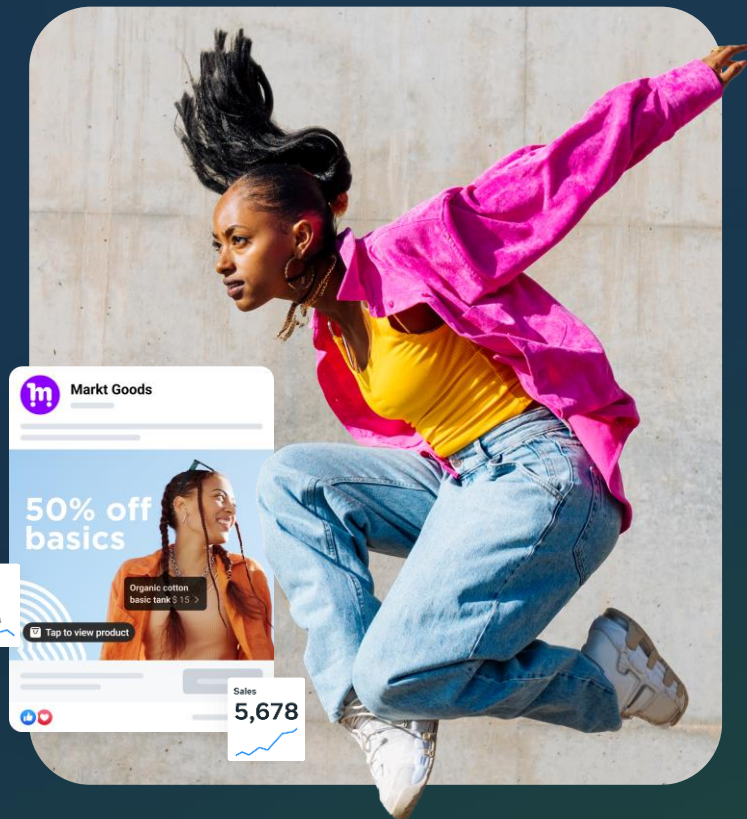


Advantage+
Solutions

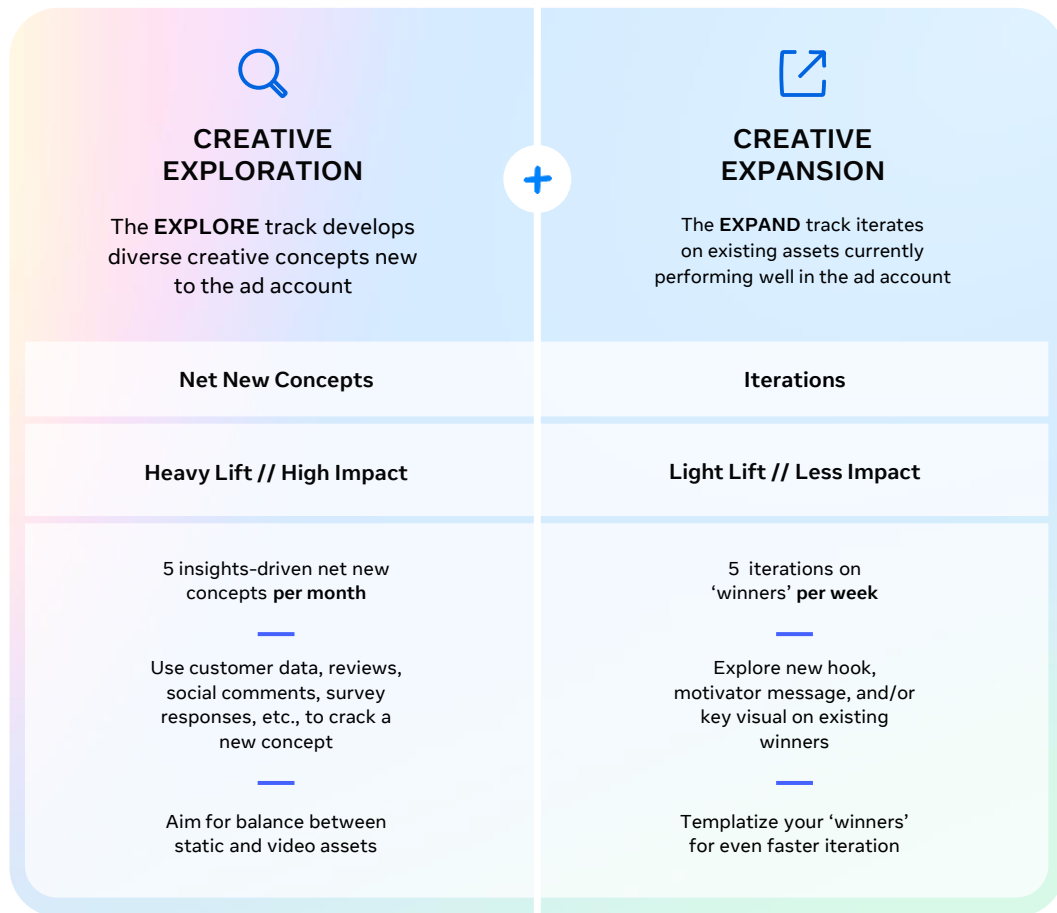
Create & Automate

Creative strategies that power
Advantage+ performance



A creative operating system for Advantage+ performance

Use these two creative development tracks to help build the creative diversity and volume you need while keeping your brand ethos at the center of it all.

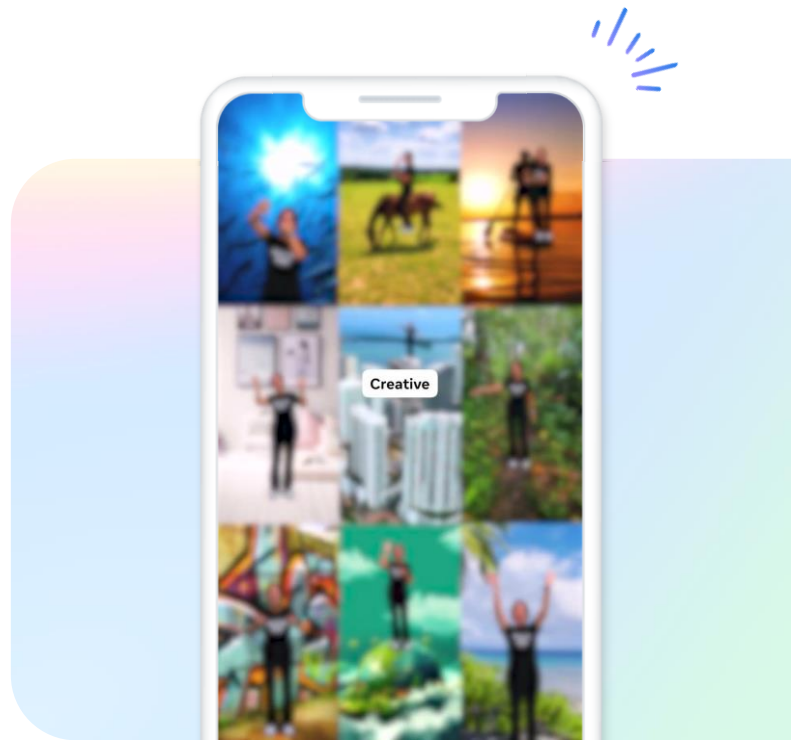


The TLDR on creative diversification

Creative diversification can help you efficiently convert new audiences on our platforms. It also combats the creative fatigue that can occur when your audience keeps seeing the same creative assets over and over again. It's a key strategy to power performance – so let's unpack what you'll need to help you unlock new audiences.

The Essentials

- ◆ **Diversify your message.** Different people are inspired to purchase a product or service for a variety of reasons. Avoid copy/paste messaging if you want to appeal to a broader group.
- ◆ **Explore distinct and different visuals.** Showcase diversity in people and product visuals. Balance UGC-heavy campaigns with high-polish assets.
- ◆ **Opt into more formats and placements.** In order to convert new customers, you need to meet them where they are. To that end, make sure to have Advantage+ Placements turned on for all of your relevant campaigns.



Katie Ewer

Click to hear some FAQs we get when talking to brands about diversification.



What does a creatively diverse campaign look like?

Here's an example of a real campaign.

CELL 1: SIMILAR CREATIVE



- Highly similar messaging and visual style
- Limited variation in aspect ratio and format

CELL 2 RESULTED IN

- ♦ **7%** lower CPA and
- ♦ **7%** higher purchases vs Cell 1.

