



Motion & The Foxwell Founders Community Present:

# The best **creative** **angles** to test right now in DTC







Motion and the Foxwell Founders Community have come together to bring you a practical playbook of creative angles being tested right now by some of the best brands and agencies in DTC.

Every idea you read in this guide comes from members of the Foxwell Founders Community.

The group comprises over 500 members from over 30 countries spending more than \$200M per month on Meta and other platforms.

You'll hear from Sarah Levinger, Florian Litterst, Jess Bachman, Brad Ploch, Rahul Issar, Phil Kiel, Felix Morsbach, Mariah Lukashewich, Alexa Prins, and Kevin Park.

We asked each person: What's working for you right now? What are you testing in Q4 2024?

Use this playbook to brainstorm new ideas, roll out some new trending ad formats, and get new winning creative out the door to lift Q4 sales.

**Let's get into it!**

## About Motion

Motion is a creative analytics platform used by ecom and DTC brands like Vuori, True Classic, The Farmer's Dog, HexClad, and hundreds more. We bridge the gap between media buyers and creative teams with fast, visual reporting for your Meta, TikTok, and YouTube ads.

[Start a free trial](#) or [book a demo here](#) and we'll build you sample reports using live data from your Meta, TikTok, and YouTube ad accounts.

## About Foxwell Founders Community

The Foxwell Founders Community is a high-level, exclusive community for digital marketers, e-commerce brand owners, and ad agency owners in the paid social industry. The group comprises over 500 members from over 30 countries spending more than \$300M per month on Meta and other platforms. They're the best in the business.

Join us: [FoxwellDigital.com/membership](https://FoxwellDigital.com/membership)





## Kevin Park

is the co-founder and CEO at Mycelium Marketing. He is an advertising pro with 14 years of experience growing outdoor brands that care about people and the planet.

Here are my top creative angles that are working right now:

### **1. Email signup + Giveaway:**

When you get these right they are amazing for growing an email list but they might just result in a good ROAS as well.

Be selective with your targeting as you want to make sure you're growing a high-quality list of people that have a higher chance of actually being interested in your products. Getting poorly targeted email subscribers at the lowest cost possible is not the move.

What has worked best for us is a monthly product giveaway to the list. Send them to a landing page that you A/B test to optimize the signup conversion rate. In our testing, static images on FB+IG feeds and Stories perform better than video for this type of ad.

These ads are extra potent when combined with a high-converting email flow after signup.

For one of the brands we run email signup ads for, it generates a ROAS that's almost as high as their main purchase campaign targeted at new customer acquisition, but it's also growing a massive email list at the same time!

Here are some examples of high-converting email signup ad creatives on Meta:





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Static Portrait 1

V1: 🎁 We're giving away cacao and drawing a winner every month. Enter to win a variety kit of 7 decadent cacaos!



Sign up now for your chance to win!

Static Portrait 2

V1: 🎁 We're giving away cacao and drawing a winner every month. Enter to win a variety kit of 7 decadent cacaos!



Sign up now for your chance to win!

Static Portrait 3

V1: 🎁 We're giving away cacao and drawing a winner every month. Enter to win a variety kit of 7 decadent cacaos!



Sign up now for your chance to win!

Static Image 1



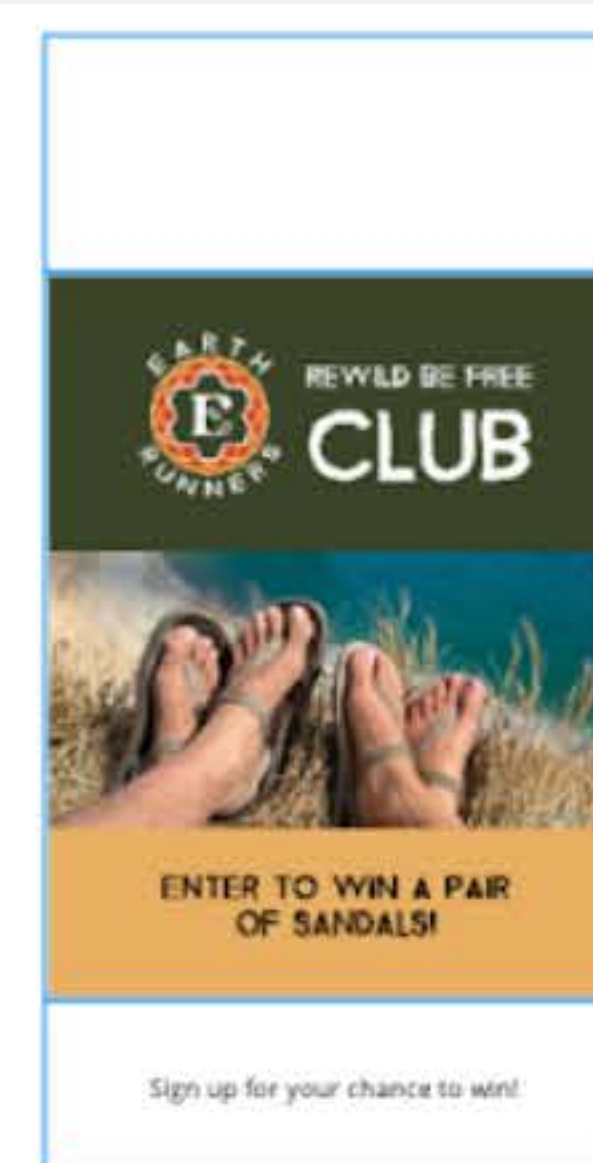
Static Image 2



Static Image 3



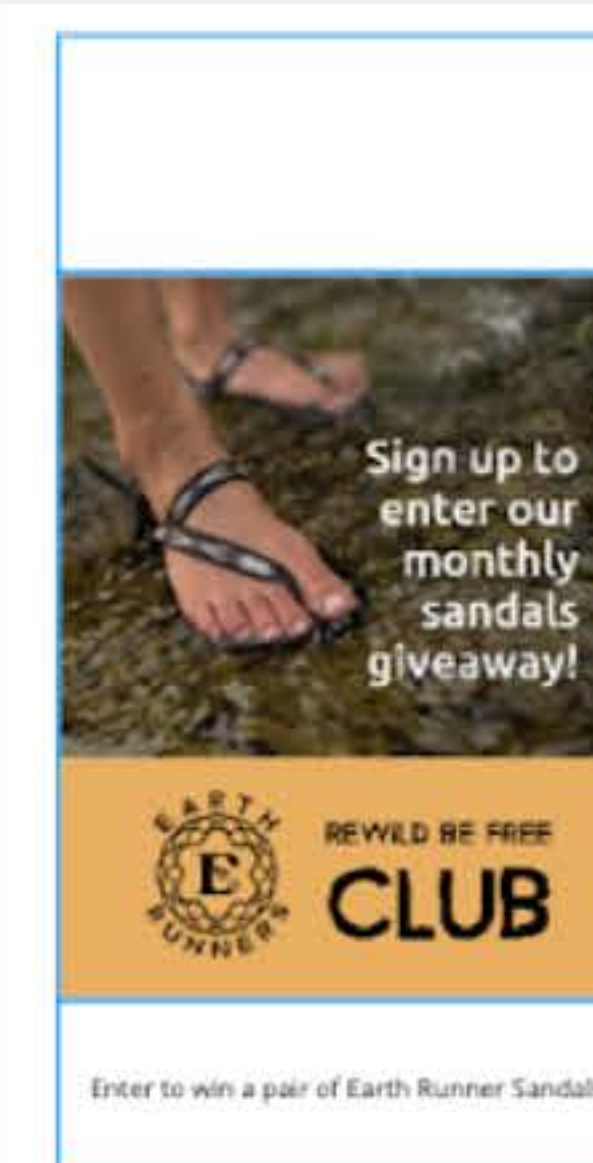
Static Image 4



Static Image 5



Static Image 6



Static Image 7



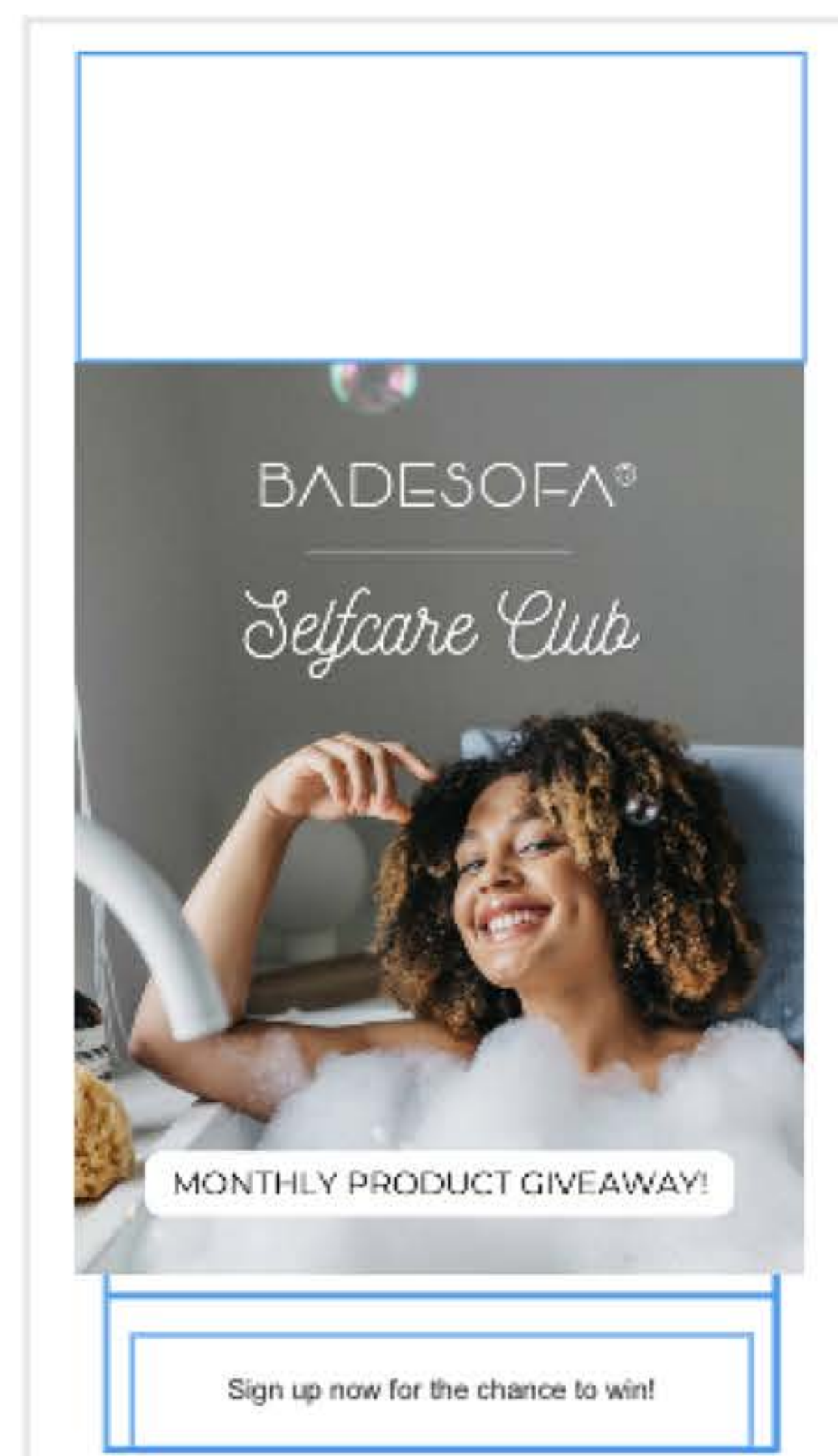




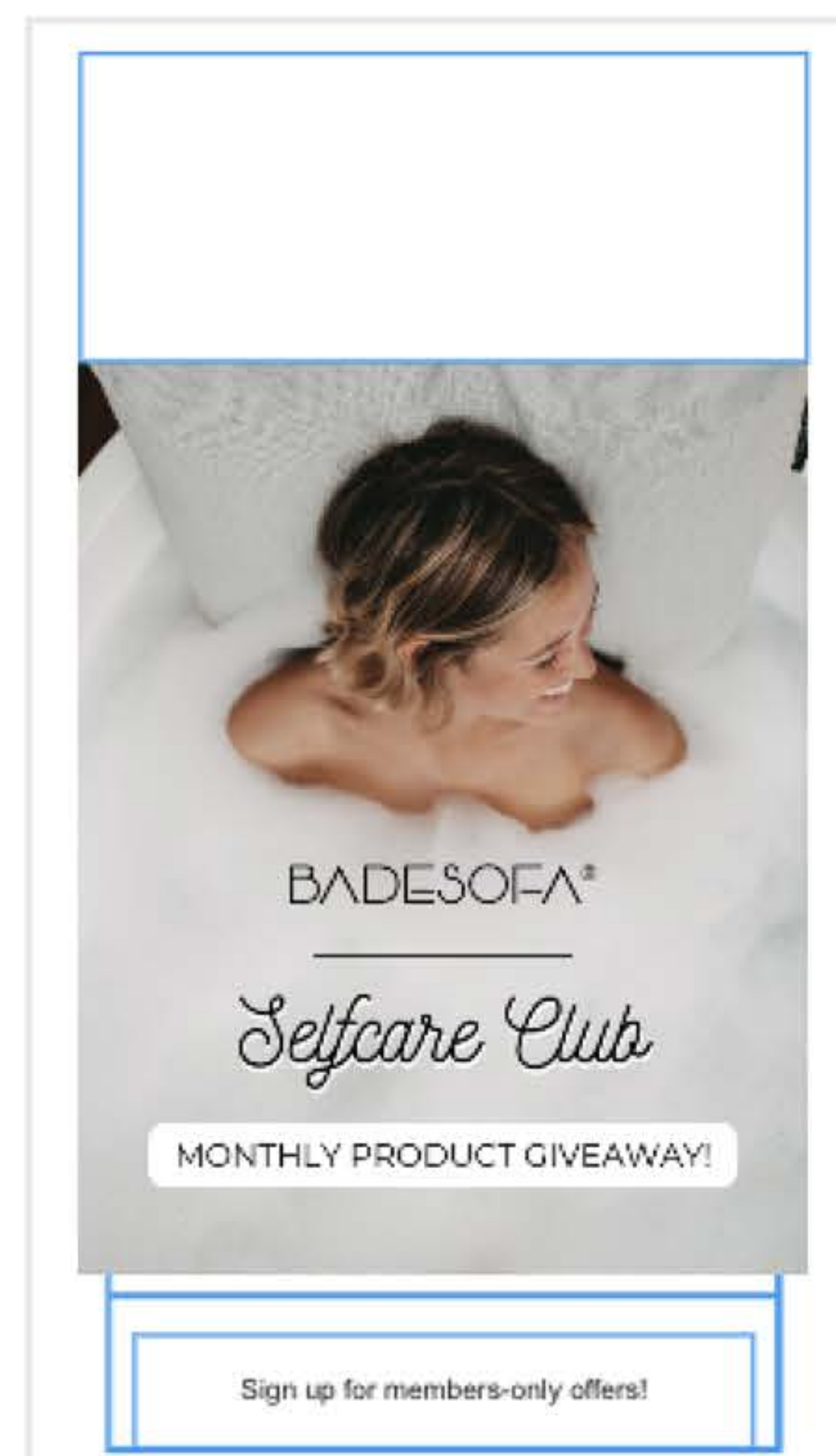
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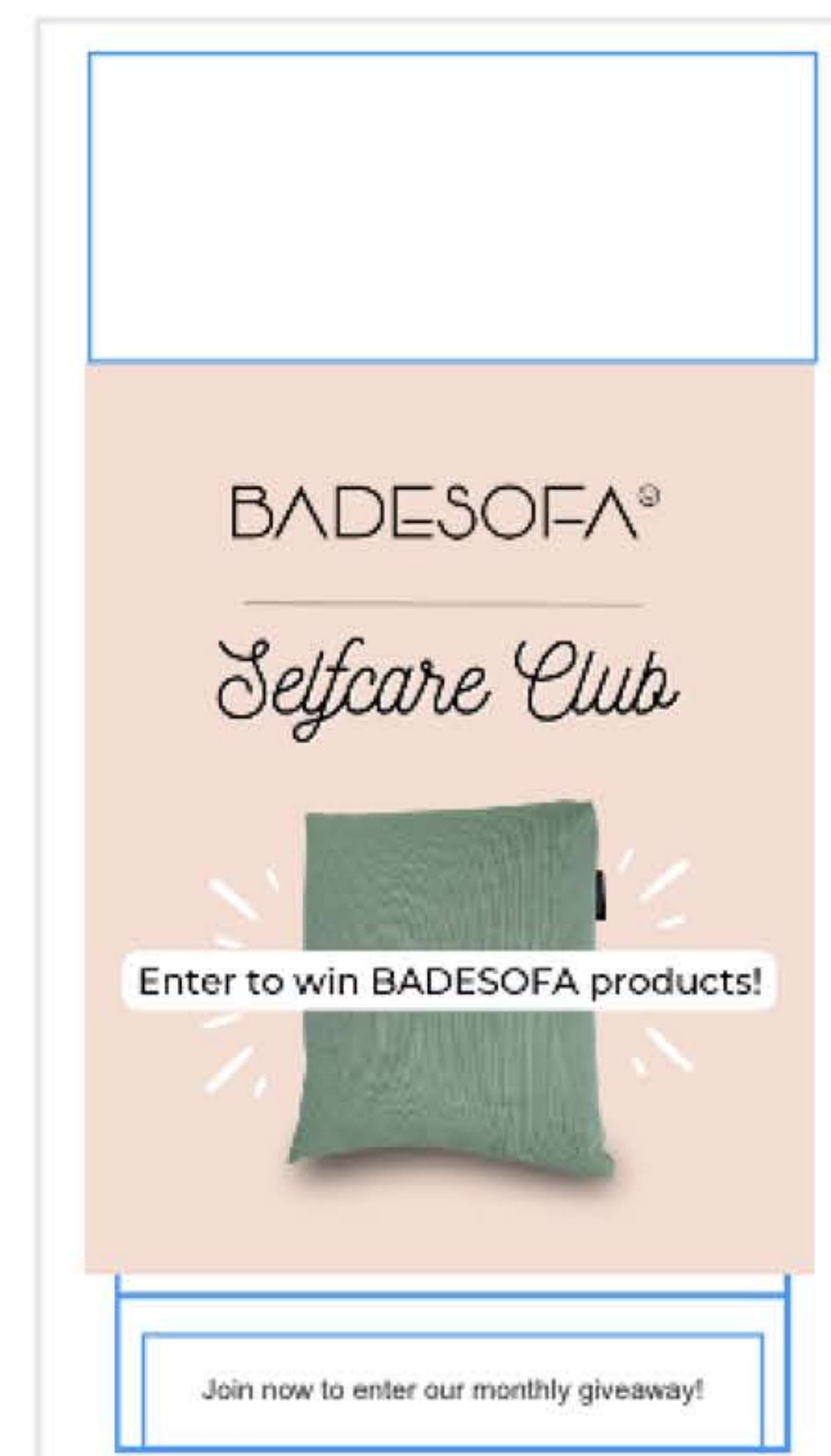
Static Image 1



