



Marketing Strategies That Drive Business Impact

Case Studies **in** Growth, Performance, **and** Brand Building

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Growth Marketer | Paid Media & Performance Strategy

About Me

I'm a **Growth Marketer** with a strong foundation in **paid media and performance strategy**, working end-to-end from problem definition to execution and optimization.

I focus on translating **business and growth objectives** into clear marketing strategies, shaping brand narratives where needed, and activating across paid social and search to drive awareness, consideration, and conversion. My work balances brand impact with performance efficiency, using data, creative insights, and platform expertise to guide decisions.

My experience spans:

- Global brand and awareness campaigns
- Performance and revenue growth for time-bound and conversion-driven initiatives
- Scalable growth systems and operational efficiency
- Go-to-market launches and trust-building in new and emerging categories

I care about what actually moves the business beyond vanity metrics, and I approach growth with a mix of **strategic clarity, hands-on execution, and continuous optimized learning**.

I enjoy working with teams who value clarity, curiosity, and thoughtful execution. I'm at my best when solving meaningful growth problems together.

Executive Summary

- This portfolio brings together growth work across global brands, FMCG, fintech, events, and public-interest initiatives, including **Ray-Ban Meta (via VaynerMedia)**, **Fonterra**, **Colgate Malaysia**, **Podcast Movement**, **Possible.Net**, and **EndCOV**.
- While the contexts and objectives differ, the case studies collectively demonstrate a consistent approach to growth:
 - At global brand scale (Ray-Ban Meta), the work shows how **social-first media strategy** can build awareness and consideration for a new product category, using platform-native execution and brand lift measurement to guide decisions.
 - In complex, multi-market FMCG environments (Fonterra), the focus shifts to operational efficiency: designing scalable creative systems that **improve speed-to-market** while driving measurable performance gains.
 - For legacy brands entering new platforms (Colgate Malaysia), the work highlights how **cultural relevance**, **content systems**, and **platform behavior** can be balanced with brand guidelines to establish credibility and engagement with younger audiences.
 - In performance-driven, time-bound scenarios (Podcast Movement), the emphasis is on **capturing high-intent demand** and converting it efficiently into revenue within a limited sales window.
 - For trust-sensitive and emerging categories (Possible.Net, EndCOV), the work demonstrates how **education-led communication and credibility-building** can accelerate adoption and public understanding, particularly in high-uncertainty environments.
- Taken together, these case studies reflect a growth approach that connects strategy, brand, and paid media execution, prioritizing systems over one-off campaigns, platform-native thinking over generic playbooks, and business impact over surface-level metrics.

Case Study 1

Scaling Attention and Brand Salience for a New Category at Global Scale

How Ray-Ban Meta AI Glasses drove awareness and consideration across key global markets through a full-funnel, multi-platform media strategy, combining cultural relevance, creator partnerships, and premium reach.



Context

Ray-Ban Meta AI Glasses represent a new consumer technology category at the intersection of fashion, wearables, and AI.



Challenge

The challenge was to introduce and scale awareness for this product across multiple regions (US, UK, DE, FR, IT, ES, AU and more) in a highly cluttered media environment, while positioning the brand as both culturally relevant and technologically credible.

OBJECTIVES



- Drive top-of-funnel awareness at scale across key markets
- Build early consideration for a new wearable technology
- Achieve efficient reach and frequency across social, video, CTV, and OOH
- Generate statistically significant brand lift through BLS and Kantar studies

MY ROLE (PAID MEDIA MANAGER)



- Led channel planning and budget allocation across a full-funnel, multi-platform ecosystem
- Translated business and brand goals into platform-specific media tactics
- Oversaw in-flight optimization, creative rotation, and pacing across markets
- Synthesized performance, brand lift, and reporting into decision-ready insights for clients and leadership at Meta

SOCIAL-FIRST MEDIA STRATEGY

Strategic Principles Applied Across Social

1. Full-Funnel Sequencing

- Broad reach for awareness
- Retargeting and high-intent segments for consideration
- Frequency management to balance impact and fatigue

2. Platform-Native Creative

- Vertical, sound-on, creator-style formats
- First 3-second hook, human-first storytelling, and lifestyle integration
- UGC-style

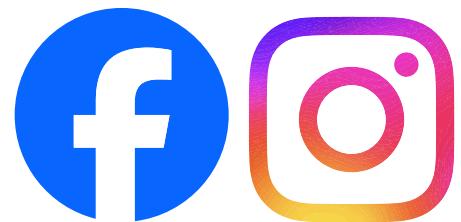
3. Creative & Audience Experimentation

- Multiple creative lengths, formats, and storytelling angles
- Audience testing across fashion, tech intenders, creators' followers, and lifestyle cohorts

4. Performance-Led Optimization

- In-flight creative rotation based on VTR, CTR, Ad Recall, and lift signals
- Budget reallocation toward high-performing platforms, formats, and audiences

