

FOWLER HOMES — GENERIC BRANDED ADS

Brand awareness creatives for Facebook & Instagram. All ad copy fields validated against Meta's required specifications. Character counts shown per field.

FIELD	SINGLE IMAGE / VIDEO	CAROUSEL (PER CARD)	STORIES / REELS
Primary Text	125 chars visible (before "See more")	80 chars recommended	125 chars visible
Headline	27–40 chars max	45 chars max	40 chars max
Description	18–30 chars (not all placements)	18 chars max	Not shown
CTA Button	Required — from Meta's list	Required — from Meta's list	Required — from Meta's list
Destination URL	Required	Required (per card or shared)	Required
Image Size	1080×1080 (1:1) or 1080×1350 (4:5)	1080×1080 (1:1)	1080×1920 (9:16)
Safe Zones (Stories)	—	—	250px top / 340px bottom

CONCEPT A — FULL-BLEED HERO

"Your Style of Living"

Let the photography do the heavy lifting. Minimal text overlay. Brand tagline front and centre. The image IS the ad — text just anchors it. Run with best exterior photography.

AD COPY — CONCEPT A

SINGLE IMAGE

PRIMARY TEXT 113 / 125 chars visible

Every Fowler home starts with a conversation. Your ideas. Your section. Your lifestyle. We bring it all together. ... See more

Custom designed, locally built, and backed by over 40 years of building experience across New Zealand.

Fowler Homes. Your style of living.

HEADLINE 20 / 40 chars

Your Style of Living

DESCRIPTION 22 / 30 chars

Custom homes since 1984

CTA BUTTON Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz

FEED — SQUARE 1:1



EST. 1984

Your style of living.

Custom designed homes across 13+ regions. Built by
locals, backed by 40 years.

FOWLERHOMES.CO.NZ

1080 × 1080

FEED — PORTRAIT 4:5



YOUR STYLE OF LIVING

Designed around how you **actually** live.


Every home is custom designed to your section, your budget, and your lifestyle.

40 YEARS BUILDING FOR
KIWIS



1080 x 1350

STORY / REEL — 9:16



SAFE ZONE — 250PX FROM TOP

YOUR STYLE
OF LIVING

YOUR STYLE OF LIVING

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

40 years building homes
for Kiwi families.

SWIPE UP TO LEARN MORE ↑

1080 × 1920

CONCEPT B — CLEAN EDITORIAL

"Built Around You"

Premium, clean white layout. Image does the aspiration, the text panel communicates trust. Stat badges reinforce credibility without being pushy.

AD COPY — CONCEPT B

SINGLE IMAGE

PRIMARY TEXT 102 / 125 chars visible

When you build with Fowler Homes, you deal directly with the owners. No call centres. No head office.
... See more

We build relationships as well as houses. Locally owned and operated across New Zealand since 1984.

HEADLINE 23 / 40 chars

Build With Fowler Homes

DESCRIPTION 19 / 30 chars

NZ-owned since 1984

CTA BUTTON Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz



Built around the way you live.

From first homes to forever homes — every Fowler home is custom designed to suit your section, budget, and lifestyle.

40+
YEARS

13+
REGIONS

1000s
HOMES



1080 x 1350



Proudly local. Proudly yours.

NZ-owned and operated since 1984. You work directly with the people who build your home.

40+
YEARS

13+
REGIONS



1080 × 1080

CONCEPT C — BOLD RED STATEMENT

"Since 1984. Still Family Owned."

No imagery. Pure brand statement on red. Strong for reach/frequency — instantly recognisable as Fowler. Thumb-stopping because it's different from every other builder ad showing a house.

AD COPY — CONCEPT C

SINGLE IMAGE

PRIMARY TEXT 122 / 125 chars visible

Fowler Homes has been building for Kiwi families since 1984. Locally owned. Locally operated. From Northland to Queenstown. ... See more

We're the builder who actually knows your neighbourhood. Your style of living.

