



Month One Creative Strategy / 90 Day Testing Plan

## Review Research

# What your customers are saying

**Introduction:** Feedback is the backbone of any business. It not only provides insight into the needs and preferences of the consumers but also paves the way for improvements and innovation. One of the most direct ways for a business to gauge its performance and the satisfaction of its clientele is by analyzing the reviews and comments left by its customers.

## Feedback Analysis for Prime Neckwear

### Positive Sentiments:

**Variety:** The reviews on the website highlight that customers appreciate the range of options available. This suggests that the company offers ties in multiple styles, colors, patterns, and materials, catering to a broad audience with varied tastes and preferences.

**Designs:** Customers seem particularly pleased with the designs of the ties. This could mean that the designs are unique, trendy, or align well with the current fashion standards. It might also suggest that the company invests in research and development or collaborates with designers to ensure the products are aesthetically pleasing.

**Strengths:** The positive feedback about variety and design indicates that these are strong selling points for the company. It might be beneficial to highlight these aspects in marketing campaigns.

### Suggested Future Approach

Feedback, such as the reviews mentioned, is invaluable for the company and potential customers. For the company, it offers a roadmap for future improvements and a pulse on customer satisfaction. For potential customers, it provides a sneak peek into the quality and appeal of the products on offer. In the case of this tie company, the reviews paint a positive picture, emphasizing the diverse range and appealing designs of their ties.

#### - [Customer review survey](#)

## Review Research

# What your customers are saying

### Emotional Drivers: Based on reviews

- Satisfaction
- Trust
- Aesthetics (e.g., how the ties look)
- Love for the brand or product
- Excitement
- Surprise (in terms of quality or pricing)

Sentiment	Frequency Ratio
Positive	85%
Negative	15%
Neutral	0%

### Rational Drivers: Based on reviews

- Quality
- Pricing
- Selection variety
- Shipping speed
- Customer service responsiveness
- Accuracy of product images vs. received product

Rational Driver	Frequency Ratio
Quality	58.33%
Shipping	16.67%
Customer service	16.67%
Pricing	8.33%

### Rational Drivers: Stats

Quality: 7 mentions

Shipping: 2 mentions

Customer service: 2 mentions

Pricing: 1 mention

The insights from this report can be used to guide marketing copy and identify potential opportunities in marketing messaging.

# OUR 90 DAY TESTING PLAN

## Emotional & Rational Drivers

### How are your customers feeling...

TOF (Top Of Funnel)

**Achievement/Empowerment/Status:** the desire to accomplish goals, achieve success, and feel competent and capable.

**Belonging:** the desire for social connections, acceptance, and belonging.

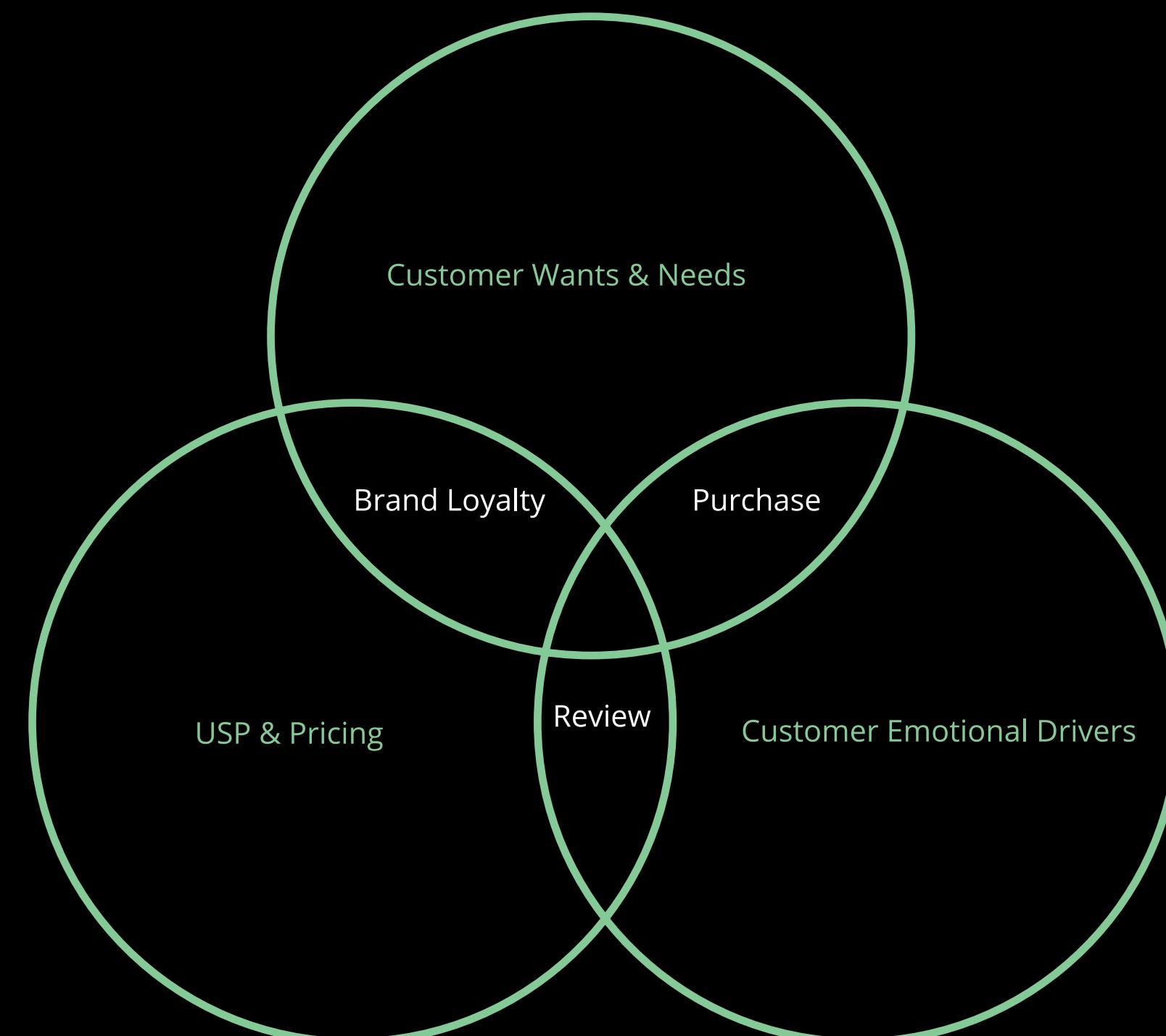
**Fear:** The desire to avoid looking foolish. Not matching, not wearing the proper size, color, design, or style of tie for the event. Lack of fashion education.

**Comfort:** The desire for ease and relaxation and to avoid stress and pain.

**Life Event Changes:** Big life changes can spur new buying behavior. Products or services tailored to these events can be highly motivating.

#### The impact of emotional drivers

Emotional drivers play a pivotal role in influencing consumer purchasing behavior. They tap into the underlying feelings, desires, and motivations that often dictate why a consumer chooses one product over another, even when logic or objective analysis might suggest a different choice.



# OUR 90 DAY TESTING PLAN

Emotional & Rational Drivers

## Retargeting

**Fear of Missing Out (FOMO):** Retargeting limited-time offers.

**Value for Money:** The perception of getting more for one's money, such as better quality, longer-lasting products, or more significant quantities.

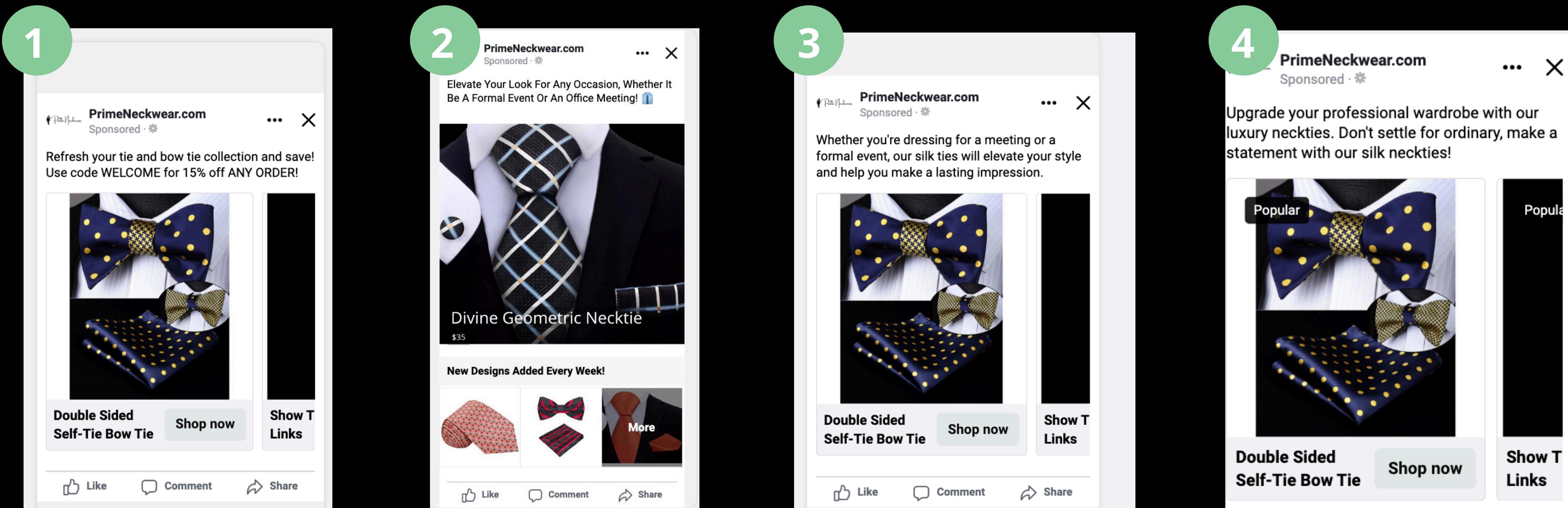
**Future-proof:** Old-money fashion trend on social media. ( Showing the timelessness of the tie from old to new its always a well earned classic. Think timelapse with ties being the star of the show.)

