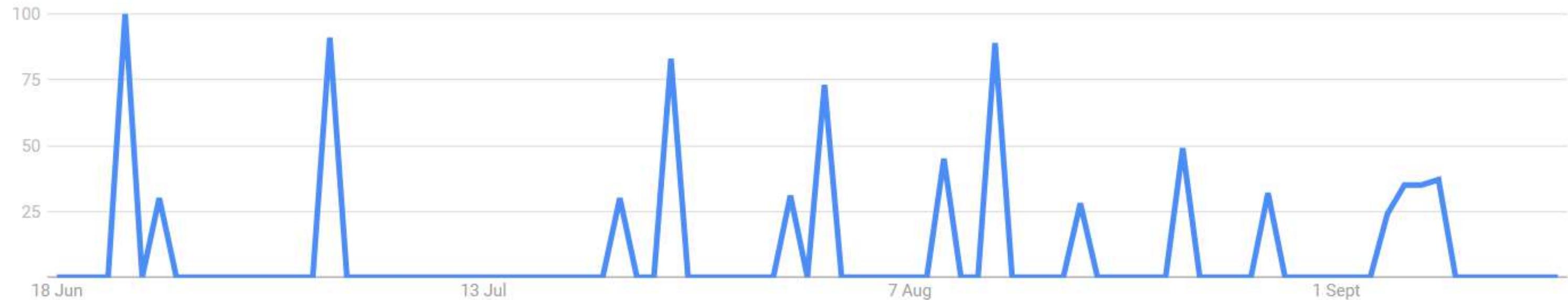
Italy ▾

Past 90 days ▾

All categories ▾

Web Search ▾

Interest over time ?



04

TARGET AUDIENCE



Because Sunnee is an Italian brand of sustainable beachwear geared toward surfing and caring for the environment, it is critical to focus on specific audiences that share these interests.

Surfers and sea lovers (ages 18-35): a group composed of individuals who are passionate about sea-related activities such as surfing, bodyboarding, and snorkeling. They are interested in water sports and spend a lot of time at the beach. They buy clothing and accessories related to these activities and follow pages and groups dedicated to surfing.

Strategy: emphasize the quality and functionality of Sunnee swimsuits for water use, as well as sustainability.



Environmentalists and recycled plastic advocates (ages 18–45): audiences who are very sensitive to environmental issues and sustainability. They are interested in reducing marine pollution and are supporters of plastic recycling. They actively participate in green initiatives and follow environmental organizations.

Strategy: to foreground Sunnee's green message and its mission to use recycled plastic to produce sustainable swimwear.

Fashion and beachwear enthusiasts (ages 18–45): audience looking for fashionable and trendy summer clothing. They are interested in swimwear, beach accessories, and follow fashion blogs and influencers.

Strategy: focus on the beauty and style of Sunnee swimsuits, highlighting the latest trends in beachwear.

BUYER PERSONA (1)

BACKGROUND

Simone is a passionate surfer with a deep connection to the sea. He is a surf teacher and gives lessons in his hometown of Recco.

BEHAVIOUR

Simone starts early every morning with a surf session. He travels a lot and has visited some of the best surfing destinations around the world. He has an extensive collection of surfboards and surf accessories.

PAIN POINTS

- Resistance of the costume to salt water and UV rays
- Freedom of movement
- Sustainability

INTERESTS

He follows surfing competitions closely and professional surfers on social media. He is a nature lover and often participates in beach clean-up efforts.

GOALS

He is looking for swimsuits that not only offer him great mobility and comfort while surfing, but are also saltwater and sun-resistant. He is interested in sustainable products that respect the marine environment.

Simone
SURFER
28 YEARS OLD



BUYER PERSONA (2)

BACKGROUND

Elena works as a marine biology teacher at a university. She has a master's degree in environmental science and is committed to raising community awareness about marine conservation.

BEHAVIOUR

In addition to participating in green events, Elena devotes her free time to beach cleaning. She has a blog where she shares tips on a sustainable lifestyle.

PAIN POINTS

- Plastics in the ocean
- Difficulty in finding sustainable options
- Concern about production

INTERESTS

Closely follows marine ecosystem science research and global initiatives to reduce the use of single-use plastics.

GOALS

Seeks swimwear made from recycled and sustainable materials. Wants to support companies that adopt environmentally friendly practices and promote the reduction of marine pollution.

Elena

PROFESSOR
35 YEARS OLD



BUYER PERSONA (3)

BACKGROUND

Francesca works as a marketing manager for a trendy boutique. She has a closet full of fashionable clothes and accessories.

BEHAVIOUR

She is a regular at summer events, such as beach festivals and boat parties. She often organizes trips with friends to trendy coastal destinations.

INTERESTS

She follows fashion influencers on Instagram and keeps an eye on the latest swimwear collections from world-renowned designers.

GOALS

She looks for swimwear that has a unique and fashionable design in line with summer trends. She is willing to spend more for a trendy, high-quality summer look.

PAIN POINTS

- Unique design and style
- Durability of color and quality
- Availability

Francesca

MARKETING MANAGER
25 YEARS OLD



05

COMPETITORS



The collections are made from ECONYL®, a 100% nylon thread regenerated from waste materials such as fishing nets discarded in the oceans. Mermazing's commitment is to help lighten the environmental impact.

- *For women*
- *Price range: 145€ - 160€*
- *Made in italy*



CASAGiN

CasaGIN is an Italian company specializing in underwear and beachwear. They recently released a new line of swimwear, created with ECONYL regenerated nylon, derived from waste such as fishing nets. They offer options for men and women, double-faced and for every type of physique.

- *For women and men*
- *Price range: 40€ - 95€*



Elegant and sustainable bikinis, made entirely of Econyl, a nylon thread regenerated from plastic and textile scraps, or fishing nets recovered from around the world. All strictly Made in Italy.

- *For women*
- *Price range: 125€ - 250€*

S E L V A T I C A

Selvatica was born in 2017 from the desire of Giulia Calcaterra, a well-known influencer, to express her passions, personality and talent in a project that truly belonged to her.

Her mission is to create costumes for girls who want to travel, fulfill their dreams, feel adrenaline on their skin and enjoy life to the fullest.

This brand does not use fabrics derived from recycled plastic, but still promises to make swimsuits more sustainable year after year.

However, I chose this brand as a key competitor because of its strong social media presence, due to the figure of Giulia, and because it targets women who love adventure and extreme sports, such as surfing.

- *For women*
- *Price range: 20€ - 90€*



The brand uses innovative sustainable materials to respect our planet: nylons created with yarns regenerated from fishing nets and plastic scraps to help reduce environmental impact and protect the oceans.

- *For women*
- *Price range: 20€ - 90€*

FB ADS



ID libreria: 294228779870966	...	ID libreria: 1341829770086727	...	ID libreria: 741485938011412	...	ID libreria: 313769434445574	...
<input checked="" type="checkbox"/> Non attiva		<input checked="" type="checkbox"/> Non attiva		<input checked="" type="checkbox"/> Non attiva		<input checked="" type="checkbox"/> Non attiva	
29 ago 2023 - 4 set 2023		23 ago 2023 - 29 ago 2023		23 ago 2023 - 28 ago 2023		18 ago 2023 - 24 ago 2023	
Piattaforme (1)		Piattaforme (1)		Piattaforme (1)		Piattaforme (1)	
Trasparenza in UE (1)		Trasparenza in UE (1)		Trasparenza in UE (1)		Trasparenza in UE (1)	
Vedi dettagli dell'inserzione		Vedi dettagli dell'inserzione		Vedi dettagli dell'inserzione		Vedi dettagli dell'inserzione	
Mermazing beachwear official Sponsorizzato		Mermazing beachwear official Sponsorizzato		Mermazing beachwear official Sponsorizzato		Mermazing beachwear official Sponsorizzato	
We have got an ever ending love for our Gabrielle in Black ❤️ Ora puoi trovarlo scontato sul nostro sito #musthave #mermazingirls		Via Trento 111 Vi aspettiamo in store con tanti sconti da non perdere!		Scopri online le combo padre&figlio ora al 30% di sconto (1) #mermazingboys		Saldi estivi anche per i nostri Mini-me ☀️ scopri online tutte le combo padre-figlio (1) #mermazingboys	
MERMAZING.IT Mermazing beachwear official		INSTAGRAM.COM Mermazing beachwear official		MERMAZING.IT Mermazing beachwear official		MERMAZING.IT Mermazing beachwear official	
Acquista ora		Visita profilo...		Scopri di più		Scopri di più	

FB ADS



ID libreria: 2008931129468343 ...