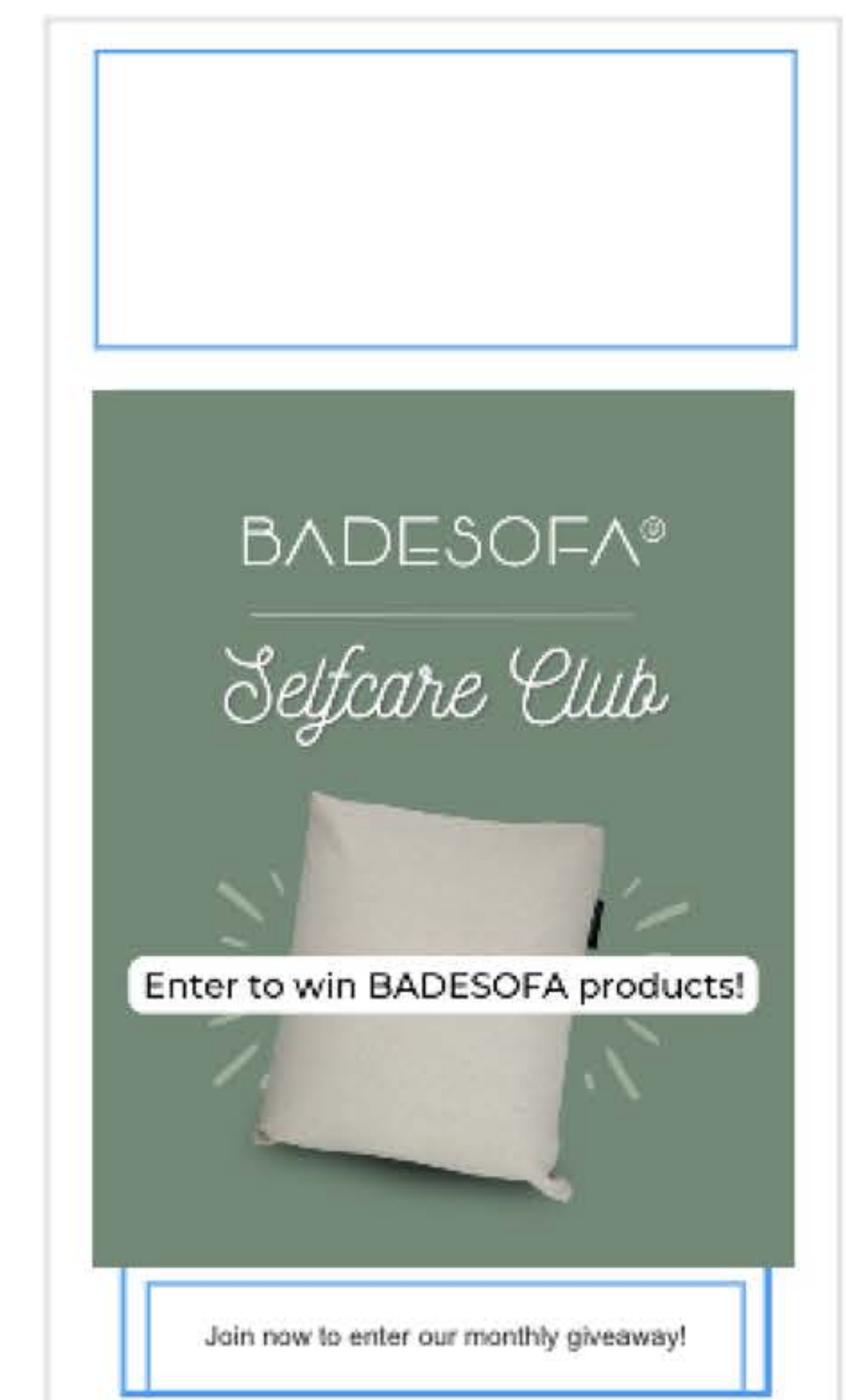
Static Image 2



Static Image 3



Static Image 4



## 2. Us vs. Them (+humor)

Many advertisers are seeing success with Us vs. Them style ads, comparing the product features and benefits of your awesome product compared to the competition's subpar offering.

We've found success with this approach too, but saw the most success when adding a humorous angle to it.

Here are some examples of an approach we took with one brand. See if you can guess which one performed the best by a landslide. Hint... Rainbows!

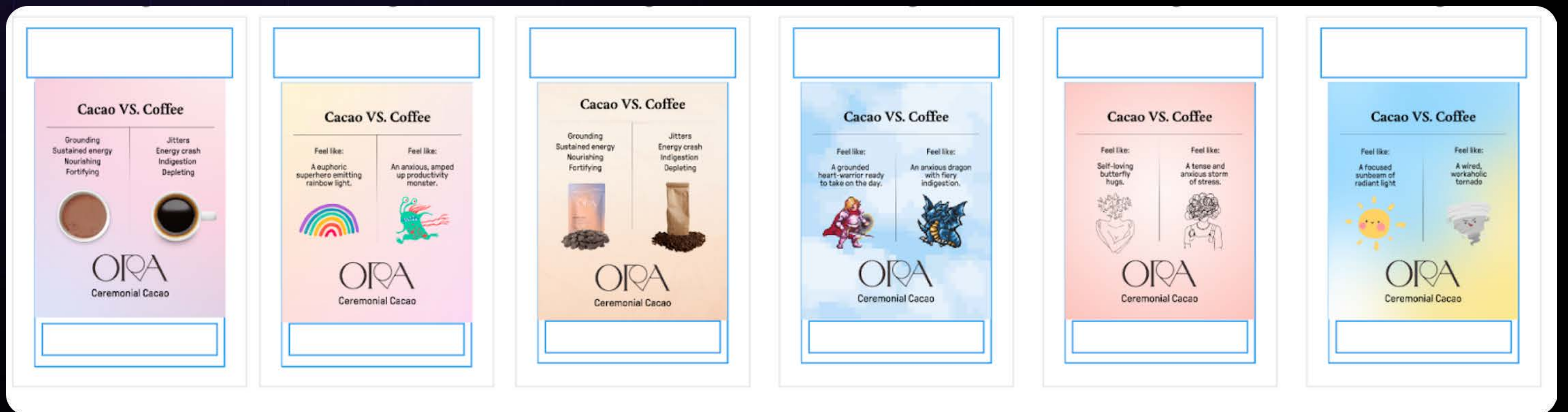
What's surprising about this is that there were no images of the product or packaging at all.





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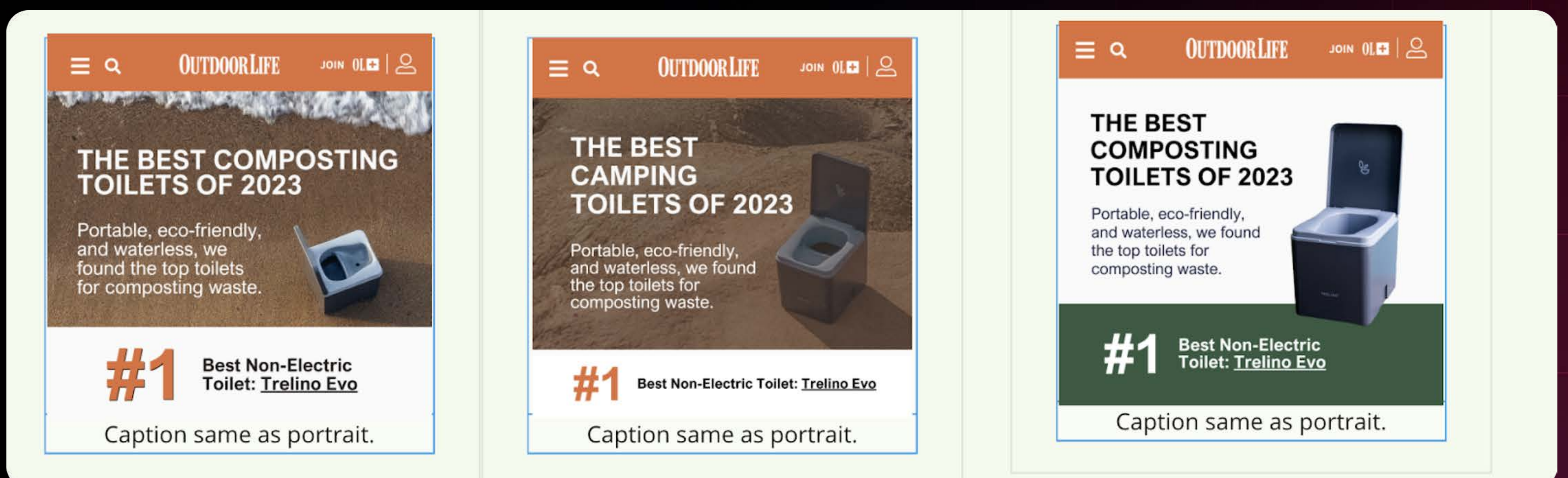


### 3. Article feature

This is a great creative angle that is often underused.

My only recommendation is to make sure it's based on a real review/article by a real publication, so you'll have to do some footwork to ask or find out who has written about the product and then create some "official" looking "posts."

What I like about this approach is that it conveys some extra credibility by showing that the product has been featured somewhere, especially if that publication is recognizable to the target audience.







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Static Vertical 3      Static Vertical 3B      Static Vertical 4      Static Vertical 5

Same as portrait.

V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Eta dolore magna aliqua.

**OUTDOORLIFE**  
THE BEST COMPOSTING TOILETS  
**#1**  
Best Non-Electric Toilet: Trelino Evo

V1: \$30 OFF with TRELINO30  
V2: 25,000+ Happy Customers  
V3: FREE Shipping

Same as portrait.

V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Eta dolore magna aliqua.

**OUTDOORLIFE**  
THE BEST CAMPING TOILETS  
**#1**  
Best Non-Electric Toilet: Trelino Evo

V1: \$30 OFF with TRELINO30  
V2: 25,000+ Happy Customers  
V3: FREE Shipping

Same as portrait.

V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Eta dolore magna aliqua.

**OUTDOORLIFE**  
THE BEST COMPOSTING TOILETS OF 2023  
**#1** Best Non-Electric Toilet: Trelino Evo

V1: \$30 OFF with TRELINO30  
V2: 25,000+ Happy Customers  
V3: FREE Shipping

Same as portrait.

V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Eta dolore magna aliqua.

**OUTDOORLIFE**  
THE BEST COMPOSTING TOILETS OF 2023  
**#1** Best Non-Electric Toilet: Trelino Evo

V1: \$30 OFF with TRELINO30  
V2: 25,000+ Happy Customers  
V3: FREE Shipping

## 4. Show the product line's colors

This one is gaining traction in the fashion industry where it's common for products to be offered in a variety of colors. But don't miss out on the chance to try it if your product isn't in clothing or fashion.

Off the top of my head, I can think of numerous other applications for this ad angle: furniture, cars, cookware, backpacks, wallets, phone cases, electronics, bicycles, toys, and anything that is offered in a variety of colors.

People LOVE to see options and pick their favorite color before they even get to the website.

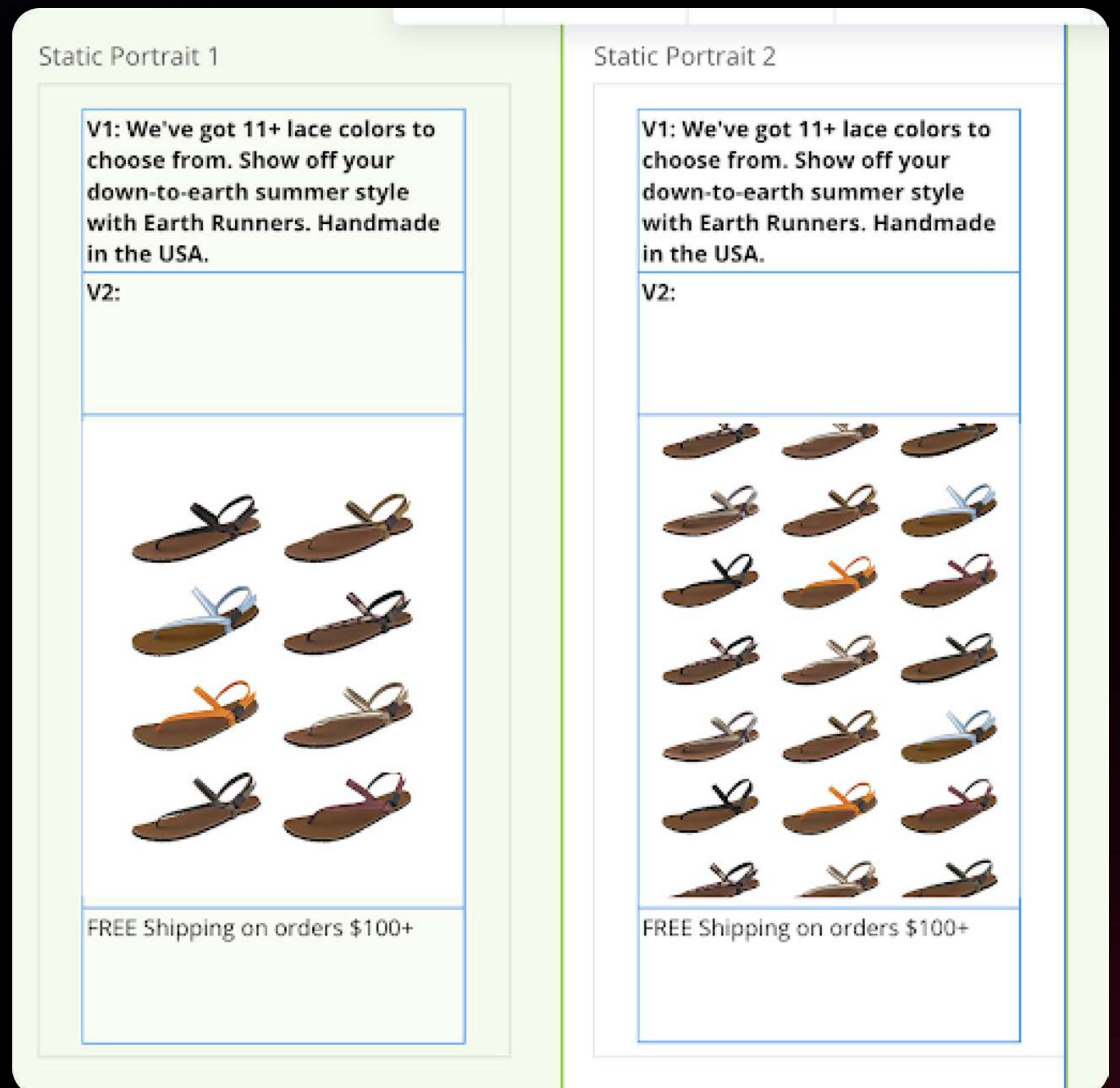
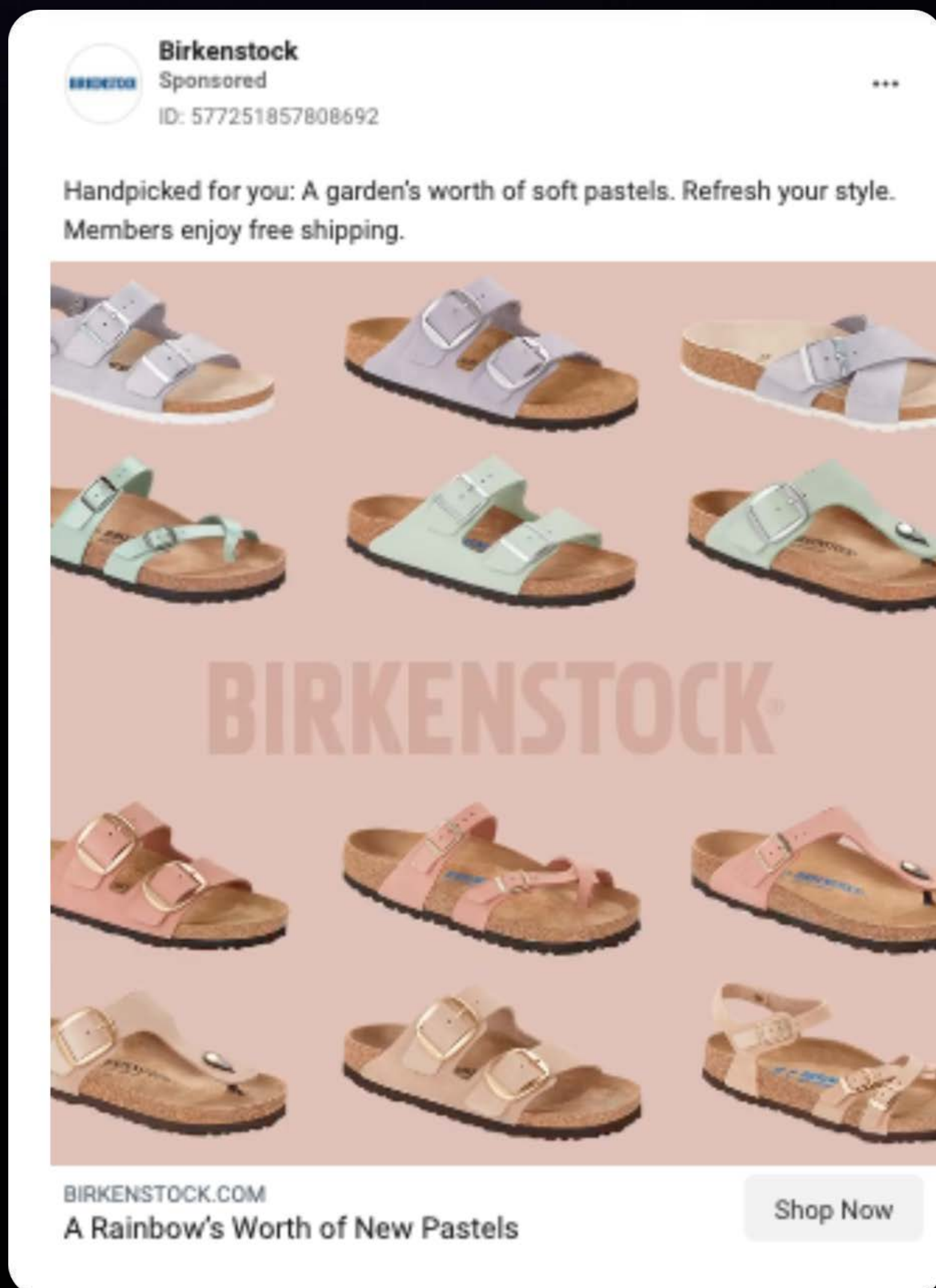