**Financial Savings:** Consumers value getting the most for their money. Discounts, sales, and loyalty rewards can heighten this motivation.

**Product Quality/Durability:** Not getting caught in a last-minute bind because your tie is damaged before an important event or meeting. Also, not having to re-purchase ties due to damage.

**Reviews and Ratings:** Leveraging the primary rational/emotional motivators we are pushing.

# Top 4 performing creative...



Format: Catalog

Copy: Refresh your ties and bow tie collection and save! Use code WELCOME for 15% off any order.

Messaging: Savings

**Winner**

SPEND: \$14,979.14

CPA: \$24.01

ROA: 2.65

CTR: 0.1%

CPC: 7.57

Format: Collection Ads

Messaging: Status

Copy: Elevate your look

SPEND: \$9,075.96

CPA: 22.47

ROA: 2.77

CTR: 0.20%

CPC: \$5.30

Format: Catalog

Messaging: Status

Copy: Whether you're dressing for a meeting or a formal event, our silk ties will elevate your style and help you make a lasting impression.

Data: Spend \$9,708.72,

CPA \$25.28,

ROA: 2.62,

CPC: \$5.51

Messaging: Status

Copy: Upgrade your professional wardrobe with our luxury neckties. Don't settle for ordinary; make a statement with our silk neckties.

Spend \$7,508.25,

CPA: \$24.14,

ROA: 2.5.

## First 30 Day Ad

# Messaging themes

Our messaging themes are deeply rooted in the intertwined dance of emotion and logic. At the heart of our brand lies a profound emotional connection, where every tie is not just a piece of fabric but a canvas of stories, memories, and love. Through campaigns like "the first tie," we aim to evoke feelings of passion, fondness, and individuality. Each tie becomes a symbol of personal expression, inviting customers to find pieces that resonate with their unique narratives and journeys.

Yet, emotion alone isn't the full story. The foundation of our brand is built on unwavering rational pillars. With campaigns such as "Bold & Affordable" and "Journey of a Tie," we emphasize the meticulous craftsmanship, unparalleled quality, and commitment to excellence that goes into every product. Our ties are masterpieces crafted with precision and designed to stand out, offering both elegance and affordability. The spotlight is equally on speedy deliveries and exceptional customer service, ensuring that our customers feel valued at every touchpoint.

By harmonizing the emotional with the rational, our messaging transcends the ordinary; we craft a brand experience that is heartwarming and grounded in tangible value. It's a journey of heart and craft, passion and precision, inviting customers to be part of a brand that understands and values their feelings and rationale.

**Customer Wants: Variety + Designs + Financial Savings**

**Emotional Driver: Achievement/Empowerment/Status**

**Emotional Driver: Life Changing Event**

**Rational Driver : Shipping speed**

*This will be expanded on in the remaining 60 days with other themes*

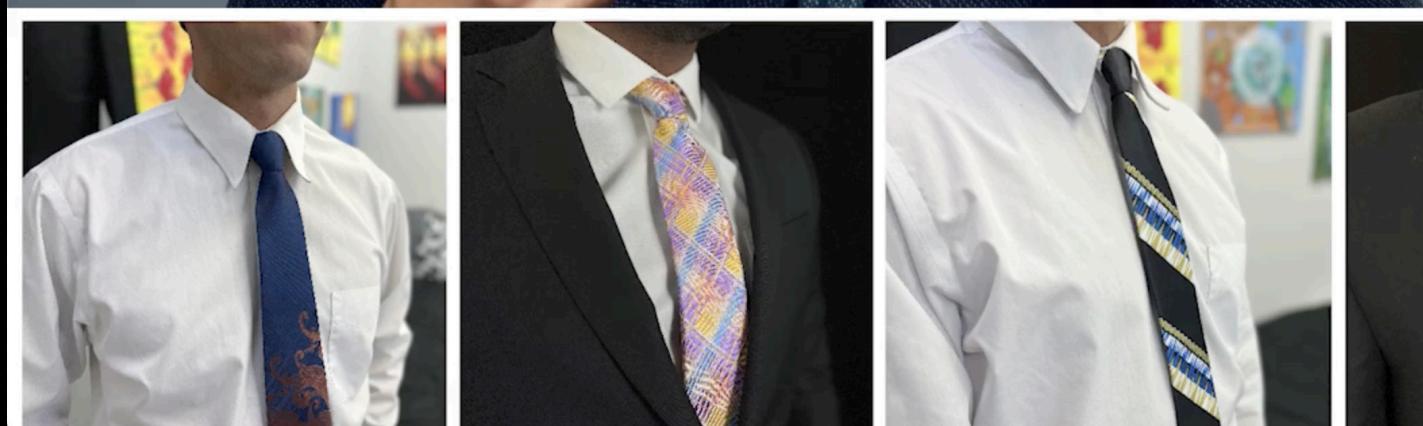
# Creative Ads for Client Approval

## BC Slider / Video (X2)



**Headline:** Nothing says success quite like a great tie.

**Body Copy:** Feel like the boss you are with our affordable line of designer ties



**Headline:** Dress for the job you want not the job you have

**Body Copy:** Our affordable luxury designer ties are sure to catch the eye of your employer. Is that a promotion on the horizon

## Why this ad?

### Customer Wants: Variety + Designs

Ads that incorporate genuine customer feedback provide a sense of authenticity. When potential consumers see that real people have benefited from or enjoyed a product or service, they are more likely to trust the brand and its offerings.

Hearing from actual users makes the product or service more relatable, as potential customers can see themselves in the stories or experiences shared by others.

### Emotional Driver: Achievement/Empowerment/Status

**The Desire For Success:** Success is a universal aspiration. Most people want to be successful in various aspects of their lives, be it career, personal growth, or relationships. Ads that position a product or service as a tool or pathway to achieve success are highly appealing.

**The Desire for Status:** Social standing and recognition are also deeply rooted desires in many cultures. Products or services that promise an elevation in status or social recognition can attract a significant audience.

## Ad Previews

Desktop

Prime Neckwear  
Sponsored

Nothing says success quite like a great tie.  
Feel like the boss you are with our affordable line of designer ties.



PRIMENECKWEAR.COM  
Get your ties today!

[Shop now](#)

Like Comment Share

Mobile

Prime Neckwear  
Sponsored

Nothing says success quite like a great tie.  
Feel like the boss you are with our affordable line of designer ties.



PRIMENECKWEAR.COM  
Get your ties today!

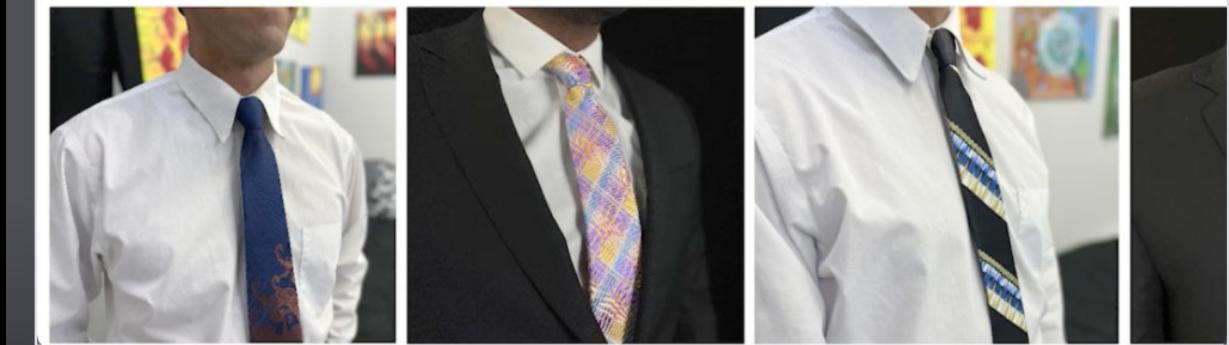
[Shop now](#)

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Desktop

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Dress for the job you want not the job you have  
Our affordable luxury designer ties are sure to catch the eye of your employer. Is that a promotion on the horizon.



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Get your ties today!

