

CREATIVE PLAYBOOK

Tier 3 Automotive

2017



What is this?

This document will help empower you to build next-level Tier 3 Auto-specific creative that will help drive stronger business results and ad performance on Facebook and Instagram.

You'll be guided through the thought process for:

- Creative Basics
- Targets, Motivations + Messaging
- Creative Considerations for Mobile Video
- 5 Things You Can Do Right Now

Creative Basics



STOP THEM

- Will their thumb stop scrolling?
- Does it teach about the brand, product or campaign?



CONNECT WITH THEM

- Is it relevant?
- Engage with a story, not a fact
 - Integrate your brand
 - Use short copy



INSPIRE THEM

- Tell them what's in it for them, so they'll take the desired action
 - Leverage the ad unit's full potential

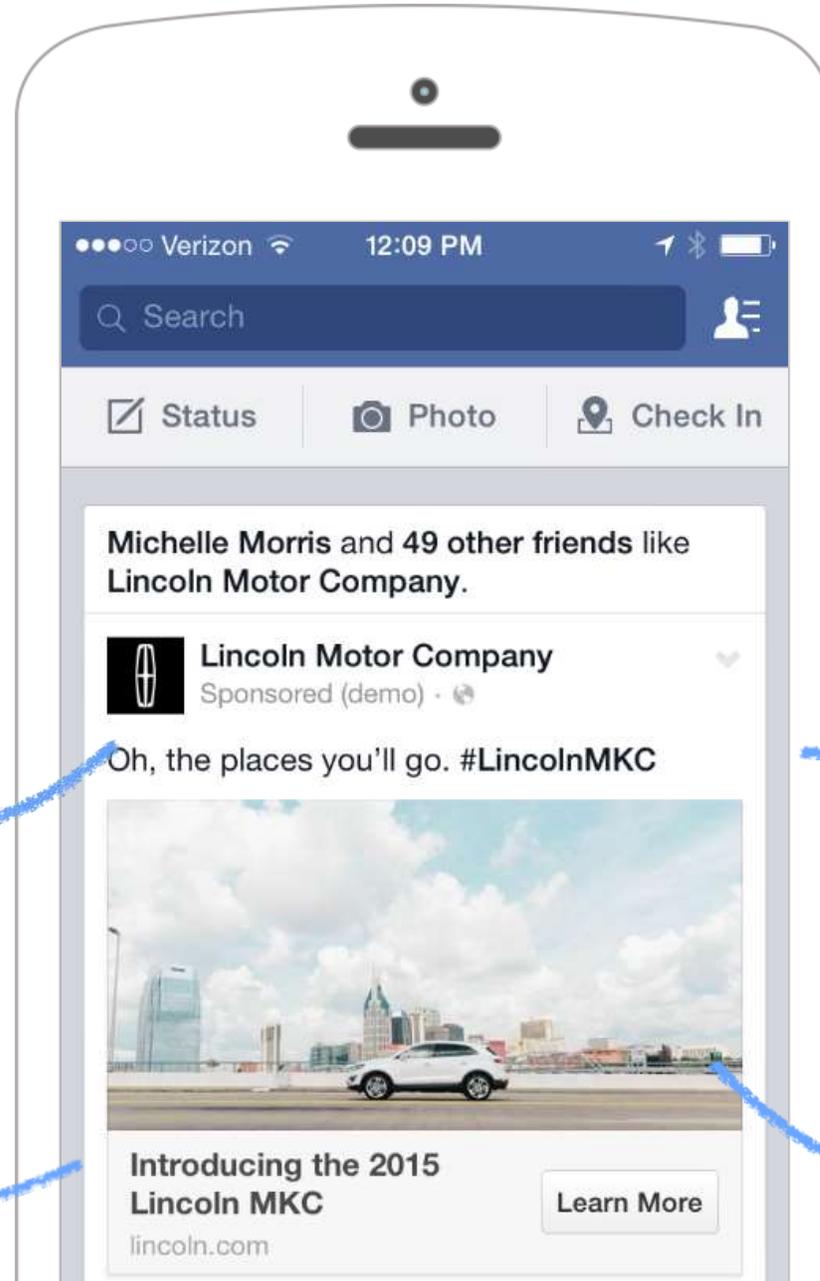
Creative Brief

Starting with a creative brief helps to ensure that the advertising you create is strategically aligned with your goals, will resonate with your audience + differentiates you from competitors.

- What is your business?
- What do you offer the customer? What is unique about the offer?
- Who are you targeting with your ad? What is unique about them?
- What do you want people to think or do when they see your ad?
- How will you decide if this ad campaign was successful?

Design for Mobile

Up to 80% of ads will be served in mobile news feed. Ensure that you are optimizing for mobile views.



Is the copy
short
+ to the point?

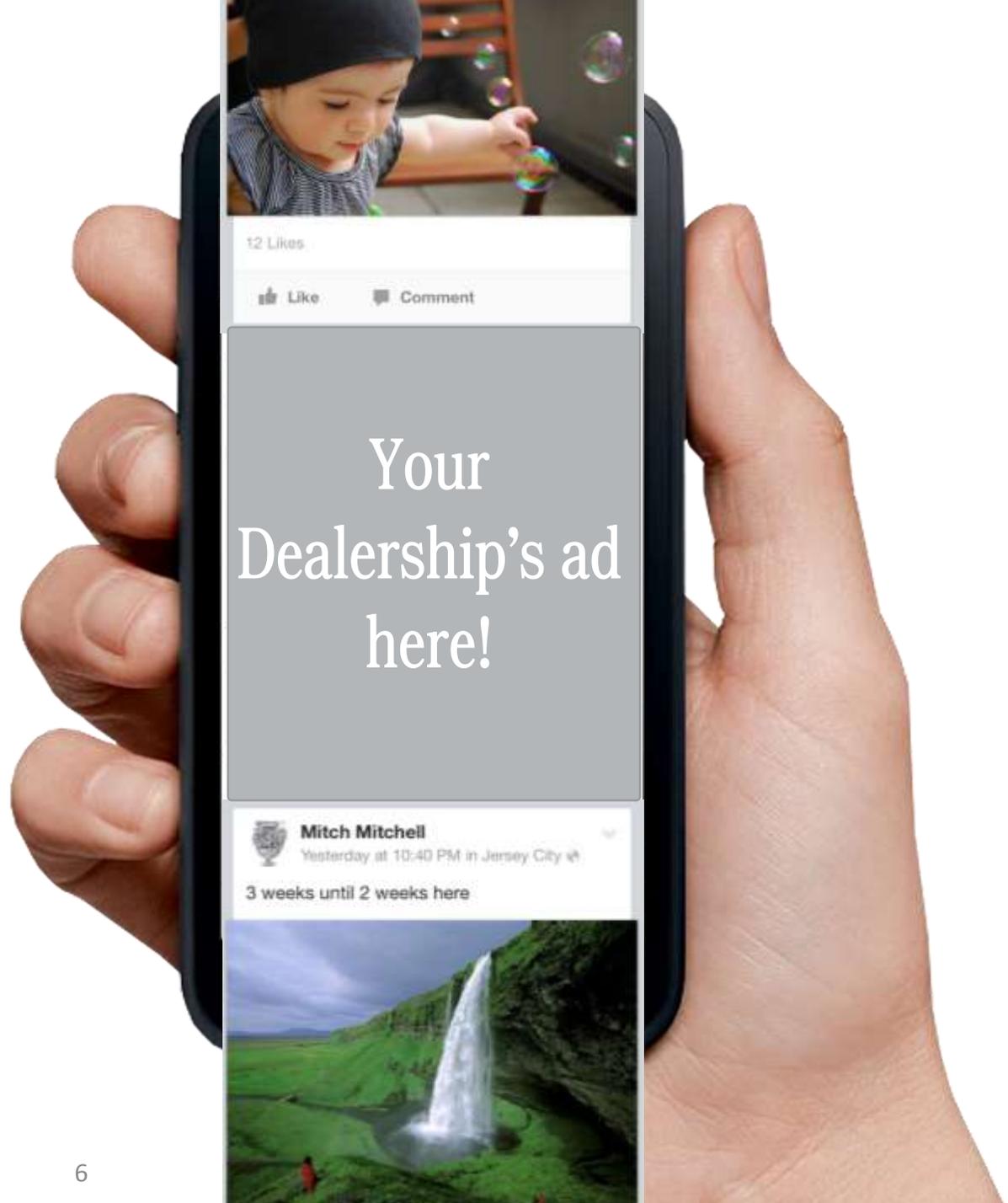
Is the message or
ask clear + relevant?