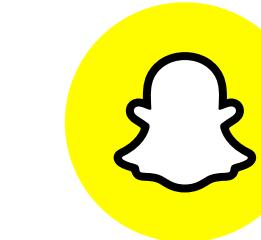
Meta



TikTok



Snap

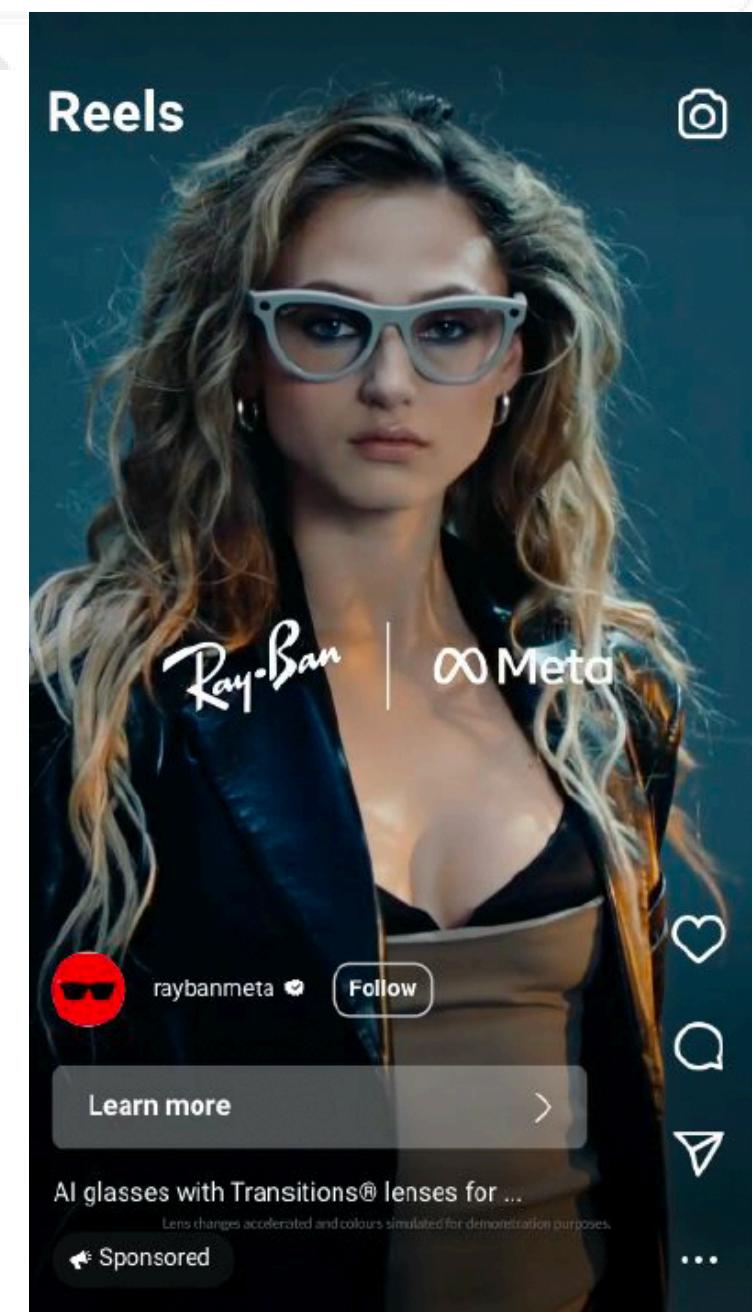