Attiva

Data di inizio della pubblicazione: 15 set 2023

Piattaforme [Facebook](#) [Instagram](#) [Messenger](#) [WhatsApp](#)

Questa inserzione ha più versioni [i](#)

Trasparenza in UE [i](#)

[Vedi dettagli dell'inserzione](#)

 **CASAGIN**
Sponsorizzato

Naturale, vegano ed ecosostenibile: Intimo realizzato eticamente in Italia!  Risparmia il 15% sul tuo primo ordine con il codice CIAO15! 
Scegli il benessere, per il corpo e per l'ambiente.



[Learn More](#)

ID libreria: 1528840577655162 ...

Attiva

Data di inizio della pubblicazione: 15 set 2023

Piattaforme [Facebook](#) [Instagram](#) [Messenger](#) [WhatsApp](#)

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Trasparenza in UE [i](#)

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Scegli il benessere, per il corpo e per l'ambiente.



[Learn More](#)

ID libreria: 638966428217186 ...

Attiva

Data di inizio della pubblicazione: 15 set 2023

Piattaforme [Facebook](#) [Instagram](#) [Messenger](#) [WhatsApp](#)

Questa inserzione ha più versioni [i](#)

Trasparenza in UE [i](#)

[Vedi dettagli dell'inserzione](#)

 **CASAGIN**
Sponsorizzato

Risparmia il 15% sul tuo primo ordine  Usa il codice CIAO15 al checkout. Scopri il nostro intimo e abbigliamento, ideati per il tuo benessere e il benessere del pianeta. 



[Shop Now](#)

FB ADS

Kinda
3D SWIMWEAR

ID libreria: 1840848429707761 ...

Non attiva
27 ago 2023 - 31 ago 2023
Piattaforme
Inserzioni che usano questa creatività e questo testo: 2

Vedi i dettagli di riepilogo

Kinda Swimwear
Sponsorizzato

È arrivata la Nuova Collezione L e s N u d e s!

- Creata dalle donne, per le donne
- Sostenibile e Made in Italy
- Resistente a oli e creme
- Disponibile in 9 colori



...

ID libreria: 1673854243042282 ...

Non attiva
20 lug 2023 - 1 set 2023
Piattaforme
Questa inserzione ha più versioni
Trasparenza in UE

Vedi dettagli dell'inserzione

Kinda Swimwear
Sponsorizzato

10% di sconto sul tuo primo ordine con il codice MYKINDA

Inseriscilo nel carrello su www.kindaswimwear.com e goditi il tuo nuovo costume sostenibile!



KINDASWIMWEAR.COM
Reina costume intero con pizzo 3D
Scopri la collezione di costumi da bagno, body e abiti
Kinda 3D Swimwear. Fatti a mano in Italia. Spedizione...

Shop Now

FB ADS

SELVATICA

ID libreria: 976681620115630 ...

Non attiva

4 set 2023 - 7 set 2023

Piattaforme

Questa inserzione ha più versioni

Trasparenza in UE

[Vedi dettagli dell'inserzione](#)

Selvatica
Sponsorizzato

👉 MANCANO POCHE ORE ALLA FINE DEI SALDI!

Infatti, domani 6 Settembre alle ore 23:59, gli sconti fino al -50% termineranno.

Per approfittare della promozione, clicca qui:
<https://www.selvaticawear.com/>



SELVATICAWEAR.COM
BENGALA REGGISENO

[Shop Now](#)

ID libreria: 869900464694994 ...

Attiva

Data di inizio della pubblicazione: 5 set 2023

Piattaforme

Questa inserzione ha più versioni

Trasparenza in UE

[Vedi dettagli dell'inserzione](#)

Selvatica
Sponsorizzato

Non sei completamente convinta del bikini che hai scelto?

Nessun problema: in Selvatica capiamo che non sempre la prima scelta è quella giusta.

Ecco perché offriamo il primo reso totalmente gratuito. Vogliamo che tu sia felice con i tuoi acquisti, e se per ...



SELVATICAWEAR.COM
Scopri come fare un reso

[Learn More](#)

ID libreria: 1007658083769578 ...

Attiva

Data di inizio della pubblicazione: 15 set 2023

Piattaforme

Questa inserzione ha più versioni

Trasparenza in UE

[Vedi dettagli dell'inserzione](#)

Selvatica
Sponsorizzato

Non sei sicura della tua taglia?

Non lasciare che questo ti fermi. La nostra guida alle taglie è stata creata per aiutarti a trovare la vestibilità perfetta per te.

La trovi qui: <https://www.selvaticawear.com/pages/guid...>



SELVATICAWEAR.COM
Scopri la tua taglia

[Learn More](#)

FB ADS



ID libreria: 1737880976633929 ...

Non attiva

6 ago 2023 - 21 ago 2023

Piattaforme ⓘ

Trasparenza in UE ⓘ

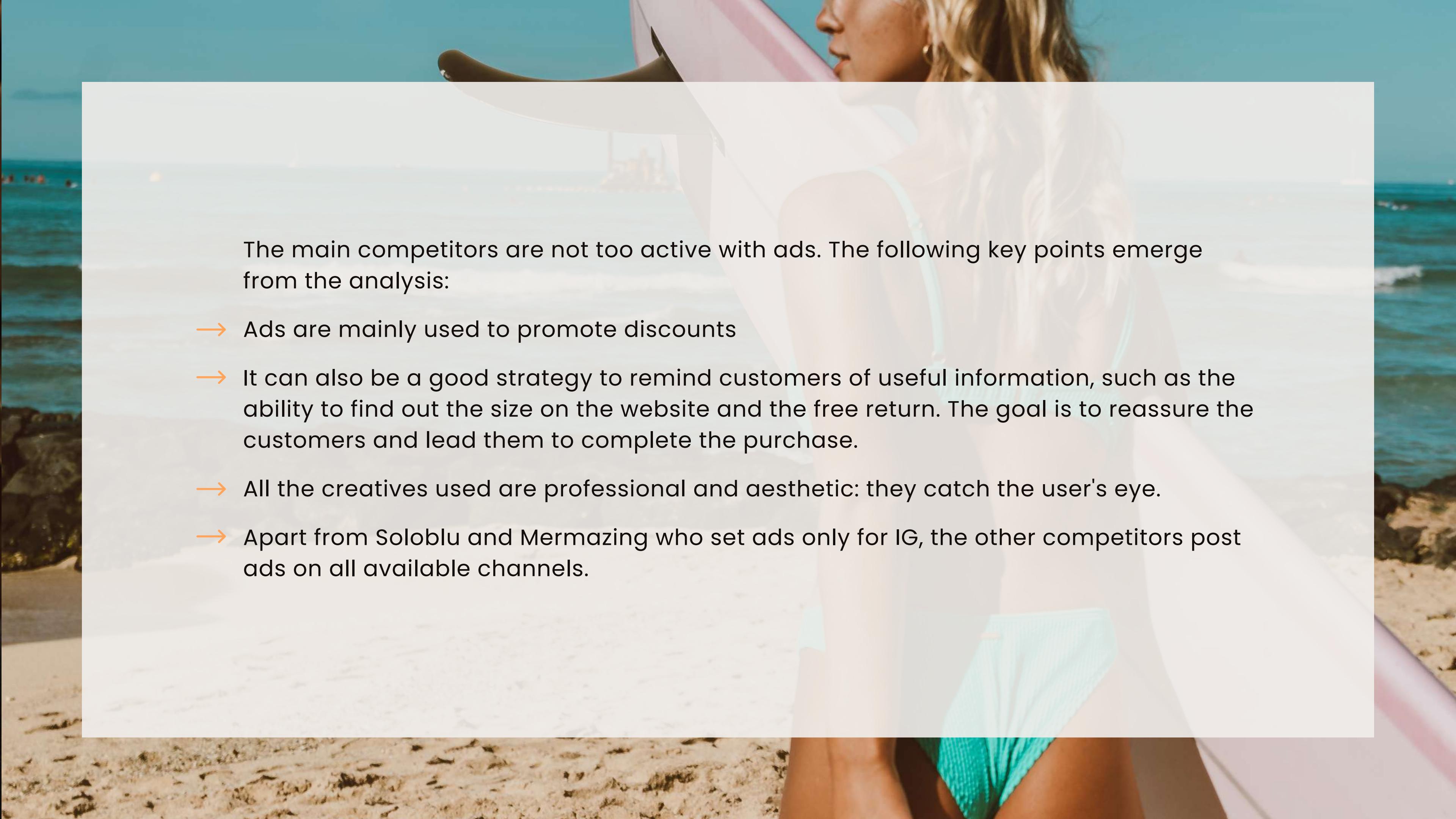
Vedi dettagli dell'inserzione

SOLOBLU
Sponsorizzato



INSTAGRAM.COM
SOLOBLU

Visita profilo...

A woman with blonde hair tied back is standing on a sandy beach. She is wearing a white bikini top and white bottoms. A pink and white striped surfboard is leaning against her. The background shows the ocean and some distant buildings.