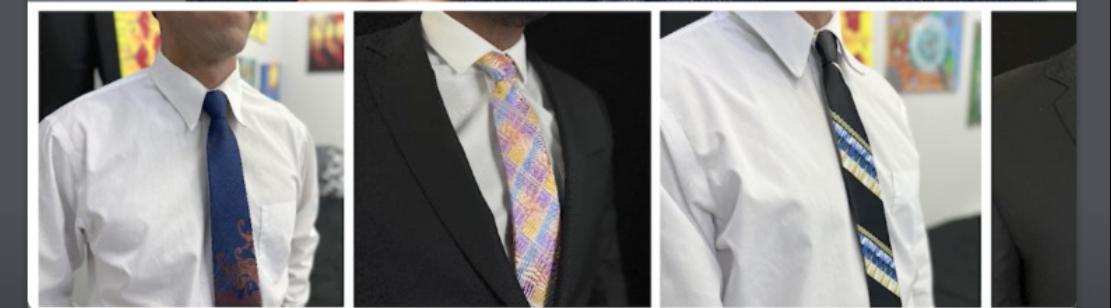
[Shop now](#)

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Mobile

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Dress for the job you want not the job you have  
Our affordable luxury designer ties are sure to catch the eye of your employer. Is that a promotion on the horizon.



PRIMENECKWEAR.COM  
Get your ties today!

[Shop now](#)

Like Comment Share

# Where Bold Meets Affordable

Your Style, Your Statement: Prime Neckwear Empowers



Shop Now

**Headline:** Where Bold Meets Affordable

**Body Copy:** Your Style, Your Statement : Prime Neckwear Empowers

## Why this ad?

### Customer Wants: Variety + Designs + Financial Savings

**Variety:** A wide range of products means that there's likely something for everyone. The variety can cater to different tastes, preferences, and needs. Customers feel that they have more choices and are therefore more likely to find something that specifically appeals to them.

**Financial Savings:** By highlighting savings, the ad appeals to the customer's desire for value. Everyone wants to feel like they're getting a good deal or making a wise financial decision.

### Emotional Drivers as a result of customer needs addressed

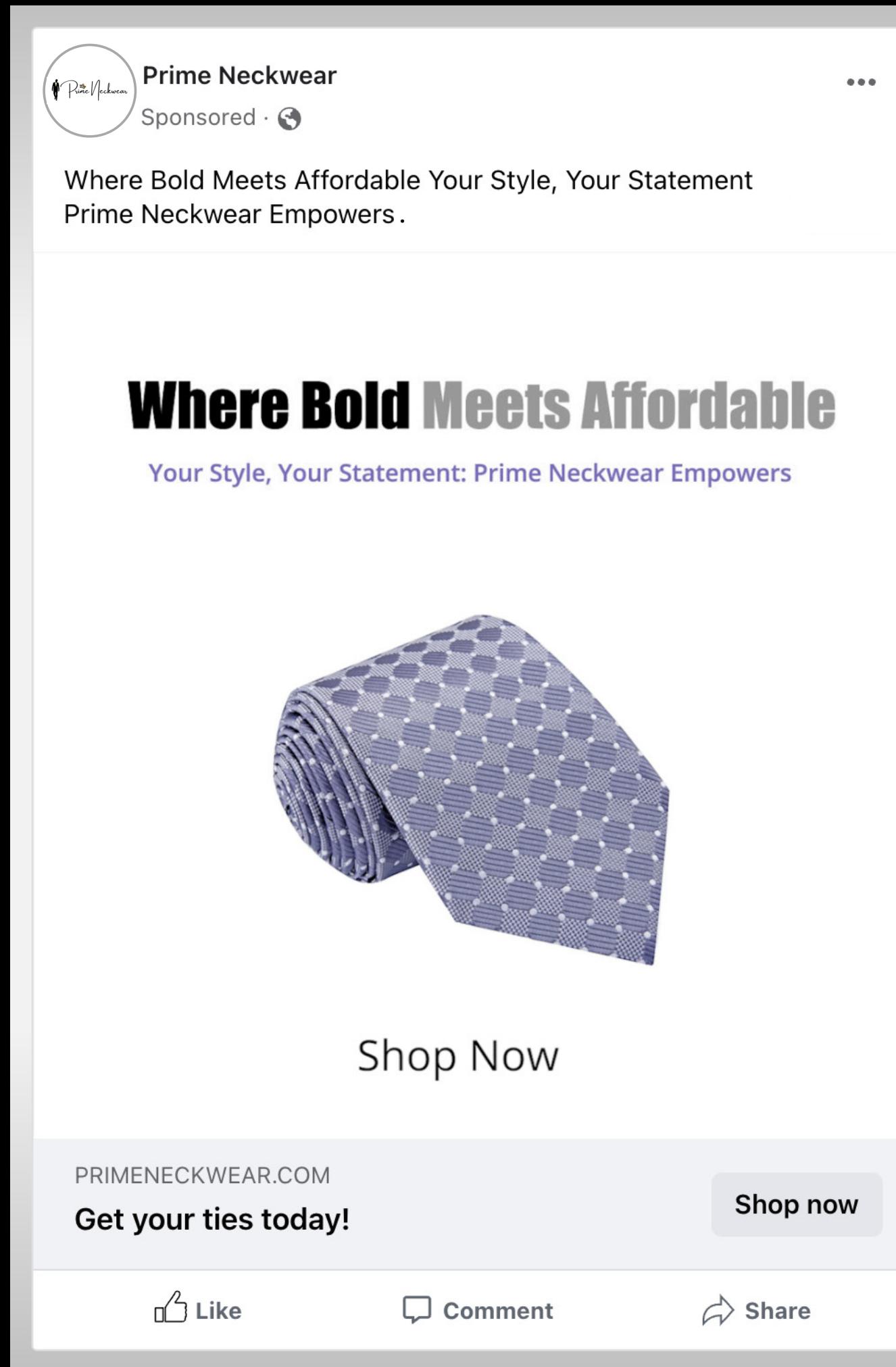
**Perceived Value:** The combination of variety and savings increases the perceived value of the offering. Customers believe they're getting more options (variety) for less money (savings), which enhances the overall value proposition.

**Reduced Risk of Regret:** The availability of a variety of options means customers are less likely to experience "buyer's remorse" because they had the freedom to choose a product that best fits their needs. Financial savings further reduce the risk of regret, as even if the product is not a perfect fit, the customer didn't spend an excessive amount on it.

**Reinforcing Smart Decision Making:** Customers want to feel that they're making smart decisions. An ad that presents an opportunity to choose from a variety of products while also saving money reinforces this feeling.

*An ad that focuses on both product variety and financial savings taps into multiple psychological and practical factors that influence purchasing behavior. By addressing the innate desire for choice, value, and smart decision-making, such an ad can effectively motivate customers to make a purchase.*

Desktop



Prime Neckwear  
Sponsored

Where Bold Meets Affordable Your Style, Your Statement  
Prime Neckwear Empowers.