HEADLINE 27 / 40 chars

40 Years Building for Kiwis

DESCRIPTION 19 / 30 chars

NZ-owned & operated

CTA BUTTON Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz

FEED — SQUARE 1:1

YOUR STYLE OF LIVING



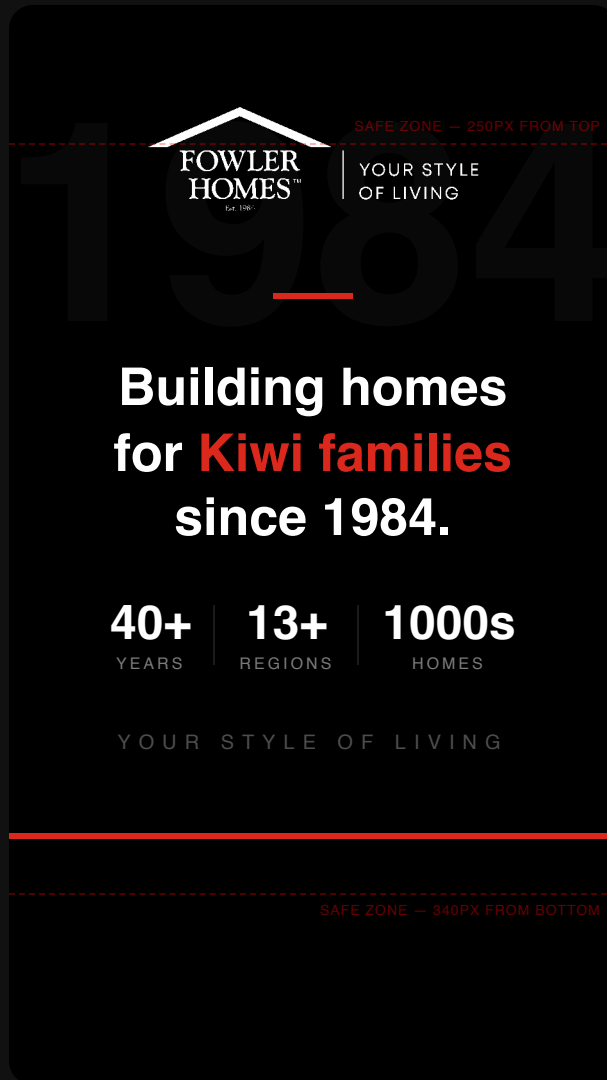
**Locally owned.
Locally built.
Since 1984.**

40+	13+	1000s
YEARS	REGIONS	HOMES BUILT

FOWLERHOMES.CO.NZ

1080 × 1080

STORY / REEL — 9:16



1984

FOWLER HOMES™
Est. 1984

SAFE ZONE — 250PX FROM TOP

YOUR STYLE
OF LIVING

**Building homes
for **Kiwi families**
since 1984.**

40+ | **13+** | **1000s**
YEARS | REGIONS | HOMES

YOUR STYLE OF LIVING

SAFE ZONE — 340PX FROM BOTTOM

1080 × 1920

CONCEPT D — DARK CINEMATIC

"Not Just a House. A Fowler Home."

Dark, moody, premium. Big hero image with a thin red bar accent separating image from text. Feels like a luxury brand, not a volume builder. Interior photography works best here.

AD COPY — CONCEPT D

SINGLE IMAGE

PRIMARY TEXT 121 / 125 chars visible

Kiwi families have trusted Fowler Homes for over 40 years. We design around how you actually live — your section, your way. ... See more

Not from a template, but from a conversation. Custom designed and locally built across 13+ regions.

See what's possible at fowlerhomes.co.nz

HEADLINE 16 / 40 chars

Not Just a House

DESCRIPTION 13 / 30 chars

A Fowler Home

CTA BUTTON Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz

FEED — PORTRAIT 4:5

YOUR STYLE OF LIVING

Not just a house. A Fowler Home.

Every detail considered. Every finish chosen by you. Custom
designed and locally built since 1984.

fowlerhomes.co.nz



YOUR STYLE
OF LIVING

1080 x 1350

FEED — SQUARE 1:1

CUSTOM DESIGN & BUILD

Where your ideas become home.