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Here are some examples of a few different approaches. The sandals ads are simple yet very eye-catching in the feed, and the planner book ones are a much more polished approach:







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## LTV Portrait 1

With a new year comes a new range of planners and journals. Ritualize your plans and dreams for 2024. Pre-order now!

**V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor in.** Ididunt ut labore. Eta dolore magna aliqua.



Live in alignment with the cosmos

## LTV Portrait 2

With a new year comes a new range of planners and journals. Ritualize your plans and dreams for 2024. Pre-order now!

**V2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor in.** Ididunt ut labore. Eta dolore magna aliqua.



Live in alignment with the cosmos

## 5. Carousels

Carousel ads are underrated in my opinion.

We often see really strong performance from carousels when we include them in our campaigns.





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I'd never focus exclusively on carousels, but they are always in the mix! I prefer nicely designed and curated carousels over dynamic product feed carousels as it's an opportunity to customize the images and headlines and craft a better ad experience for a specific audience.

Something we do to mix it up with carousels is to include video cards (usually the first card). We usually use videos that have previously proven to be strong ad creatives on their own with good thumbstop and hold rates and a strong ROAS.

Then we put them into the first card of a carousel to increase the engagement. Sometimes we include gif cards to add moving elements to the carousel and also split individual cards into 2, 3, or 4 blocks as shown in cards 3 and 4 in the bottom carousel in the examples below.

Other ways you can populate a highly engaging and high-converting carousel are with other top-performing creatives like Us vs. Them, Product Features, Reviews, UGC videos, etc.

Carousels are a great opportunity to include more than one of your best-performing creatives all into one ad!





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Carousel 1

125 CC The perfect sandal for all your wet and wild adventures. Made in USA.

Card 1	Card 2	Card 3	Card 4	Card 5	Card 6
32 CC All grip. No slip.	Free USA shipping \$100+	Sturdy Vibram® soles	Use code TRAILRUN10	Jump in!	Satisfaction guaranteed

Carousel 1

125 CC Explore the wild, wonderful outdoors with Earth Runners! Made in the USA.

Card 1	Card 2	Card 3	Card 4	Card 5
32 CC Adventure approved	10% OFF: TRAILRUN10	Lightweight confidence	Rewild your sole	Free USA shipping \$100+

125 CC Explore the wild, wonderful outdoors with Earth Runners! Made in the USA.

Card 1	Card 2	Card 3	Card 4	Card 5
Rewild your sole	10% OFF: TRAILRUN10	Lightweight confidence	Free USA shipping \$100+	Adventure approved





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### 6. Sticky Note

We've seen various attempts at this approach. It can be done in a really "low-budget" way as simple as snapping a photo of the product on your desk with a sticky note written beside it, or it could be a little more polished.

Either way, it's a great opportunity to get creative with the ad copy. This could be tried as a love note from a friend or husband/wife, or just as a straightforward way of presenting whatever message you want to get across.

It was fun to do a photoshoot specifically with this creative approach in mind. Here are some of our attempts. Tip: if you want to try other versions of notes you can Photoshop in different ad copy variations.

Static Portrait 1

**V1:** All the good feels, none of the bad stuff. Start your day with our ceremonial cacao to drop from your head into your heart.

**V2:** When you're craving more intentionality - a morning cacao ritual works wonders. Energizing, uplifting, & heart-opening.



10% OFF with CACAO2023

Static Portrait 2

**V1:** Trying to quit coffee? Enjoy the energizing, mood-boosting magic of ceremonial cacao - minus the crash.

**V2:** Make the switch with our ethically sourced, pure ceremonial cacao. All the energy + mood-boost without the crash.



10% OFF with CACAO2023

Static Portrait 3

**V1:** All the good feels, none of the bad stuff. Start your day with our ceremonial cacao to drop from your head into your heart.

**V2:** We source the highest quality, ceremonial-grade cacao for the most decadent, silky, luscious cacao on planet earth.



10% OFF with CACAO2023





## Jess Bachman

is the Creative Strategy Director and co-founder of the agency FireTeam. His agency helps DTC and ecom brands go from \$1,000 a month to \$1,000,000 a month in revenue.

Here are my top creative angles that are working right now:







## Jess Bachman

is the Creative Strategy Director and co-founder of the agency FireTeam. His agency helps DTC and ecom brands go from \$1,000 a month to \$1,000,000 a month in revenue.

### Stitch incoming

This is used specifically for objection busting.

Start with one person who has a complaint and make sure you use a “stitch incoming” label that’s native to TikTok.

So they might say something like “Why do all sleep aids never seem to work?”

Then cut to another person who is a little more confident and they address the issue. i.e. “The reason why sleep aids don’t work is because most don’t have passion flower which promotes REM sleep. You know who has passion flower? Example brand....”

We have yet to find a client this tactic hasn’t worked on.

### Rant

This starts with a banner that says “X Rant” only X is the topic you are discussing. This could be a Salad Rant for a food brand, or an Eyeliner Rant for a makeup brand.

The X does the creative targeting and the “rant” preps people for a hot take. The “hot take” then follows the pretty typical problem > solution structure.





## Jess Bachman

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So it could be “Salad Rant: I swear salad from the grocery store only lasts 2 days in my fridge, how am I supposed to eat healthy, that’s why I started buying XYZ brand...”

Then go into some benefits. We usually use the green screen technique to get some visuals in there.







# Florian Litterst

is the founder & CEO of adsvventure. His agency specializes in performance storytelling for Facebook, Instagram, and TikTok.

Here are my top creative angles that are working right now:

First of all, we should consider that with all the signal loss happening (iOS, cookie blocking) paid social should be seen mainly as an acquisition channel.

To identify hooks that are working for acquisition we use a simple copywriting framework from Eugene Schwartz called “five levels of awareness.”

The audience you’re reaching on social media is mostly in the awareness stages “unaware” or “problem/need-aware.” And we want to make sure that angles and hooks are optimized for these stages.

**Some ideas for the stage of “unaware” audiences = people are unaware that they have a pain or problem to solve:**

1. Secrets “This is my secret how I went from X to Y in just Z days”
2. Deep Storytelling “Did you know that...”
3. Hero journeys

**Some ideas for “problem/need aware” include:**

1. Questions/Statements: 3 reasons how I, 3 reasons why this solved...
2. 3 important essentials for your beauty routine
3. Classic Problem/Solution angle: Do you have problems with X? Here is how to solve it
4. Transformations: How I went from X to Z without stressing out





## Brad Ploch

co-owns WRK marketing which actively manages 7+ figures in annual spend on Facebook, Instagram, TikTok, and Google.

Here are my top creative angles that are working right now:

### **Resolution revival**

Tap into the idea that resolutions can be made and pursued any time of the year. Create campaigns that encourage individuals to recommit to their goals, positioning your products or services as tools to help them succeed in their aspirations.

### **Pre-holiday planning**

Launch campaigns that anticipate upcoming holidays and events. Promote early bird discounts on holiday-related products and services, encouraging customers to plan ahead and save money. Highlight the convenience and foresight of early preparation.

### **Treat yourself angle**

Craft campaigns that play on the concept of self-care and indulgence. Position your products as a way for customers to reward themselves, highlighting the luxury and satisfaction they can experience by treating themselves to something special.

### **Use-case angle**

Design campaigns that showcase real-life scenarios where your product or service provides a solution. Use before-and-after scenarios to demonstrate how your offerings can make tasks easier, more efficient, or more enjoyable, enhancing the customer's daily life.





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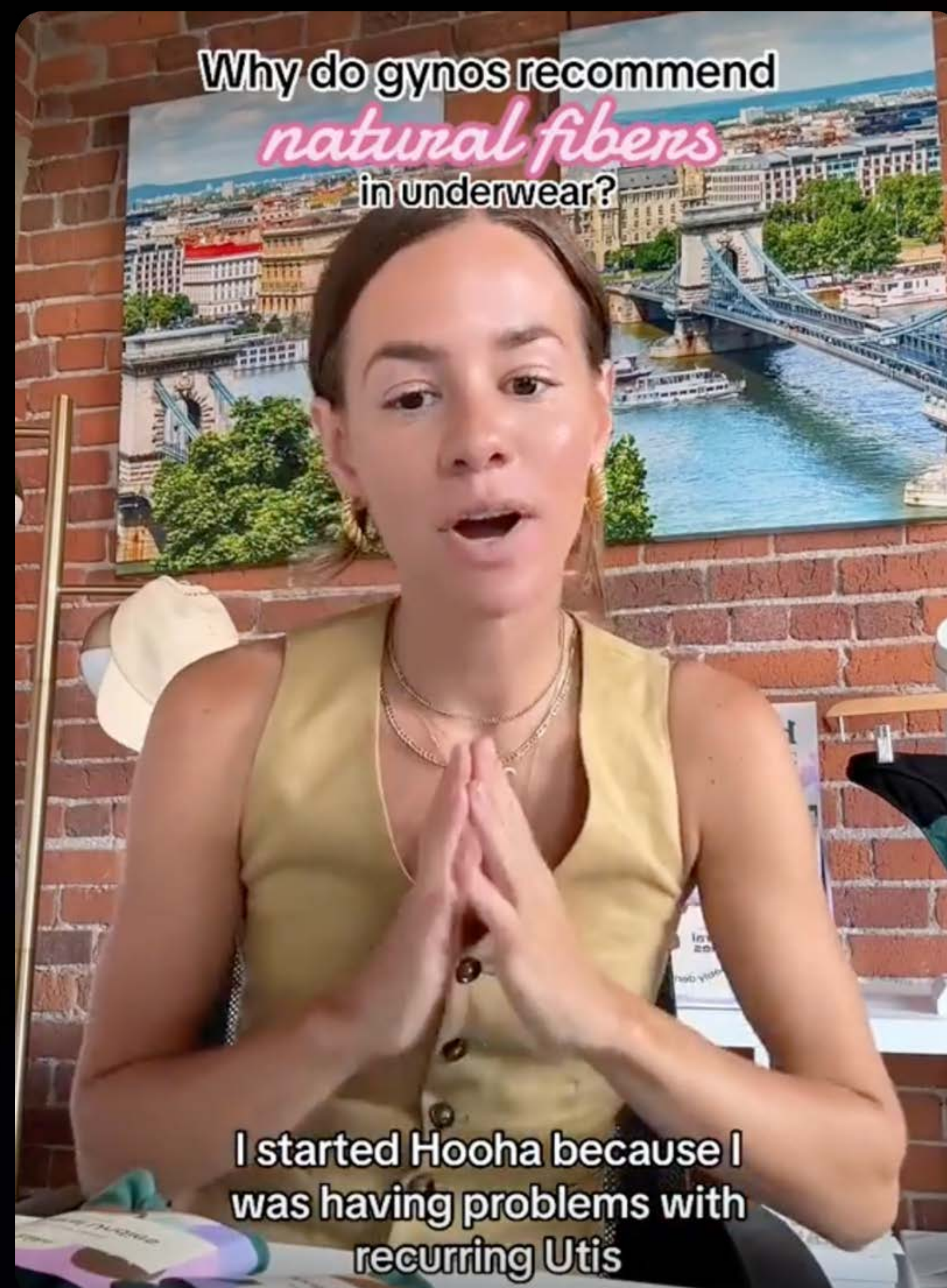
co-owns WRK marketing which actively manages 7+ figures in annual spend on Facebook, Instagram, TikTok, and Google.

### Comparison angle

Develop campaigns that focus on the advantages of your products or services over competitors, especially popular ones in your market. Use direct comparisons to highlight unique features, superior quality, and value, aiming to sway customers toward choosing your brand.

### Founder's video angle

Create a compelling campaign that introduces the founder of your brand and tells the story of how they conceived the product or service. In a video format, the founder shares their personal journey, challenges faced, and the inspiration behind the creation. This angle humanizes the brand, builds authenticity, and fosters a deeper connection with the audience.







## Rahul Issar

is the Head of Paid at Reach Digital. Reach supports CPG and eComm companies in their digital customer acquisition, sustainably growing their business through performance marketing.

Here are my top creative angles that are working right now:

### **Hook #1: Here's my secret to my (routine)**

Even though this has been overused a lot it's a hook that's constantly provided the educational route for our current clients and has had the highest hook rate out of all videos.

### **Hook #2: How I got (ideal solution or outcome) in (time frame)**

Mentioning a solution and a time frame sets the expectation immediately of what you should expect when using that product.

### **Hook #3: I tested (number) (niche) techniques on (tool/idea) and this 1 is the best.**

This has to be our best-performing hook when it comes to working with B2B clients.

### **Hook #4: OK here's a story that I love. Here's how (brand) was able to (ideal goal) with only (relatable current struggle/limitation)!**

Great intro into talking about a founder story which can bring more interest behind the brand.

### **Hook #5: Shopping for (products) is so overwhelming for me.**

Provide the audience with the problem followed by the solution.





## Rahul Issar

is the Head of Paid at Reach Digital. Reach supports CPG and eComm companies in their digital customer acquisition, sustainably growing their business through performance marketing.

**Hook #6: A lot of you guys know that a few years ago I didn't have (desired outcome), I recently discovered (brand).**

A combination of using this hook with whitelisting has worked wonders for us. Builds further credibility when the creator has faced an issue your brand solved.

