Meta
REELS
culture
SESSIONS

Como conectar cultura + creators + marcas?

Meta

Originando, colaborando e produzindo com a cultura

Build connection points
between a specific territory and/or community

+

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

+

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

Meta

Em diferentes territórios

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

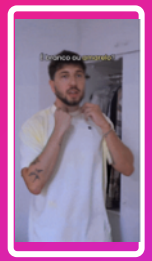
CO-CREATION WORKSHOP
WITH CREATORS

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

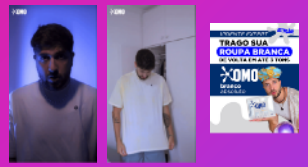
+

Produce
At the speed of culture

PRODUÇÃO DE REELS + BRANDED ASSETS



1 ORIGINAL REELS
With Partnership ads
Per creator



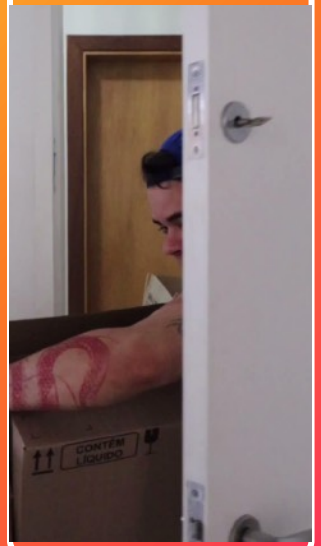
5 BRANDED ADS
per creator
adaptations included for
9:16 and 4:5
suited for Reels, Stories, Feed....

9.6 MM
Views

735
comments

UNILEVER: Brilhante

@DANTEOLIVER



REELS + PARTNERSHIP ADS
Duration: 30 sec
On: creator / brand profile

\+

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

@BRAND

1 VIDEO STORIES FEED
Duration: until 15 sec
On: brand profile

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

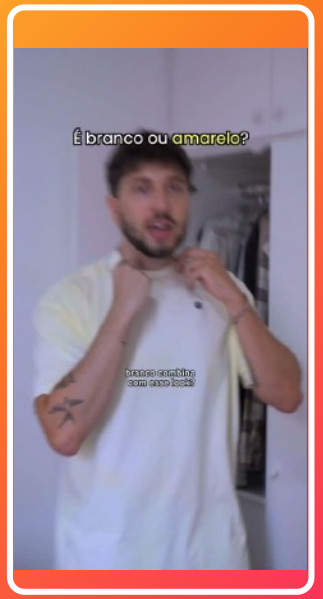
+4.0pts
ACTION INTENT
Bench: 0.6pts

53.8MM
Views

4,2K
comments

UNILEVER: OMO WHITES

@VINIDALPHINO



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

REELS + PARTNERSHIP ADS
Duration: 30 sec
On: creator / brand profile

@BRAND

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 ASSOCIATIION
Bench: 0.6pts

+1.0pts
FAVORABILITY
Bench: 0.5pts

Meta

Solução & PARCEIROS

Meta

FULL SOLUTION

CULTURE SESSIONS

SESSION 0
KICKOFF

After the Deal,
the client fill a briefing template + kickoff meeting to explain the process.

Week 1

1

SESSION 1
Deepdive

1,5 hour session
Deep dive on the brand challenges, the consultancy will bring a methodology with the community insights

Deliverables:
Client briefing + Define the message + Creators Squad

Responsible:
CONSULTANCY + Production MBP

Week 2

2

CREATORS
CURADORIA

The MPB will curate creators related with the territories defined and the consultancy approves
.

Deliverables
Creators Deals +

Responsabile
Creators MBP + CONSULTANCY

Week 3

3

SESSION 2
Co-Create

3 hour session
During the session, we will engage in active listening with the creators and co-create the script for the assets based on the brand challenges.

Deliverables
Reels Ideas + Assets.

Responsabile
Creators MBP + CONSULTANCY

Week 4

4

PRODUCTION

Creators will produce the assets. Then, the MBP will finalize the ads. CONSULTANCY validate the scripts and content through evaluative criteria and providing feedbacks.

Deliverables
Reels Ideas + Assets.

Responsabile
Creators MBP + CONSULTANCY

Week 5

5

FINAL ASSETS

Final adjustments + approvals.

Deliverables
Reels Ideas + Assets

Responsabile
Creators MBP + CONSULTANCY

Meta

CONSULTORIAS

CULTURE SESSIONS

GENZ AND TRENDS

WOMEN

MUSIC

BRASILIDADES

trope

aquilo que importa.

coala music™

TALK

CREATORS + PRODUÇÃO: OR spark

Meta
Measuremen
STUDY

Meta

MULTICELL REELS LANGUAGE MPA (WITH INCENTIVE)

MEASUREMENT

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	Cell2: TEST
BAU creatives Campaign Ad Campaign 1: BAU Creatives (100% of cell investment)	**BAU + Reels language creatives Campaign** Ad Campaign 1: CULTURE Campaign (50% of cell investment) Ad Campaign 2: BAU Campaign (50% of cell investment)
Control	Control
Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))	Advantage+ Placements or Manual Placements (using 6+ placements, including Reels (IG and FB))

Meta

NESTED REELS LANGUAGE

MEASUREMENT

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

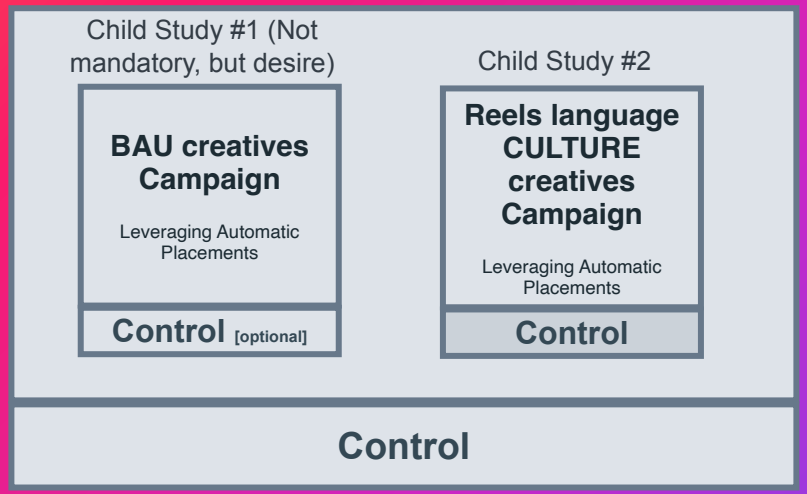
Ideal candidate:
Advertisers who do not use Reels style creatives (for CULTURE Audiece) and want to incorporate them to their BAU strategy.

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



Meta
Lets
GO?