Is it branded?

Does the imagery or
video
grab attention early?

Newsfeed Basics

- This is an emotional space: Ad content appears between baby photos and vacation pictures. Consider that context when creating.
- Unlike TV, viewers are not captive and scroll through content quickly.
- Viewers opt-in for sound, create content assuming their sound is off.

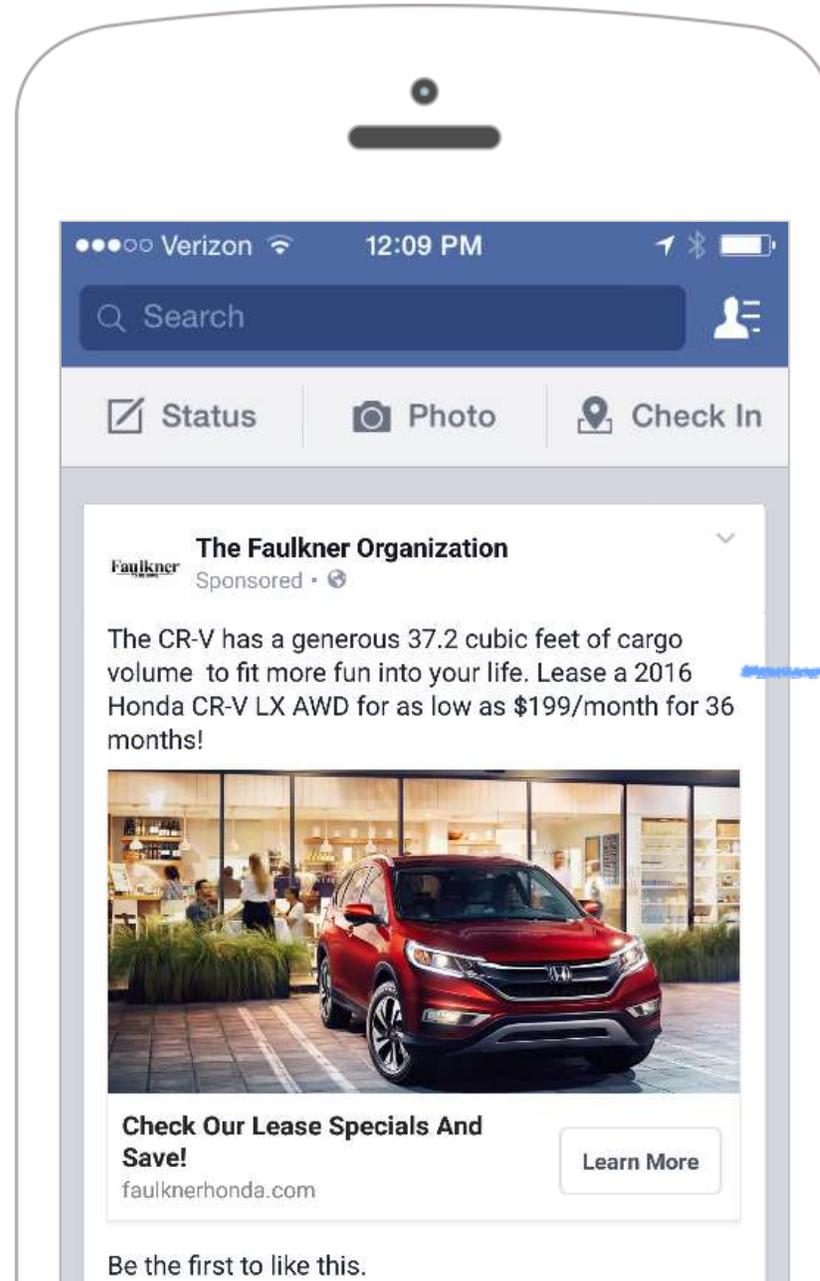


Make it Relevant

Relevance Scores make a difference: if the content is not relevant to the viewer, it will cost more to deliver it to them

Tie your messaging to....

- Season
- Regional events
- Demographics
- Likes & interests



This example ties a product benefit to an audience truth (needing more room for fun) to make this more compelling.

Design Creative with Campaign Objectives

Different formats of creative work at different objective points. For example, Canvas is a great medium for telling a story about your brand with top of funnel objectives like Reach versus Website Conversions. Additionally, Carousel and static image are high performing formats for direct response and conversion objectives like Website Conversions or Lead Ads.

1

Identify your business objective

Am I looking to drive online conversion?

2

Align your Creative

Different targets, different motivations

Different audiences = different needs = different creative & messaging

Take a moment to think about, identify and embrace the different motivators and barriers within your target audiences as you ideate on ads. We'll walk through some examples of the thought process next...

Personas, Motivators, Barriers



FIRST TIME BUYER

MOTIVATORS

- Wants a good deal
- Reliability

BARRIERS

- Costs: They want the best deal, Parts & Service at dealerships is more expensive
- Influenced by media: might make quick decision based on third party opinions.
- Research: Most is done online, so usually their decision is made before they step onto the dealership lot.



BRAND SWITCHERS

MOTIVATORS

- Not happy with their current vehicle
- Service has been poor
- Always looking for a better deal

BARRIERS

- Might be stuck in a lease
- Costs: Other vehicles/services are not as cost effective as the brand they are currently with.
- Media blockers: Bad press (showing recalls for example) could cause hesitation to stick with brand.



LOYALISTS

MOTIVATORS

- Great service
- Member/loyalist incentives

BARRIERS

- Costs: Parts & Service at dealerships is more expensive
- Competitor advantages: better technology, fuel economy