**Hook #7: I'm a (professional / authority) and I tried 20 different (tool/ideas) (problems they have) so you don't have to! Here's my favorite (tool/idea).**

Another great B2B hook to show the audience. Talk about your service or tool in a scenario like this.





## Phil Kiel

is the Managing Director of Hello Earth Agency. He is an expert in scaling direct-to-consumer brands through a combination of advertising on platforms like Meta, Google, and TikTok, as well as using content and email marketing strategies.

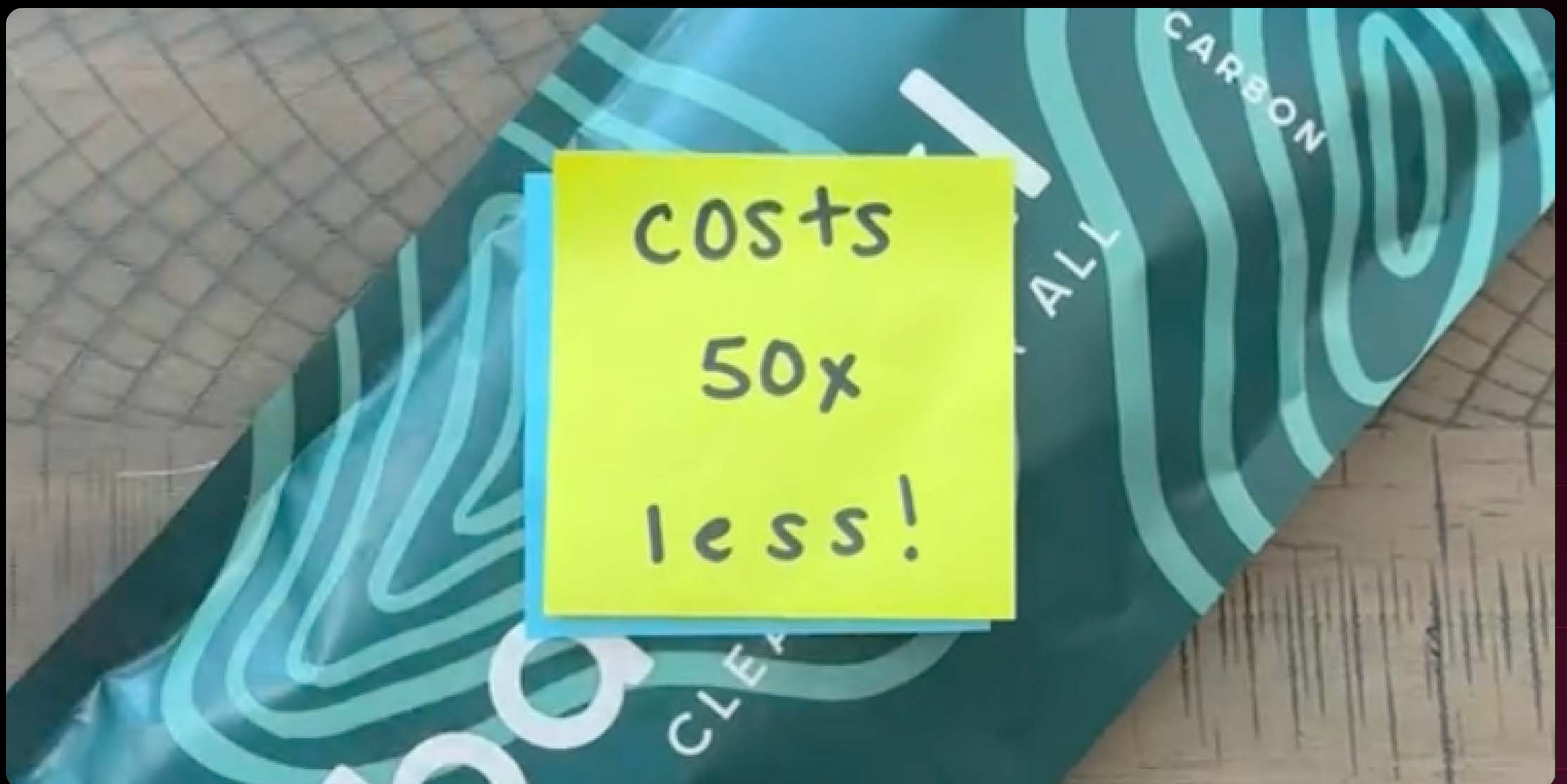
Here are my top creative angles that are working right now:

### **Do you struggle with X?**

Problem agitation, while an old tactic doesn't mean it should be ignored! Highlight the problem, connect with the audience, agitate it and then provide your product as a solution. If you have a problem + solution product, and this concept isn't in your top ads - keep trying!

### **Post-it note ads**

Yep, we've all seen them but this is because they work and are a quick way to test ugly ads with messaging, it also challenges us to focus on pointy messaging rather than pretty-looking ads.







## Phil Kiel

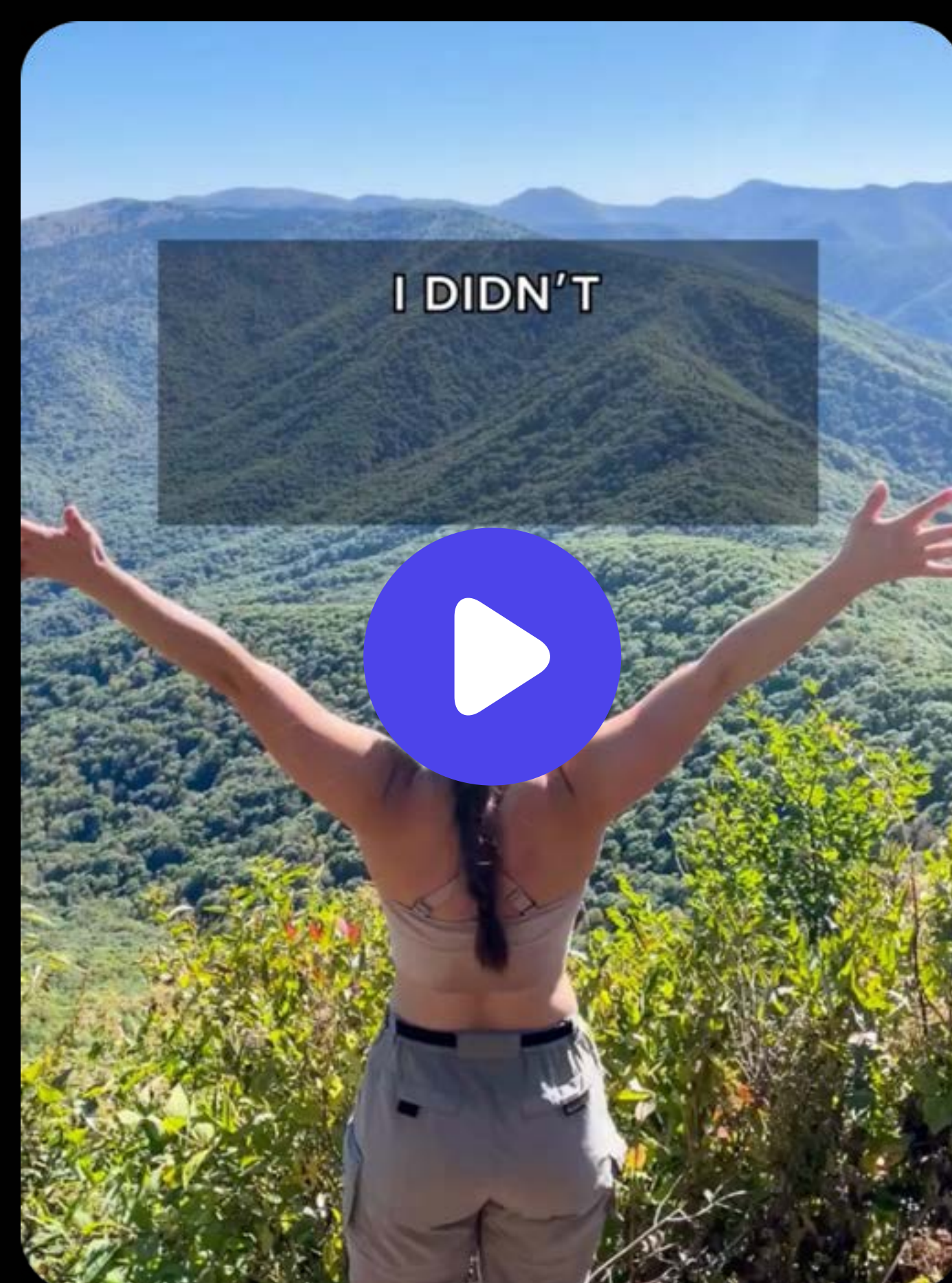
is the Managing Director of Hello Earth Agency. He is an expert in scaling direct-to-consumer brands through a combination of advertising on platforms like Meta, Google, and TikTok, as well as using content and email marketing strategies.

### Challenge the opposition

If your customers are already using an alternative product, go straight for the throat and point out what's wrong with that approach, i.e. if they are using juice drinks too fast, then highlight why this is bad for you, full of sugar and you'll feel tired, then provide your product as a better option for fasting.

### Challenge a human truth

What is it about your product that we can all agree with (i.e. we should all regularly change our baby's diapers, or washing our underwear is important), use this as your hook and challenge it, showing why your product is superior.







# Felix Morsbach

is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

Here are my top creative angles that are working right now:

## Us vs. Them

If you're targeting people who already know about your product (Product Aware stage), the "Us vs. Them" angle is a real winner.

We've seen it work time and time again. Static images or graphics are the way to go here—they get the message across super quickly, which is perfect since these people already know what you're all about.

example 01:

**Agency Antiaging Products** vs. **Off-The-Shelf Antiaging Products**

✓	Prescription ingredients created for you	✗
✓	Dermatology provider support	✗
✓	30 day free trial, just pay \$4.95 for S&H	✗

Future Formula  
AGENCY

example 02:

**Protein Bar** vs. **MAGIC SPOON**

12g	Protein	13-14g
17g	Net Carbs	4g
7g	Sugar	0g
\$2.00+	Cost Per Serving	\$1.95

Reminds you of childhood





## Felix Morsbach

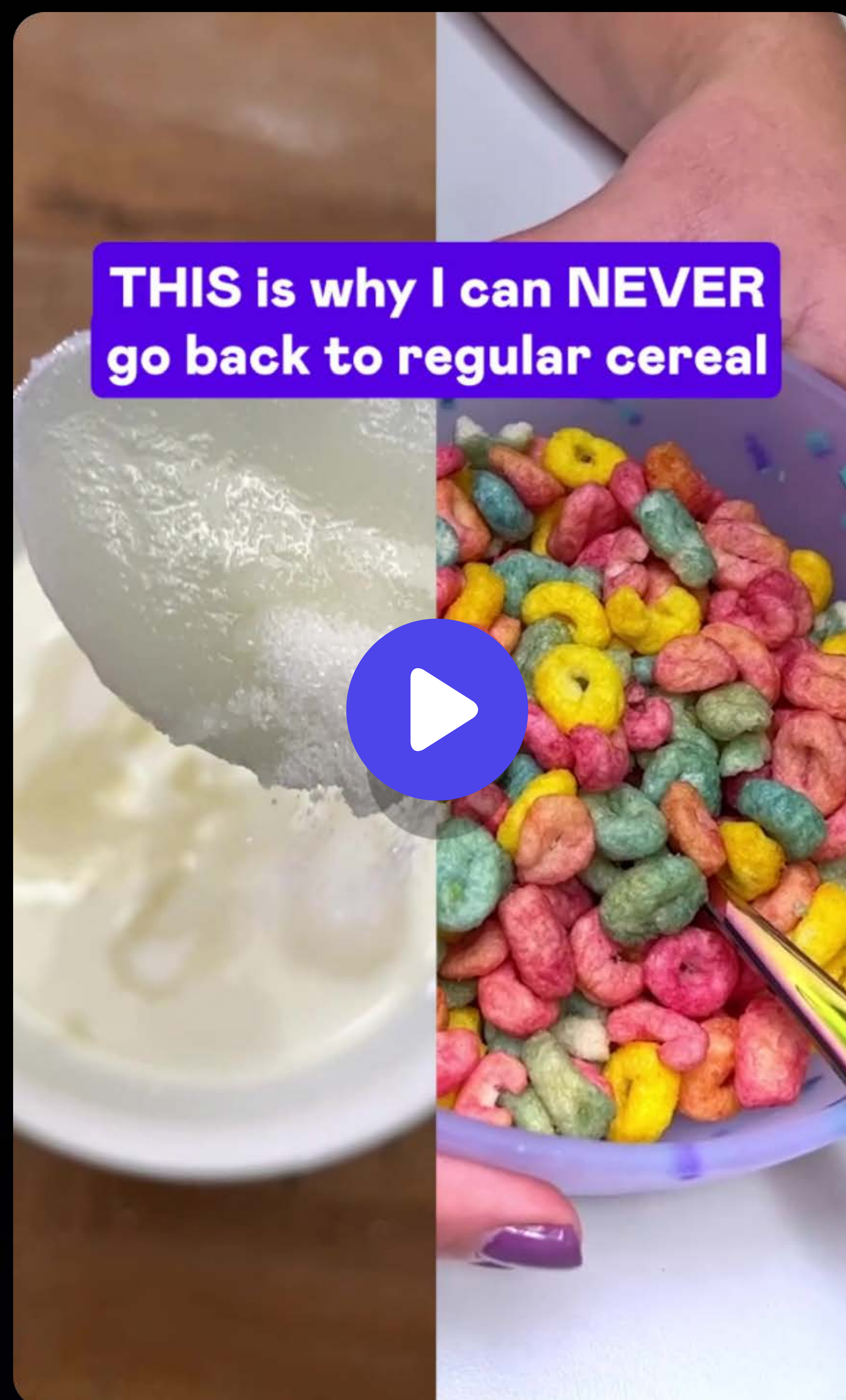
is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

### Frustration about other products

Another killer angle is to tap into the general frustration about other products out there. You don't even have to name any brands. Let's say you're in the supplements or skincare game.

For example: "Isn't it frustrating how many products are so low-dosed they can't even be effective, yet they're still ridiculously expensive?"

Example:







## Felix Morsbach

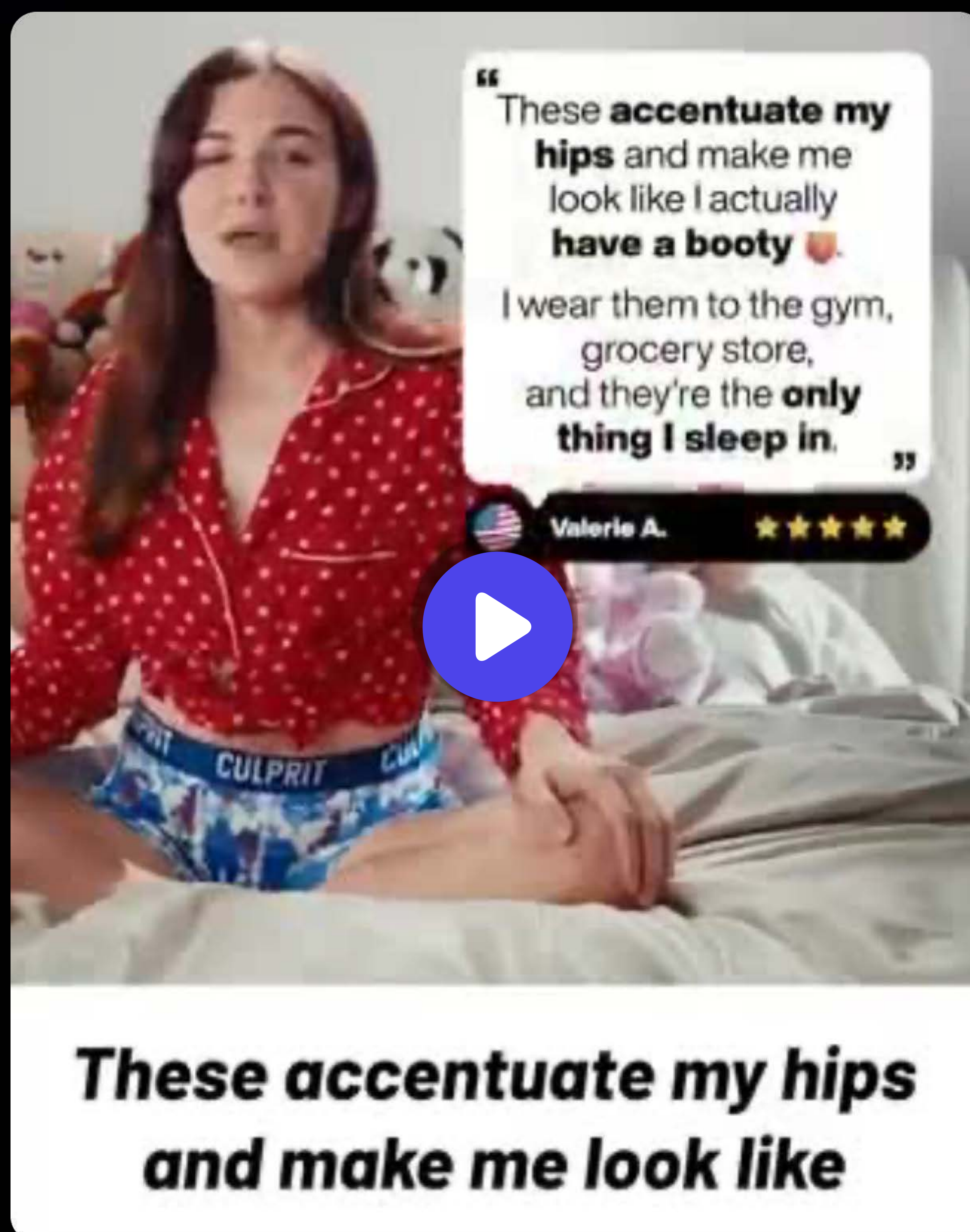
is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

### Client reviews

What you also need to test is showcasing client reviews.