## Where Bold Meets Affordable

Your Style, Your Statement: Prime Neckwear Empowers



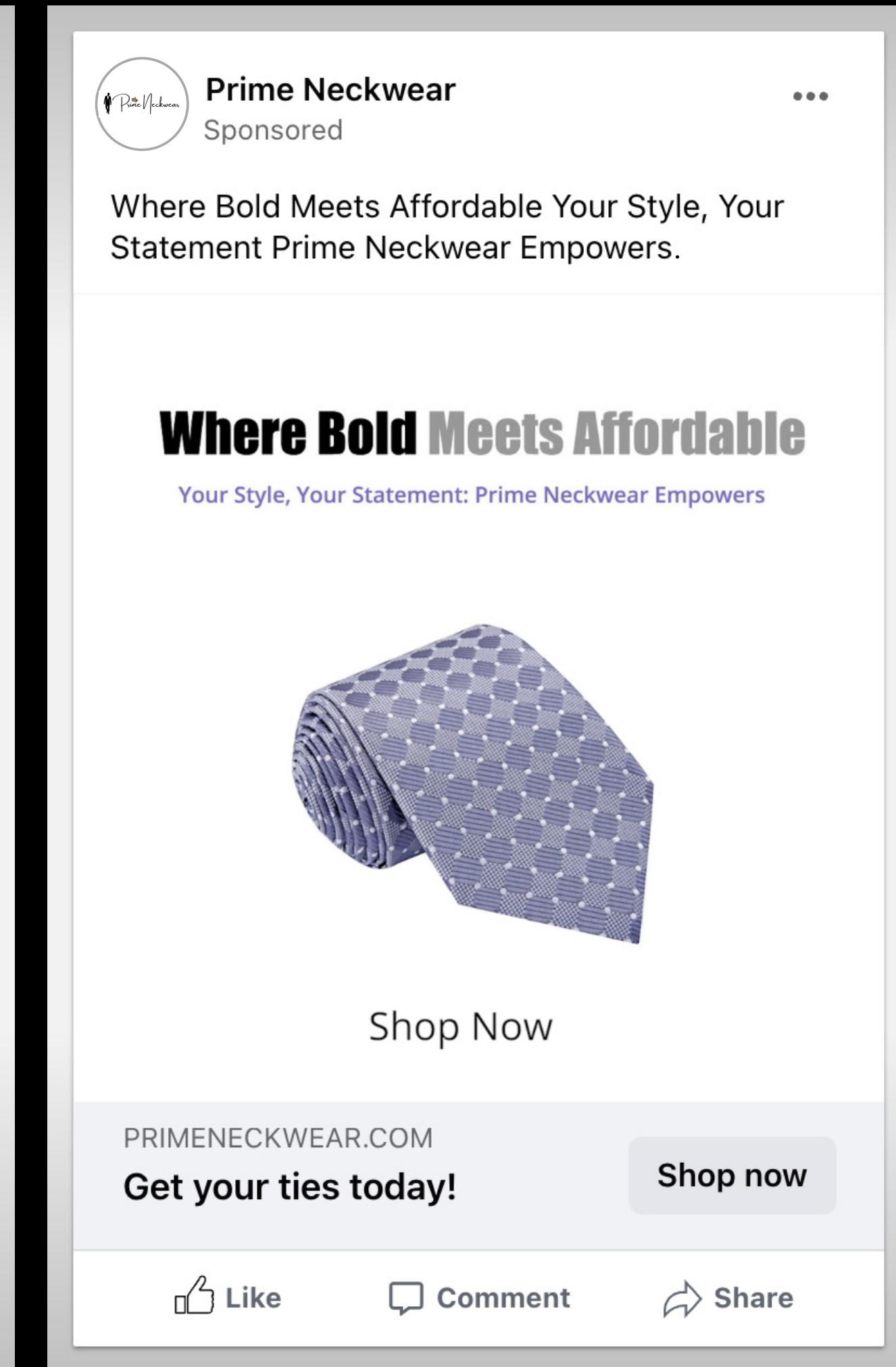
Shop Now

PRIMENECKWEAR.COM  
Get your ties today!

Shop now

Like Comment Share

Mobile



Prime Neckwear  
Sponsored

Where Bold Meets Affordable Your Style, Your Statement Prime Neckwear Empowers.

## Where Bold Meets Affordable

Your Style, Your Statement: Prime Neckwear Empowers



Shop Now

PRIMENECKWEAR.COM  
Get your ties today!

Shop now

Like Comment Share

## Static Image + Product Images Carousel x2



**They'll never forget their first tie, especially when they look as good as ours.**

Over 400+ tie selections that will make any tie stand out even the first one.

**Headline:** They'll never forget their first tie, especially when they look as good as ours  
**Body Copy:** Over 400+ tie selections that will make any tie stand out, even the first one

## Why this ad?

### Customer Wants: Variety

**Variety:** A wide range of products means that there's likely something for everyone. The variety can cater to different tastes, preferences, and needs. Customers feel that they have more choices and are therefore more likely to find something that specifically appeals to them.

### Emotional Driver: Life Changing Event

Emotionally touching advertisements that center around life-changing events have a profound impact on audiences, driving them to connect deeply with the narrative and, by extension, the product or brand being promoted.

**Empathy is a powerful motivator.** When viewers see characters in ads going through life-changing events, they empathize with them. This empathy can motivate viewers to take action, such as purchasing a product that promises relief, security, or happiness.

By portraying real-life events and genuine emotions, brands can come across as more authentic and trustworthy. This authenticity can foster a deeper connection between the consumer and the brand.

\*\* Content is to be used as part of our Ai prompt & product photography design service \*\*

## Ad Previews

Desktop

Mobile

Prime Neckwear  
Sponsored

They'll never forget their first tie, especially when they look as good as ours. Over 400+ tie selections that will make any tie stand out, even the first one.



**They'll never forget their first tie, especially when they look as good as ours.**

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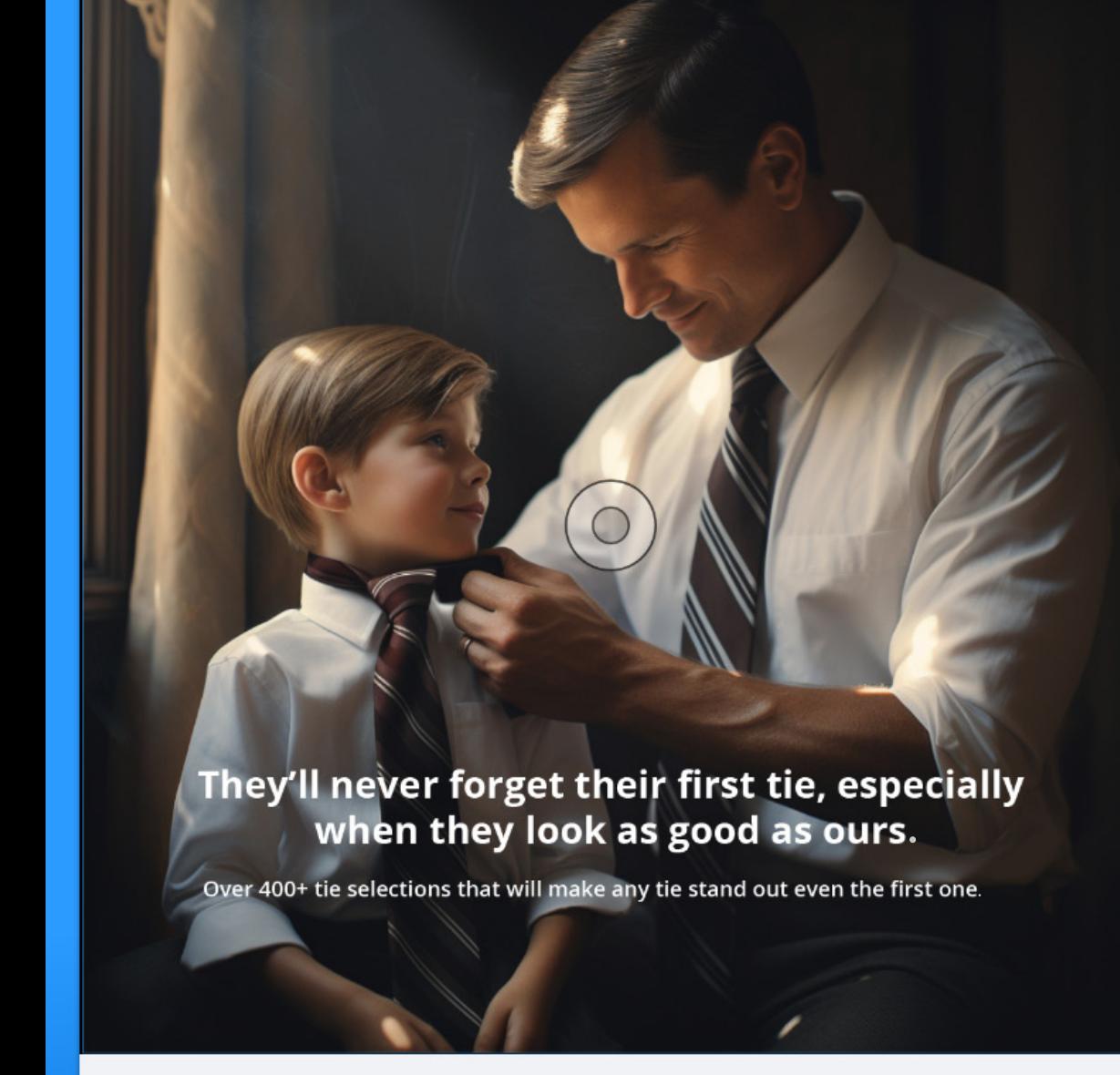
PRIMENECKWEAR.COM  
Get your ties today!

[Shop now](#)

 Like    Comment    Share

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They'll never forget their first tie, especially when they look as good as ours. Over 400+ tie selections that will make any tie stand out, even the first one.



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PRIMENECKWEAR.COM  
Get your ties today!

[Shop now](#)