The main competitors are not too active with ads. The following key points emerge from the analysis:

- Ads are mainly used to promote discounts
- It can also be a good strategy to remind customers of useful information, such as the ability to find out the size on the website and the free return. The goal is to reassure the customers and lead them to complete the purchase.
- All the creatives used are professional and aesthetic: they catch the user's eye.
- Apart from Soloblu and Mermazing who set ads only for IG, the other competitors post ads on all available channels.

REVIEWS

In addition to examining FB Ads, it is also important to analyse competitor reviews, which are useful for finding the brand's strengths (positive reviews) and also weaknesses (negative reviews), so that we can then leverage them in our ads.

Eleonora Iania

Verificata

30/06/2023



Splendido! Sia colore che forma

Lo aspettavo da tanto!! Perfetto davvero

D.

Verificata

07/05/2023



Stupendo

Sempre amato questo brand e ogni anno supera le aspettative. Bikini perfetto super comodo. Il tessuto morbido e di un colore brillante.

Matilde Gelli

Verificata

12/06/2023



Nias Reggiseno

Gio Gio

Verificata

07/05/2023



I costumi più belli del mondo

Sempre il top 😊

Marta Vianello

Verificata

27/04/2023



Perfetto per chi ha molto seno

Reggiseno capiente anche per chi ha molto seno, è sensuale ma non volgare :)
Io porto una 4D e ho preso la XL che veste perfettamente :)
... Leggi di più

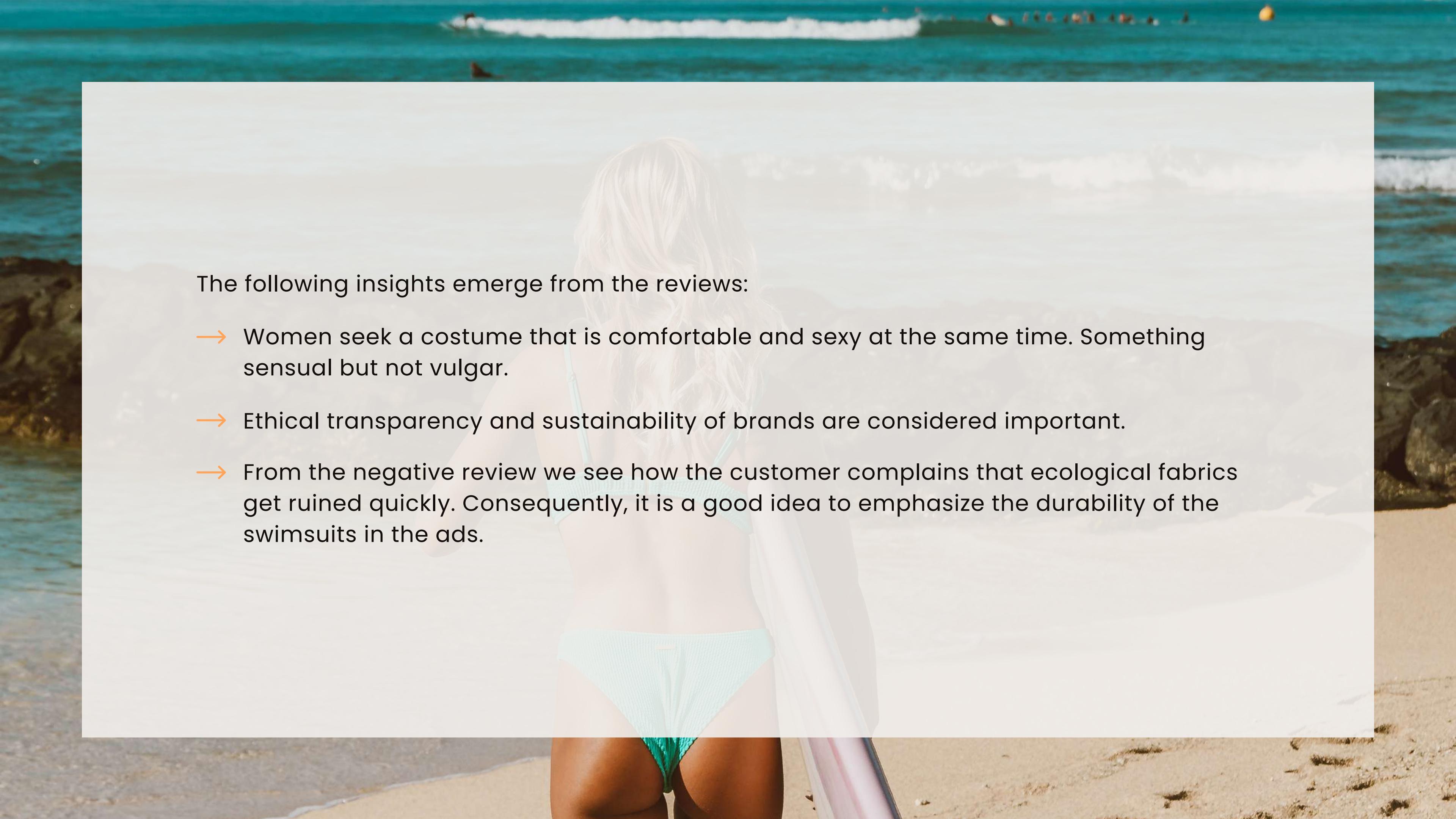
Rifiuto di rimborso

Ho acquistato 9 capi da questa azienda attratta dalla loro etica e dai prodotti ecologici. 6 di questi (tot. 159 €) dopo circa un anno hanno cominciato letteralmente sgretolarsi: la fibra si stava deteriorando lasciando lento il tessuto e con dei buchi più trasparenti sparsi su tutto il capo sempre più evidenti. Preciso che i capi sono sempre stati lavati a 30 gradi come da loro suggerimento e tenuti con cura.

Alla prima segnalazione l'azienda prima propone uno sconto che non accetto, poi ritirano la merce fallata, dichiarano che non si tratta di un difetto di fabbrica e acconsentono a una sostituzione di entrambi gli articoli solo dietro mia insistenza e solo perchè ci tengono a "far sentire bene i clienti".

Dopo qualche mese li ricontatto per altri capi che nel frattempo si erano alterati allo stesso modo e mi rispondono tramite l'ufficio legale che non si tratta di difetto di conformità e non rimborseranno.

1. I capi non sono conformi alla descrizione fatta dal venditore sul suo sito il quale dichiara che il tessuto è longevo e maggiormente resistente rispetto al cotone
2. A mio avviso non è pensabile che un'azienda che fa della sostenibilità ambientale una sua bandiera venda capi che durano poco più di un anno. Si tratta di beni che hanno un costo elevato e dichiarare che sono fatti per durare nel tempo è falso

A photograph of a woman from behind, wearing a green and white striped swimsuit. She is standing on a sandy beach, looking out at the ocean where waves are breaking. The sky is clear and blue.

The following insights emerge from the reviews:

- Women seek a costume that is comfortable and sexy at the same time. Something sensual but not vulgar.
- Ethical transparency and sustainability of brands are considered important.
- From the negative review we see how the customer complains that ecological fabrics get ruined quickly. Consequently, it is a good idea to emphasize the durability of the swimsuits in the ads.

06

VISUAL IDENTITY

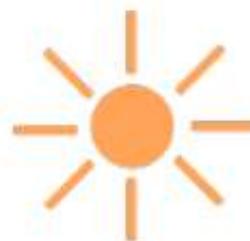


Logo Versions



Primary

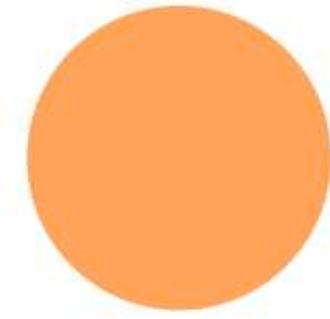
Sunnee



Icon

Wordmark Only

Colours



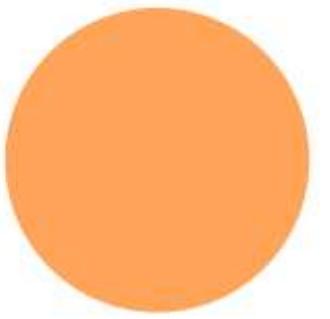
Primary

Hex #FFA458

RGB rgb(255,164,88)

CMYK 0 36 65 0

Pantone 15-1160



Secondary

Hex #FFA458

RGB rgb(255,164,88)

CMYK 0 36 65 0

Pantone 15-1160



Accent

Hex #FFA458

RGB rgb(255,164,88)

CMYK 0 36 65 0

Pantone 15-1160



Background

Hex #FFFFFF

RGB rgb(255,255,255)

CMYK 0 0 0 0

Pantone 11-0601

Typography

Primary

Shrikhand Regular

Aa Bb Cc

07

FB ADS STRATEGY



SMART GOALS

Since this is a small brand, the main goal will be to gain notoriety and new customers.