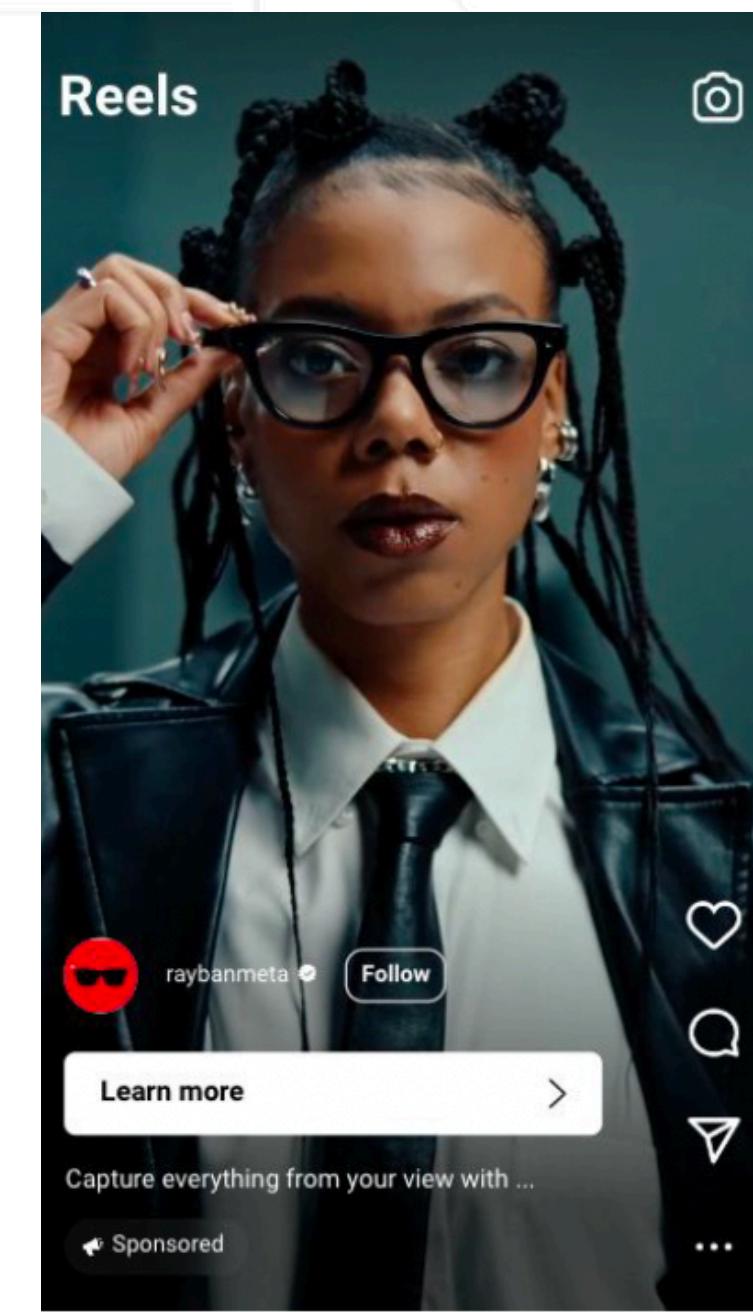
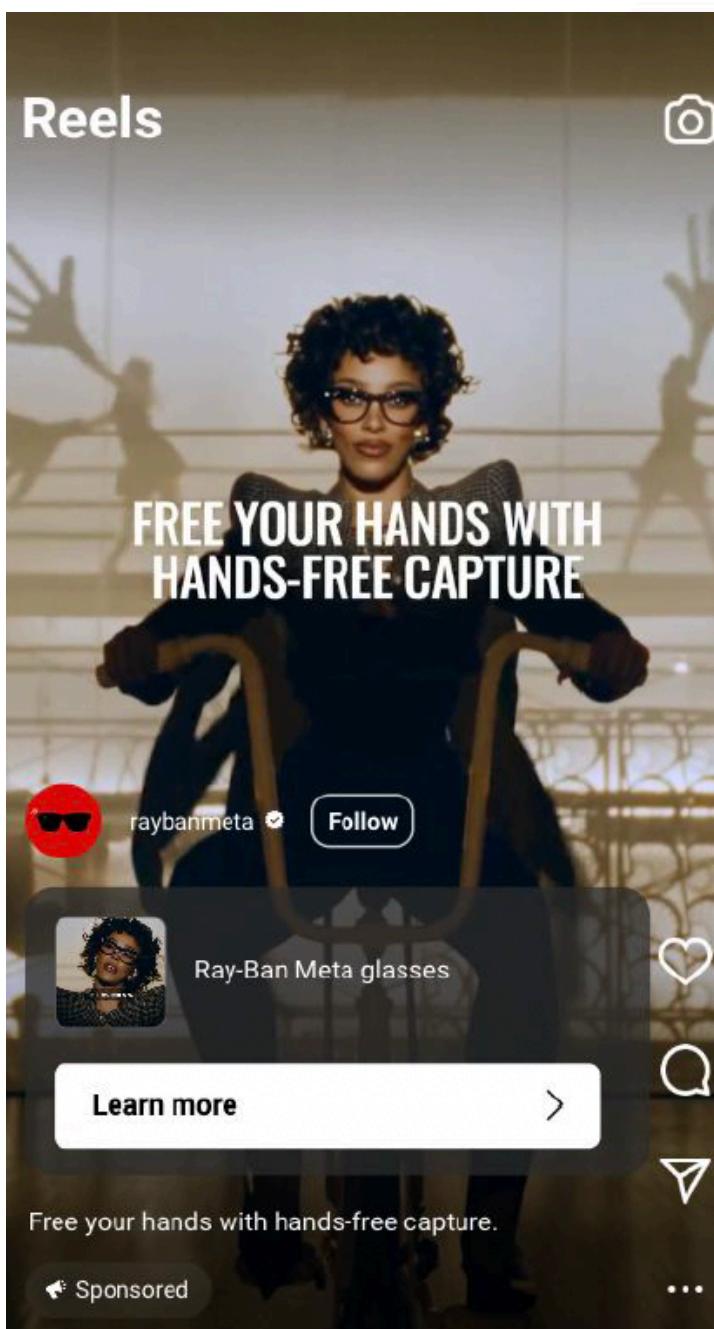
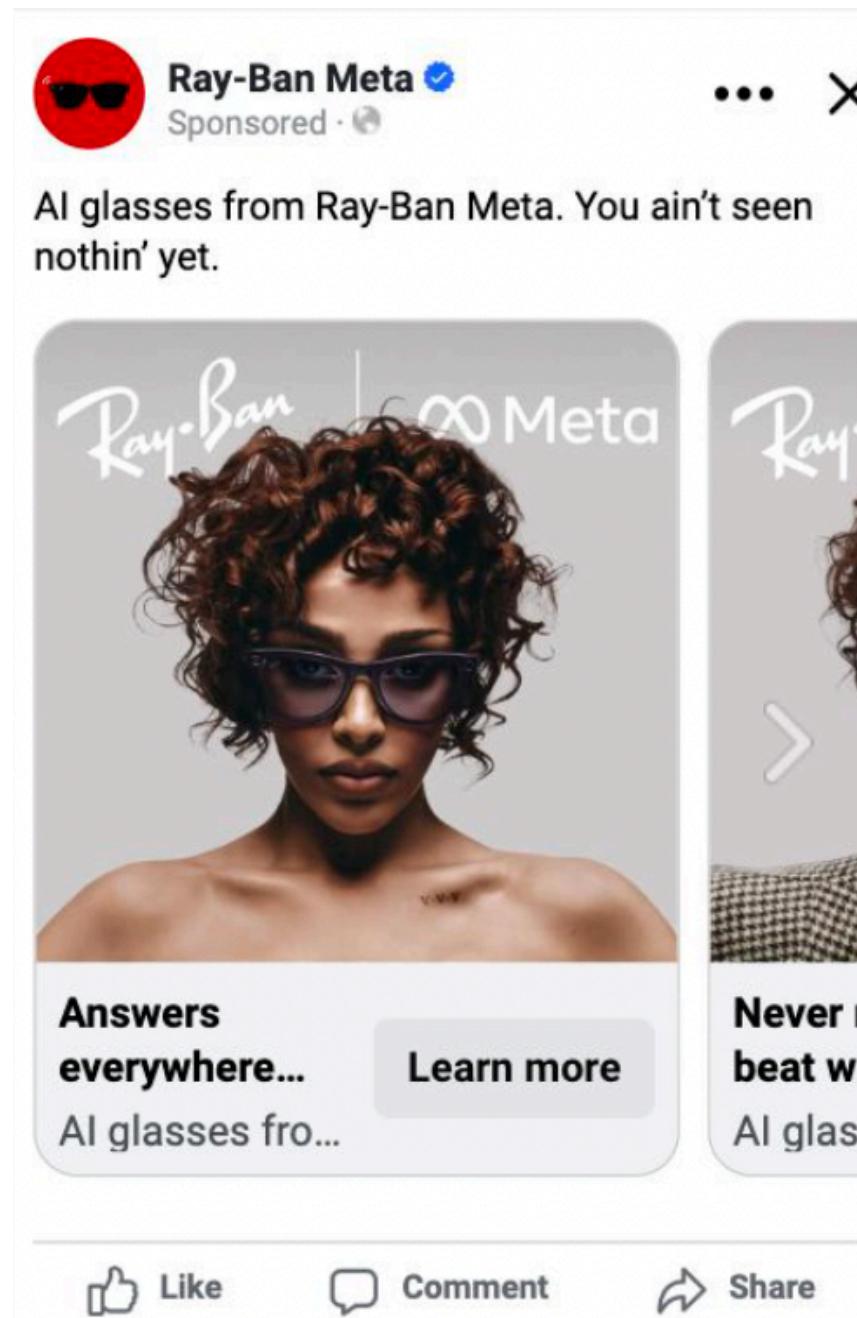