 Like    Comment    Share



Not just a tie. **It's a masterpiece.**

Over 400+ designer ties & styles

**Headline:** Not just a tie. It's a masterpiece  
**Body Copy:** Over 400+ tie selections & styles

## Why this ad?

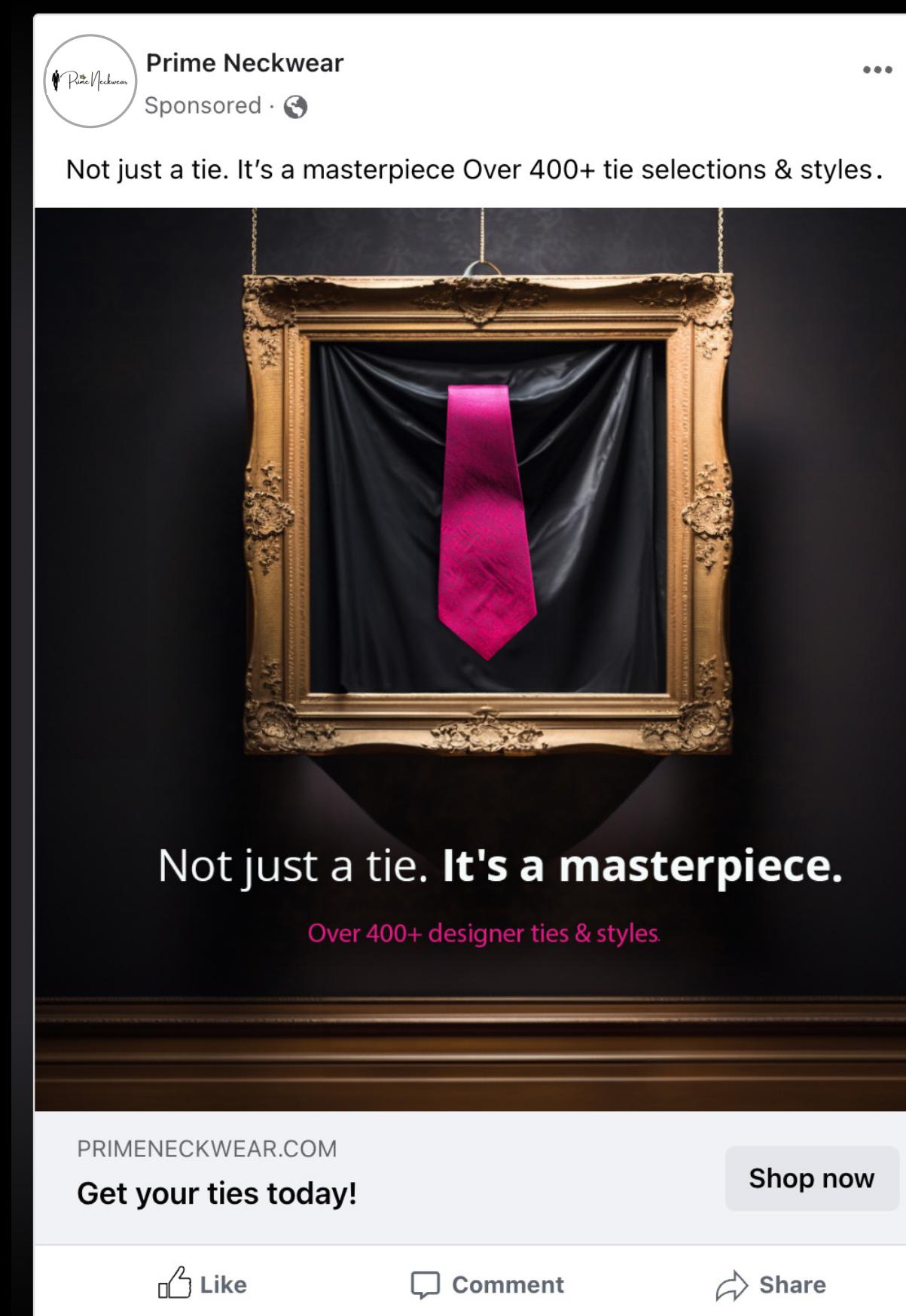
### Customer Wants: Variety + Designs + Quality

Leveraging the above motivators along with imagery that supports the feeling of a well crafted tie is a work of art supports a feeling of product quality and craftsmanship, the ad elevates from mere promotion to a form of visual storytelling. Such an artistic portrayal not only captures the viewer's attention but also invites them to perceive ties as more than just accessories.

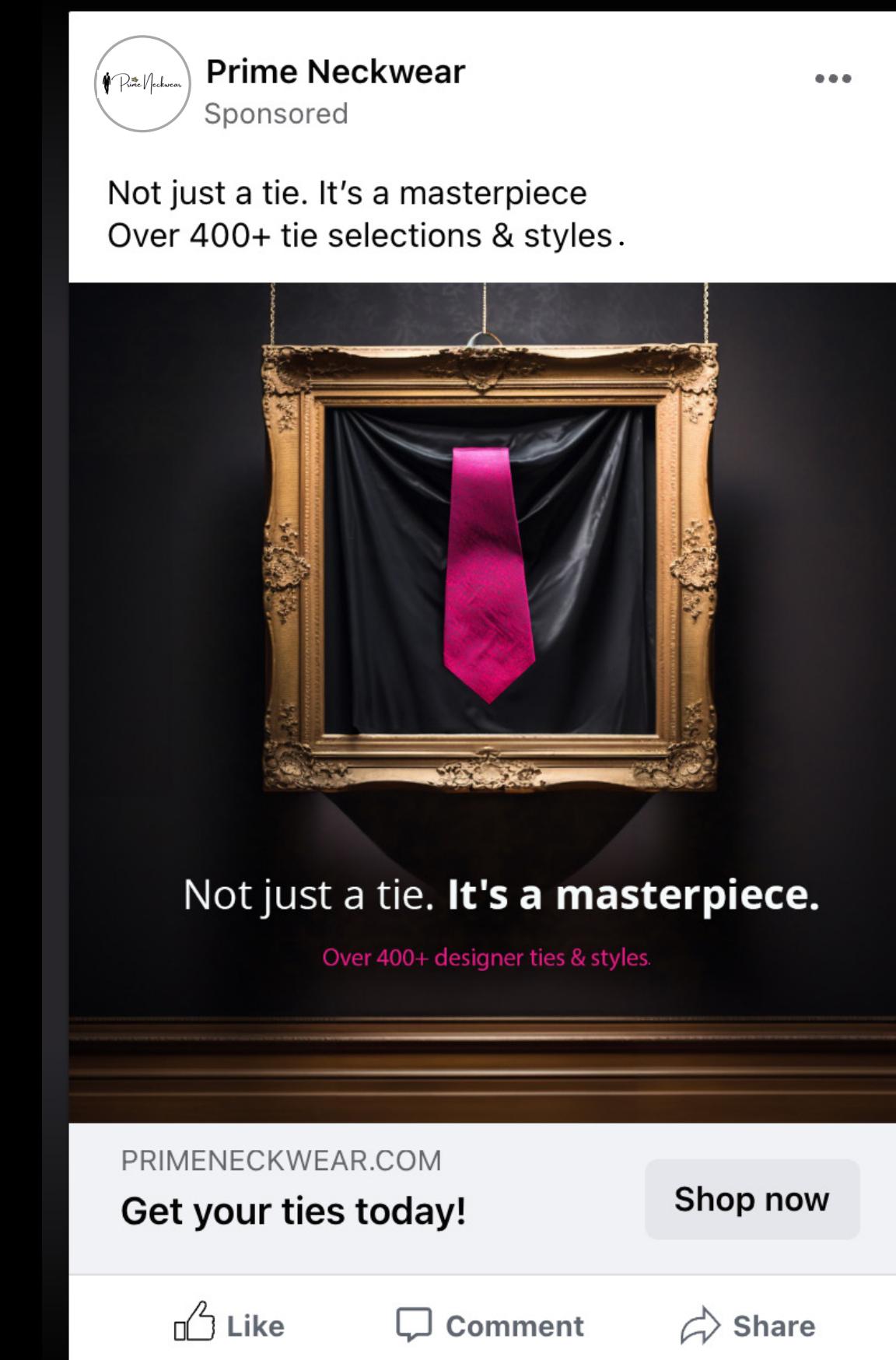
Pairing the graphic image with real life product photography will also lend to a feeling of authenticity and realism.

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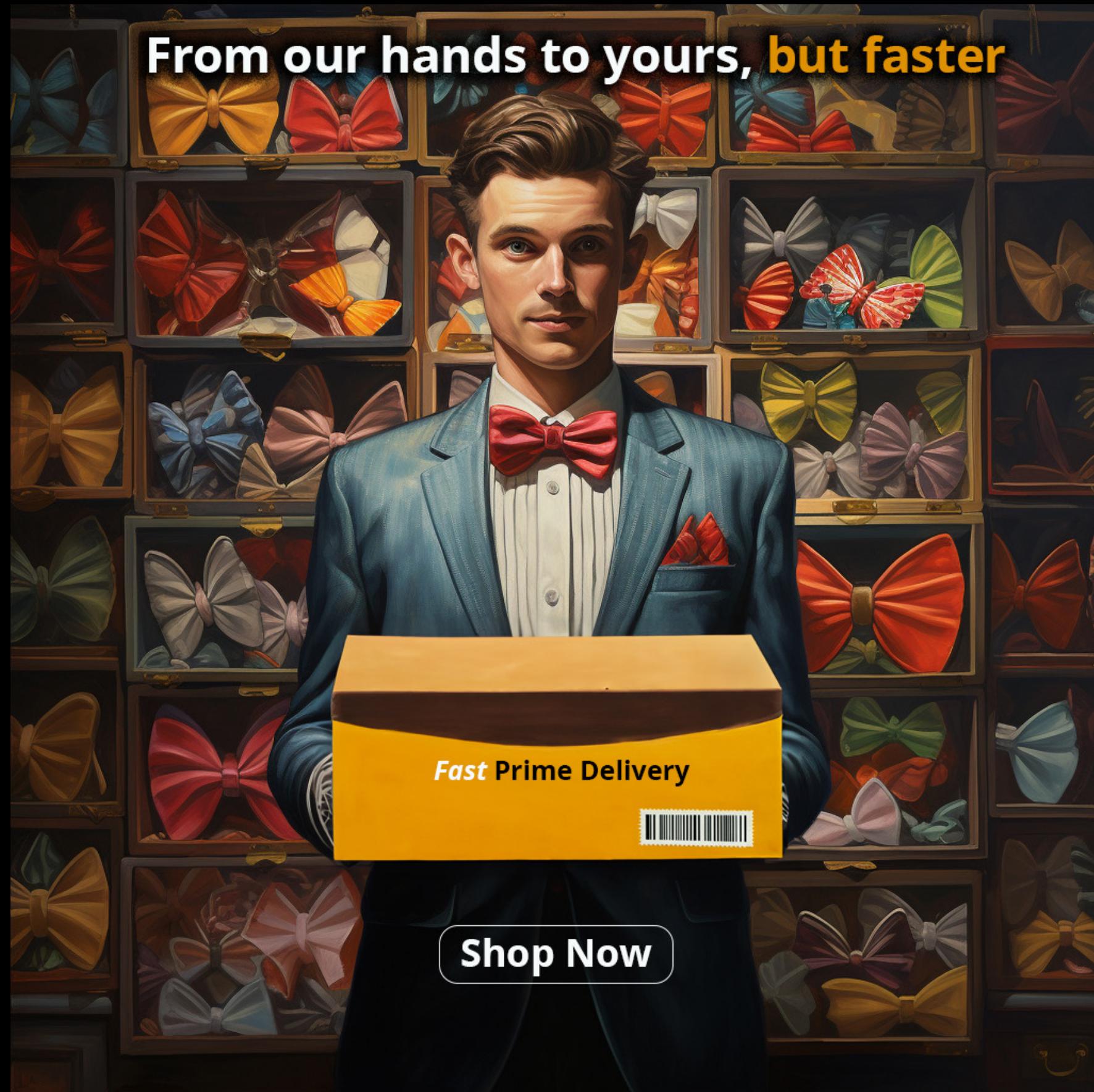
Desktop