Story Packs

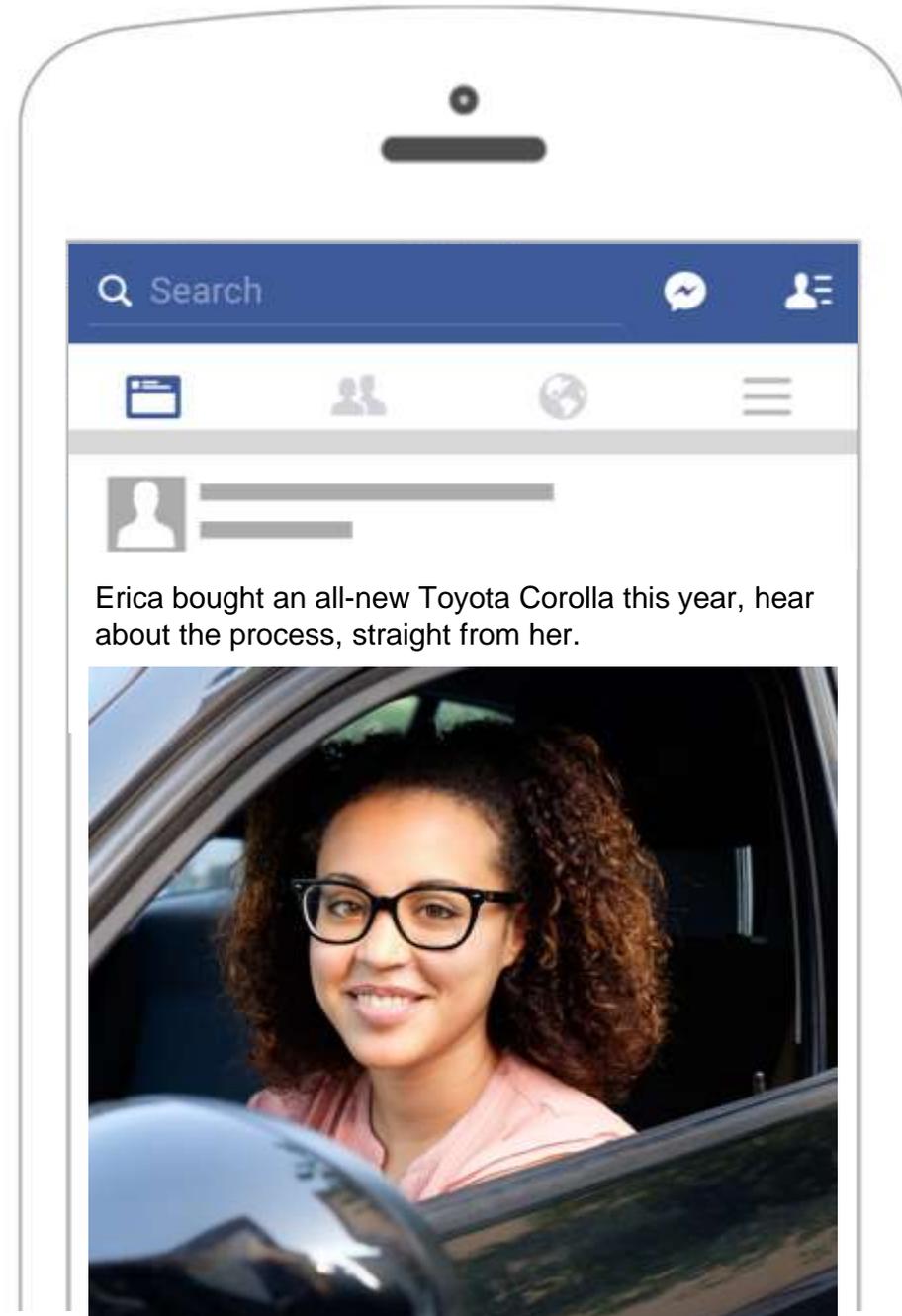
Story Packs are advertising thought starters that will help inspire effective messaging based on the barriers and motivators on the previous page.

There are many ways to tell the story , but we recommend choosing recurring ad themes to create a familiar structure for your business. Those themes are Place, People, Thing and News.

First Time Buyers

Messaging thought-starters:

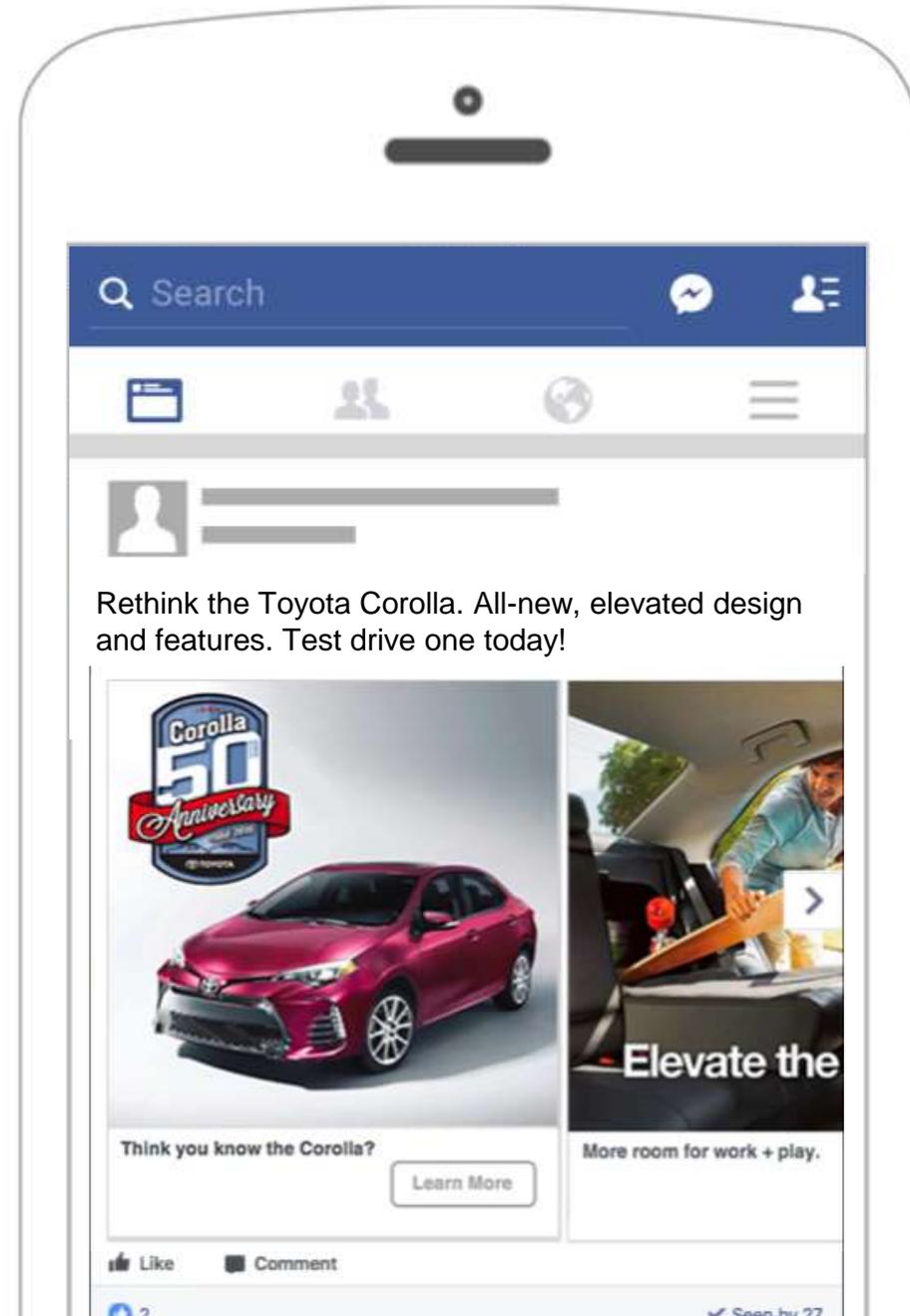
- **Testimonial:** Feature a past customer and their experience buying a car at your dealership. Hearing a review from someone like them might help First Time Buyers make the purchase decision.
- **Why are you different?** Is your dealership family owned? Offer service too? Have a larger selection than anyone in the area? Tell your customers these stories.
- **Features:** Think about focusing ads on specific features, or several in an ad unit like carousel – but be strategic; think about the audience and what features appeal to them. First Time Buyers could be younger and more interested in tech, sound systems and the bells + whistles that will make their first car unique.
- **Promotion:** Feature sales or new offerings in ads that can help convince that First Time Buyers to take the plunge.