NZ-owned. 40+ years. 13+ regions. You work directly with the people who build your home.

fowlerhomes.co.nz



1080 × 1080

CONCEPT E — BRAND PILLARS CAROUSEL

"7 Reasons to Build With Fowler"

Carousel format — each card highlights one key brand pillar. Educational + brand building. Swipeable. End card drives to site. Directly mirrors the "7 Solid Reasons" from their brochure.

AD COPY — CONCEPT E

CAROUSEL (5 CARDS)

PRIMARY TEXT 78 / 80 chars (carousel limit)

What makes Fowler Homes different? It's not one thing — it's everything we do.

CTA BUTTON (ALL CARDS) Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz

CARD 1 — HERITAGE

HEADLINE Building for Kiwis since 1984 29 / 45
DESC 40+ years strong 16 / 18

CARD 2 — LOCALLY OWNED

HEADLINE Work directly with the owners 29 / 45
DESC NZ-owned & run 14 / 18

CARD 3 — CUSTOM DESIGN

HEADLINE Custom designed around you 25 / 45
DESC Your way, always 16 / 18

CARD 4 — FIXED PRICE

HEADLINE Fixed-price. No surprises. 26 / 45
DESC On time, on budget 18 / 18

CARD 5 — GUARANTEE (END CARD)

HEADLINE Build with peace of mind 24 / 45
DESC 10-year guarantee 17 / 18

CARD 1 — HERITAGE

1



WHY FOWLER HOMES

Building for Kiwis since 1984.

One of the longest-standing building companies in New Zealand. Four decades of quality construction and trusted relationships.



1080 x 1080

CARD 2 — LOCALLY OWNED

2



WHY FOWLER HOMES

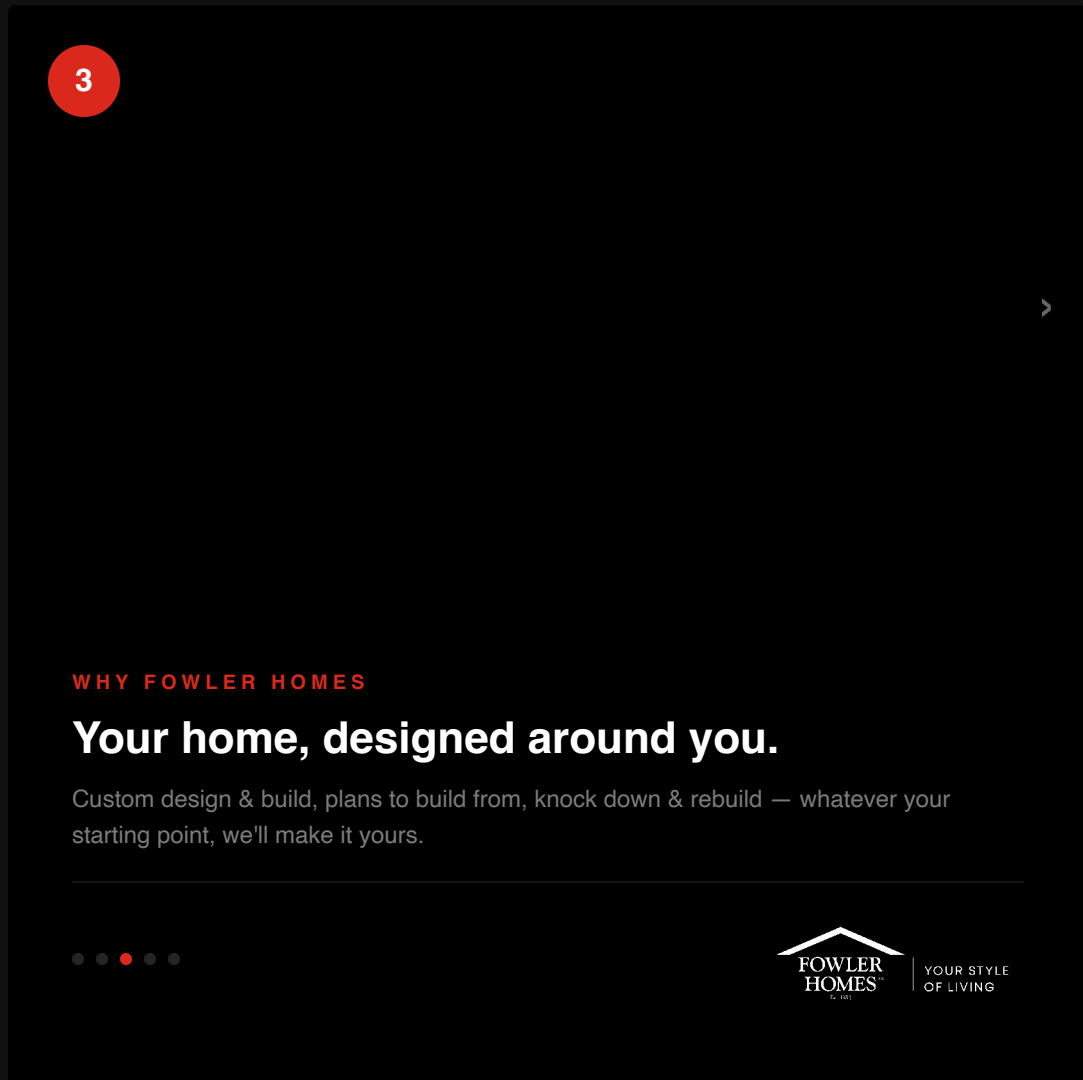
You work directly with the owners.