Mobile



## Static Image + Vibrant Product Images Carousel



## Why this ad?

**Rational Driver : Shipping speed**

**Customer Wants: Variety (implied through image)**

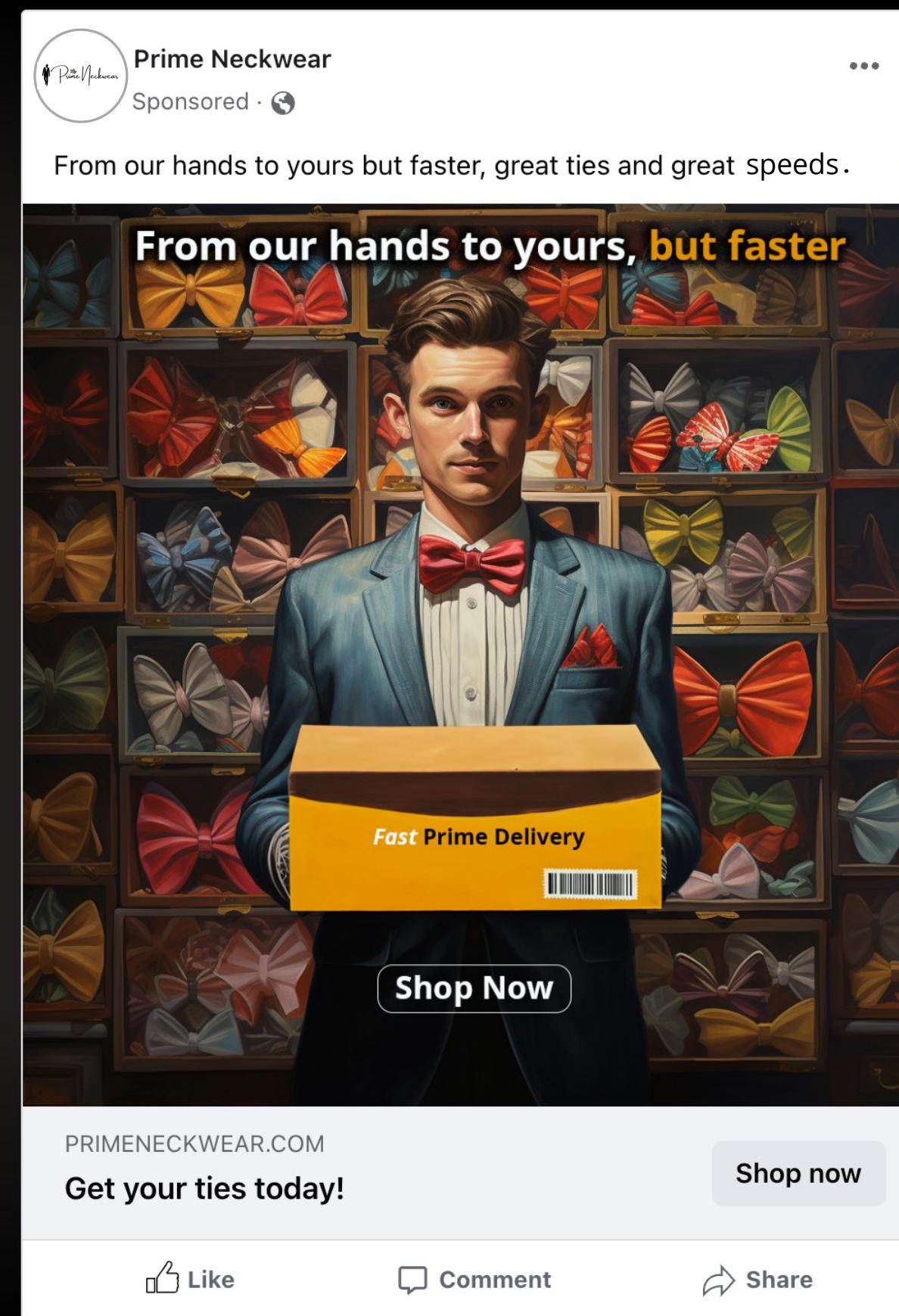
In today's fast-paced digital age, consumers are conditioned to expect immediate gratification. As a result, shipping speed has emerged as a key factor in online purchasing decisions, often acting as the deciding factor between one retailer and another. When an advertisement highlights rapid shipping, it taps into several underlying psychological and practical drivers.

Every individual has unique tastes, preferences, and needs. By showcasing a variety of products, an advertisement signals to potential customers that there's something for everyone. It increases the likelihood that viewers will see something they personally resonate with, drawing them into the purchasing process.

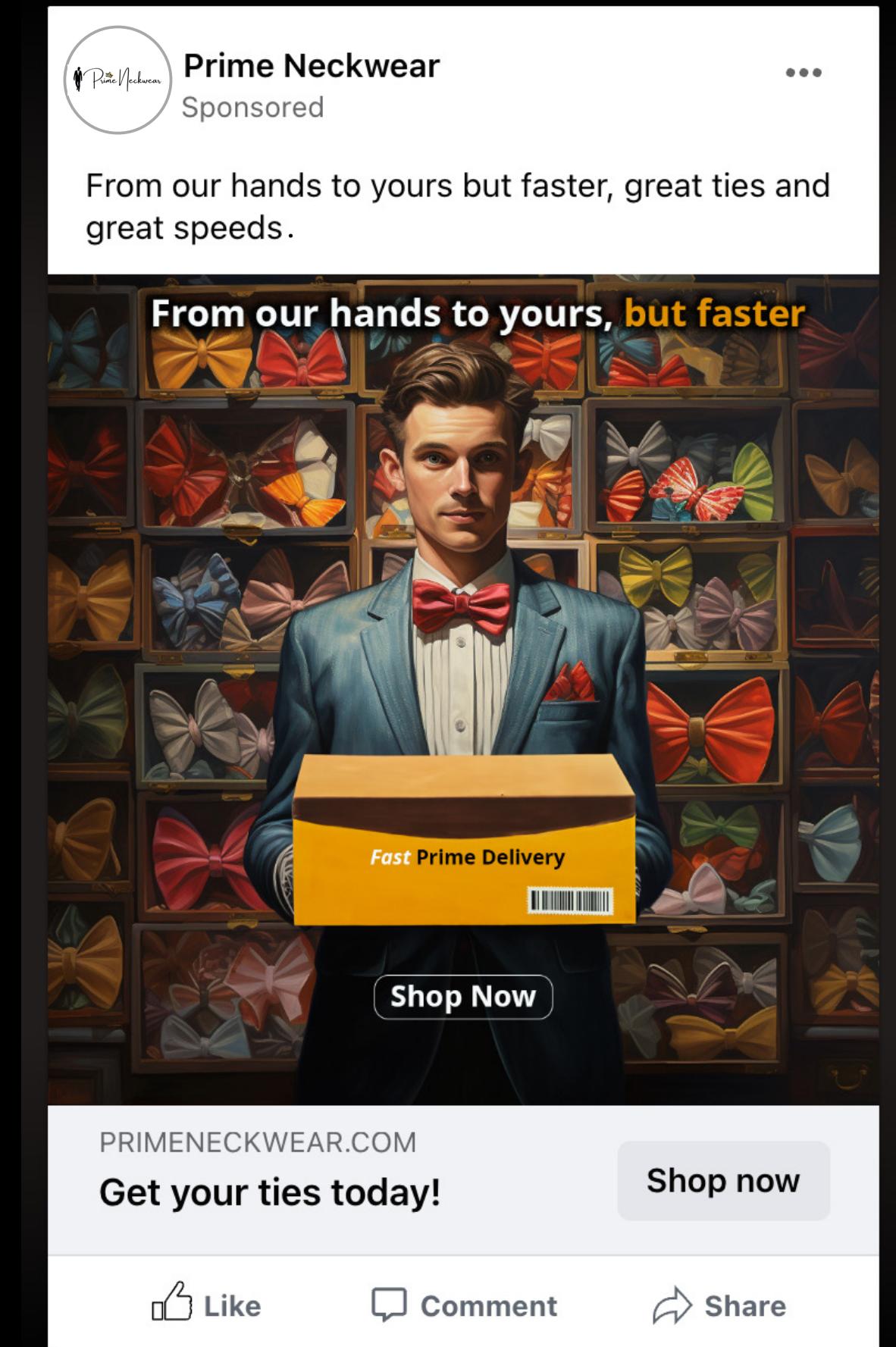
**Headline:** From our hands to yours but faster, great ties and great speeds  
**Body Copy:** Get your ties today!