Brand Switchers

Messaging thought-starters:

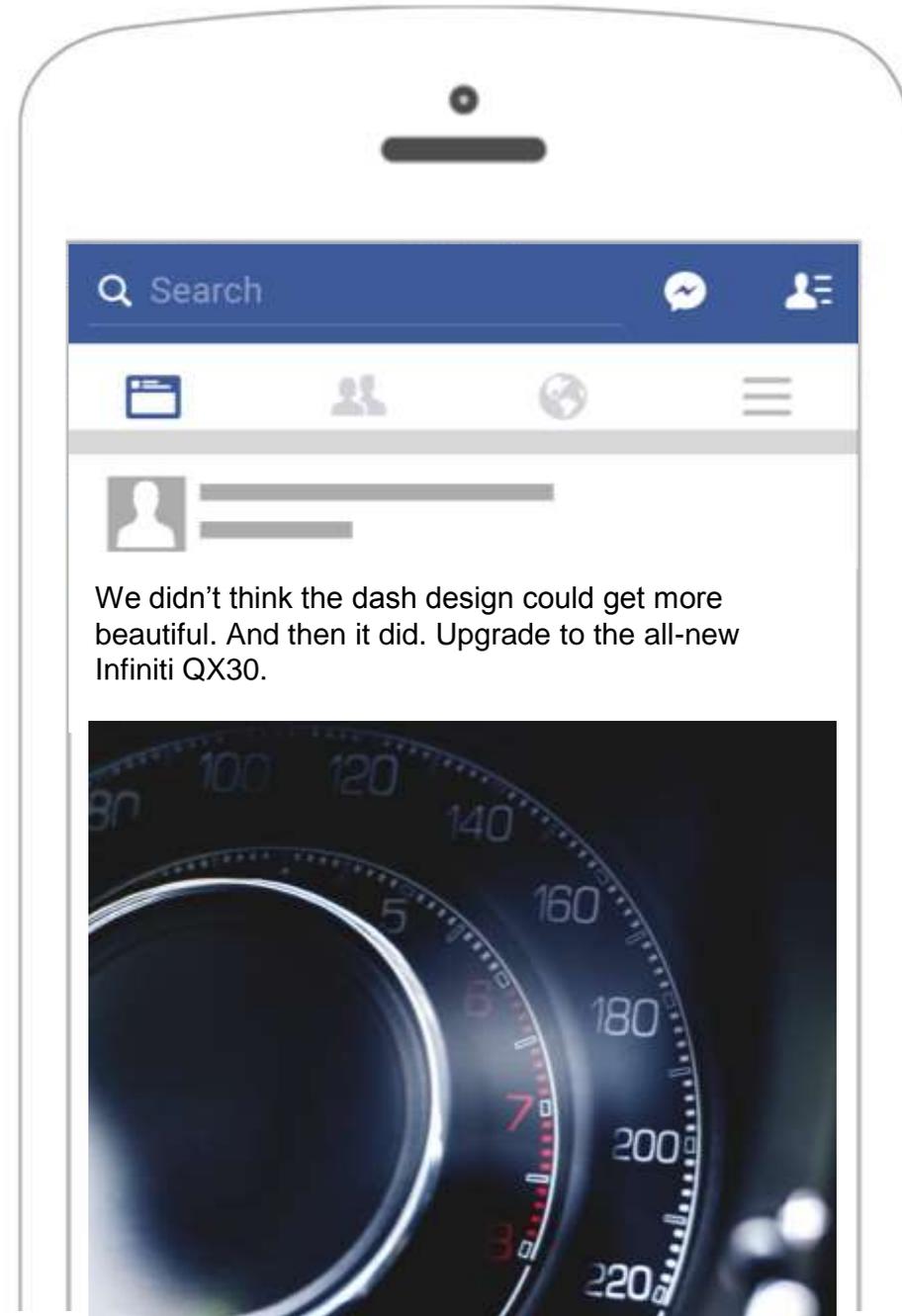
- **Thought Leadership:** Show you know your stuff. Feature employees talking about the benefits of a brand and their favorite features to position your dealership as experts on the brand.
- **Brand benefits:** Let's face it, change is tough. Help car buyers see why switching is well worth the effort. Does a new brand offer features that your competitors lack? A better price point? Whatever it may be, ensure it is clearly highlighted in your creative.
- **Dealership Benefits:** What do you offer that is different from the rest? Free service for a year? Lease buy-out options? Make sure potential Brand Switchers know about these things, since cost can be a big barrier for change.
- **Promotion:** Feature sales or new offerings in ads that can help convince that Brand Switchers to take the plunge.



Loyalists

Messaging thought-starters:

- **Feature their place:** Appel to Loyalists and locals by featuring their city, town, place in the ads. Appeal to your target by making it local to them.
- **Brand Love:** What are some of the features or benefits that Loyalists LOVE about your brand? Call these out specifically in an ad so that they you know you are talking to them.
- **Insider deals:** Appeal to your base of customers by offering long-time customers specific deals, help them feel the love and keep them coming back.