Reddit & Pinterest



Platform-Native Paid Social Activation

Creative-first, full-funnel social deployment optimized in real time across Meta, TikTok, Snap, Pinterest, and Reddit to scale awareness and drive brand lift for Ray-Ban Meta AI Glasses



reddit

u/raybanmeta • Promoted

Ray-Ban Meta Glasses with Meta AI

With Meta AI

HEY META,
TELL ME TODAY'S
TOP STORIES

Ray-Ban | 00 Meta

Reddit is only for select users and languages

reddit.com

Business Impact: Driving Measurable Brand Lift and Efficient Reach at Global Scale

Awareness & Consideration Lift (Proof of Impact)	Attention at Scale, with Efficiency	Creative & Audience Learnings (What Actually Worked)	Strategic Takeaways for Future Growth
<ul style="list-style-type: none">Statistically significant lifts in Ad Recall, Awareness, and Consideration across key markets (Meta BLS, YouTube BLS, Kantar)Awareness lifts of up to +20pp (UK), +21pp (US) in key studiesPositive movement across priority audiences (Fashion, Intenders, Lifestyle, 25–34, 35–44)Efficient Cost per Lifted User across multiple markets and platforms	<ul style="list-style-type: none">Delivered and often exceeded planned reach and impression targets across regionsStrong VTR and VCR across social and video placements, indicating high creative resonanceCPMs and CPLU outperforming benchmarks in several key marketsBalanced premium placements (high impact) with scalable social formats (efficiency)	<ul style="list-style-type: none">Creator-led and lifestyle storytelling drove stronger Ad Recall and engagement than purely product-led assetsShorter formats (6s–15s) outperformed longer cuts in completion and efficiencyFashion, Entertainment, and Tech-intender audiences showed consistently higher lift and engagementDesktop and CTV environments delivered strong brand lift, validating the role of immersive screens even in a social-first plan	<ul style="list-style-type: none">For emerging tech categories, cultural relevance + platform-native creative are as important as reachSocial is not just a distribution channel, but a learning engine:<ul style="list-style-type: none">Fast feedback loopsRapid creative iterationReal-time budget reallocationBrand impact should be evaluated through lift and quality of attention, not impressions alone

Case Study 2

Developing a Scalable Creative System for High-Velocity E-commerce Growth

How Fonterra standardized and automated multi-brand, multi-market creative production to cut time-to-market by 40% and improve conversion performance by 30% in a performance-driven retail environment.

From fragmented creative execution to a repeatable, data-led growth engine.



Context

Fonterra operates across 6 markets in APAC (VN, TH, MY, SG, PH, NZ) in a fast-moving e-commerce environment (Shopee, Lazada, social commerce), managing multiple brands, SKUs, and monthly promotional cycles.



Challenge

Creative production and localization were too slow and fragmented to keep pace with platform-driven retail moments.

In e-commerce, speed to market = conversion opportunity. Delays meant lost momentum during key sales periods.

OBJECTIVES



- Reduce creative turnaround time across markets
- Standardize brand and performance best practices
- Enable fast localization without losing brand consistency
- Improve conversion through rapid testing and iteration

MY ROLE (STRATEGY + EXECUTION)



- Identified creative speed as a performance bottleneck
- Designed a scalable, data-driven creative template system
- Led alignment between media, creative, and local market teams
- Embedded performance learnings into repeatable production frameworks

Modular Creative System for Scalable E-commerce Performance

A standardized, performance-led template architecture enabling rapid localization and continuous optimization across 6 markets.



Attention Drivers
Human element and visual hierarchy designed to stop the scroll in crowded e-commerce feeds.

Brand & Platform Anchors
Logo, platform badges, and brand cues to ensure instant recognition and trust.

Value Communication Layer
Clear display of key product benefit, promotion, and price to drive consideration.

Conversion Layer
SKU clarity, offer framing, and CTA optimized for fast decision-making.

Performance Testing Layer
Fixed structure with flexible elements (copy, visuals, colors, offers) to enable rapid A/B testing and iteration.

BUY NOW



Business Impact: Speed, Consistency, and Conversion at Scale

Time-to-Market Efficiency	Brand & Execution Consistency	Performance Uplift
<ul style="list-style-type: none">• 40% reduction in creative production turnaround• Enabled faster participation in high-velocity retail moments (mega sales, paydays, flash deals)	<ul style="list-style-type: none">• Unified visual system across social and e-commerce• Faster recognition and reduced fragmentation across 6 markets	<ul style="list-style-type: none">• ~60% increase in CTR over 6 months (2.62% → 4.2%)• Higher conversion efficiency driven by:<ol style="list-style-type: none">1. More frequent testing2. Faster iteration cycles3. Focus on high-performing visual and message patterns

By treating creative as a scalable operating system rather than one-off assets, we increased both speed and commercial impact in a performance-driven e-commerce environment.

