

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 × 1080



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 × 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



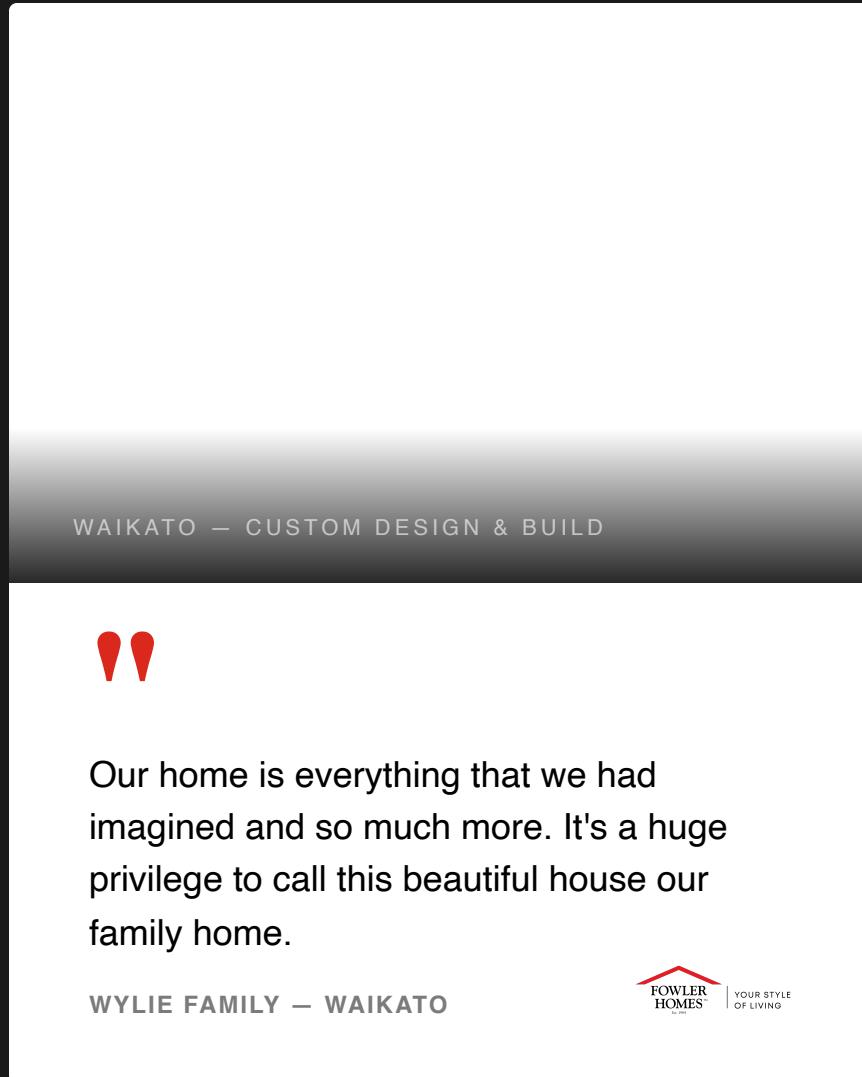
1080 × 1080

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



1080 × 1350

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

"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 × 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 × 1350

"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 × 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

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

The Mackenzie

Modern family living, customisable to your section

4 BEDROOMS	2 BATHROOMS	195 M ² FLOOR
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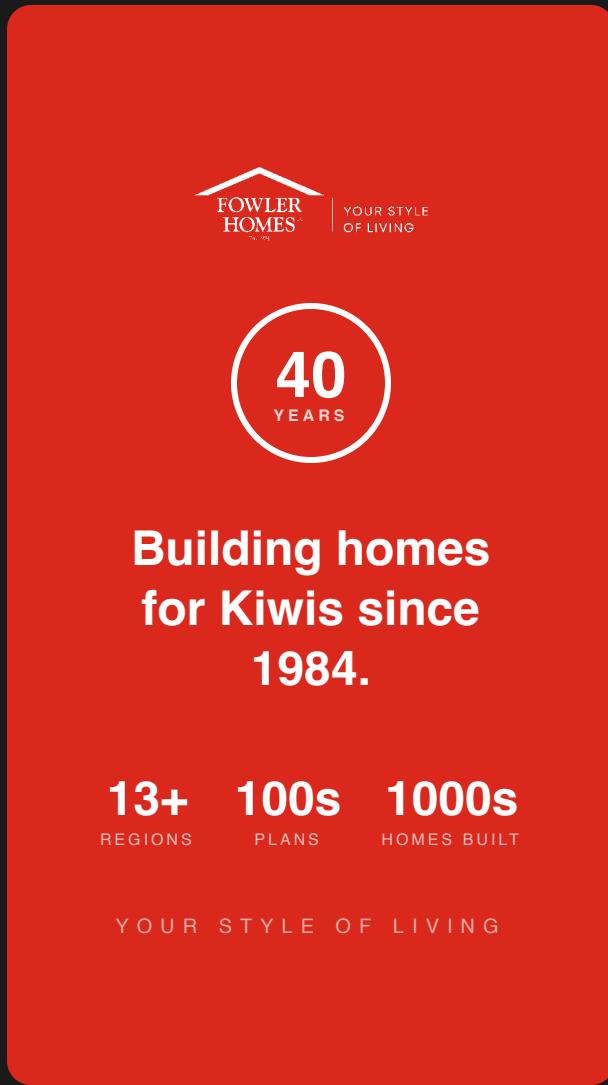
Browse all plans at fowlerhomes.co.nz →

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 × 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 × 1080

THIS IS A FOWLER HOME

**Your space.
Your style.**

SEE MORE



1080 × 1080

THIS IS A FOWLER HOME

Indoor-outdoor flow, done right.

[SEE MORE](#)



1080 × 1080

THIS IS A FOWLER HOME

**Every detail.
Considered.**

SEE MORE



1080 × 1080

YOUR STYLE OF LIVING

Custom designed. Locally built. Yours.

Book a free consultation with your local Fowler Homes team.

BOOK NOW



1080 × 1080