CELL 2: DIVERSE CREATIVE



- ✓ Includes top-performing BAU
- ✓ Mix of lo-fi + high polish assets
- ✓ Diverse formats, messaging, and visual style

Leverage endless combinations to increase your asset volume

It can be a bit overwhelming when you're getting started - so here's a simple template you can leverage.

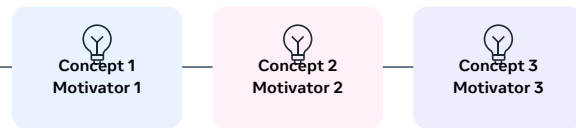


TOTAL ASSETS: 30

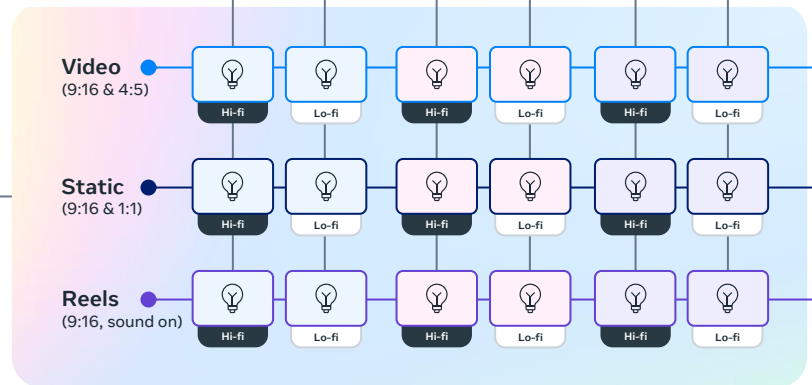
01 MOTIVATOR

Assess your existing assets and unlock 3 motivators, barriers, or needs that are currently not being addressed.

02 MESSAGING



03 VISUALS



04 FORMATS

05 PLACEMENTS

Ensure you are placement optimal or are leveraging 6+ placements in total.

Diversify with motivator-led creative

Motivators are a key tool in driving creative diversification. Motivator-led creative can help your brand build connections with people on our platforms and inspire them to take action.

What is motivator-led creative?

People have diverse and differing reasons for buying the same product. In this example, we see diverse motivators inspiring purchase of the same winter jacket. Cultural trends and specific use cases are a great place to start brainstorming motivator messaging.



TIP: Motivators are an evergreen strategy you can use to deliver fresh creative themes that inspire new assets.



"My son wants a coat that is trendy, stylish and warm."





"I want to get my sister a high quality coat she can wear skiing!"

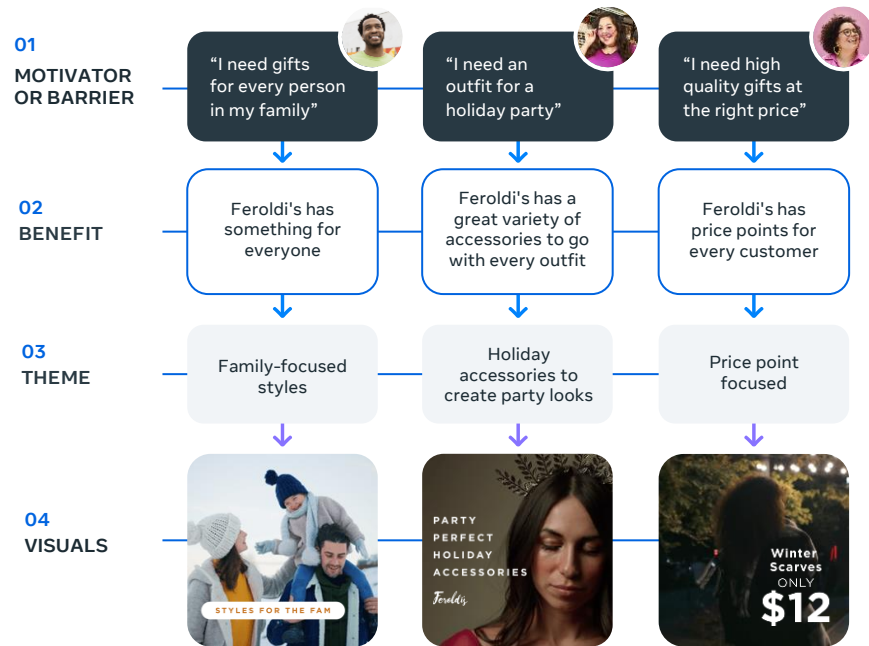
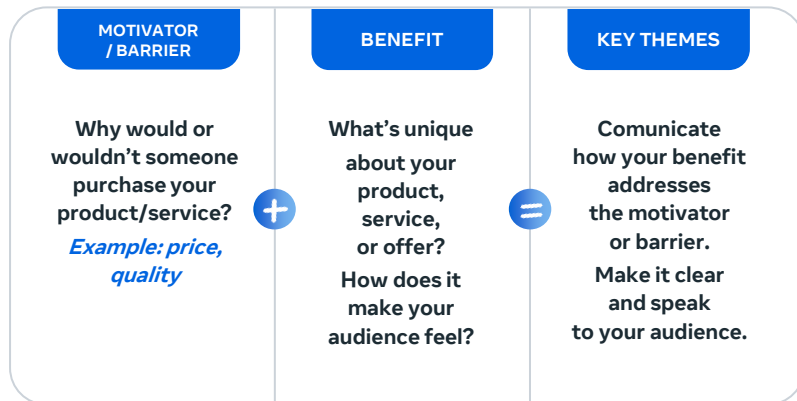