NZ-owned and operated. Every region is run by local managing directors — not a faceless head office. The people who run it, build it.



1080 × 1080

CARD 3 — CUSTOM DESIGN




3

WHY FOWLER HOMES

Your home, designed around you.

Custom design & build, plans to build from, knock down & rebuild — whatever your starting point, we'll make it yours.

● ● ● ● ●

 FOWLER HOMES
c. 1861

YOUR STYLE OF LIVING

1080 × 1080

CARD 4 — FIXED PRICE

4



WHY FOWLER HOMES

Fixed-price contracts. No surprises.

Group pricing from top suppliers means we lock in your price before we start. On time, on budget — that's the Fowler way.



1080 x 1080

CARD 5 — GUARANTEE (END CARD)

WHY FOWLER HOMES

YOUR STYLE
OF LIVING

Build with peace of mind.

Every Fowler home comes with a 10-Year Master Builder
Guarantee. Your home is protected. So is your investment.

10-Year
GUARANTEE**Master**
BUILDERS

FOWLERHOMES.CO.NZ

1080 × 1080

CONCEPT F — "BUILD WITH US" HERO

"Build With Us"

Inspired by the "Build With Us" brochure. Warm, inviting. The split dark layout gives it a premium feel while letting the image speak. Best for awareness reach.

AD COPY — CONCEPT F

SINGLE IMAGE

PRIMARY TEXT 106 / 125 chars visible

Thinking about building? Fowler Homes has been helping Kiwi families bring their vision to life since 1984. ... See more

Whether it's your first home, a custom design, or a knock down and rebuild — we'll build it. Over 40 years. 13+ regions. Let's start with a conversation.

HEADLINE 23 / 40 chars

Build With Fowler Homes

DESCRIPTION 17 / 30 chars

Start with a chat

CTA BUTTON Required

Learn More

DESTINATION URL Required

https://www.fowlerhomes.co.nz

EST. 1984

Build with us.

Custom design & build. Plans collection. House & land. Knock down & rebuild. Whatever your dream — we'll build it.

Your style of living



YOUR STYLE
OF LIVING

1080 × 1350

FEED — SQUARE 1:1



FOWLER HOMES

Build with us.

First home. Dream home. Investment home. Custom
designed and locally built since 1984.

FOWLERHOMES.CO.NZ



1080 × 1080