

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



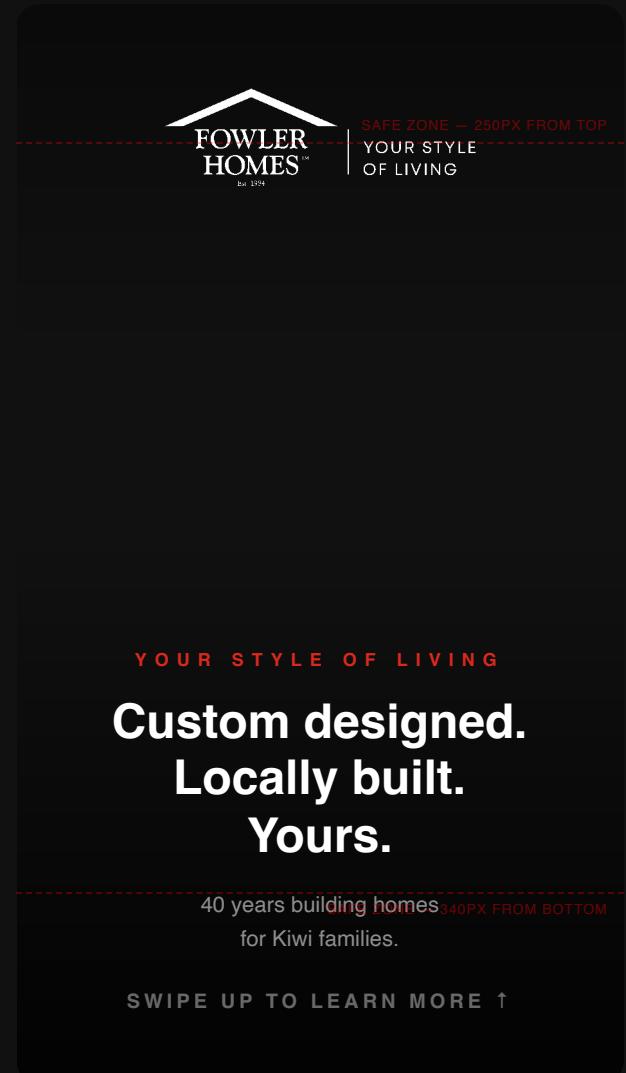
YOUR STYLE OF LIVING

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 × 1350



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>

Fowler Homes | YOUR STYLE OF LIVING
Your Style of Living. Since 1944.

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 × 1350

WE ARE FOWLER HOMES
WE ARE LOCAL. WE ARE YOURS.

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>

YOUR STYLE OF LIVING

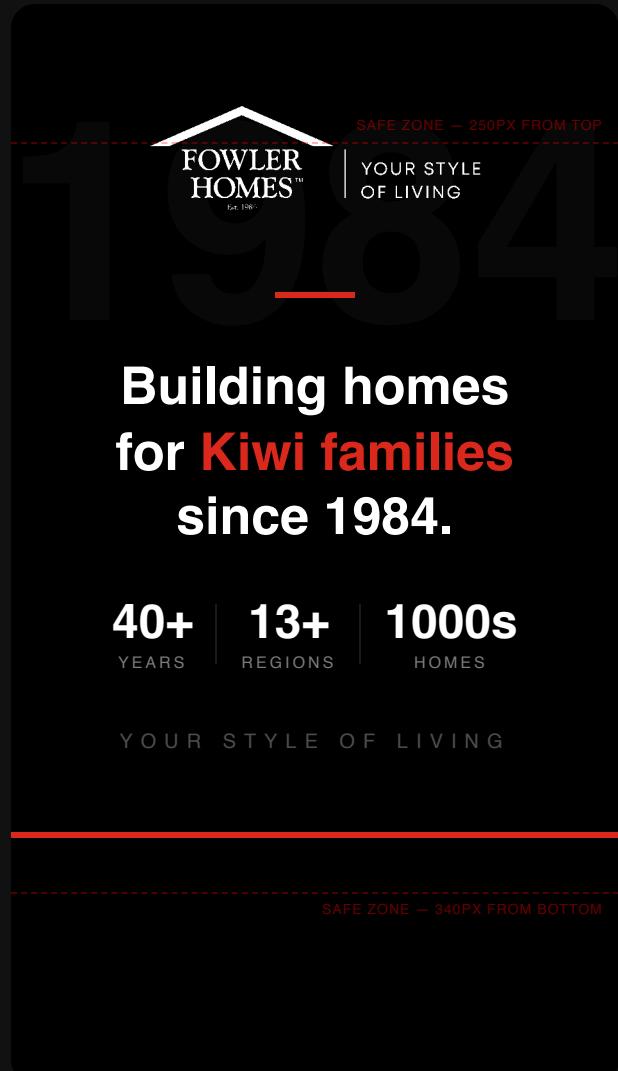


**Locally owned.
Locally built.
Since 1984.**

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

FOWLERHOMES.CO.NZ

1080 × 1080



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>

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



1080 × 1350

C U S T O M D E S I G N & B U I L D

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

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 × 1080

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

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.



1080 × 1080

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 × 1080

WHY FOWLER HOMES



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 Master
GUARANTEE 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



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