- Increase brand awareness, reaching 3,000,000 accounts in the first 3 months.
- Grow the community on Social Media, reaching 10k followers in the first 3 months.
- Increase sales, reaching 100k in sales within 3 months.

TOFU (TOP OF THE FUNNEL)

The first step will be to attract the target audience by targeting campaigns to the 3 main user personas through specially designed content.

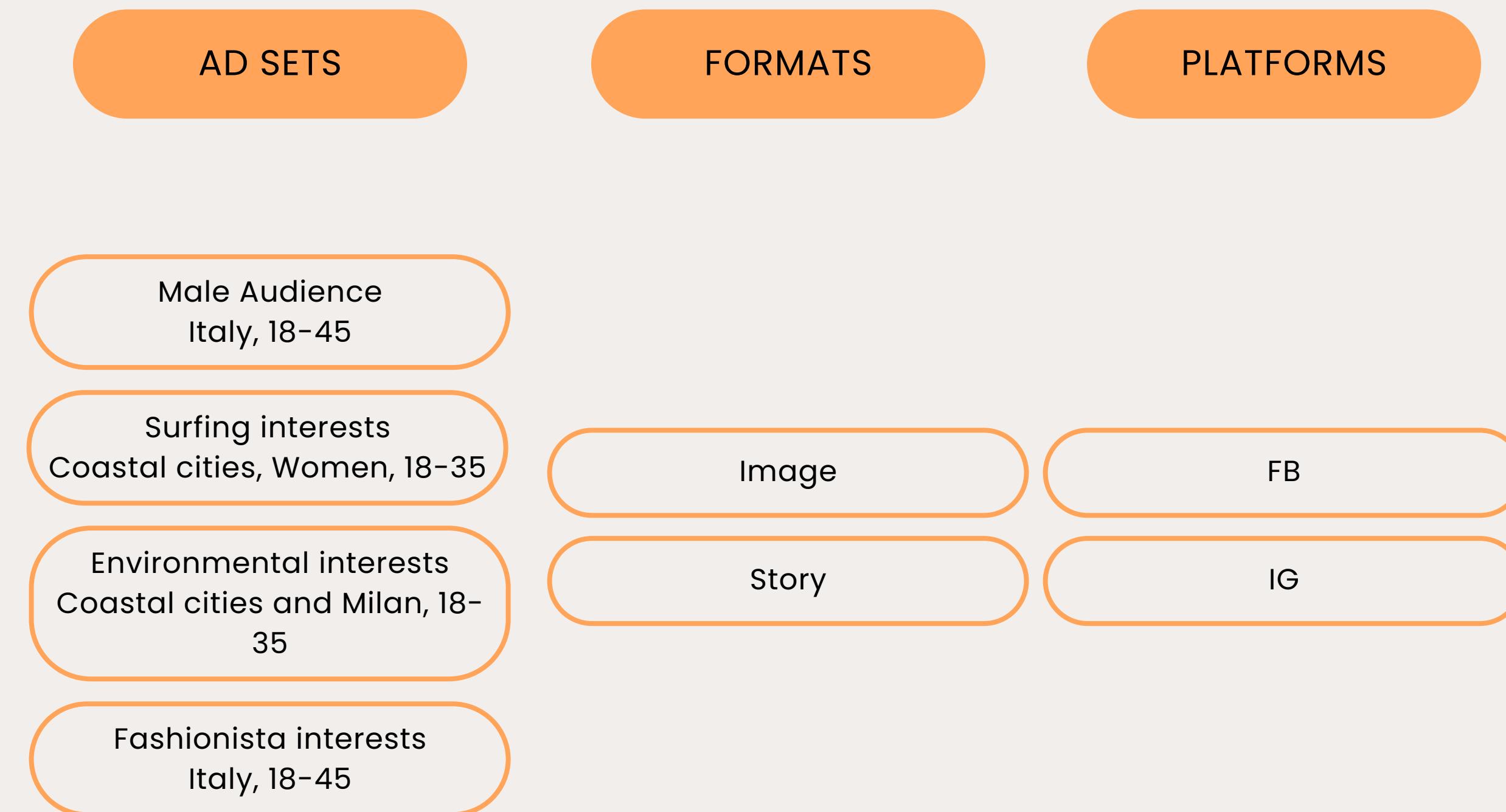
MOFU (MIDDLE OF THE FUNNEL)

At this stage I will provide users with useful information, emphasizing Sunnee's pros and what sets us apart from competitors.

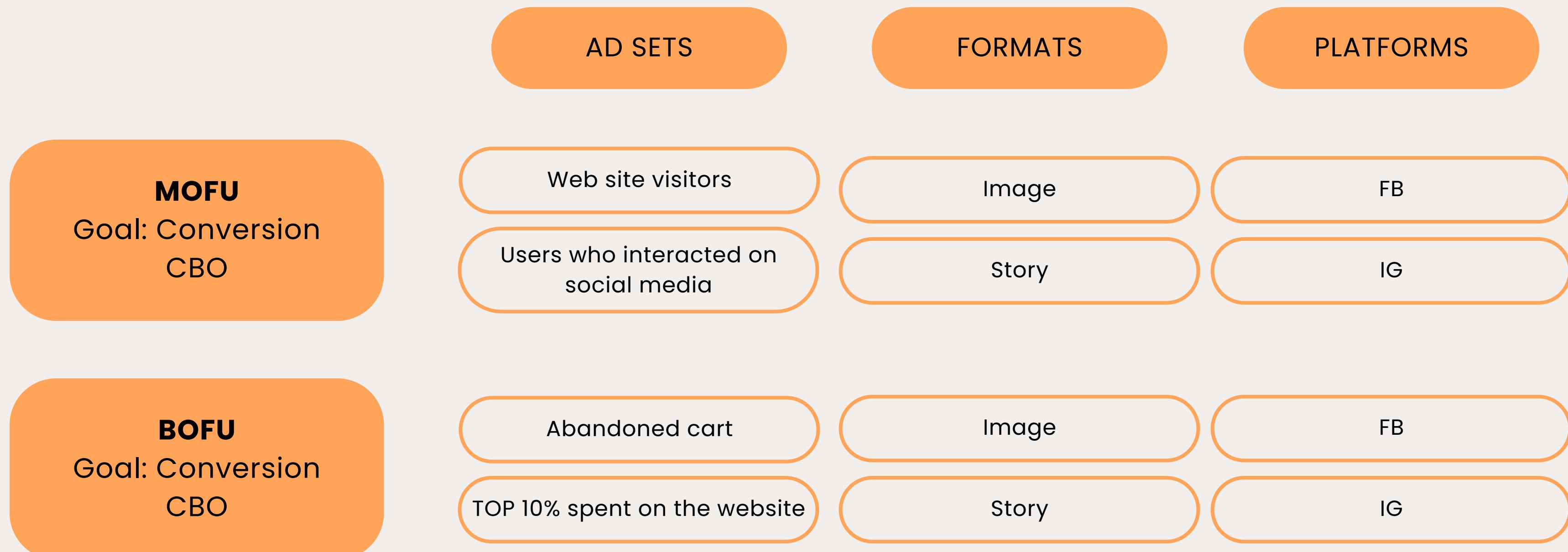
BOFU (BOTTOM OF THE FUNNEL)

In the last step I will try to convert prospects using discounts, offers, etc.