\*\* Content is to be used as part of our Ai prompt & product photography design service \*\*

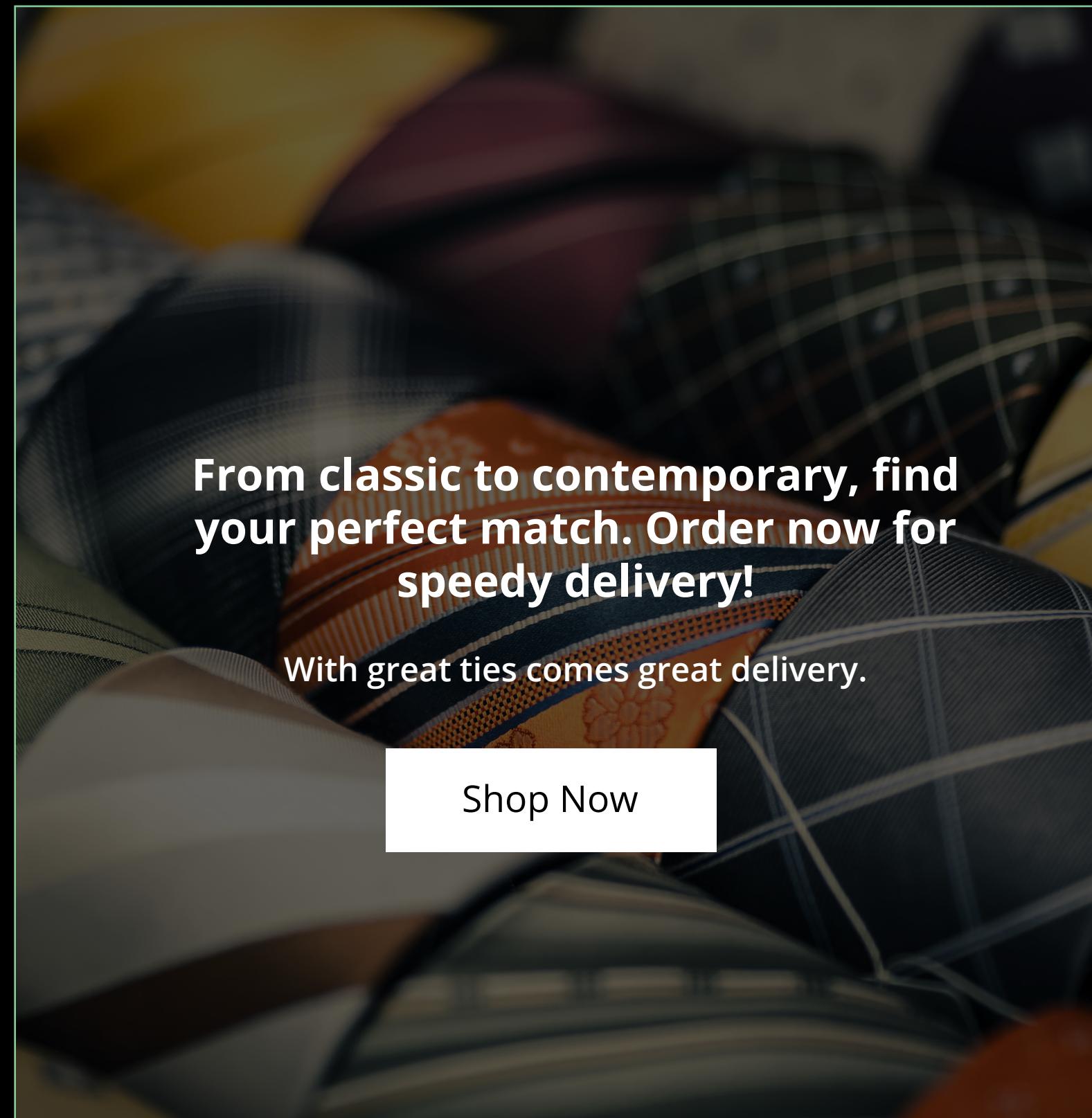
Desktop



Mobile



Single Static Images x3



**Headline:** From classic to contemporary, find your perfect match. Order now for speedy delivery!"  
**Body Copy:** With great ties comes great delivery.