However, instead of just displaying them as screenshots or animations, we're making them more engaging by having someone read them out loud by creators while showing/using the product.

Example:







## Felix Morsbach

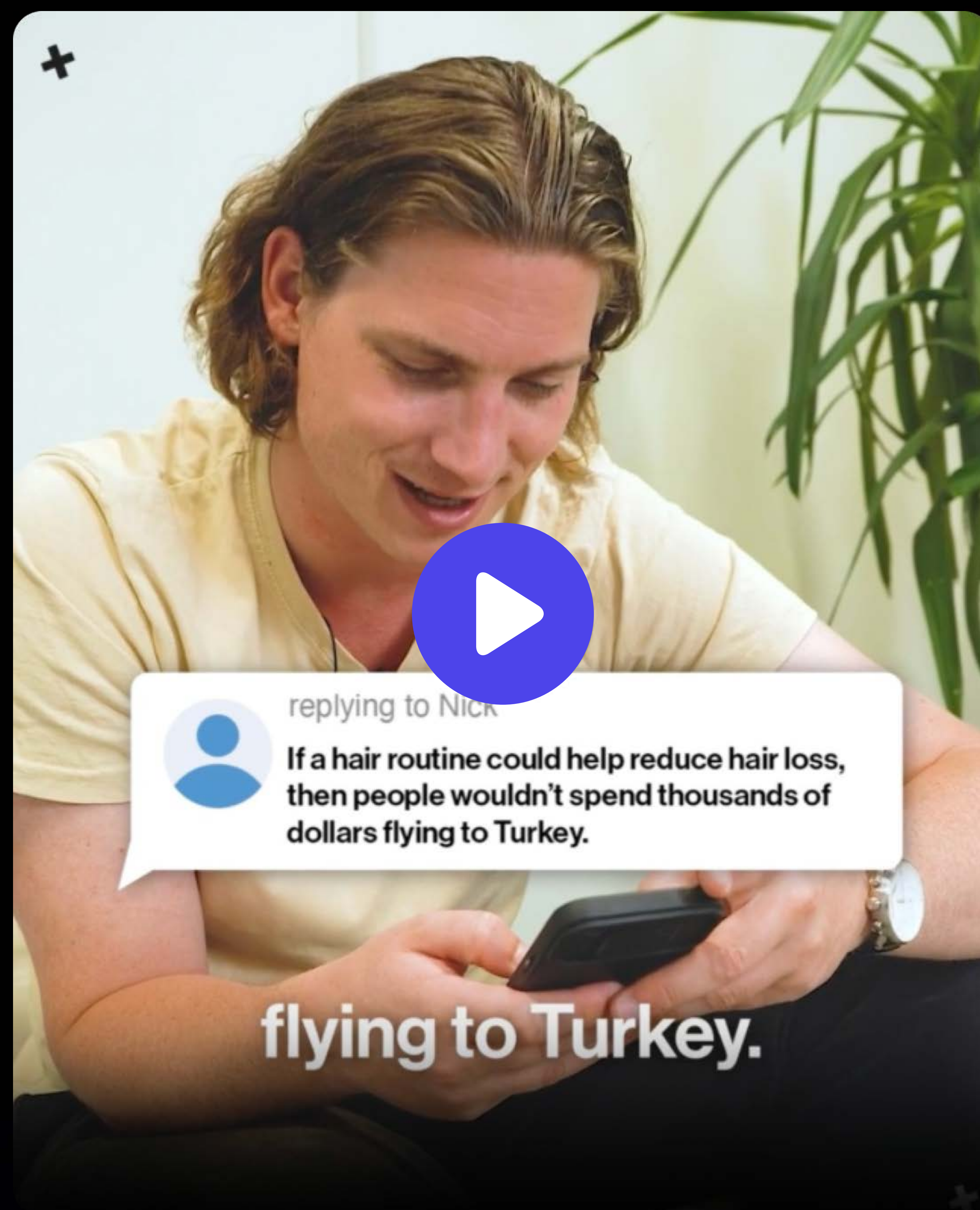
is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

### Tackle objections

Almost everyone has some kind of misconception or prejudice about your product. Just take a look at your social media comments or customer reviews.

The trick is to have someone trustworthy—maybe even the founder—read these comments and directly address them. If you're marketing a scientific skincare brand, for example, having a medical expert refute these objections could be really effective.

Example:







## Felix Morsbach

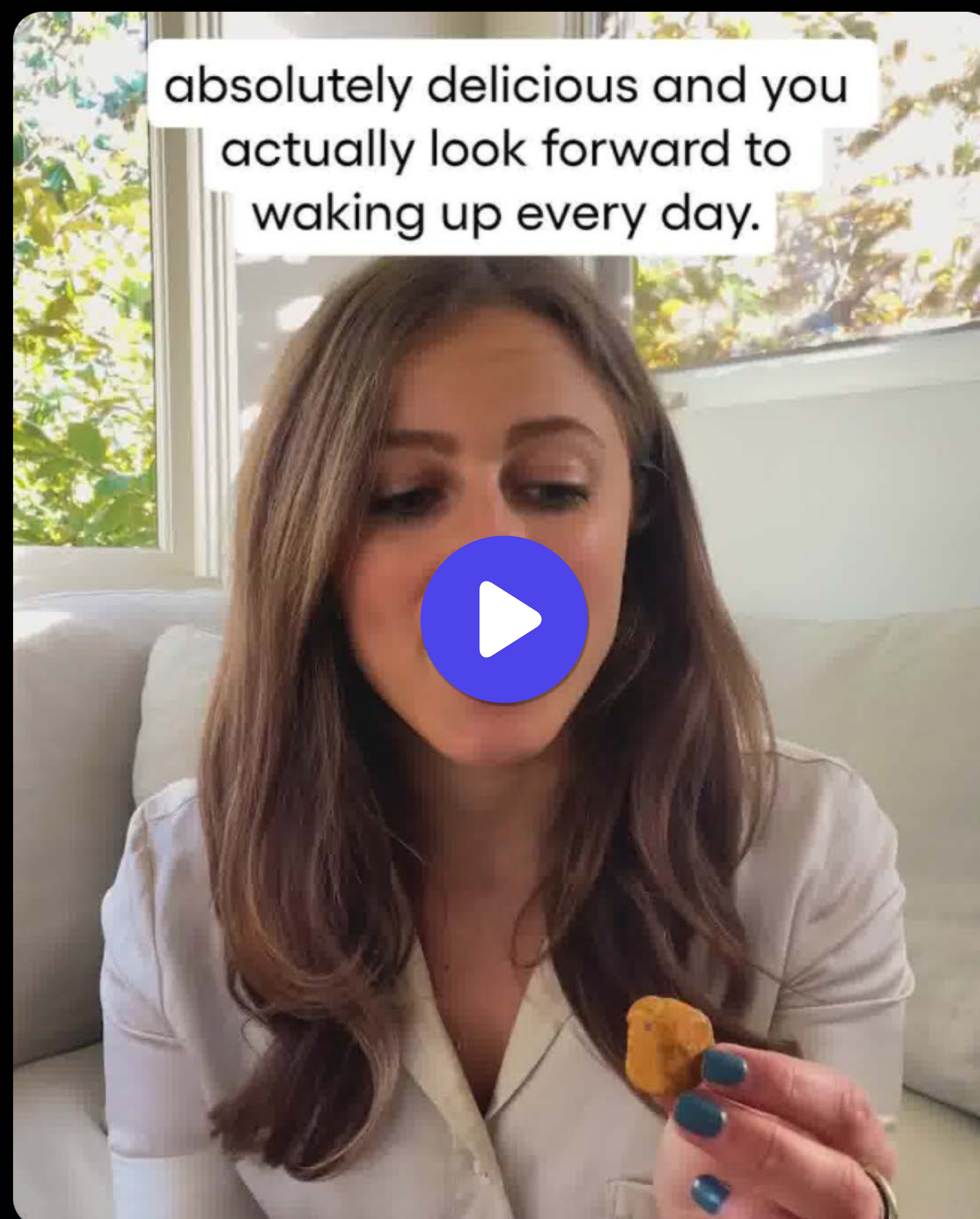
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### Founder story

Another effective angle to consider is focusing on authenticity, and a great way to do this is through a founder video.

The challenge here is to strike a balance: it shouldn't just be about the founder's journey, but also about the customer's experience. While it's important to share your story and vision, make sure to highlight how your product or service benefits the client.

Example:







## Felix Morsbach

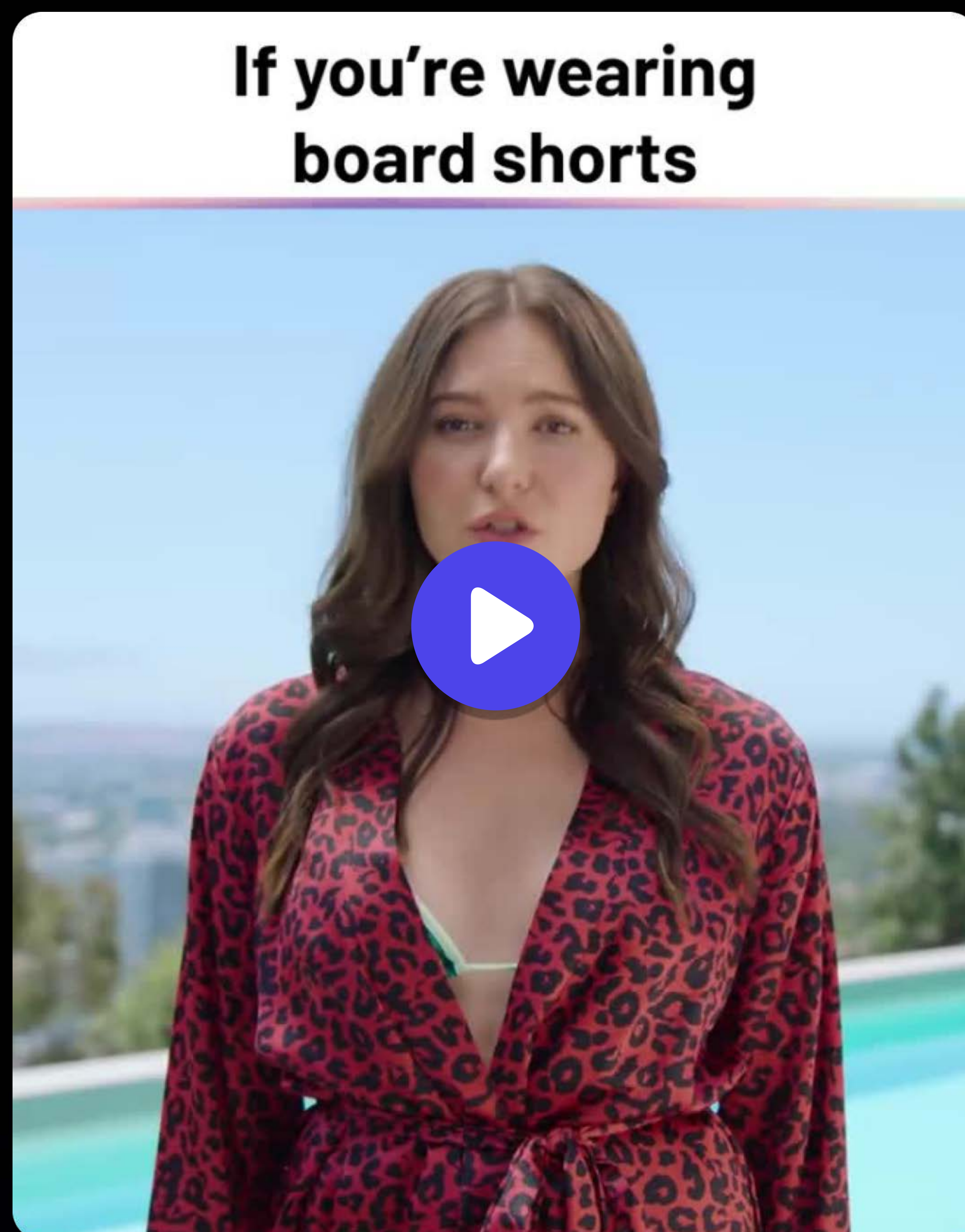
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### High-quality but direct response

One approach that's really paying off for us is creating high-quality ads that still follow the principles of direct response editing.

This helps us stand out in a sea of "classic UGC." It is extremely important to work with top content creators or even actors here, otherwise, the quality of the production does not match the quality of the actors and this leads to a break, which is usually a knock-out criterion for performance

Example:







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## Familiar visuals

Another effective strategy is to use visuals that your audience already knows and trusts. This could be a screenshot of a Reddit conversation, a Twitter (X) post, or even a note-taking app.

Using familiar visuals not only grabs attention but also adds an extra layer of credibility to your message.

Example:

< Notes

Done

### Why Hims is the best way to get prescribed Cialis® in 2023

1. No doctor's visit
2. No insurance needed
3. Secure 100% online process
4. Licensed healthcare providers

Prescription products require an online consultation with a healthcare provider who will determine if a prescription is appropriate. Restrictions apply. See website for full details and important safety information.





## Felix Morsbach

is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

### Educational approach

The educational approach is particularly effective for those in the unaware stages. But remember, it's not just about spouting facts or talking about, say, the special ingredients in your skincare line.

You need to grab your audience's attention first. Start with a shocking or intriguing fact that makes people sit up and listen.

For example, Dr. Squatch nails this by asking, "Do you know how most deodorants can affect your body?"

Follow that up with easy-to-understand facts about how those products are really hurting you, and you'll have people questioning their choices—and that's when you hit them with your irresistible offer (in the same ad AND of course further down the funnel when they enter the next awareness stage).

example 01:







## Felix Morsbach

is a Meta/TikTok Ads Specialist at TurnVertical. Felix is a TikTok ads expert and TikTok content creator with 45K followers.

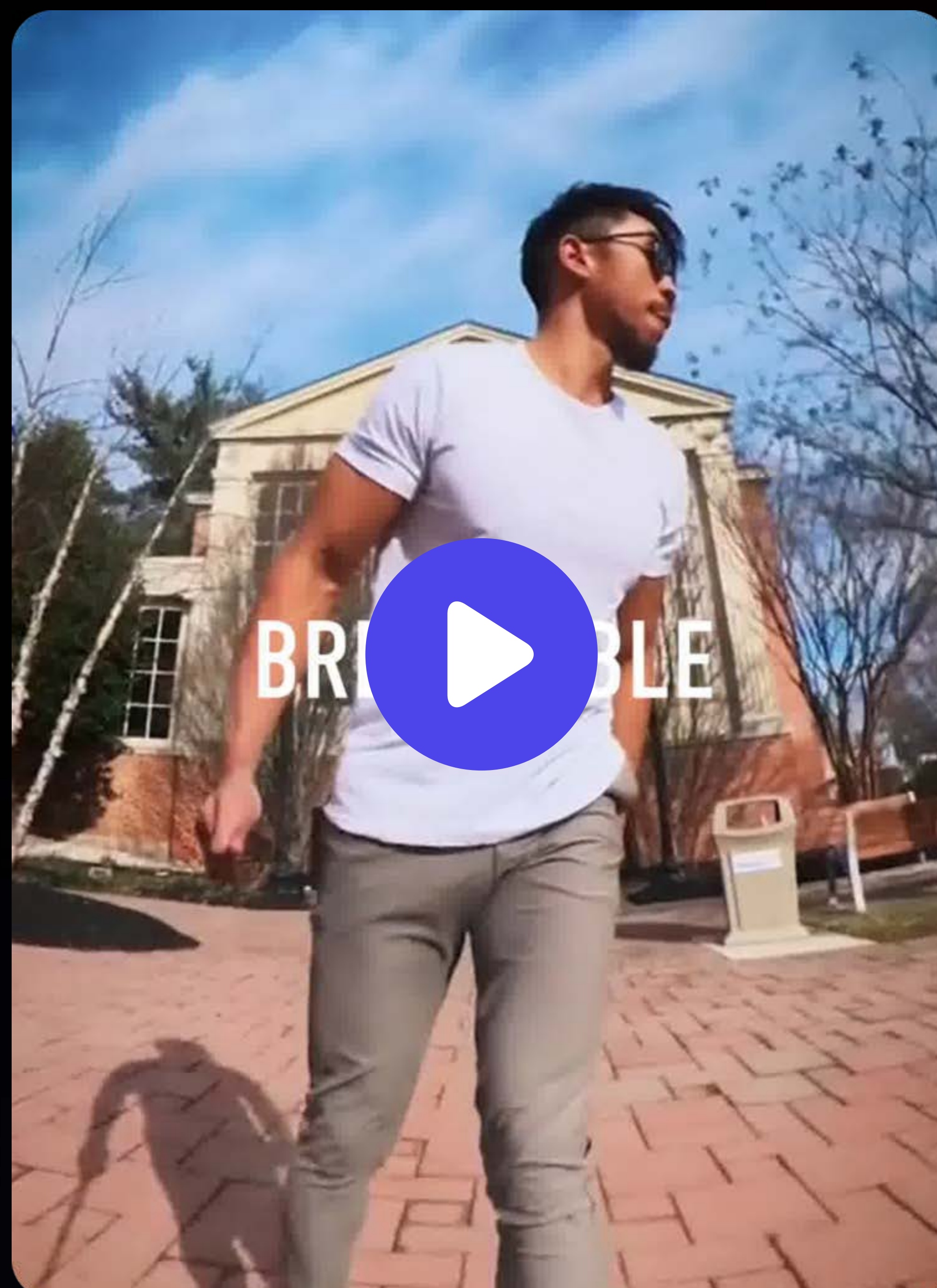
### Aspirational content

For those in the unaware stage (don't know your product and do not even know that they might have a problem which your product is solving), the aspirational angle is really working great for us.