CAMPAIGNS' STRUCTURE

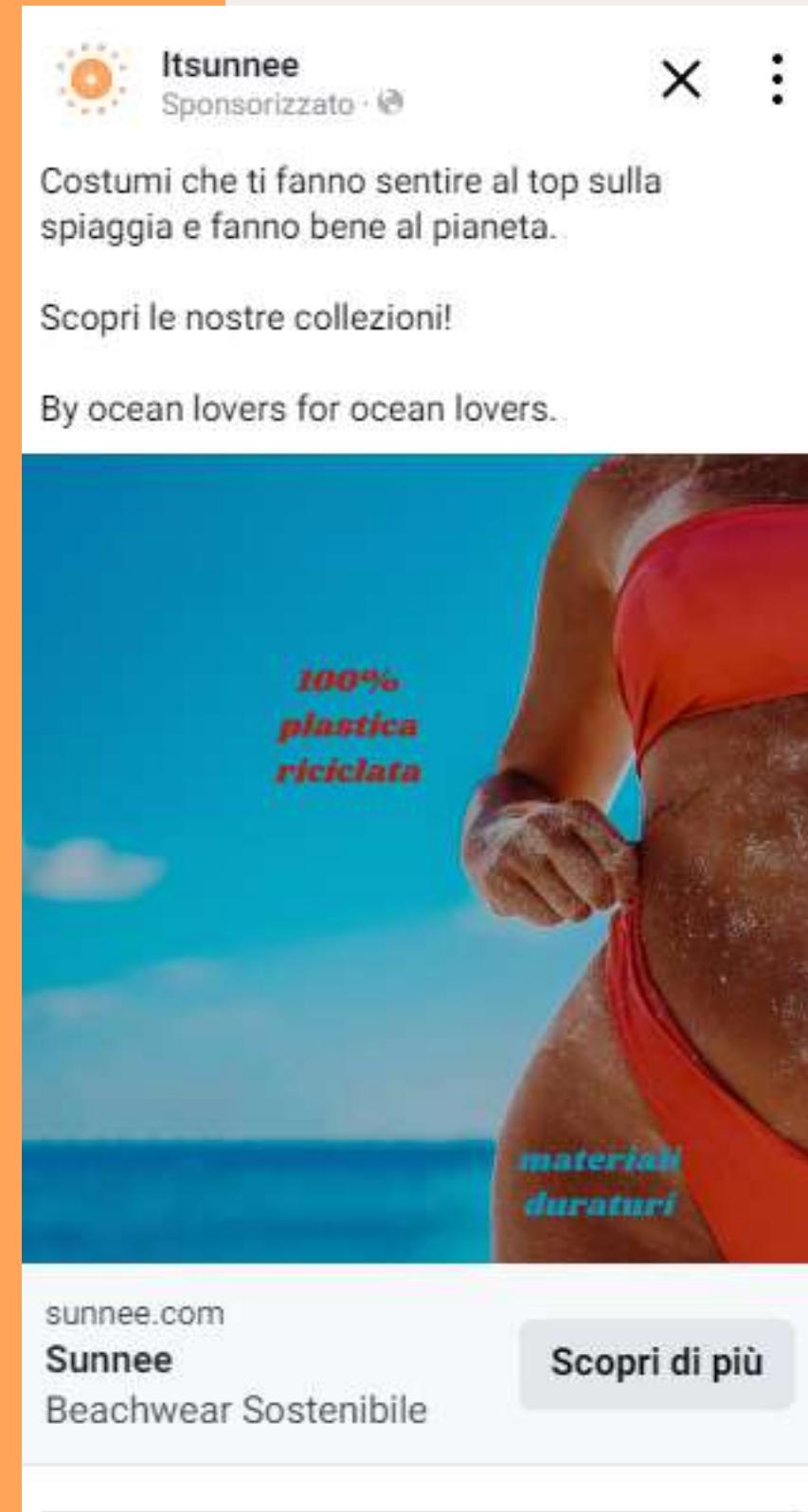


The ads will have simple and effective copy, and will be product-centered. So in any creative, the spotlight will be on aesthetic images of products.



08

CREATIVES

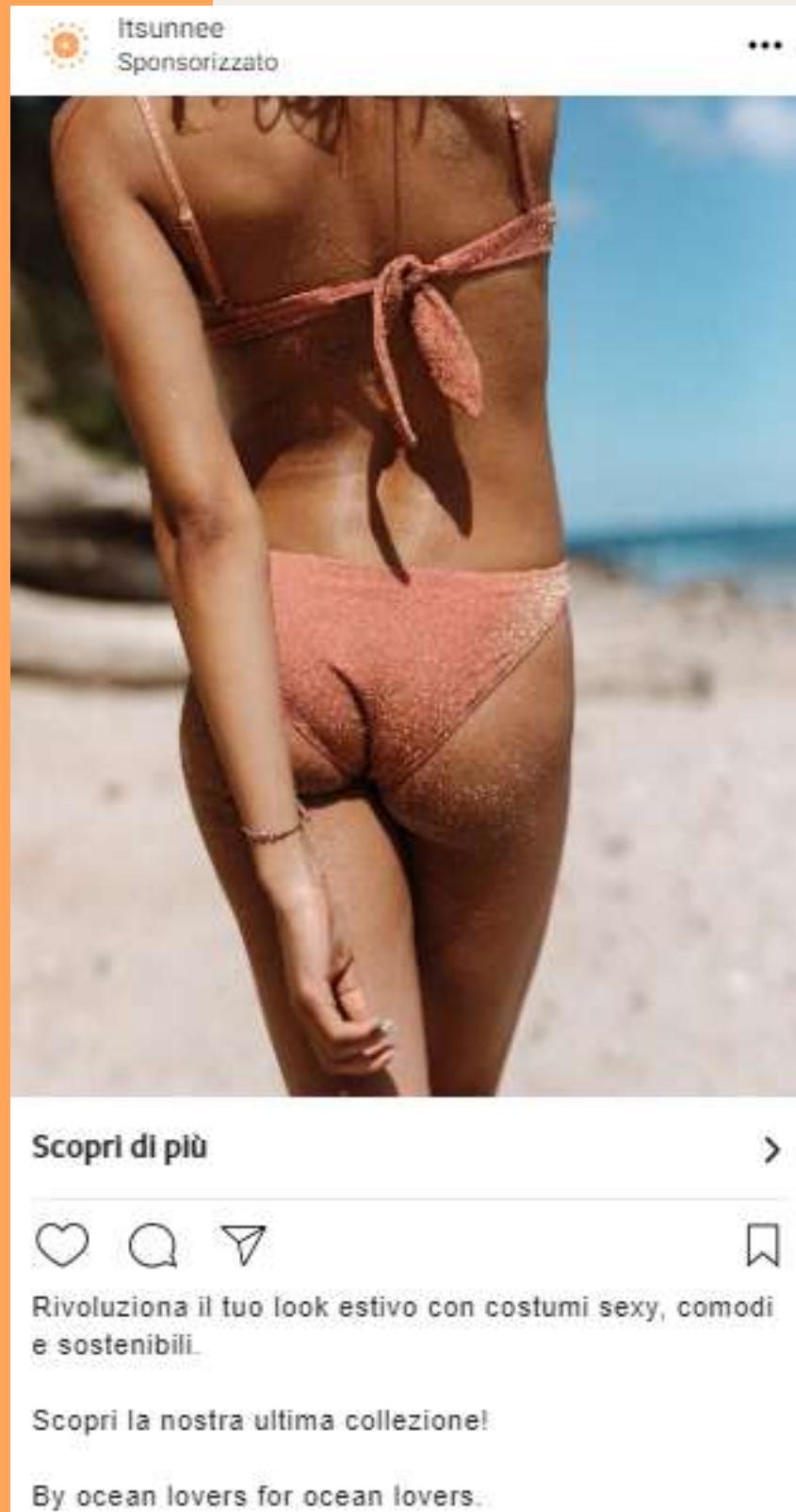


TOFU (ENVIRONMENTALISTS)

The ad is aimed at environmentalists and sustainability enthusiasts. I chose to highlight that it is possible to have a great look at the beach without harming our planet.

In the graphic, I emphasize that the swimsuits are made from 100 percent recycled plastic and long-lasting materials.

In addition, we find the brand slogan: "By ocean lovers for ocean lovers."