ONE OF MY BEST TIKTOK FINDS

Case Study 3

Boosting Brand Relevance on TikTok for a Legacy FMCG Brand

How Colgate Malaysia established a strong TikTok presence to connect with younger audiences through platform-native, trend-aware content.



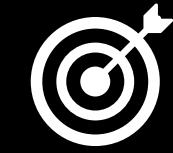


Context & Challenge

Colgate is a global FMCG brand with strong household penetration, but TikTok presented a new challenge: a fast-moving, creator-led platform dominated by younger audiences who expect entertainment, authenticity, and relevance, not traditional advertising.

The goal was not just to “be on TikTok,” but to show up in a way that felt native, engaging, and consistent with the brand.

OBJECTIVES



- Establish Colgate Malaysia’s TikTok and TikTok Live presence
- Reach and engage younger audiences (18–34)
- Support new product launches through social-first content
- Balance brand guidelines with platform creativity

MY ROLE (STRATEGY & PAID MEDIA)



- Led TikTok content strategy and framework development
- Defined content pillars and operating workflows for scalable production
- Guided performance-led iteration using engagement and audience feedback
- Ensured brand consistency while adapting content to platform-native formats

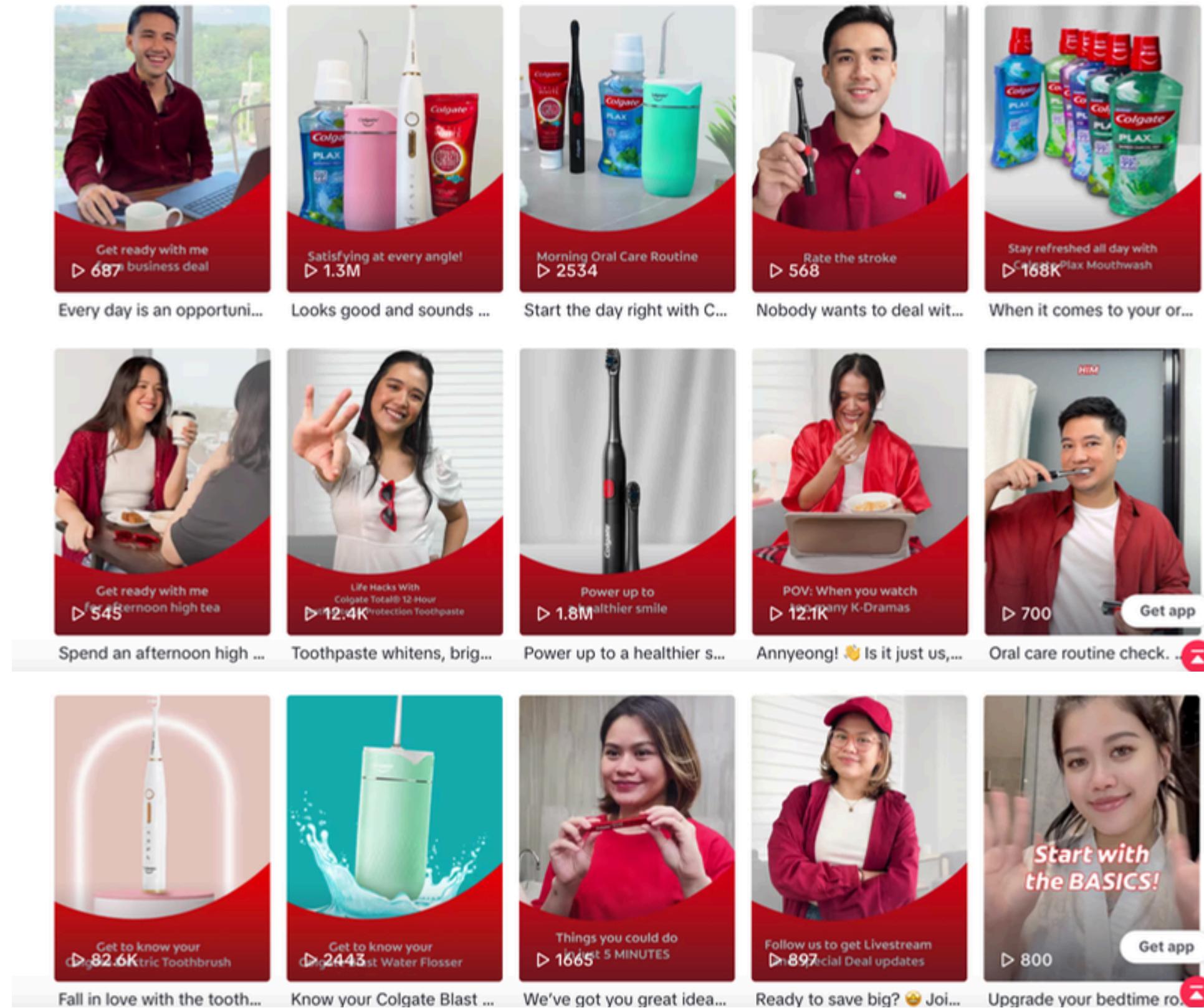
Platform-Native Content with Brand Guardrails

colgate_malaysia

8 Following 85.1K Followers 822.6K Likes

Smile strong with Colgate and tag us! 📸🌟 #Colgatesmile

Get ready with me



Key Findings

What Drives TikTok Growth for a Legacy Brand

Operating Model: **Workflow for Scalable Content Production**

Objective: **Maximize efficiency while maintaining creative quality and consistency.**

1. Trends & content brainstorming (Creatives + AI)
2. Concept proposal to client (15–30 video ideas)
3. Rapid storyboarding (15 selected videos for the following month)
4. Video production of approved concepts
5. Bulk video editing
6. Bulk video upload and scheduling

This workflow enabled consistent content output while keeping pace with platform trends and audience expectations.