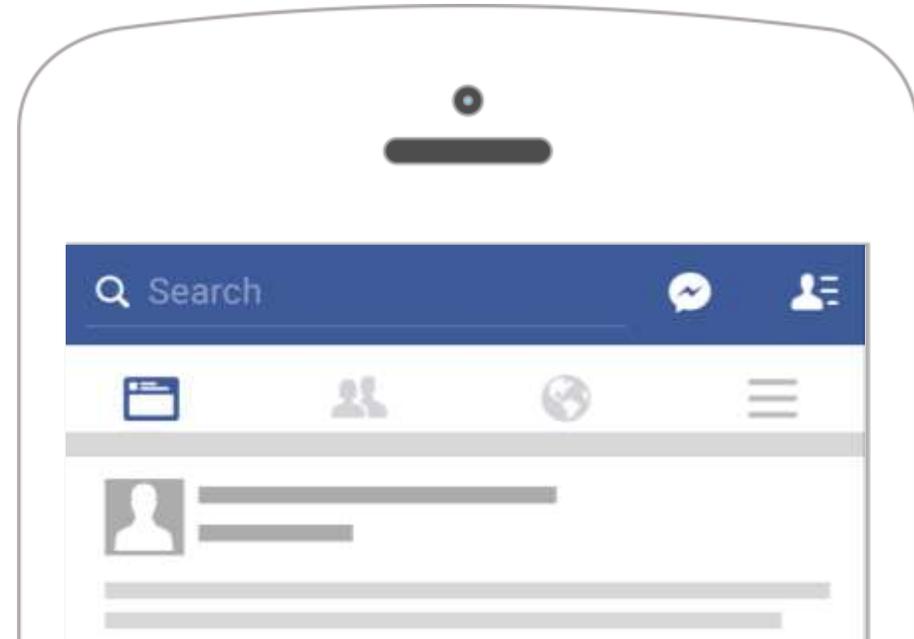


Creative Considerations for Mobile Video



Capture Attention Quickly

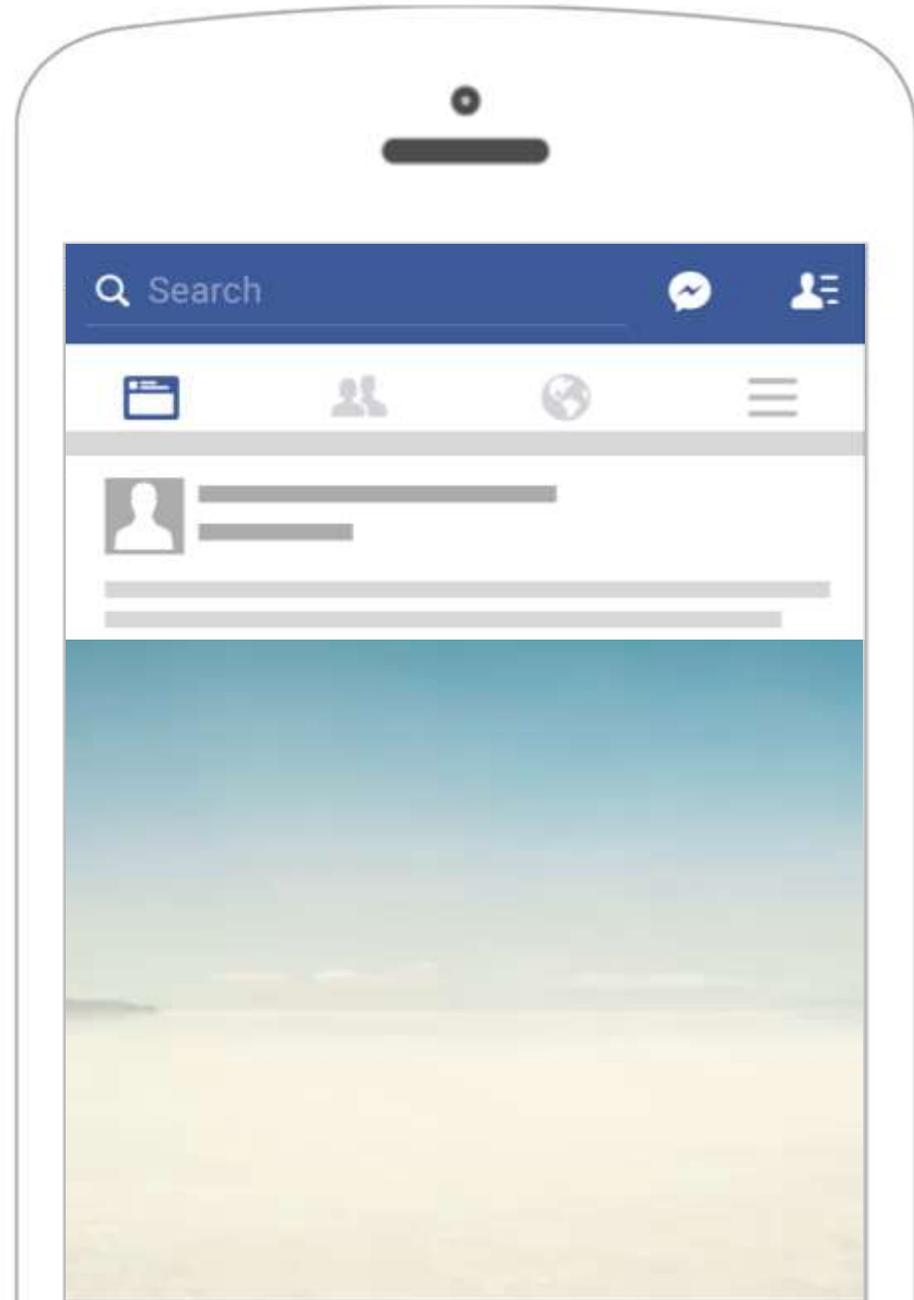
- Put your hero and brand front and center
- Consolidate your message to 15 seconds or less.
- Start with your most captivating elements
- Incorporate brand identity early
- Hook people with your most engaging content and choose attention-grabbing video thumbnails.





Design for Sound Off

- Tell your story visually
- Use text and graphics to help deliver your message
- Try captions with video
- Delight, with audio, don't inform.