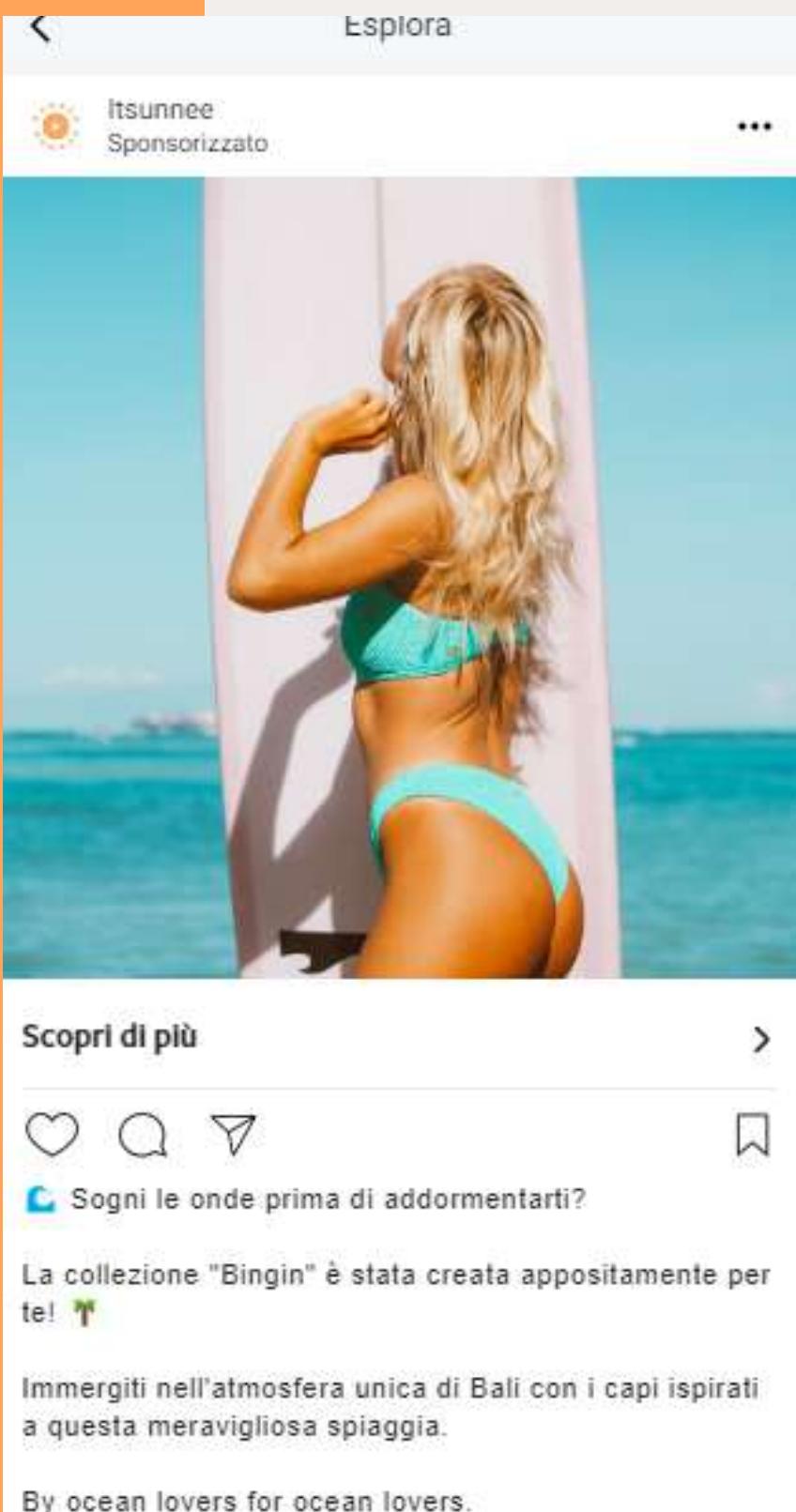


TOFU (FASHIONISTA)

From the analysis of competitor reviews, it is clear that women desire a costume that is both sexy and comfortable. In this context, I am capitalizing on this need.

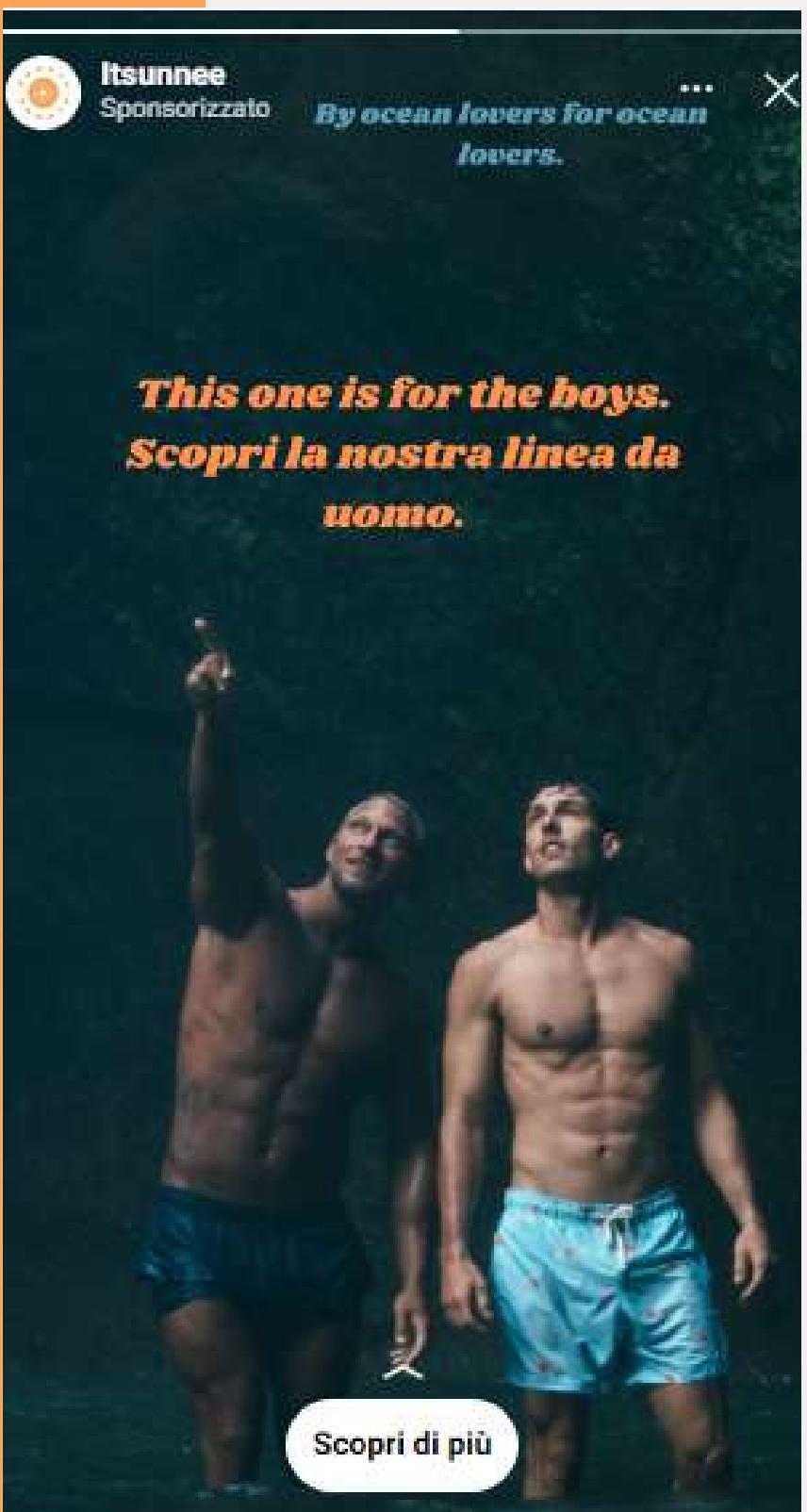
TOFU (SURFERS)

In this context, I refer to an exclusive collection designed for surfers, inspired by the name of a famous beach in Bali in order to evoke a tropical atmosphere.



TOFU (MEN)

Since most advertisements are geared toward a female audience, I made the decision to develop an ad dedicated exclusively to our men's line.



MOFU (1)

The first announcement aims to dispel any doubts among potential customers by emphasizing that the return is completely free, in order to encourage them to finalize their purchase.

A screenshot of a Facebook post from the page "Itsunnee". The post features a woman in a blue bikini standing outdoors near a large rock, looking up at the sky. The text on the post reads:
Non sei sicura del tuo bikini?
Non preoccuparti, sappiamo che la prima scelta non è sempre quella giusta.
Con il nostro servizio di reso gratuito, puoi essere certa di trovare il bikini perfetto per te.
La tua soddisfazione è la nostra priorità.

At the bottom, there is a call-to-action button labeled "Scopri di più".

MOFU (2)