Young Audience

- TikTok is predominantly used by 18–34-year-olds, making relevance with younger audiences critical to growth.
- Strong performance required a clear point of connection between the Colgate brand and this audience segment.
- Relatable storytelling and age-appropriate casting were essential to driving engagement and resonance.

Direct Engagement

- TikTok's algorithm rewards engagement-driven content, particularly comments and interactions.
- Higher engagement increased the likelihood of content appearing on users' For You pages.
- Direct interaction through comments and TikTok Live strengthened brand connection and provided real-time audience feedback.
- Comments served as an ongoing insight source to understand what content was resonating and why.

Trending & Evergreen Content

- Trend participation was necessary to remain culturally relevant on TikTok.
- Original and evergreen content played an equally important role in sustaining brand presence over time.
- Defined content buckets (e.g. #SmileOutLoud, #SpreadSmiles, #ColgateSmile) improved production efficiency and reinforced brand identity.

Case Study 4

Demand Capture Through High- Intent Search

Capture bottom-of-funnel demand and drive ticket sales for a major US-based podcasting event through high-intent paid search.



Context

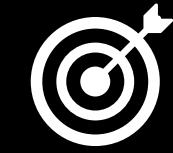
Podcast Movement is a US-based conference with a fixed event date, meaning ticket sales must convert within a limited window. Most purchases happen when users are actively searching for the event by name or year, close to their decision point.



Context

Drive ticket sales for a time-bound event by efficiently capturing high-intent search demand, while avoiding spend on low-quality or exploratory traffic in a competitive US market.

OBJECTIVES



- Accurate tracking and attribution
- Conversion-driven paid media execution
- More efficient creative production
- Develop a conversion-focused paid media strategy across Google and Meta to drive ticket sales
- Improve efficiency in creative production to support faster iteration and scale

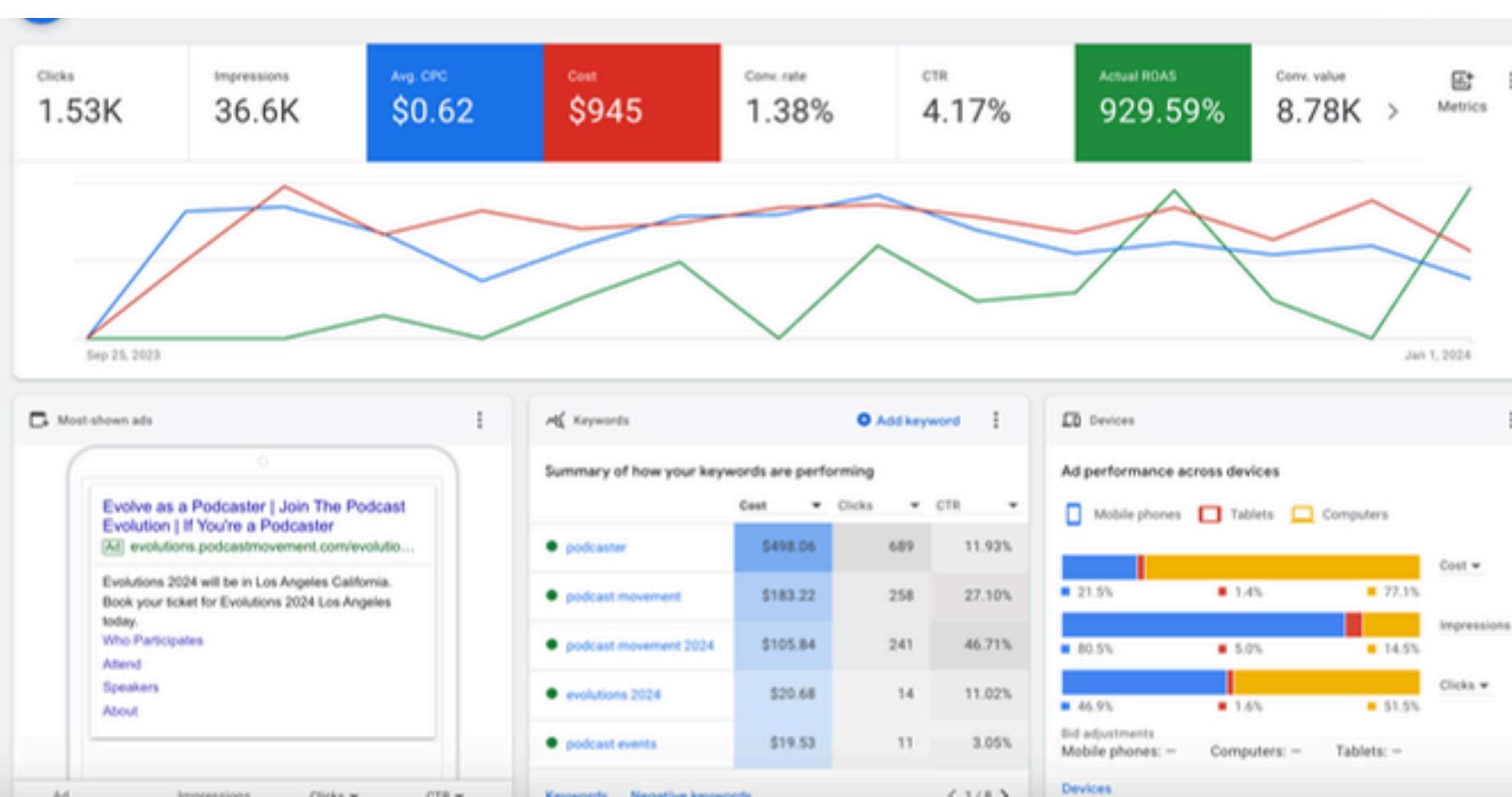
MY ROLE (PAID MEDIA MANAGER)



