

∞ Meta



REELS

culture SESSIONS

Como
conectar
cultura +
creators +
marcas?



Originando, colaborando e produzindo com a cultura



Originate
from culture

Build connection points
between a specific territory
and/or community



Collaborate
with culture

Co-create ideas
for the campaign
with the creators that
resonates with the Culture
using CS methodology



Produce
at the speed
of culture

Produce ideas that scale
for Reels + Asset diversification
along the funnel

Em diferentes territórios



Originate
from culture



Collaborate
with with culture



Produce
at the speed
of culture

GENZ
AND TRENDS



WOMEN



MUSIC



BRASILIDADES



CULTURE SESSIONS

Solução **end-to-end** para conectar a sua marca com a **Cultura de forma autêntica**

Baseado num briefing vamos trazer **Insights**, com **Winnin** e **consultorias especialistas**

Co-criação com **creators** e produção de **Reels** e **assets** para **diversificação** criativa.

Originate from culture

SESSÃO 1 - ONLINE
INSIGHTS BASED ON THE BRIEFING

INSIGHTS WINNIN
+
CONSULTORIAS
ESPECIALISTAS

OUTPUT:
FINAL MESSAGE
+
CREATORS TERRITORIES

Collaborate With the culture

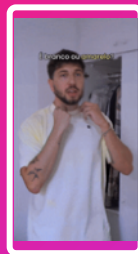
SESSÃO 2 - ONLINE/PRESENTIAL
CO-CREATION WORKSHOP
WITH CREATORS



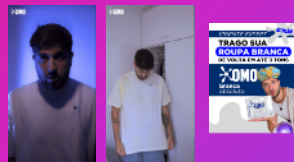
1 TO 3 CREATORS
(CONSULTANT)
+ LOI/ SPARK (PRODUCTION)
+ CLIENT
+ AGENCIES
+ META (CS, SALES)

Produce At the speed of culture

PRODUÇÃO DE REELS + BRANDED ASSETS



1 ORIGINAL REELS
With Partnership ads
Per creator



5 BRANDED ADS
per creator
adaptations included for
9:16 and 4:5
suited for Reels, Stories, Feed....

9.6 MM

Views

735

comments



UNILEVER: Brilhante



@DANTEOLIVER



Cheapskates
Parody, he
wants the
best cost-
benefit in
everything

REELS + PARTNERSHIP ADS

Duration: 30 sec

On: creator / brand profile



1 VIDEO STORIES FEED

Duration: until 15 sec

On: brand profile

@BRAND



1 STORIES + FEED

Duration: 6 sec

On: brand profile



1 STATIC

Format: 9:16 and 1:1

On: brand profile

RESULTS

+5.2pts

AD RECALL
Bench: 3.2pts

+5.5pts

FAVORABILITY
Bench: 0.4pts

+4.0pts

ACTION INTENT
Bench: 0.6pts

53.8MM

Views

4,2K

comments

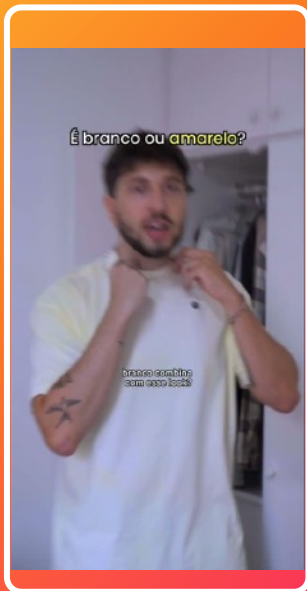


@VINIDALPHINO

UNILEVER: OMO WHITES



@BRAND



Is my shirt
white or
yellow?
Mystery
solved,
bring back
whiteness...