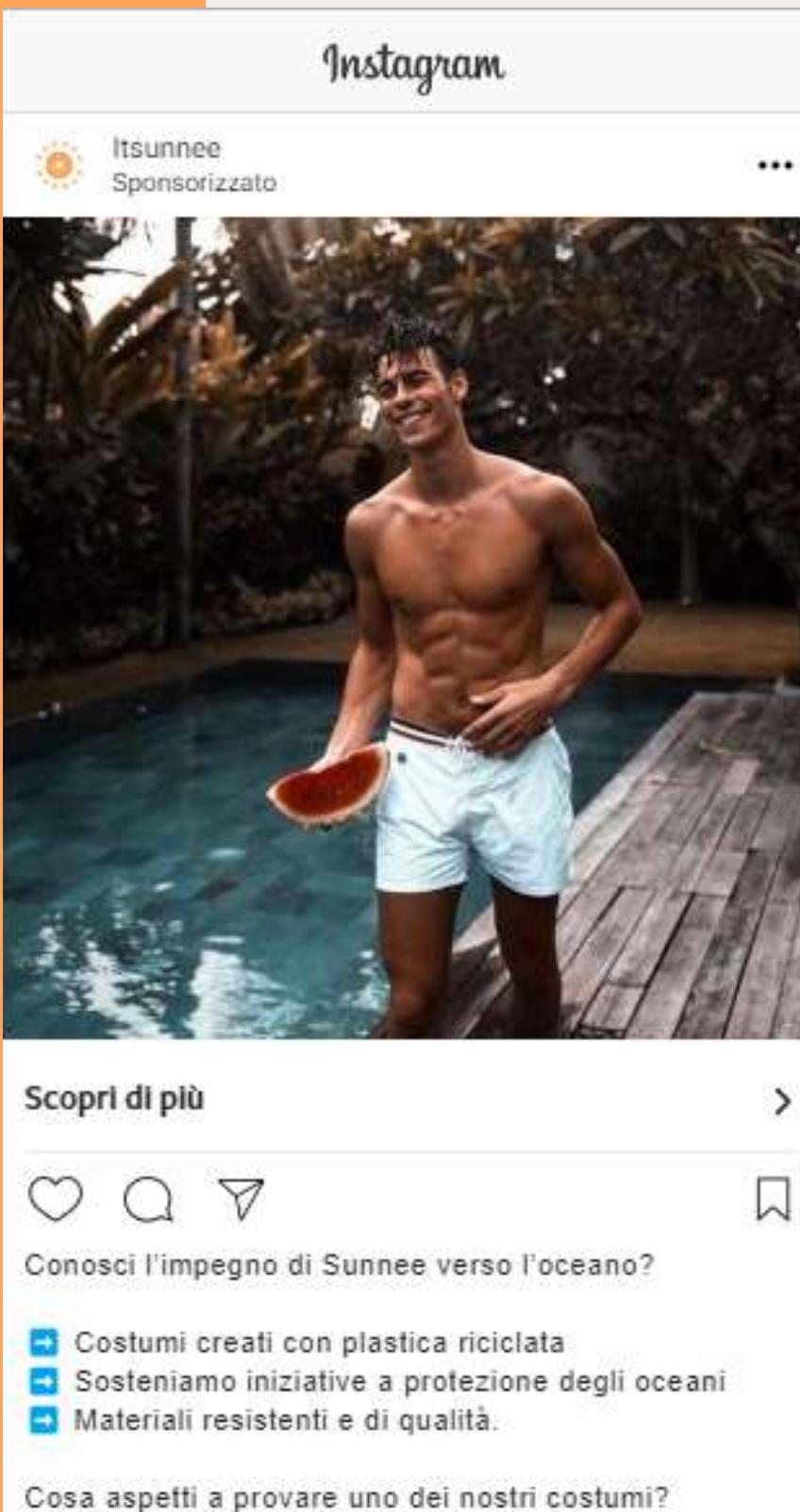


Also for this ad, our goal is to push customers to complete the purchase.

In this case, we wish to provide support to our audience through a size guide so that they can feel more confident about the fit of the products.

MOFU (3)

In conclusion, I would like to emphasize to our audience that we are a genuinely sustainable brand, dedicated to preserving and protecting the oceans, without ever compromising the quality of our products.



BOFU (1)



I want to inform customers that the new collection is about to be launched, and it includes limited edition pieces.

I therefore invite them to subscribe to our newsletter to stay constantly updated and have the opportunity to have early access to the products.

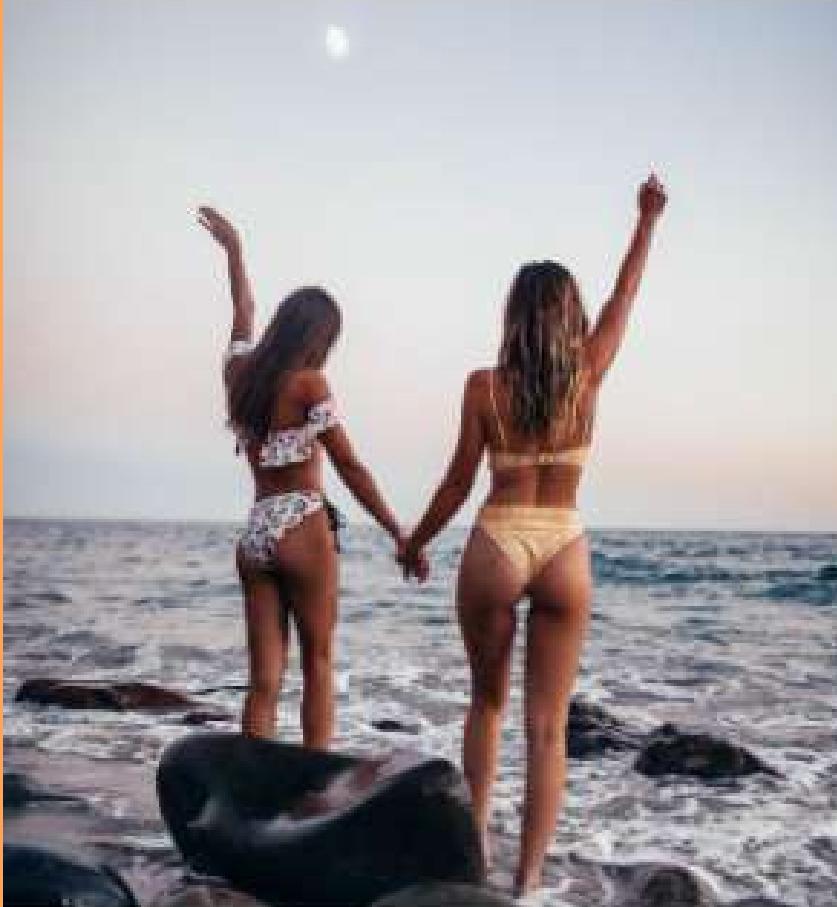
In this way, we can further enrich our contact database.

BOFU (2)

I am trying to convince customers by reminding them that if they buy two items, they can get a 20% discount.

Instagram

Itsunnee
Sponsorizzato



Scopri di più

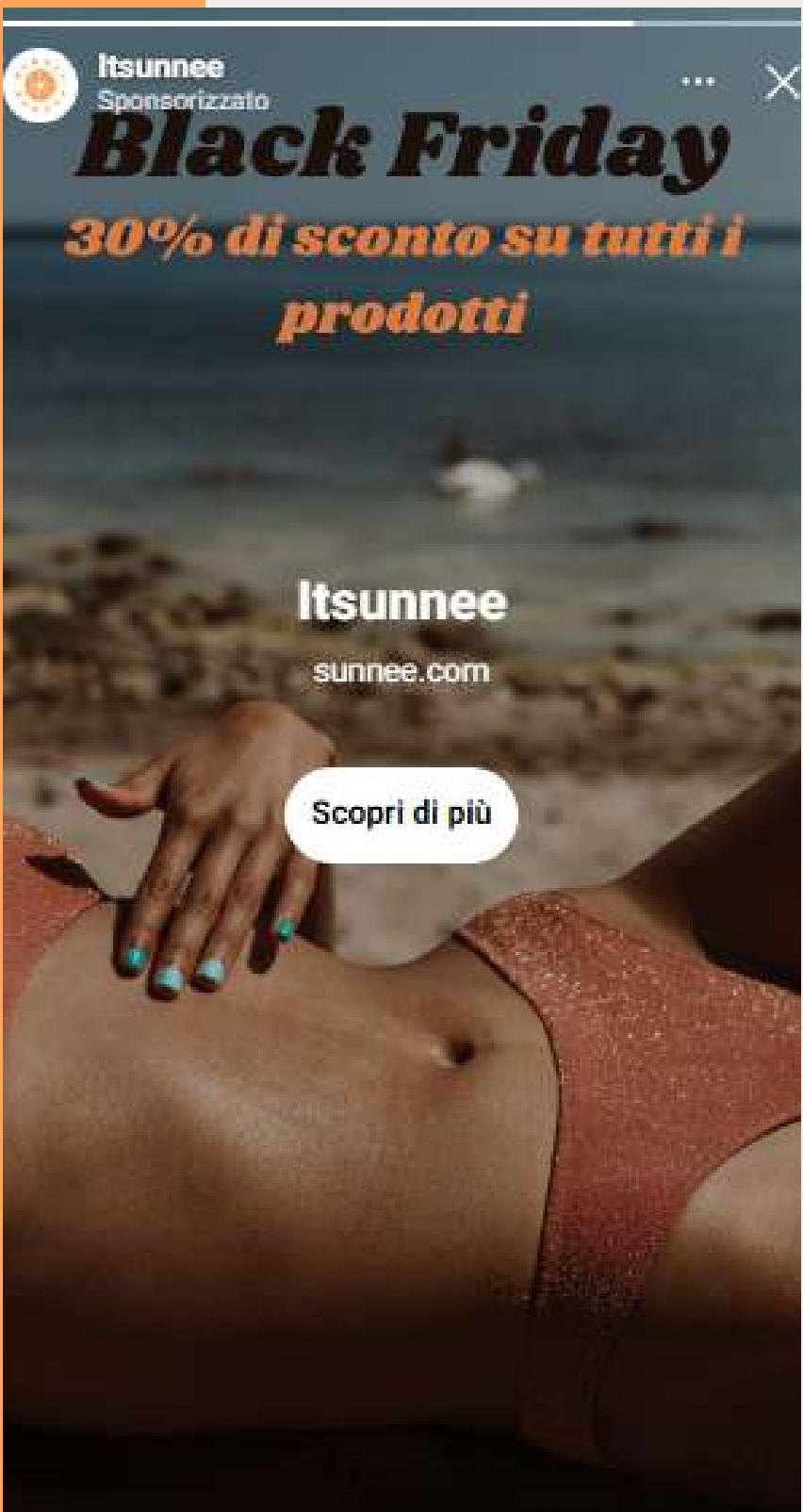
Heart icon | Comment icon | Share icon

Compro due costumi e ricevi il 20% di sconto.