Showcasing creators who embody the lifestyle or achievements your audience aspires to can be a strong motivator. Even if they're not familiar with your product, the aspirational aspect serves as an initial trigger.

The key is to feature someone who is accomplishing things—or has a look—that your audience admires, making it clear that they too can reach that level with your product.

example 01:







# Mariah Lukashewich

is a UGC Creator and Brand Influencer for ecom brands.

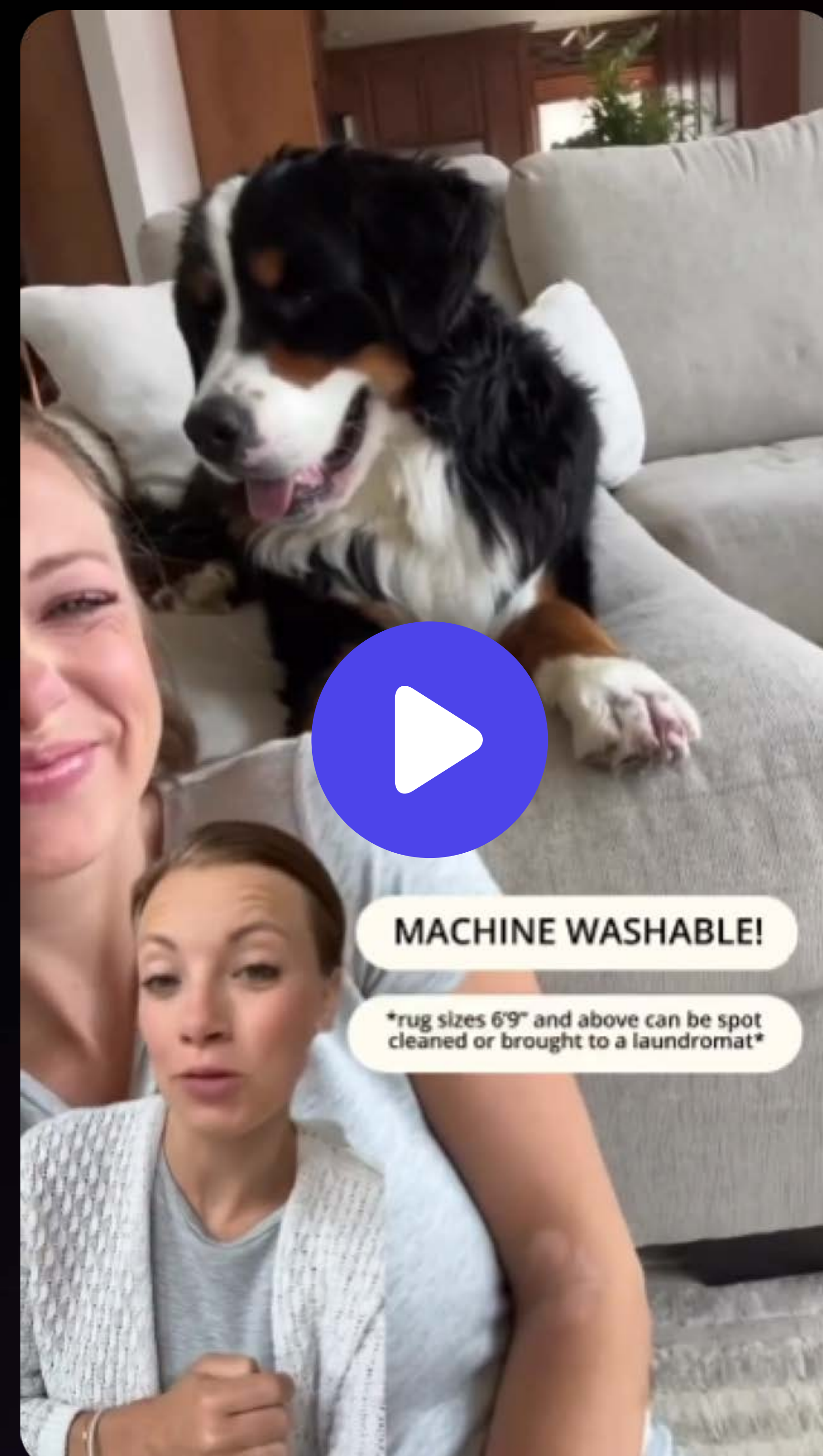
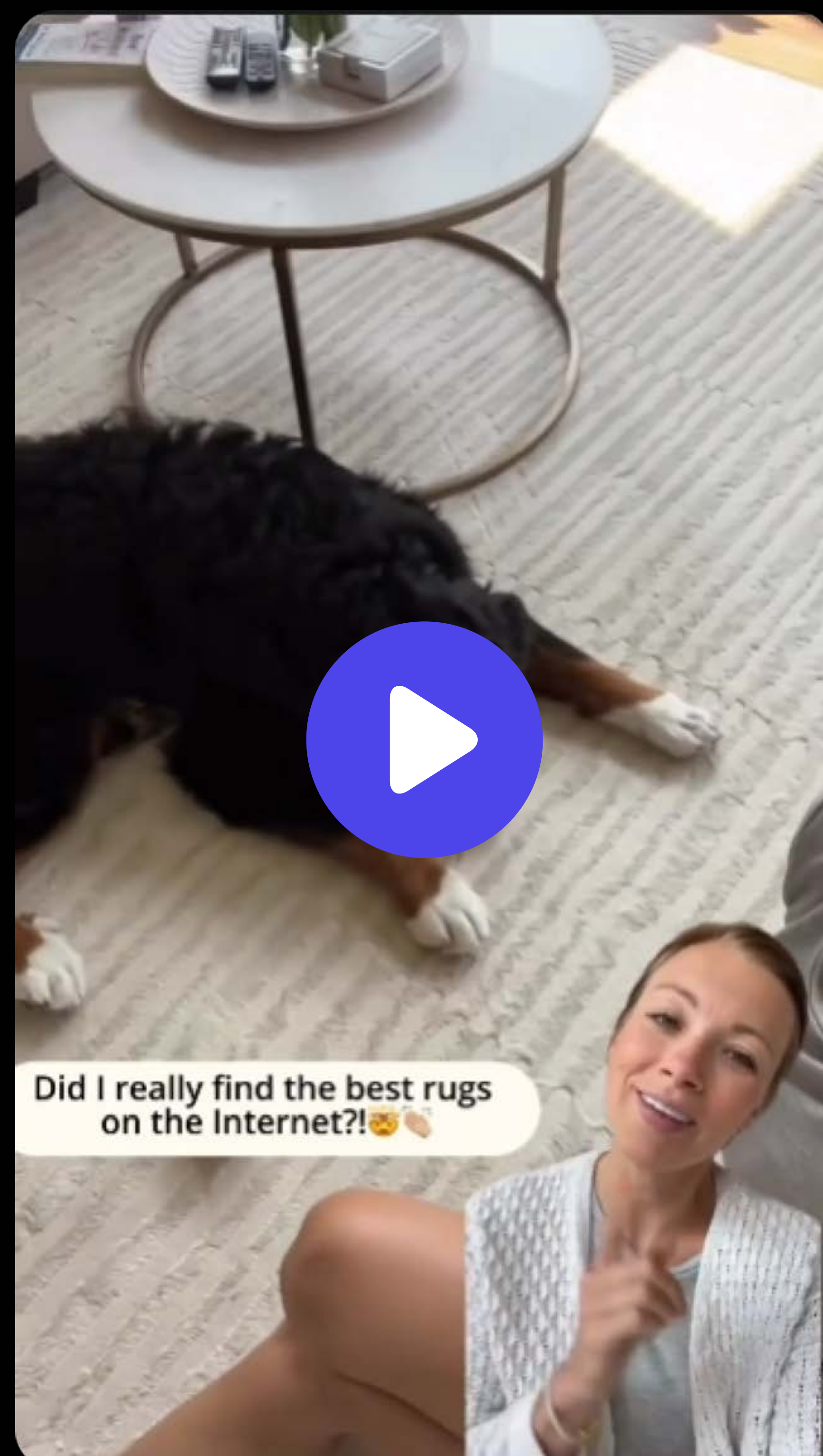
Here are my top creative angles that are working right now:

## Full green screen videos

I'm glad to see that these videos have been performing well. Perhaps this is because they have a natural and organic look and sound.

It is almost as if someone had posted the video on their own social media story, rather than it being run as an advertisement. This approach seems to resonate with viewers and captures their attention in a way that other types of ads might not.

For those who are interested, I would encourage you to take a look at the example below and see for yourself just how effective this type of video can be.







# Mariah Lukashewich

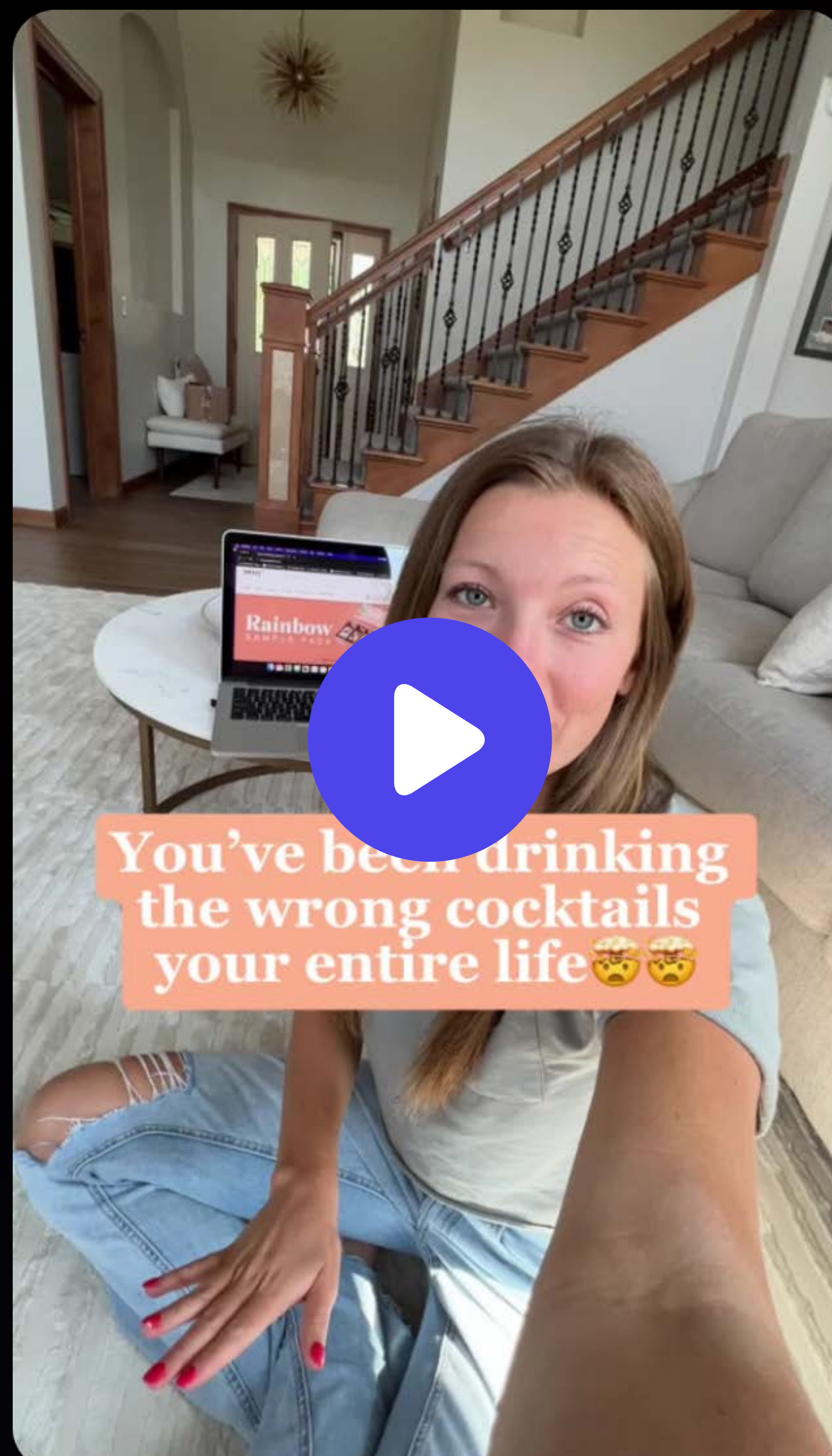
is a UGC Creator and Brand Influencer for ecom brands.

## .5 view

Starting a video in .5 view, which is a unique camera perspective, and continuing the video throughout as a POV (point of view) style, shows the viewer a new way of using the product in their everyday life.

This different approach to video production sets it apart from all other videos in the market, providing an engaging experience for the viewer.

The use of the POV style allows the viewer to feel as if they are the one using the product, immersing them in the experience and helping them envision how the product can fit into their own lives. This technique provides a more informative and in-depth understanding of the product's features and benefits, making it more likely for the viewer to consider purchasing it.





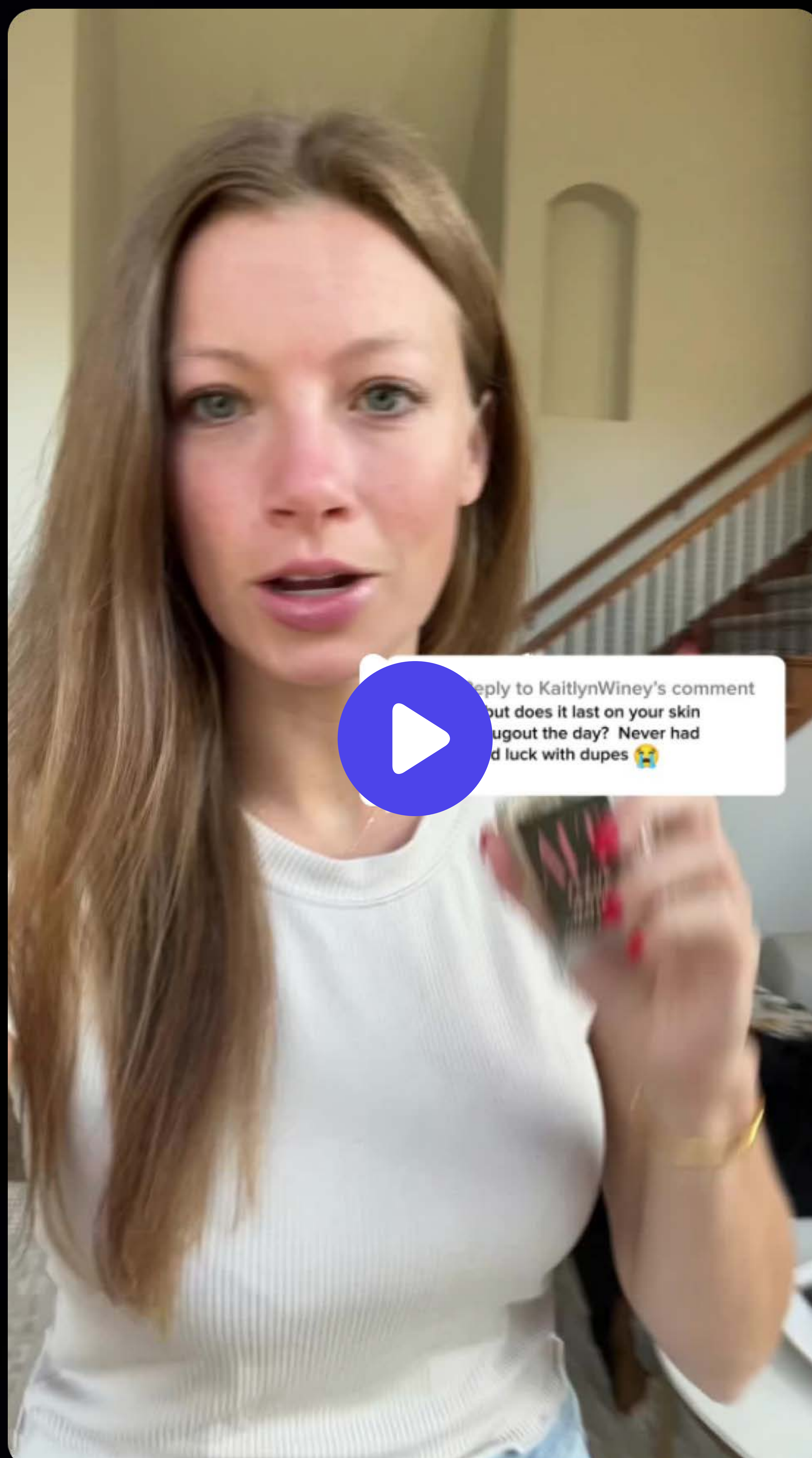


# Mariah Lukashewich

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## TikTok reply box

TikTok reply boxes are ubiquitous in the app and widely recognized by its users. Due to their familiarity, when an advertisement featuring a TikTok reply box appears on the screen, viewers tend to pause and take a closer look. By capitalizing on this recognition, advertisers can leverage the TikTok reply box's visual appeal to capture more attention and draw viewers in.