How motivators unlock creative differentiation

This simple formula helps you to use motivators as springboards to develop new creative assets. These new concepts can be used to convert new audiences.

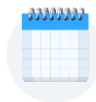


TIP: Once you have your creative themes, remember to create assets that mix lo-fi, hi-fi, human-focused, and product-focused visuals in different aspect ratios to achieve meaningful creative differentiation.



Find your motivators

When it comes to discovering diverse motivators powerful enough to drive conversion, you have many tools at your disposal of tools at our disposal.



**DON'T FORGET
MOMENT-ARY
MOTIVATORS**



Seasonal and calendar moments inspire people to buy outside their usual category and create a new set of motivators to explore

◆ To begin...

Start with your product

What makes it unique? Consult your audiences to discover why and how they use your product. **Comments, reviews, and surveys are a great place to start.**

Ask the community

Is there a creator that is connected to your target community? **Collaborate with them to gather top questions or needs in your category.**

Current conversations

What are people saying about your product/category? What trends and themes are you seeing? **Use Reels and Search trends as inspiration.**

Translate to emotions

What is the overarching emotion? **Get familiar with how using your product makes your audiences feel.**

◆ Next ask...

Who's missing?

Is there an underrepresented community that you can speak to? Ask yourself who's not at the table and bring in a fresh perspective!

> [Click to explore](#)
a strategic framework for building creative in service to underrepresented communities.

◆ Finally, tap into...

Institutional knowledge

Can you use internal data (CRM, platform demo data, etc.) to inform distinct buyer personas?

Competitive white space

Is there an unaddressed motivation you can claim or a collective assumption about the product or category you could challenge or subvert?