By ocean lovers for ocean lovers.

BOFU (3)

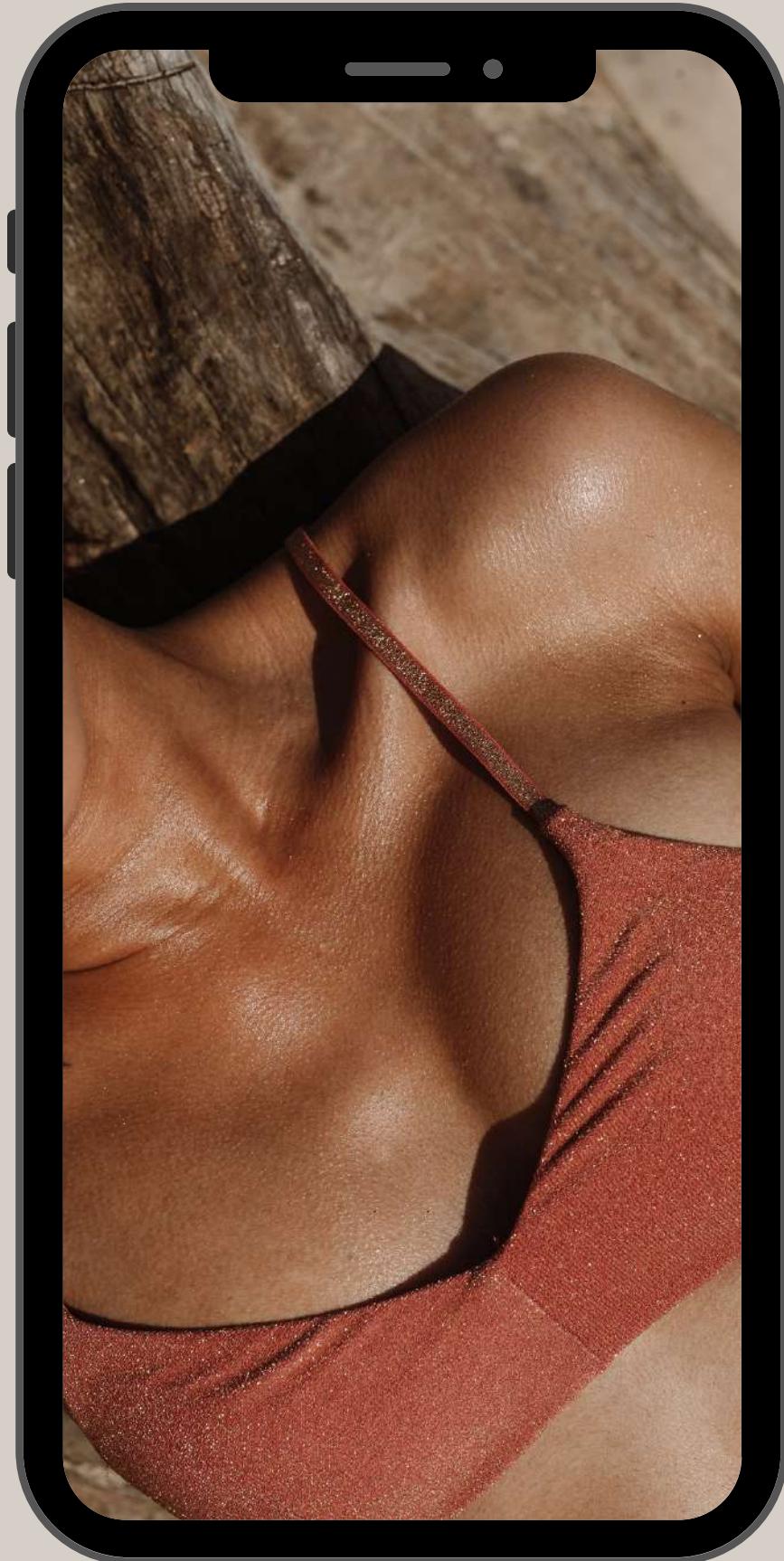
The last ad is dedicated to the most important time of the year, Black Friday.



09

BUDGET & OPTIMIZATION

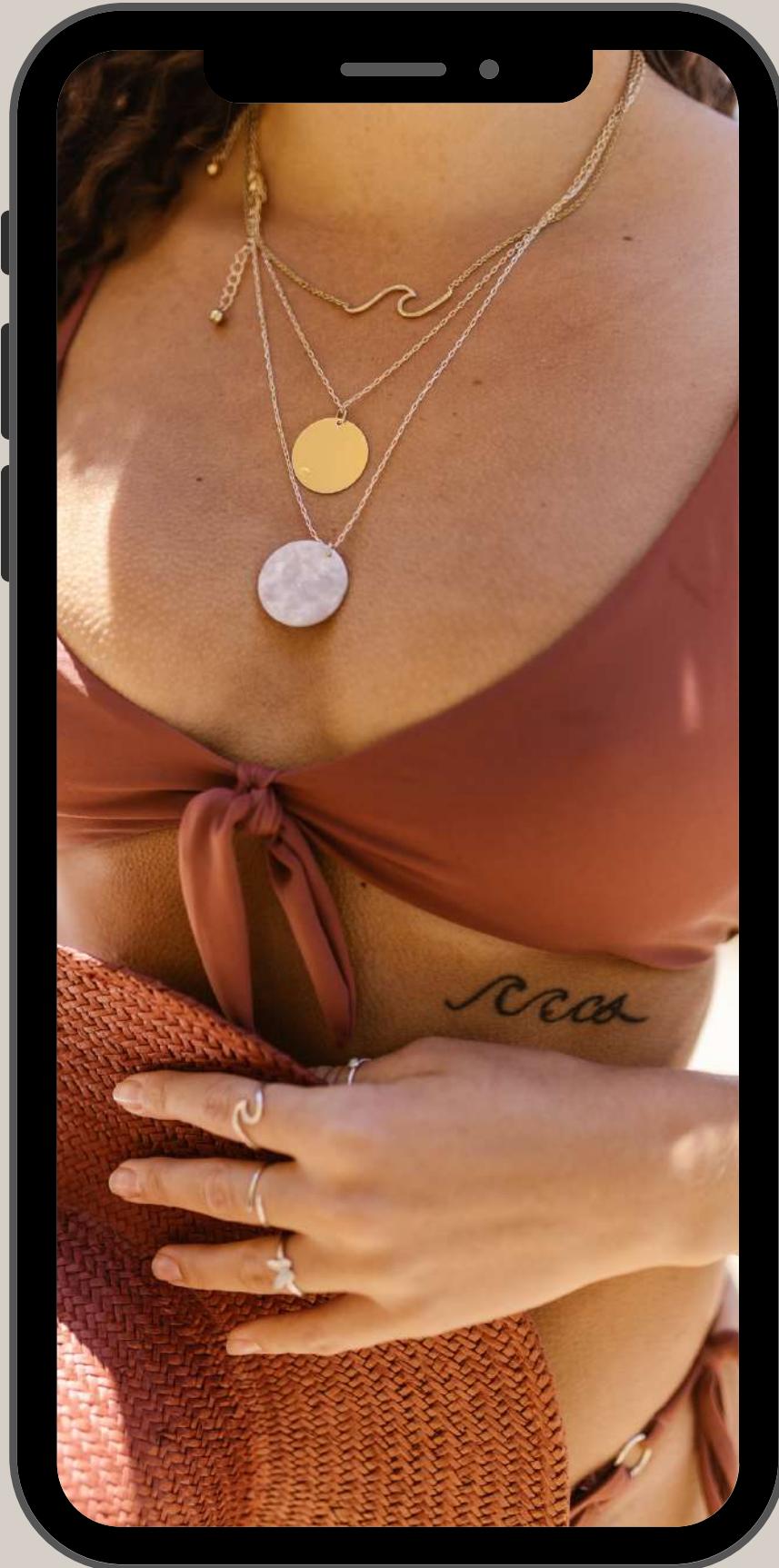
BUDGET



With a monthly budget of 2000€, I chose to allocate it as follows:

- 1600€ for TOFU campaigns
 - 200€ for MOFU campaigns
 - 200€ for BOFU campaigns
-

OPTIMIZATION



Next, I will proceed with optimizations based on the results obtained one week after the launch of the campaigns.

- The TOFU campaigns perform well on all targets, with slightly higher CPAs for the male audience. In this case, I make the decision to maintain the campaigns set up earlier, slightly reducing the budget for the male audience and distributing it more to the other adsets.
- I decide to increase the MOFU campaign budget targeted to those who interacted with social channels given the excellent results.
- I start implementing A/B tests with different creates and copy, such as a copy with emoji and a copy without, to see what works best with our audience.