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## Video with a paragraph of text overlay

This approach is not commonly used and stands out as unique. While it may not be a widely adopted technique, it is increasingly popular on TikTok where lengthy paragraphs are often featured in videos.

This is because the extended length of the paragraph piques the viewer's curiosity, compelling them to watch at least the first three seconds of the video.

Incorporating longer paragraphs into video content may be a useful tool for creators seeking to capture and retain the attention of their audience while also selling the product.







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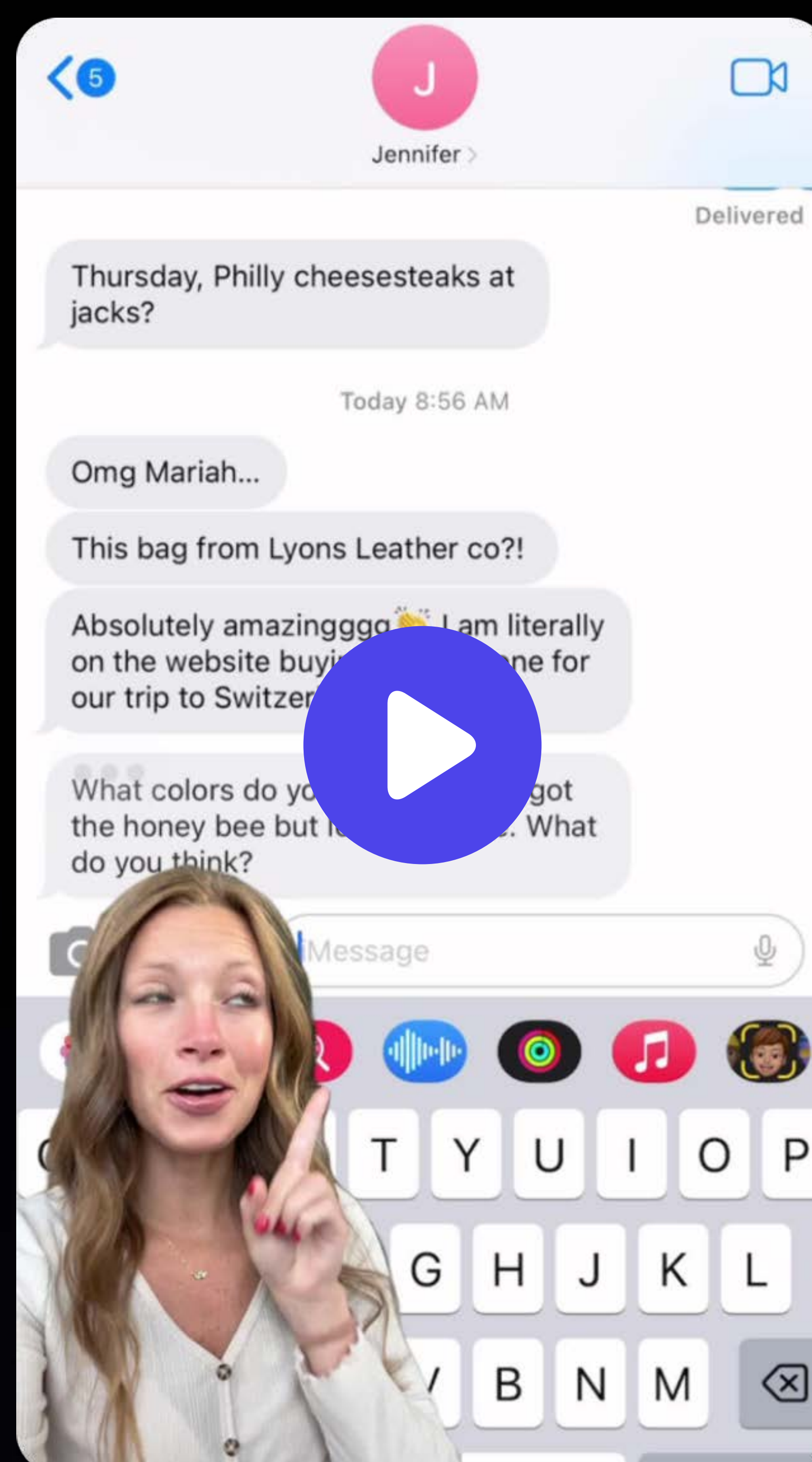
## Text conversations

An effective way to capture the attention of viewers is to start your video with a screen recording of you and a friend texting.

This is an excellent technique as it gives viewers a sense of familiarity and relatability since most people are familiar with the concept of texting.

This familiarity piques their curiosity and makes them want to watch the video to see what the text thread says.

In addition, the use of a screen recording not only adds a visual element to your video but also serves to establish a connection with your audience.







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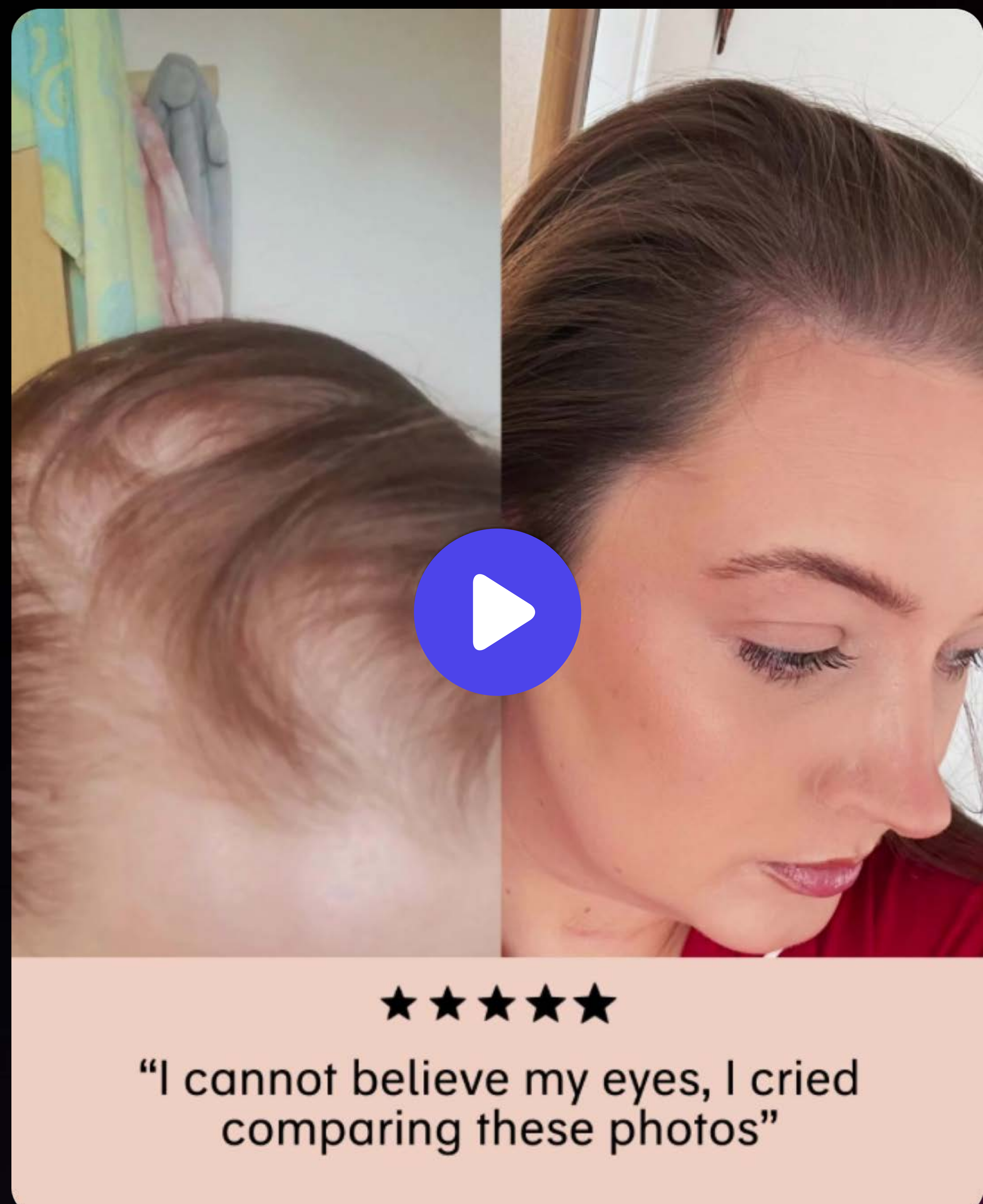
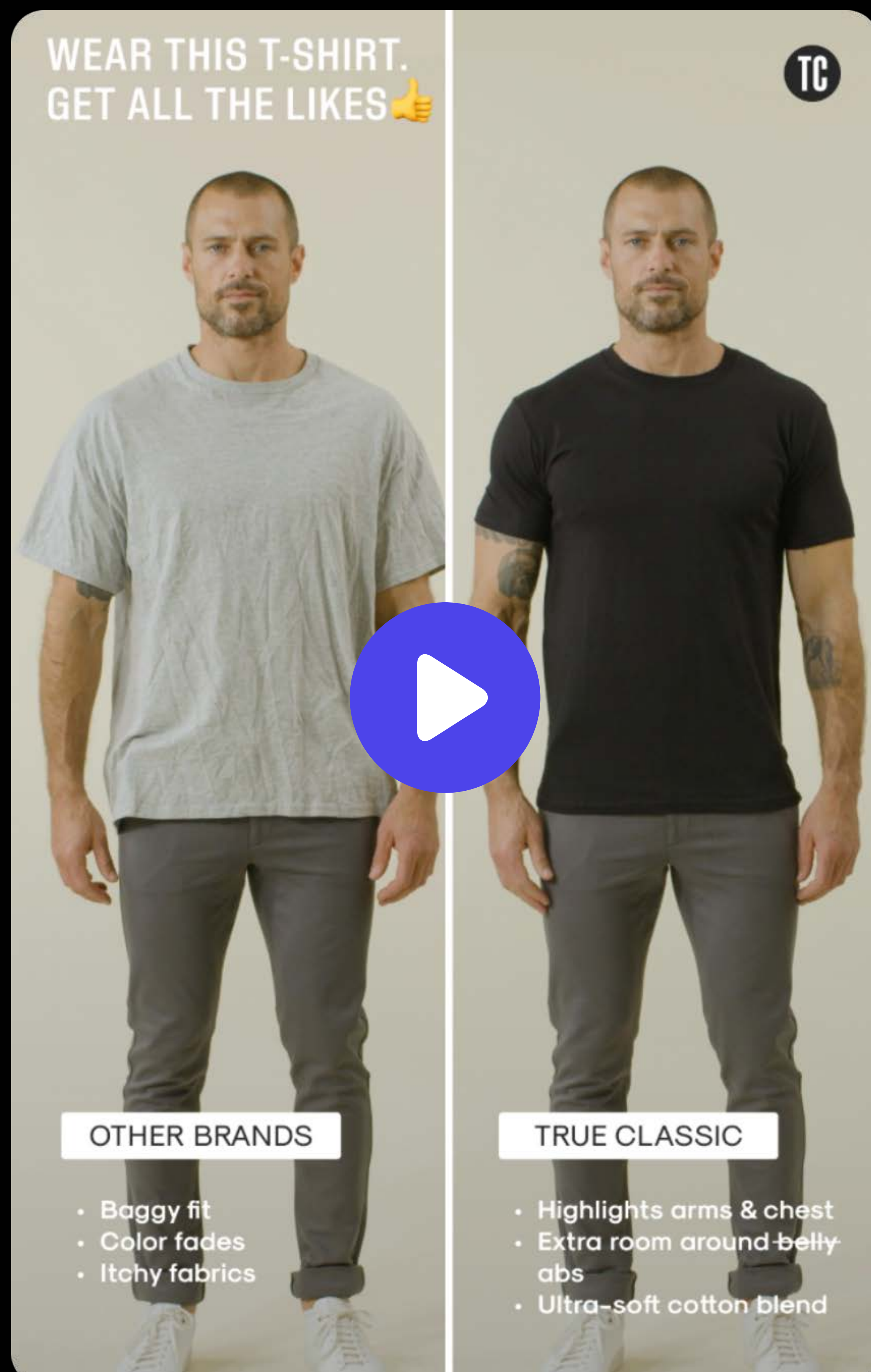
## Side-by-side before and after

One way to capture a viewer's attention is to showcase the product's ability to effect change in a side-by-side comparison.

This can be done by demonstrating the "before and after" of using the product.

By presenting a clear visual representation of the difference the product can make, viewers are more likely to stop and watch the demonstration in full.

This approach can help the viewer understand the product's value proposition, as they can see for themselves the benefits of using the product.







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## **AI-generated static images**

The advancement of AI technology has allowed for a fascinating new feature where users can take a picture of a product and incorporate it into a variety of different backgrounds with ease. The resulting images appear incredibly professional and aesthetically pleasing. This feature can be used by creating several static images and using a green screen.

## **Video on video overlay**

Having one video displayed in full screen and another video showcasing the product in various ways is a highly effective and attention-grabbing method to visually demonstrate how the product works.

This strategy allows the viewer to not only see the product in action but also gain a deeper understanding of its features and benefits. By presenting the product in multiple ways, the viewer is able to fully appreciate its capabilities and how it can meet their needs.

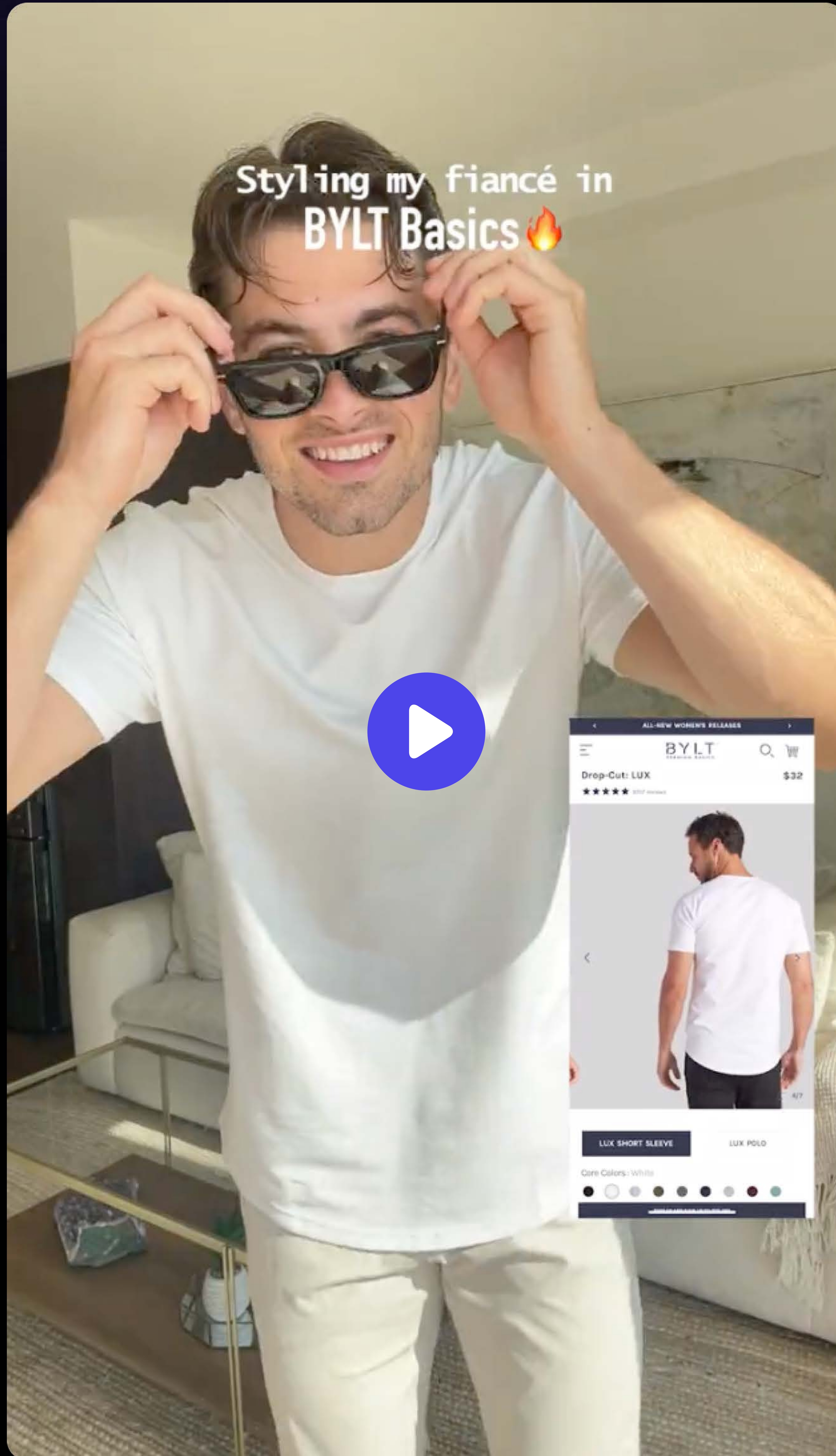
Additionally, this approach can help to build trust with the viewer by providing a comprehensive and transparent view of the product, which can ultimately lead to increased sales and customer satisfaction.





