

FOWLER HOMES — META AD CREATIVES

Static ad concepts for Facebook & Instagram. Screenshot at 2x for production-ready assets.

ANGLE 1 — COST CERTAINTY

"Fixed Price Means Fixed Price"

Addresses the #1 anxiety in NZ building right now — budget blowouts. Bold typographic treatment on red. Runs nationally.

FEED — SQUARE 1:1

THE AVERAGE NZ BUILD GOES OVER BUDGET

Fixed price means fixed price.

Your build price is locked in before we break ground. No surprises. No variations you didn't ask for.

**10-YEAR MASTER BUILD GUARANTEE**

1080 x 1080

STORY / REEL — 9:16



83%

of NZ builds experience
cost overruns*

Ours don't.

Fowler Homes lock in your price
before we break ground.
Fixed price contracts since 1984.

[GET A FIXED QUOTE](#)

1080 x 1920

ANGLE 2 — KNOCK DOWN & REBUILD

"Love the Street. Hate the House."

Taps into the tension of wanting to stay in your neighbourhood but outgrowing the home. Dark, punchy treatment.

FEED — SQUARE 1:1

KNOCK DOWN & REBUILD

Love the
street.
~~Hate the~~
~~house.~~

You don't need a new address.
You need a new home.

KNOCK DOWN & REBUILD SERVICE



1080 x 1080

ANGLE 3 — SOCIAL PROOF

Testimonial Cards

Real quotes from real families. Top half is a hero image of the completed home (placeholder shown). Run geo-targeted per region.

FEED — PORTRAIT 4:5

WAIKATO — CUSTOM DESIGN & BUILD



Our home is everything that we had imagined and so much more. It's a huge privilege to call this beautiful house our family home.

WYLIE FAMILY — WAIKATO



1080 x 1350

FEED — PORTRAIT 4:5

OTAGO — CUSTOM DESIGN & BUILD



A fantastic job, making our build a pleasurable experience and providing us an on time, on budget home that we will truly enjoy for many years to come.

WOOD FAMILY — OTAGO



1080 × 1350

ANGLE 4 — PROCESS DEMYSTIFICATION

"6 Steps to Your New Home"

Makes building feel approachable. Positions Fowler as the guide. Strong for people early in the consideration journey.

FEED — SQUARE 1:1

BUILDING MADE SIMPLE

6 steps from first chat to move-in day.

1

Initial Meeting

We chat about your section, budget, and wish list

2

Architectural Plans

Our designers draft your concept plans

3

Select Finishes

Choose fittings from our show rooms

4

Contract Signing

Fixed-price Master Build contract

5

Build Underway

Regular updates via construction software

6

Handover

Walk-through, keys, and 10-year guarantee

YOUR STYLE OF LIVING



1080 x 1080

ANGLE 5 — ANTI-CORPORATE / PERSONAL

"You'll Work With the Owner"

Run with a real photo of each region's Managing Director. Geo-targeted. The photo area is a placeholder — swap in an on-site portrait.

FEED — PORTRAIT 4:5

FOWLER HOMES WAIKATO

You won't deal with a call centre. You'll deal with us.

At Fowler Homes, you work directly with the owners and their management team. Not a sales rep. Not a head office. The people who run the business, build your home.



1080 x 1350

ANGLE 6 — PORTFOLIO / ASPIRATIONAL

"Custom Designed. Locally Built. Yours."

Let the beautiful homes do the talking. Full-bleed hero image with minimal text overlay. Swap placeholder for best photography.

FEED — SQUARE 1:1

YOUR STYLE OF LIVING

**Custom designed.
Locally built.
Yours.**

Every Fowler home starts with your ideas, your section, and your lifestyle. We bring it to life.

[VIEW OUR HOMES](#)



1080 x 1080

ANGLE 7 — HOUSE & LAND / DIRECT RESPONSE

Package Offer Card

Bottom-of-funnel conversion driver. Swap in actual renders, prices, and locations per region. Run as carousel of available packages.

FEED — PORTRAIT 4:5

HOUSE & LAND FROM
\$685,000

Turnkey

Fixed Price

CHRISTCHURCH SOUTH

The Ashton — 3 Bed, 2 Bath


🏠 142m² floor

🏡 450m² land

🚗 Double garage

10-YEAR GUARANTEE

MASTER BUILDER

 FOWLER
HOMES

YOUR STYLE
OF LIVING

1080 × 1350

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10/17

ANGLE 8 — PLANS COLLECTION

"Start With a Plan. Make It Yours."

Low-commitment entry point. Works as a carousel — each slide is a different plan type. Swap the schematic placeholder with actual plan images.

CAROUSEL CARD — SQUARE 1:1



Floor 2

Floor 1

Measurements Deemed Highly Reliable, But Not Guaranteed

The Mackenzie

Modern family living, customisable to your section

4

BEDROOMS

2

BATHROOMS

195

M² FLOOR

[Browse all plans at fowlerhomes.co.nz →](#)

1080 × 1080 (carousel card)

ANGLE 9 — BRAND HERITAGE

"40 Years of Building for Kiwis"

Story format for awareness/brand. The heritage angle builds implicit trust. Strong on Instagram Stories.

STORY / REEL — 9:16



1080 x 1920

ANGLE 10 — INTERIOR SHOWCASE CAROUSEL

"This is a Fowler Home"

Pure scroll-stopping portfolio work. Each card showcases a different room. Run as a carousel — 5 cards, minimal text, let the photography carry.

CARD 1 — KITCHEN

THIS IS A FOWLER HOME

**Designed for
the way you
actually live.**

[SEE MORE](#)

1080 x 1080

CARD 2 — LIVING

THIS IS A FOWLER HOME

**Your space.
Your style.**

SEE MORE



1080 x 1080

CARD 3 — OUTDOOR LIVING

THIS IS A FOWLER HOME

**Indoor-outdoor
flow, done right.**

SEE MORE



1080 x 1080

CARD 4 — ENSUITE

THIS IS A FOWLER HOME

**Every detail.
Considered.**

SEE MORE



1080 x 1080

CARD 5 — EXTERIOR

YOUR STYLE OF LIVING

Custom designed. Locally built. Yours.

Book a free consultation with your local Fowler Homes team.

[BOOK NOW](#)

1080 x 1080