- GA4 + GTM implementation
- High-intent and lookalike audience targeting
- Offer-led conversion messaging
- Workflow and production optimization
- Continuous optimization of:
 - Keyword mix and match types
 - Ad relevance and CTR
 - Budget pacing toward highest-return segments

Revenue Impact from Paid Media

- **9.3x ROAS** (\$945 spend → \$8.78K in conversion value)
- 4.17% CTR across search campaigns
- \$0.62 average CPC, delivering highly efficient traffic
- Strong performance on core keywords:
 - “Podcast Movement 2024” → 46.7% CTR
 - “Podcast Movement” → 27.1% CTR



Case Study 5

Building Trust and Adoption for a New FinTech in a Skeptical SME Market

How Possible.Net launched with an education-led PR and founder-led credibility strategy, more than doubling its first-month user acquisition target in a low-trust, low-awareness environment.

From unknown platform to trusted digital payments partner for Filipino SMEs



Context

Possible.Net is a digital payments and financial services platform enabling MSME retailers to offer bill payments, e-money, remittances, and prepaid services. The launch targeted small business owners across the Philippines: a segment with low digital adoption and high sensitivity to trust and credibility.



Challenge

- Zero brand awareness at launch
- Low trust in new financial technology providers
- Limited understanding of digital payments and financial inclusion among SMEs
- Aggressive target of 40,000 users in the first month

In FinTech, trust and education are prerequisites to conversion. Without credibility, performance marketing alone would not scale adoption.

OBJECTIVES



- Rapidly build brand credibility in a trust-sensitive category
- Educate SMEs on the value and safety of digital payments
- Position Possible.Net as a legitimate, reliable business partner
- Drive first-month user acquisition at scale

MY ROLE (GO-TO-MARKET & GROWTH LEAD)

- Designed the launch and PR strategy focused on education and trust-building
- Led founder positioning and media narrative to establish industry credibility
- Orchestrated media, content creators, and institutional partnerships
- Drove alignment between brand, PR, and acquisition goals to hit aggressive growth targets

Strategy

Education-Led PR as a Growth Engine

For a new FinTech in a low-trust, low-awareness market, awareness alone is not enough.

Adoption requires credibility, education, and third-party validation, especially for SME owners whose businesses and cash flow are at stake.

Strategic Approach

We treated PR not as publicity, but as a go-to-market system designed to:

Build Trust at Scale

- Founder-led thought leadership to humanize the brand and establish authority
- Feature placements in top-tier national media (TV, business, tech, mainstream news)



Educate the Market

- Simplified, human-centered storytelling around:
- Digital payments
 - Financial inclusion
 - How SMEs can grow with technology

Content designed to reduce fear and friction, not just promote features



Leverage Institutional Credibility

- Partnerships and visibility with trusted bodies (e.g., BSP, DTI)
- Positioned Possible.Net as aligned with national financial inclusion efforts



Guests at the launch of POSSIBLE January 24, 2018, at the Holiday Inn Suites in Makati. Photo courtesy of POSSIBLE

High-Impact Earned Media & Thought Leadership

POSIBLE.NET formally launches in the Philippines

27 Feb 2018



TV Link here

FINANCIAL TECHNOLOGY PARA SA SIMPONI

GRAMEEN FOUNDATION + POSSIBLE.NET

John Joseph Gabriel Puzon
Founder, Possible.net



Called [JG Puzon](#) by his peers, he founded [Posible.net](#) in 2016, a community digital ti catering mostly to rural folks who don't have access to financial services and produ money. The company has now become a large business-to-business-to-consumer (I Philippines. It acts as a marketplace where vendors sell their services to people with and no access to the formal banking system. Puzon has a degree in industrial engin State Polytechnic University in Pomona, CA. A Mombushu full scholar, he had his M Business Strategy at the Hitotsubashi University Graduate School of International C He finished his first MBA in Business Administration at the Ateneo Graduate School



Business Impact: Trust Built, Adoption Accelerated

User Acquisition Velocity

Target: 40,000 users in the first month
Result: 86,000 users in 2.5 weeks (2.1x the target, in less than half the time)