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## Founder videos

One effective way to build trust in a brand and its products is by showcasing the founder's perspective and their experiences in building out the brand and developing the product.

By sharing their authentic reactions, even the difficult parts of the process, viewers can gain a deeper understanding of the brand's values and mission.

Creating organic and personal videos such as selfie-style clips can be more effective in building trust than polished, studio-made videos.

Not only do they feel more authentic, but they also provide viewers with a glimpse into the founder's personality and passion, which can be a powerful tool in creating a strong brand identity.







# Mariah Lukashewich

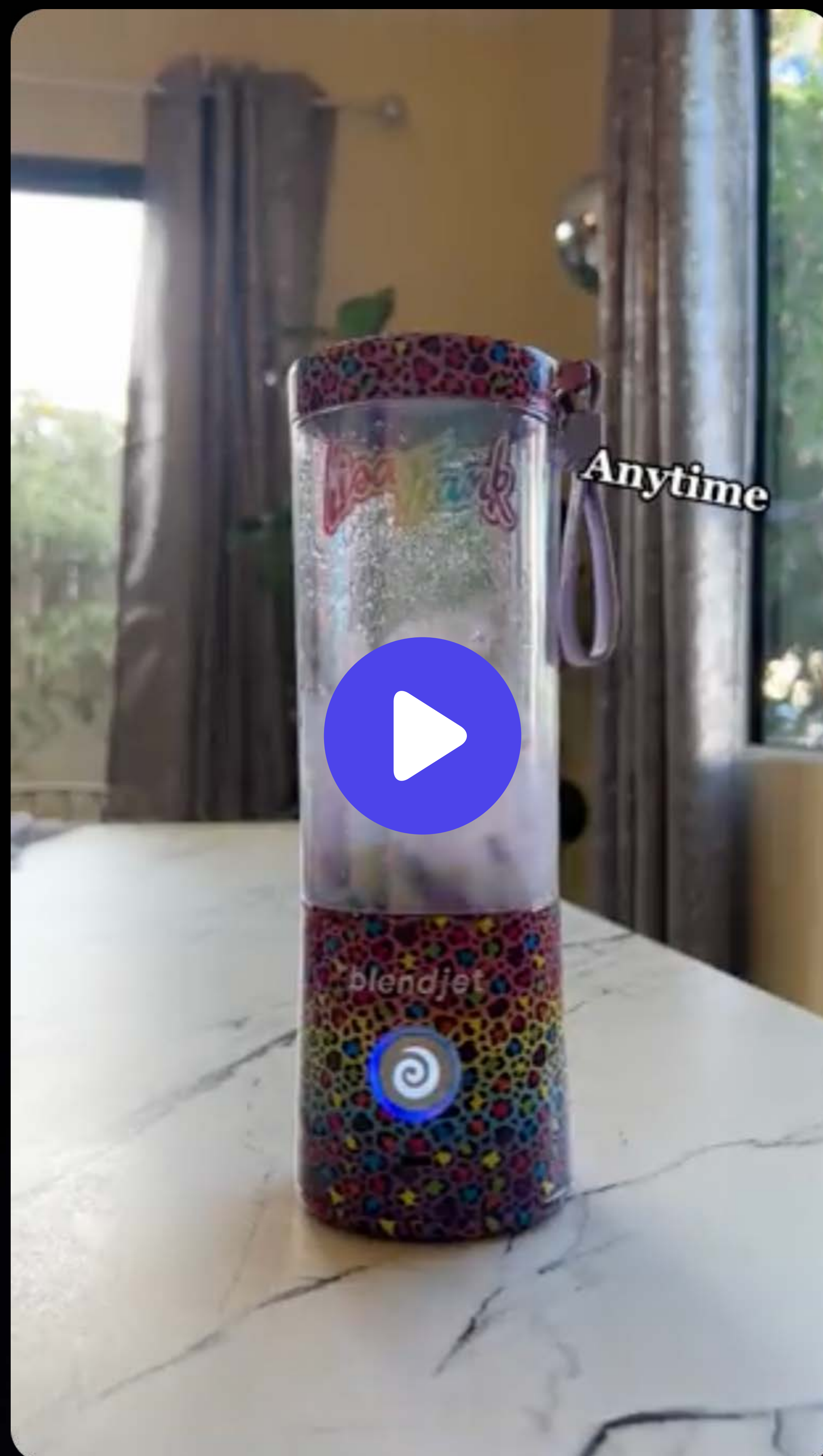
is a UGC Creator and Brand Influencer for ecom brands.

## Write a question on a chalkboard/paper/sticky note

One effective strategy to increase watch time and thumbstop is to ensure that the viewer is compelled to stop and read what is being written on the screen.

This can be achieved by incorporating engaging text overlays or captions that are relevant to the content being presented.

By doing so, the viewer is more likely to stay engaged and invested in the video, leading to increased watch time and higher chances of the viewer sharing the content with others.







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### Script of the same creator talking to each other

In this video, the creator showcases their unique perspective on the purchasing decision process by taking on two different roles—that of the person before making the purchase and that of the person after making the purchase.

To visually differentiate between the two roles, the creator is dressed in two different outfits. This creative approach not only makes the video visually engaging but also adds an element of fun for the viewer.

Overall, the video is an interesting and informative take on the purchasing decision process.







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## Split screen with a satisfying ASMR video

On one side of the screen, we could have a high-definition satisfying video, like the one linked below. It could be a mesmerizing video of stunning natural scenery, a time-lapse of a city skyline at night, or a beautifully shot footage of an artist creating a masterpiece.

Then on the other side of the screen, we could showcase the creator's user-generated content (UGC) video.

By having these two videos side by side, we can create a very engaging and fun experience for the viewer. The contrast between the pristine high-definition video and the raw and authentic UGC video can provide a unique viewing experience that can keep the audience captivated and interested.



(for example, this video next to a UGC video)





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## **The product is used abstractly**

For instance, a person may wear socks on their hands instead of their feet, which can be quite a peculiar sight to see. It causes the viewer to pause and watch, wondering what the person is doing and why they are doing it.

This is just one example of the many unconventional things people do that can capture the attention of the viewer.

## **Blurred before and after**

The first part of the video would be dedicated to showing the “before” and “during” of the event, while the “after” would be intentionally blurred out until it is necessary to show it. By withholding the “after” footage, the viewer is left with a sense of curiosity and anticipation, making them more likely to continue watching to see the outcome.

## **Organic style video about something else and just using product callouts**

This type of service is particularly useful for products such as cooking items or for assistance with designing a bedroom, among other things.

It provides an opportunity to engage with the customer in a more organic and personal manner, much like watching a vlog. The focus is on a less ad-like approach and more on creating a comfortable and natural conversation where the customer can freely express their thoughts and ideas.





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## **Side-by-side with reviews and UGC video**

The design of the website is quite appealing as it successfully navigates the viewer's attention towards the product reviews while simultaneously directing them towards the video of the product on the other side, thereby providing a comprehensive understanding of the product.

This is a great feature as it encourages the viewer to engage with the product in both ways. It also adds to the overall user experience of the website, making it more engaging and interactive.

## **Product review in a challenge form**

One effective way to capture the viewer's attention is by showcasing the product in a challenge against its competitors.

By doing so, the audience is presented with a clear comparison between the product in question and others in the market, which can be a major factor in their purchase decision.

The challenge can be designed in different ways, such as highlighting the superior features of the product, demonstrating its ease of use, or showcasing its durability.

Moreover, the challenge can be presented in a creative way such as through a story or a series of engaging shots, which can further hold the viewer's attention and lead them to watch the entire video.





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Overall, incorporating a product challenge in a video can be an effective way to increase engagement and persuade potential customers to choose the product over its competitors.

## **Don't do this, do this**

To better illustrate the effectiveness of the solution, we can compare it to another product that does not address the same problem.

For instance, Product X may have similar features to our solution, but it does not provide the same level of efficiency or user-friendliness. Additionally, our solution has been thoroughly tested and validated by industry experts to ensure its effectiveness. By implementing our solution, users can expect to see a significant improvement in their workflow and overall productivity.

## **Green screen over existing Facebook Ads**

For instance, the creator could begin by stating that he or she first noticed the product through a series of ads displayed on Facebook.

The creator may then elaborate on how these ads caught his or her attention and what specific features stood out to him or her. Furthermore, the creator could mention any initial concerns he or she had before making the purchase.

The creator may also detail his or her user experience with the product after buying it, highlighting both the positive and negative aspects.





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Additionally, the creator could suggest potential improvements that could be made to the product to make it even better. All these details would provide valuable information for anyone considering purchasing the product and would help them make an informed decision.

## **Podcast style**

One way to make your content appear more organic and less like an advertisement is to present it in a podcast style. Instead of simply presenting information, the creator can engage with the audience as if they were having a conversation on a podcast.

This approach not only makes the content more engaging but also allows for a more personal connection to be established with the audience.

## **“Facebook help me decide”**

One effective way to engage with Facebook viewers is to use an organic video style where you pose a question and provide different options for viewers to choose from. By doing so, you not only build social proof but also showcase the variety of products or designs that your brand offers.

Additionally, this type of video format can create a sense of interaction and connection between the brand and its audience.

To further enhance this strategy, you can also consider incorporating customer testimonials or case studies that highlight the benefits and effectiveness of your products or services.



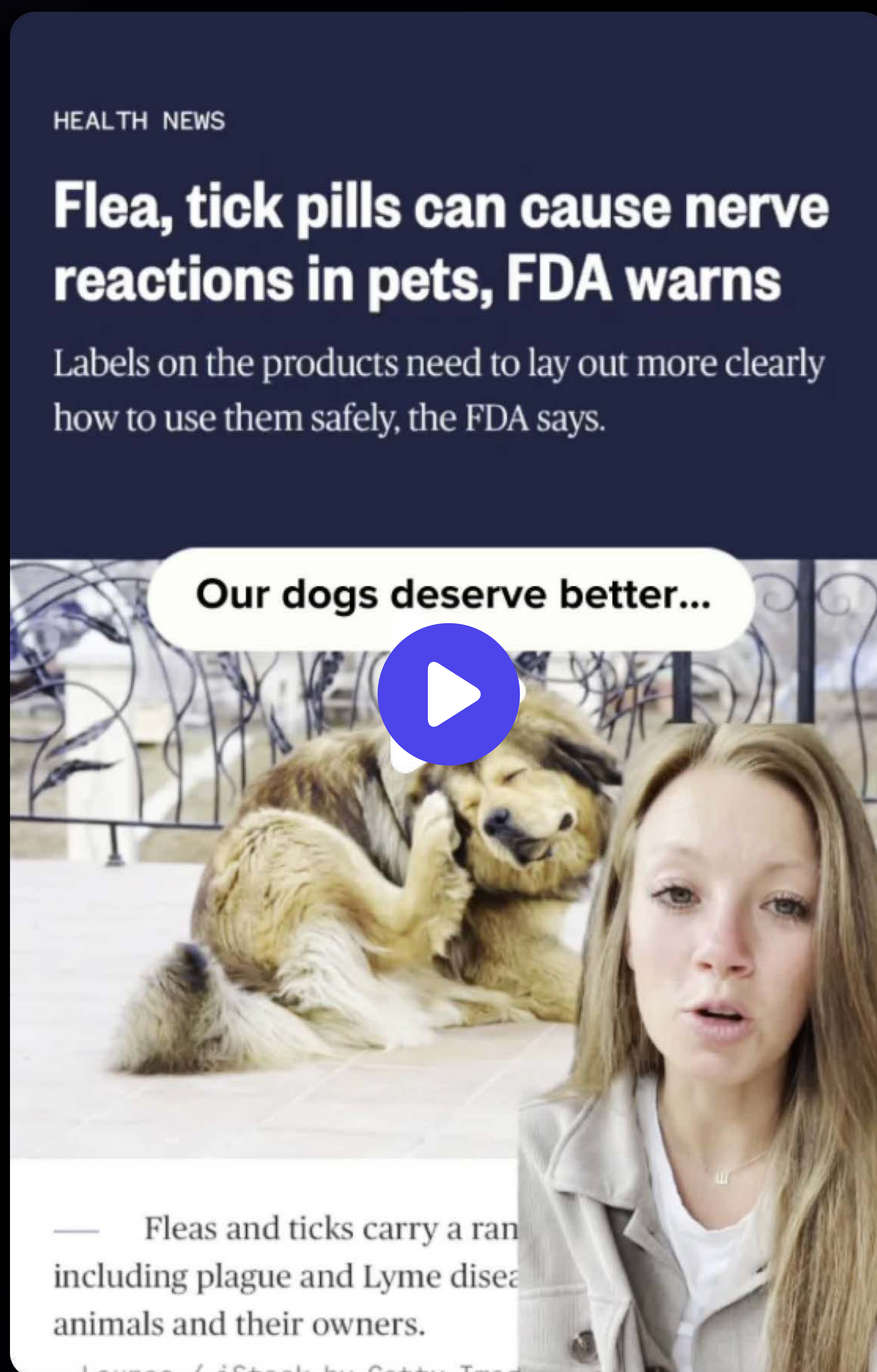


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is a UGC Creator and Brand Influencer for ecom brands.

## Publication or research green screen

One way to establish the credibility of your product is to present recent studies that highlight its effectiveness in solving the problem at hand. By showcasing the results of such studies, you not only demonstrate the value of your product but also build trust among potential customers.







## Alexa Prins

is a Creative Strategist at Kulin, a brand-first performance marketing agency that helps companies navigate and sustainably scale revenue.

Here are my top creative angles that are working right now:

A good angle to test when making new ads is a psychology-based angle. Humans are intrinsically motivated by a number of different desires, you just have to find the right ones that resonate with your audience.

We've been testing motivators like status, acceptance and even romance with some of our brands.

For example, if you wanted to speak to acceptance as a motivator, you could use a headline like "x number of people are using this make-up" and if you wanted to speak to romance, you could use a headline like "My girlfriend loves when I wear this fragrance".

Within the categories of motivators, there are tons of ways to speak to your audience, it's just about finding what's important to them and what they are driven by, and you do that by testing.





# Courtney Fritts

is the founder of the agency Axiom Marketing Solutions.

Here are my top creative angles that are working right now:

- Thumbstop mentions WHO the audience is (i.e. "Attention dog owners!")







# Courtney Fritts

is the founder of the agency Axiom Marketing Solutions.

- Life before the product and life after the product.
- Us vs. them competitor comparison (oldie but goodie).
- Answering a TikTok comment/answering or providing pushback to an obstacle or common question.
- Infomercial/sales pitch/straight to the point. We're not hiding that we're selling you something.
- "If you do \_\_\_\_\_, then this video is for you. If not, keep scrolling".
- Problem/solution (Oldie but goody).
- Seasonal - "why you need this \_\_\_ this fall".
- My \_\_\_\_\_ must-have (i.e. "My travel must-have is \_\_\_\_\_").







# Courtney Fritts

is the founder of the agency Axiom Marketing Solutions.

- Organic/“in real life” of someone asking about the product when they see you using it - super native content







# Sarah Levinger

is a performance creative consultant, helping DTC brands increase ROI with psychology-based creative.

Here are my top creative angles that are working right now:

- Text conversations UGC
- Challenge-style product reviews
- Founder reacts videos
- Crowd reaction voiceovers
- Progression of product design statics
- AI-generated static image mashups
- “You are here” memes
- Blurred before and after
- Video on video overlay
- Notification Center messages