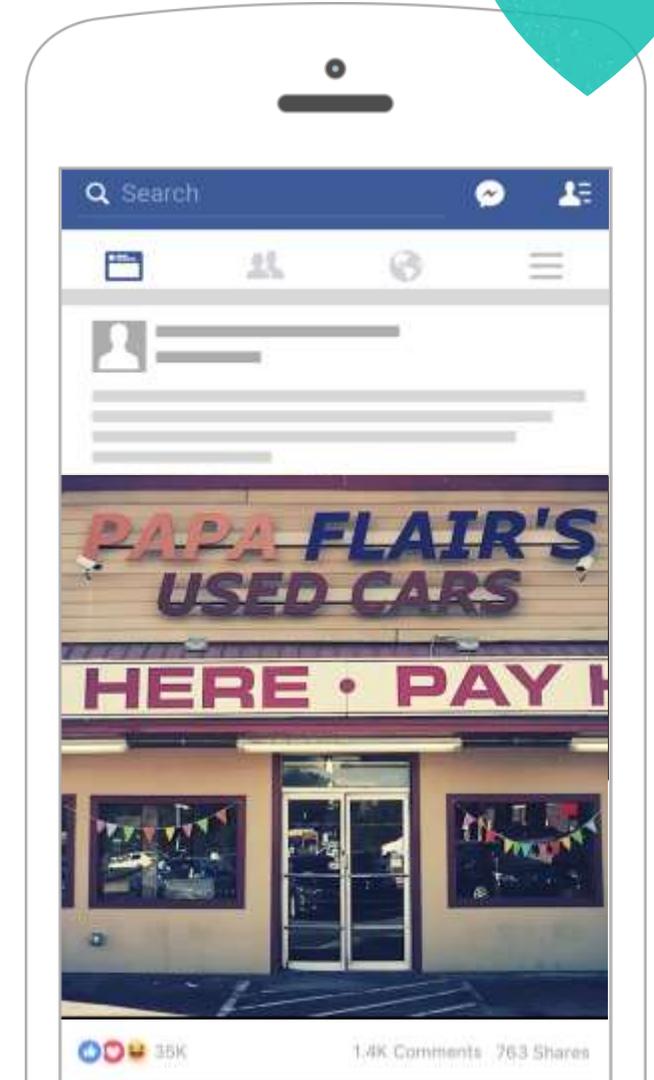
🔊 Frame your Story Visually

- Explore different frames
- Highlight key elements
- Create visual surprises

16:9



Square



TURN PHOTOS INTO VIDEOS

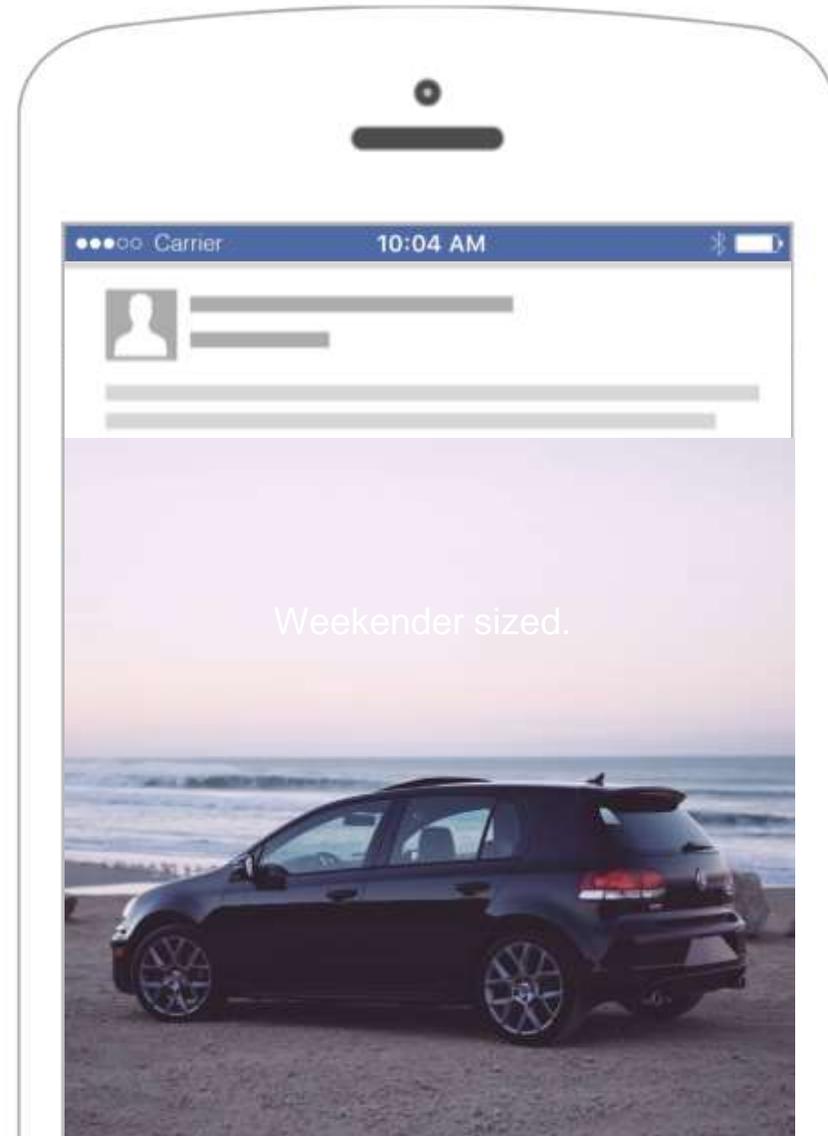
Turn your static images into videos with easy to use templates.



5 Things You Can Do Right Now

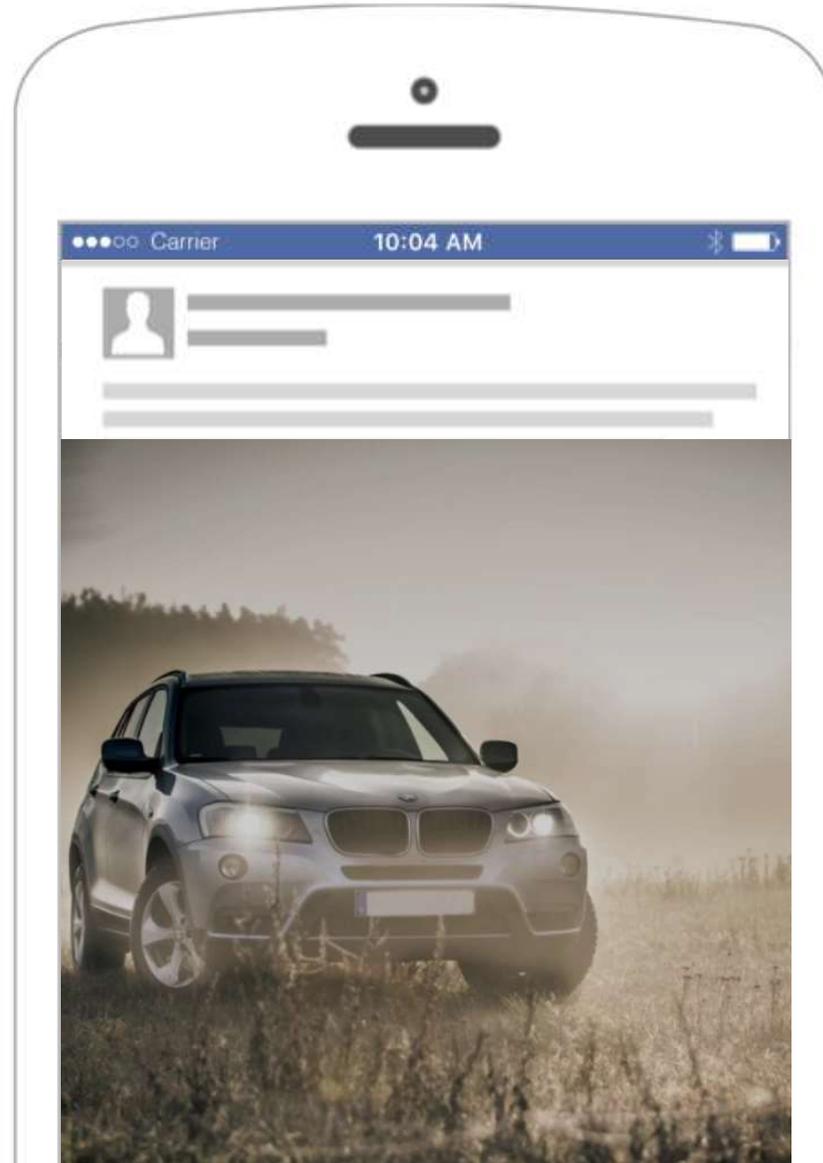
Add Motion

Adding simple movement to static images can set you apart from the rest.



Animate Text

- Adding moving text + graphics can help capture viewers attention
- Only the thumbnail must meet the 20% text rule
- Keep your messaging simple and clear and split up different thoughts across frames.



We built these examples with the app Legend, it's easy to use and available for iPhone + Android.



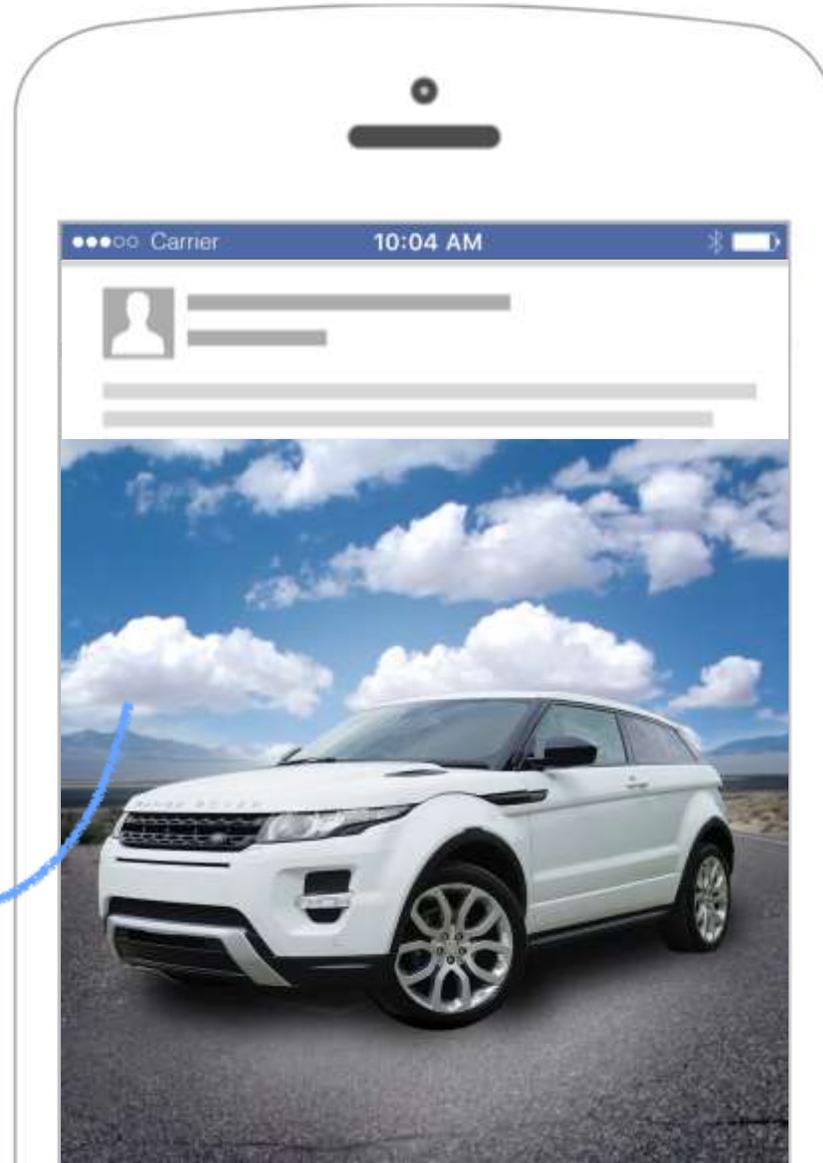
ADD TEXT TO STATIC IMAGES

Turn your static images into videos using animated text.