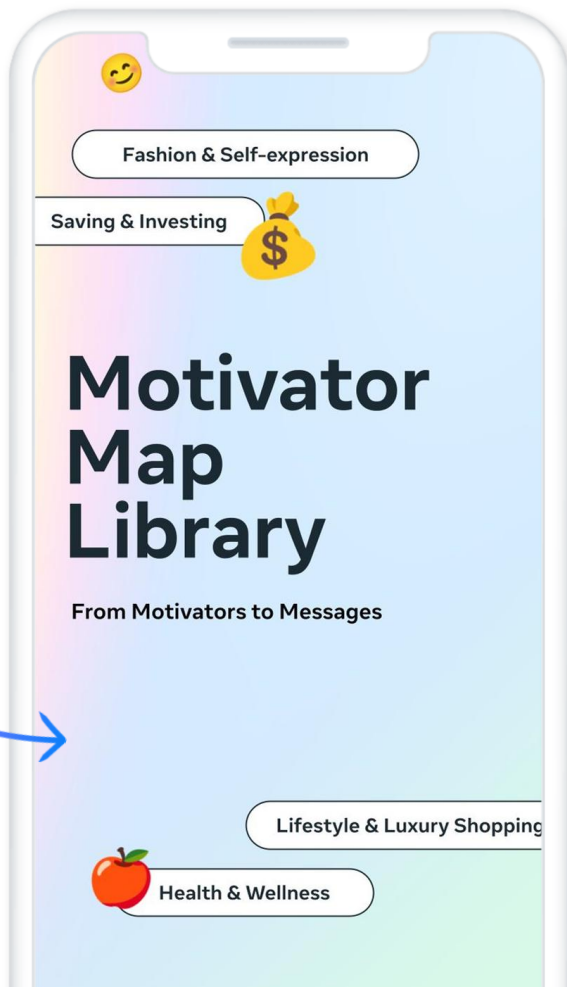
Find your motivators

Download this comprehensive collection of contextual motivators we've uncovered for multiple verticals.

Inside you'll find Motivator Maps for:

Travel, Beauty & Identity,
Fashion & Self-Expression,
Eating & Drinking, Health &
Wellness, Subscribe & Stream,
Saving & Investing, Lifestyle &
Luxury Shopping, Gaming, and
Holistic Fitness.

CLICK TO
DOWNLOAD



From motivator to messaging and more

Once you understand what's motivating people, it's time to turn that into messaging and ideas you can use to diversify your ads. Follow this step-by-step guide to using our Motivators & Messages workbook.



DOWNLOAD WORKSHEETS



TIP: Is there an audience you don't usually consider? What are their motivations/barriers to purchase?

WORKSHEET 1

People-first motivators

Use this sheet to capture all the motivators and barriers that you have identified. Consider key moments that motivate your audience. Reminder: In certain moments, people buy outside their usual categories.

MOTIVATOR	BARRIER	SITUATION OR SEASONALITY
> Inclusive sizing > Unique pieces > Versatile styling options for different occasions > Authentic reviews & social proof	> Unsure of fit > Trouble deciding between items > Higher price points	> Gift guides > Fast shipping > Special occasion or seasonal event edits



APPAREL EXAMPLE

From motivator to messaging and more

Next, we'll expand your messaging and make it more platform-native (both in language and format).

Want a reminder of what “platform-native” language even is?

Here's a refresher on how to grab attention with hooks.



[LINK](#)

Concept ideas against high-performing story types on Reels



[LINK](#)

WORKSHEET 2

From motivator to message

Next, use this worksheet to transform the motivators from Worksheet 1 to a product focused message that resonates with your audience.

MOTIVATOR	BARRIER	SITUATION OR SEASONALITY
Audience Insight <i>I want to express my style with unique pieces that make a statement.</i>	Audience Insight <i>I am unsure about fit and am concerned about choosing the wrong size.</i>	Audience Insight <i>I need a budget-friendly gift idea ASAP.</i>
Product or Service Benefit Exclusive range of limited edition apparel & accessories from independent designers	Product or Service Benefit Online sizing guide, virtual try-on, free returns	Product or Service Benefit Gift guides curated by occasion and price point, express delivery
Message theme Stand out from the ordinary	Message theme Fashion that fits	Message theme Thoughtful & affordable gifts



APPAREL EXAMPLE

[→ DOWNLOAD WORKSHEETS](#)

Create a platform-first concept

Finally, expand the impact of your message by crafting a relevant and compelling hook. Consider creative concepts that connect all aspects of the asset in a single idea, from hook to final frame.

The diagram illustrates the relationship between three key elements in a marketing strategy, organized into a 3x3 grid. The columns represent different levels of specificity: Message theme (top row), Text Hook (middle row), and Concept (bottom row). The rows represent different types of content: Message theme (top row), Text Hook (middle row), and Concept (bottom row). The grid is divided into nine cells, each containing a specific example for an Apparel brand. Blue checkmarks are placed in the center of each cell, indicating a positive or successful relationship between the elements. The examples are as follows:

Message theme	Text Hook	Concept
Stand out from the ordinary	How to ✨ shop like a stylist ✨	Expert Creator talks through product range, top picks, styling tips
Fashion that fits	POV: you finally found your perfect fit	Demo Highlight innovative fit-finding features, visualize the feeling with try-on / unboxing
Thoughtful & affordable gifts	5 personalized gift ideas under \$50	Listicle Showcase curated gift ideas with native-style text overlay to signal categories & price point

At the bottom center of the diagram, there is a blue t-shirt icon followed by the text "APPAREL EXAMPLE".