REELS + PARTNERSHIP ADS

Duration: 30 sec

On: creator / brand profile



1 VIDEO STORIES FEED

Duration: until 15 sec

On: brand profile



1 STORIES + FEED

Duration: 6 sec

On: brand profile



1 STATIC

Format: 5:5

On: brand profile

RESULTS

+5.8pts
AD RECALL
Bench: 4.1pts

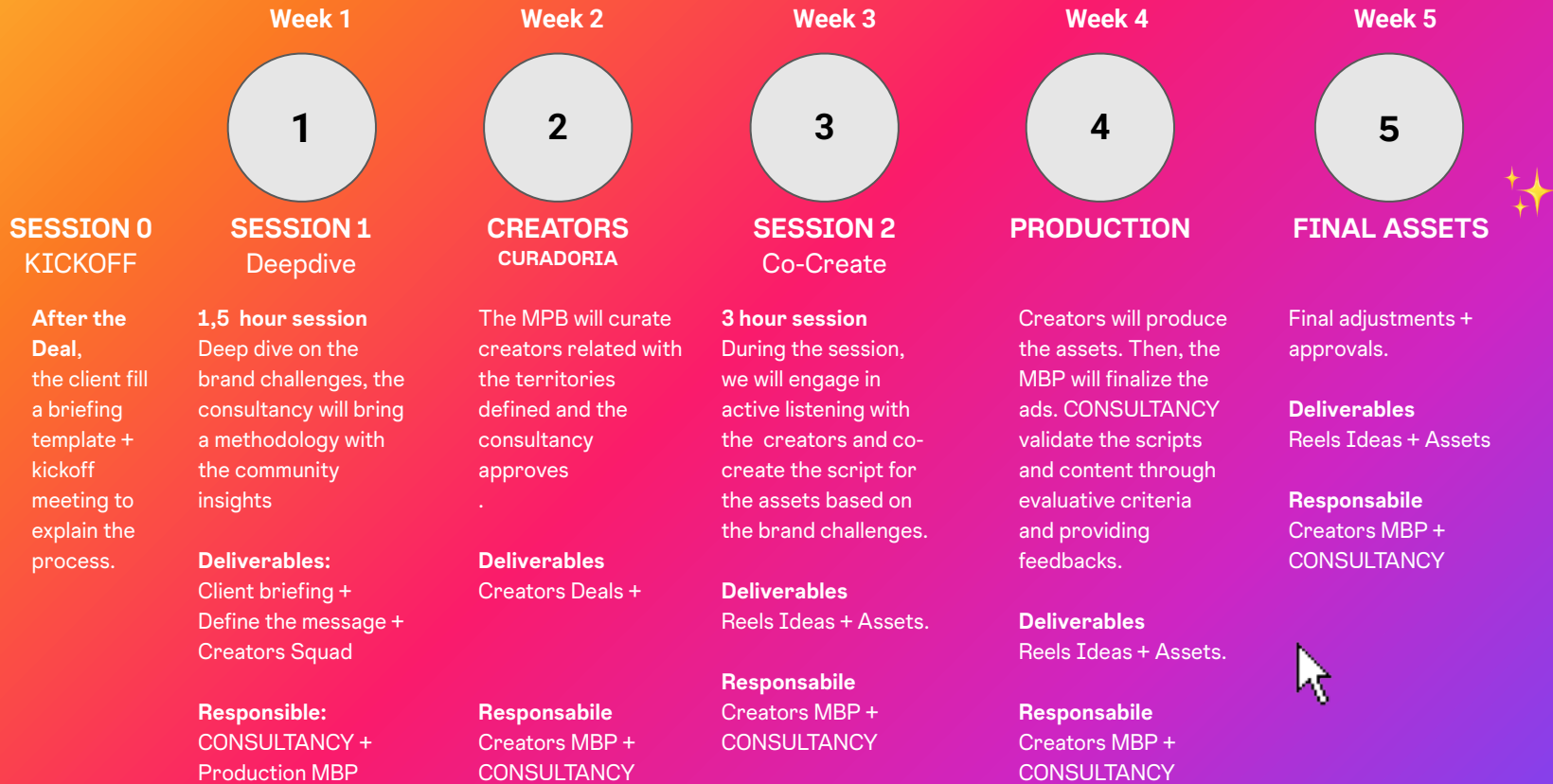
+1.7pts
MESSAGE
ASSOCIATION
Bench: 0.6pts

+1.0pts
FAVORABILITY
Bench: 0.5pts

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Solução & PARCEIROS



GENZ
AND TRENDS



tr[☀]pe

WOMEN



aquilo
que
importa.