Change the Background

- Increase the relevancy of your ad by tailoring the visuals to your audience.
- Reuse existing assets and create new ads by changing backgrounds that work for different seasons or locations.
- If realistic imagery doesn't work, try using a texture instead.



Tip: Try adding motion!



Tip: Make sure the car is always the focal point.

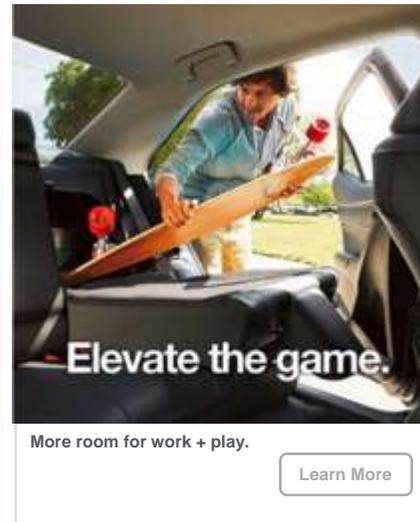
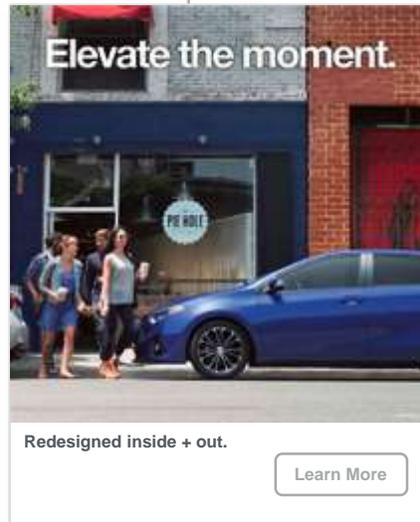
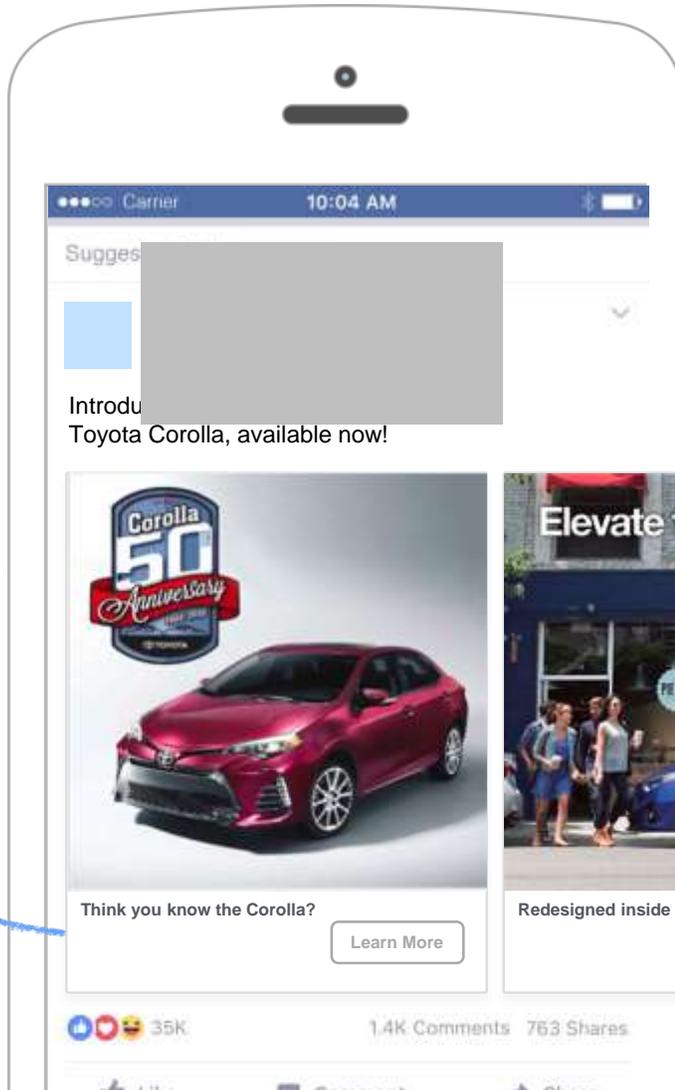


Carousel Tips + Tricks

Is your message too complex for one image? Use more than one! Carousel or slideshow ads allow you to use multiple images to show the many benefits of your service or product.

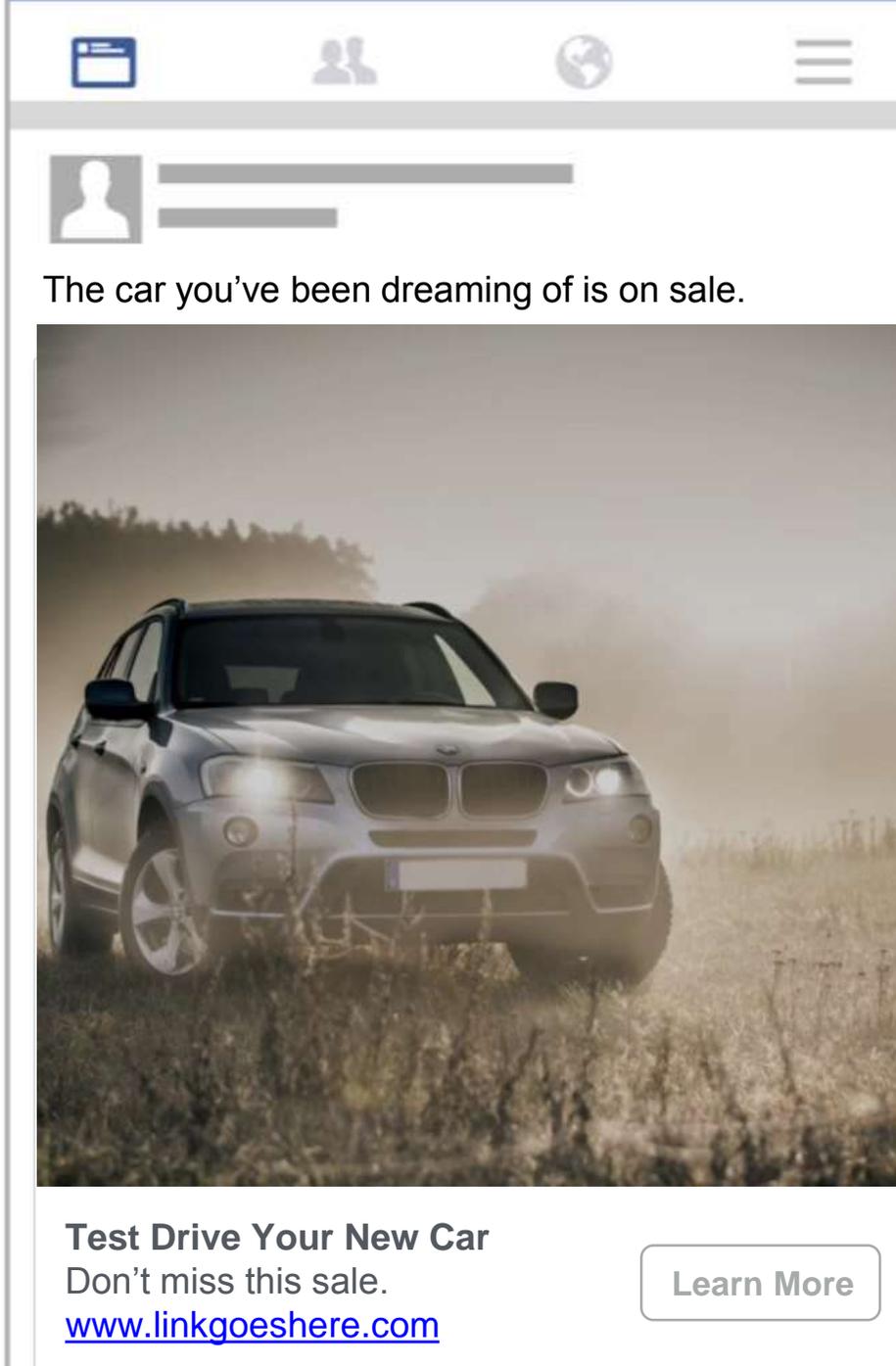
TIP: Take advantage of the copy below the image to drive home the message.