Demonstrated rapid trust conversion in a traditionally slow-adoption SME segment

Credibility & Share of Voice

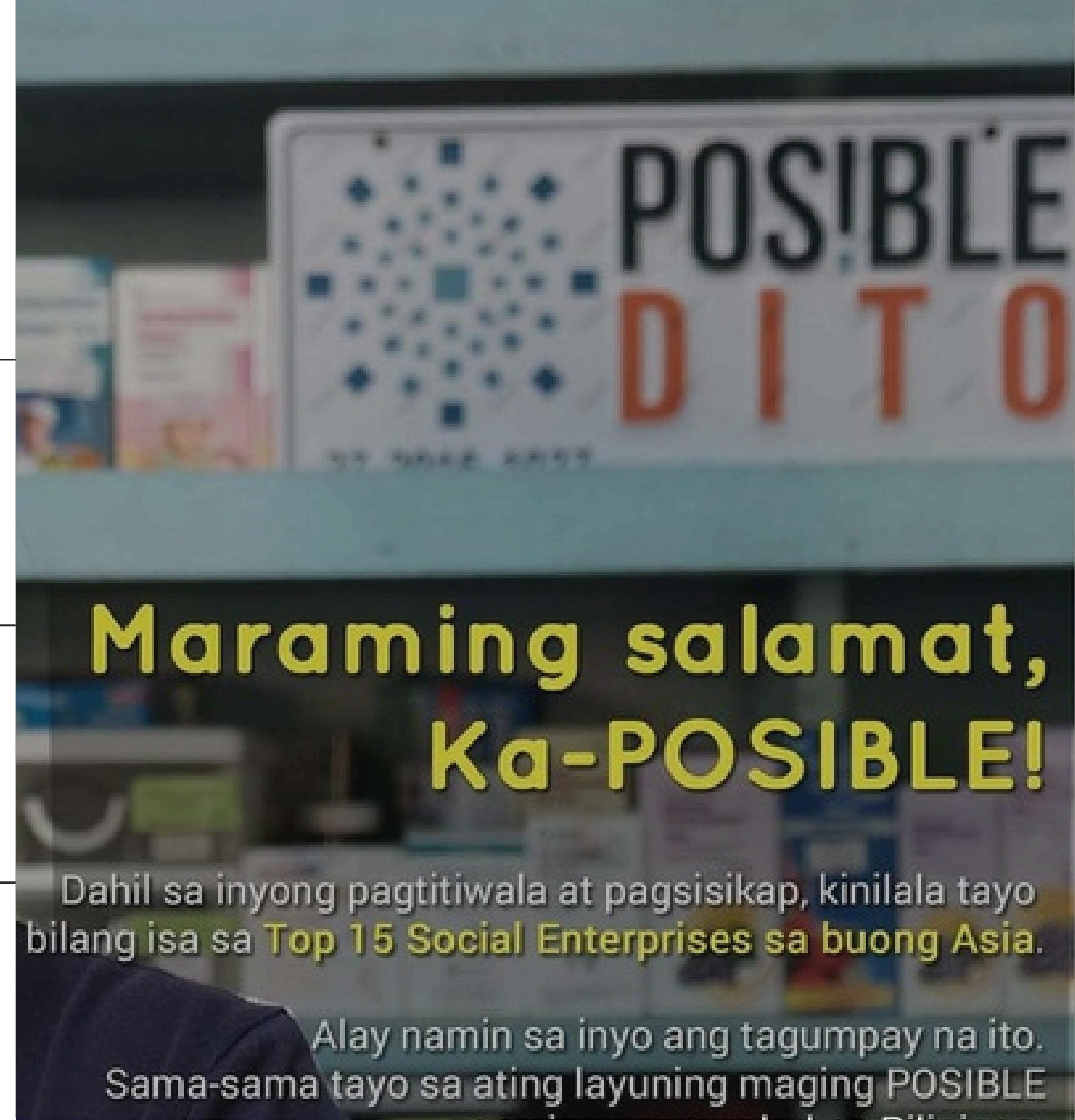
₱10M+ in earned media value across pre-launch, launch, and post-launch

Coverage across:
National TV (2 interviews)
Tier-1 news and business publications
40+ online articles
6 long-form video features (founder + early users)

Market Education at Scale

Established Possible.Net as:
A legitimate digital payments platform
An advocate for financial inclusion
A trusted partner for MSME growth

Shifted perception from “new fintech app” to “reliable business enabler”



Case Study 6 (Pro bono project)

Using Technology and Communication to Support Public Health

How a volunteer-led initiative helped launch a contact tracing and risk assessment app through national media and education-focused communication during the COVID-19 pandemic.



Context & Challenge

EndCOV was a mobile application developed during the COVID-19 pandemic to support public health efforts by identifying individuals who may need testing and helping medical institutions prioritize limited resources.



The project was developed as part of a university innovation initiative and supported through volunteer-led strategy, communication, and media outreach during a period of high uncertainty and public anxiety.

OBJECTIVES



- To launch EndCOV during the pandemic
- Build trust quickly in a highly sensitive, high-stakes environment
- Reach a broad audience during lockdowns and mobility restrictions
- Avoid fear-based messaging while encouraging responsible action

MY ROLE (PR & GROWTH)



- Led media and communication strategy for the app launch
- Coordinated education-led messaging and media outreach
- Ensured responsible framing and clarity during a sensitive public health moment

Education-Led PR and Responsible Messaging

Strategic Approach:

- National Media Outreach
 - Secured coverage in major online news and media publications
 - Focused messaging on public benefit and responsible usage
- Education-First Communication
 - Explained how the app works in simple, accessible language
 - Clarified who should use it and how it supports testing decisions
- Credibility Through Context
 - Positioned the app as a support tool for medical institutions
 - Avoided exaggerated claims or alarmist framing
- Digital Distribution
 - Leveraged online media to reach audiences during lockdowns
 - Supported app visibility through trusted information channels

Annele Tayao-Juego - Reporter / @neltayao | Philippine Daily Inquirer / 05:30 AM April 26, 2020

HEADLINES

Battling COVID-19 with technology

By: Annelle Tayao-Juego - Reporter / @neltayao | Philippine Daily Inquirer / 05:30 AM April 26, 2020

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ENDCOV

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024

ENDCoV app tells you if you need testing, features crowdsourced contact tracing

By: Doris Dumlao-Abadilla - Business Features Editor / @philbizwatcher | 01:43 PM March 28, 2020

1886 100%

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GMA Entertainment

CELEBRITY LIFE

ENDCoV app that checks who should get COVID-19 testing is now available

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ENDCOV

The app that unites Pinoy to fight against COVID-19.

Now available for download

GET IT ON Google Play

Screenshot from Google Play Store

ENDCoV

SkyLabs Technologies

3.9★ 56 reviews 13 MB 12+ Rated for 12+ 5K+ Downloads

Install

About this app

A mobile app that unites Pinoys to fight against COVID-19.

ENDCoV Asian Institute of Management

Students of Asian Institute of Management's Master of Science in Innovation and Business program developed an app called ENDCoV where users can

Let's Connect

If you're looking for a growth marketer who can connect strategy, brand, and paid media execution, I'd love to explore how we can work together.

Stephanie Lucena

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