MUSIC



BRASILIDADES



T<LK

CREATORS + PRODUÇÃO:



OR

spark[★]

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Measurement STUDY

MULTICELL REELS LANGUAGE MPA (WITH INCENTIVE)



Hypothesis:

Adding 'CULTURE SESSIONS' Campaigns as part of the business as usual, we got better performance in terms of Brand and Conversions KPIs

Ideal candidate:

Advertisers who are planning to adopt the CULTURE sessions campaigns as part of the business as usual, and this BAU also focus on CULTURE audience

Test Structure:

2 Cell per study- (Brand Lift and / or Conversion Lift)
BLS Question Suggestion: Upper and Mid Funnel questions related to the campaign

Test Parameters:

Minimum 4 weeks running; Recommend meeting Brand Lift [High Quality Study Guidelines](#)

10% holdout (for CLS define via PowerCalc)

Add the description on the test name: MPAWRLB_
(MPA Funding)

Cell1: BAU

BAU creatives Campaign

Ad Campaign 1: BAU Creatives
(100% of cell investment)

Control

Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))

Cell2: TEST

BAU + Reels language creatives Campaign

Ad Campaign 1: CULTURE Campaign
(50% of cell investment)

Ad Campaign 2: BAU Campaign
(50% of cell investment)

Control

Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))

MEASUREMENT

NESTED REELS LANGUAGE



Hypothesis:

Reels language creatives (CUTURE focused Assets) will drive synergic Branding results with BAU and lift results on top of BAU

Ideal candidate:

Advertisers who do not use Reels style creatives (for CUTURE Audiece) and want to incorporate them to their BAU strategy.

Test Structure:

Brand Lift Nested study
(Conversion Lift is optional)

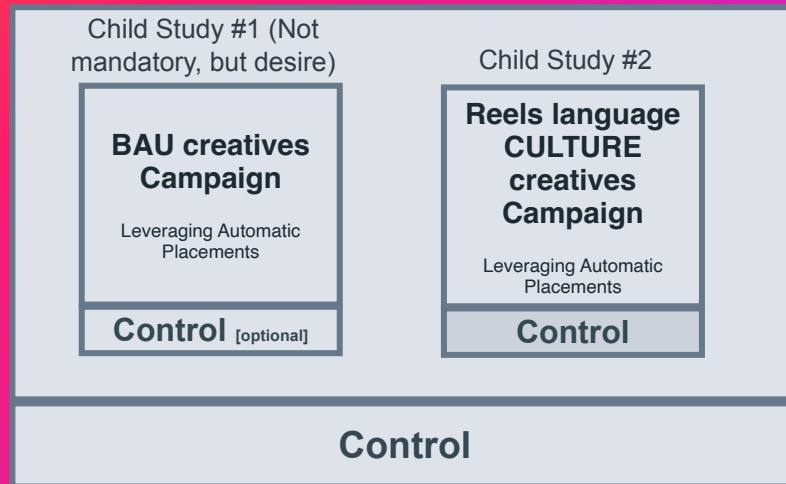
Test Parameters:

Minimum 4 weeks running; Recommend meeting Brand Lift [High Quality Study Guidelines](#)

10% holdout (for CLS define via PowerCalc)
Child studies campaign must run within the Parent study dates

The reels language campaign (child 2) should have at least 30% of the total investment

Parent-Level Study @ Account Level



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Lets GO?