TIP: Break the copy or message up across several images.



Copy Tips + Tricks

Here are some basic guidelines on the text around your ad.



The car you've been dreaming of is on sale.



Test Drive Your New Car
Don't miss this sale.
www.linkgoeshere.com

Learn More

➔ Keep it to 1 to 2 lines + try to connect with the audience emotionally.

➔ Consider the hierarchy of the message; what info is appearing where.

➔ The 20% text rule only applies to the thumbnail of a video!

➔ Test it out. Upload your ad to the Creative Hub to see how it renders in different spaces (desktop, mobile, Instagram, etc.)

➔ Make sure the ask is clear: Will the user know what you want them to do?

Appendix

Impact 100% of your customer's journey on Facebook

From consideration to ownership, target the right person with the right message.

Campaign Objective + Ad Type + Targeting Tactic for each stage

12 Months –

Reach Objective using Video Ads

Broad Targeting focused on Reach – DMA or Geo/Demo

Up to 6 Months –

Conversion Objective with Carousel Ad Creative that

Showcases Inventory or Features of Vehicles

In Market Polk Data / Website Retargeting and Lookalikes

1-3 Months from Buying –

Lead Generation Objective using Lead Ads for

Test Drives and Website Clicks to VDPs

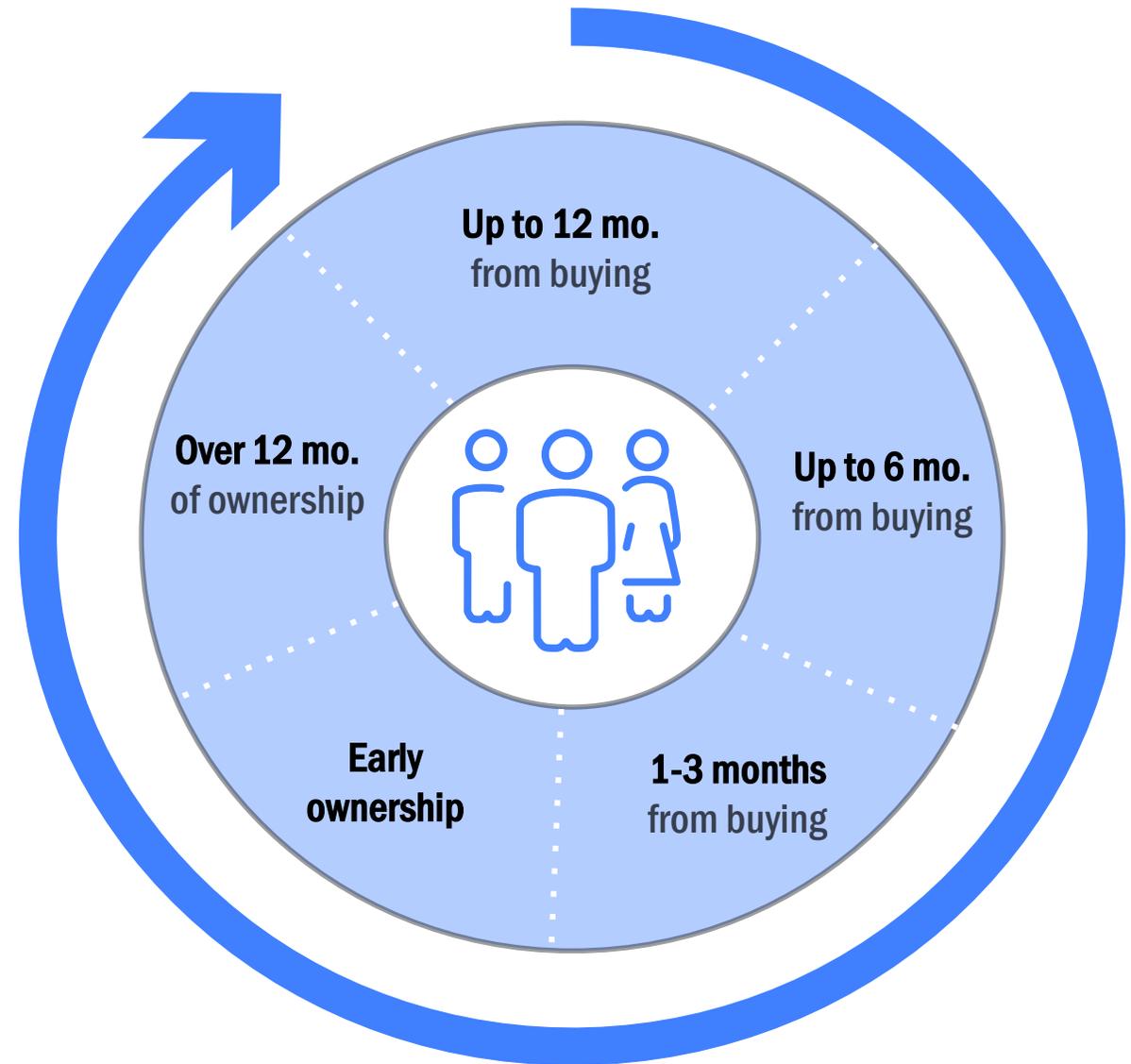
MAX In Market Polk Data / Website Retargeting

Early Ownership/Over 12 Months of Ownership –

Traffic or Conversions Objective using Offer Ads for Service,

Parts, and Lease Renewals

Custom Audience Retargeting from Sales Data (DMS or CRM)



Useful Links

Learn how to use apps + your Mobile phone to make your own ads:

https://www.facebook.com/business/e/mobile_studio

Additional Creative Tips for Short Form Video:

<https://www.facebook.com/business/e/creative-tips-for-short-form-videos>

Mock up ads + see inspiring examples:

<https://www.facebook.com/ads/creativehub/gallery/>

Learn how to create a Slideshow:

<https://www.facebook.com/business/a/slideshow-creative-tips>