## Why this ad?

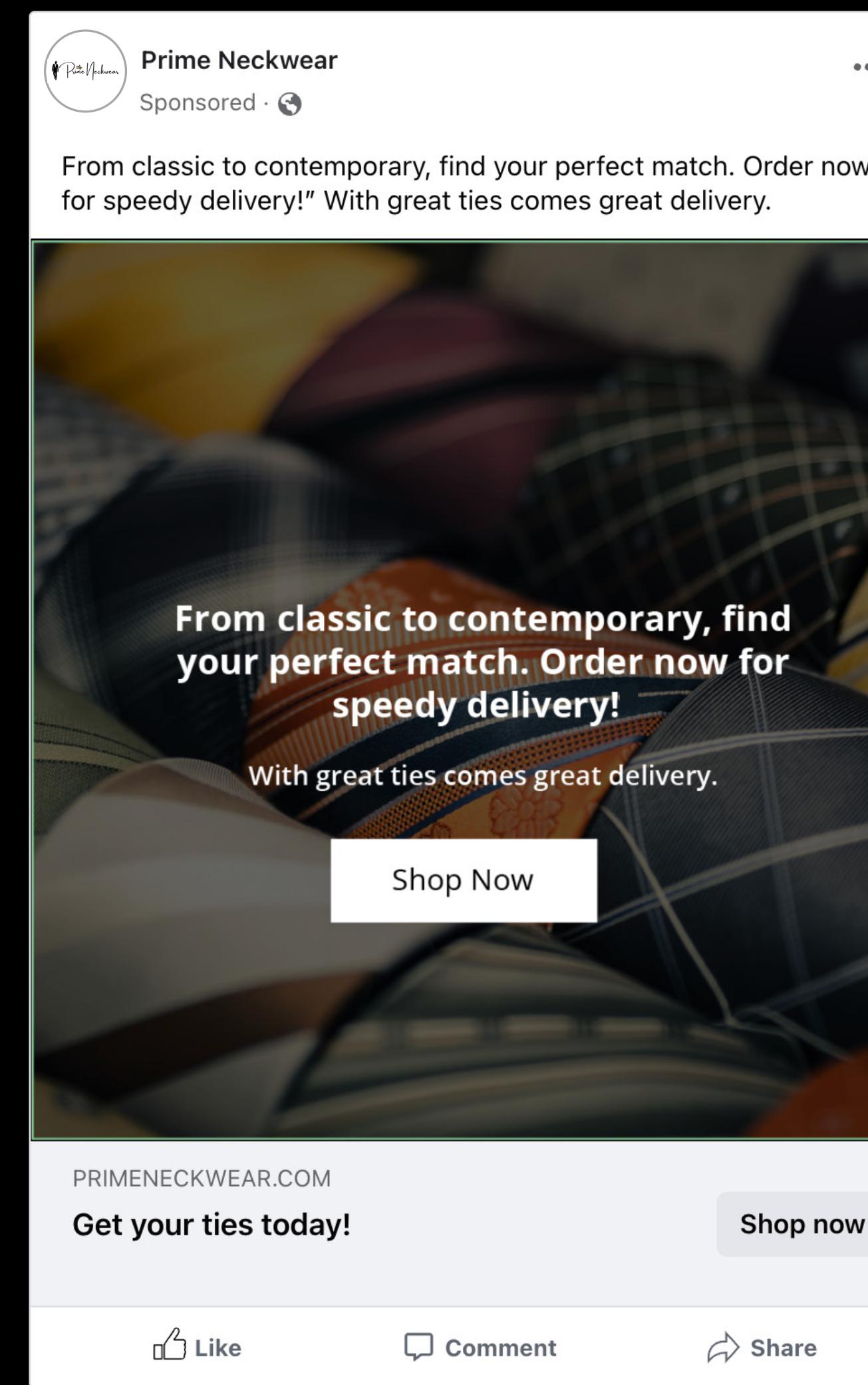
**Rational Driver : Shipping speed**

**Customer Wants: Variety (implied through image)**

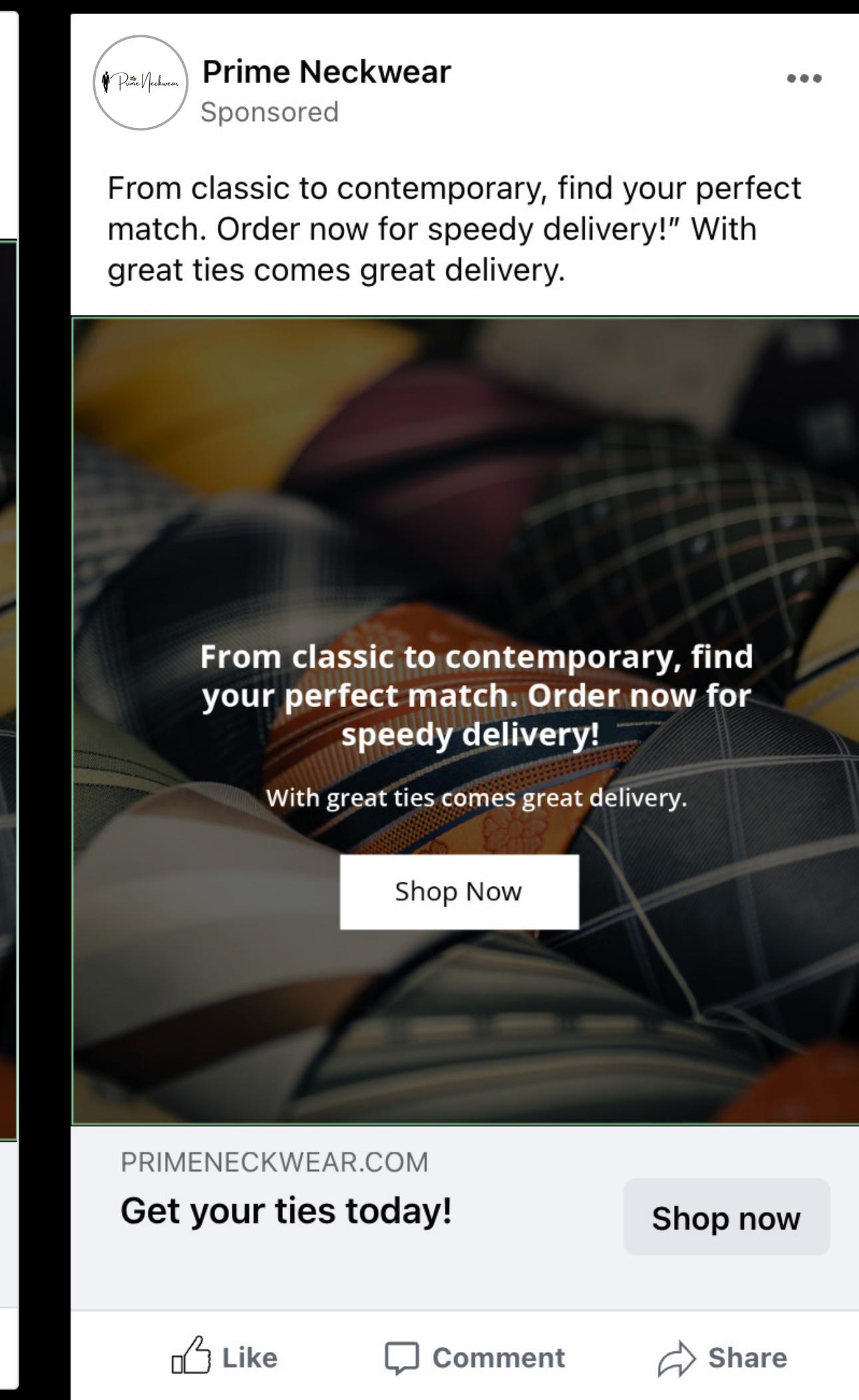
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Every individual has unique tastes, preferences, and needs. By showcasing a variety of products, an advertisement signals to potential customers that there's something for everyone. It increases the likelihood that viewers will see something they personally resonate with, drawing them into the purchasing process.

Desktop



Mobile



## Static Image + Product Images Carousel x2



**Whatever your taste, we've got it.  
And guess what? It's zooming its way  
to you right now!**

With great ties comes great delivery.

[Shop Now](#)

## Why this ad?

### Rational Driver : Shipping speed

In today's fast-paced digital age, consumers are conditioned to expect immediate gratification. As a result, shipping speed has emerged as a key factor in online purchasing decisions, often acting as the deciding factor between one retailer and another. When an advertisement highlights rapid shipping, it taps into several underlying psychological and practical drivers

### Emotional Driver: Achievement/Empowerment/Status (implied through image )

**The Desire For Success:** Success is a universal aspiration. Most people want to be successful in various aspects of their lives, be it career, personal growth, or relationships. Ads that position a product or service as a tool or pathway to achieve success are highly appealing.

**The Desire for Status:** Social standing and recognition are also deeply rooted desires in many cultures. Products or services that promise an elevation in status or social recognition can attract a significant audience.

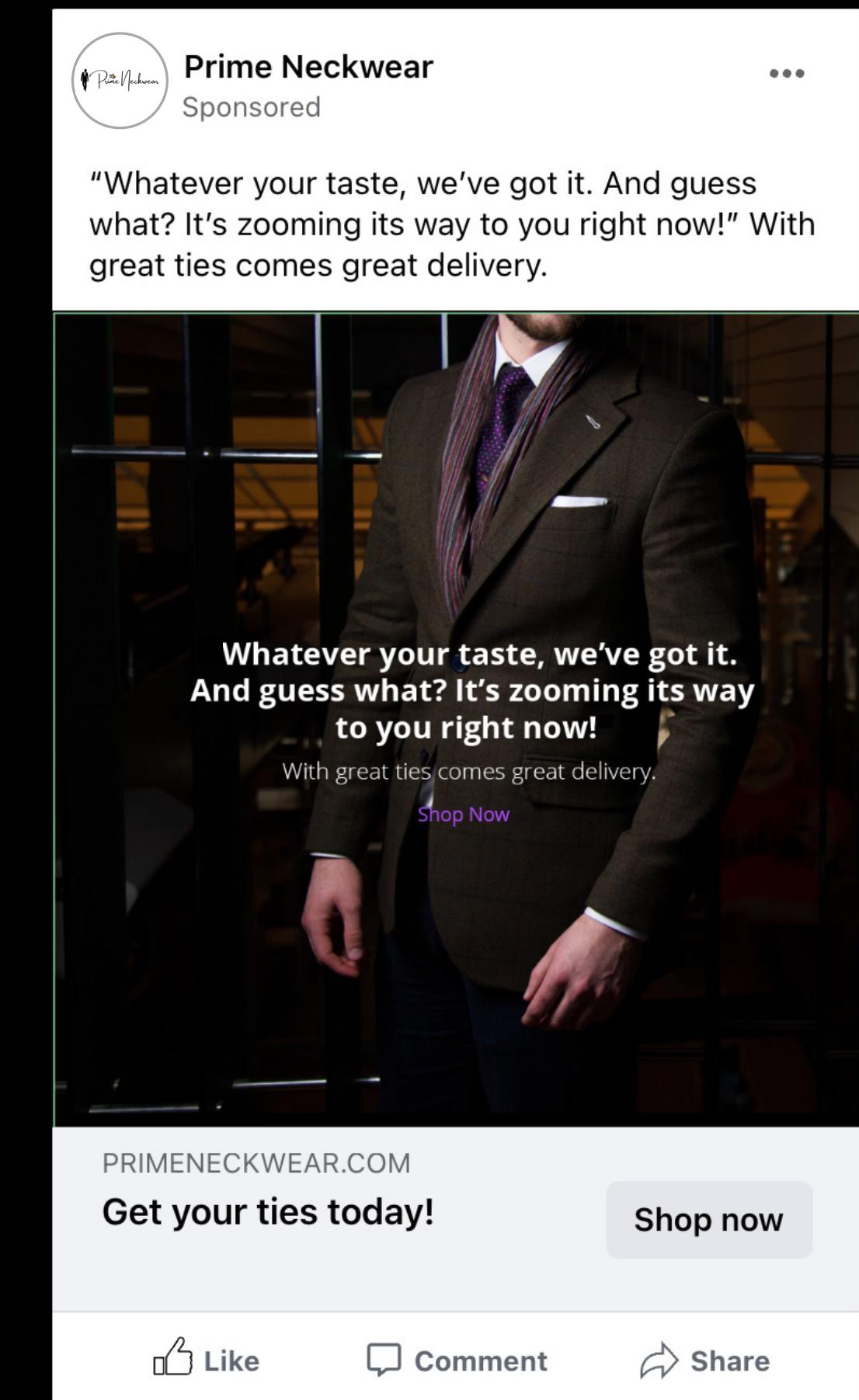
**Headline:** "Whatever your taste, we've got it. And guess what? It's zooming its way to you right now!"

**Body Copy:** With great ties comes great delivery.

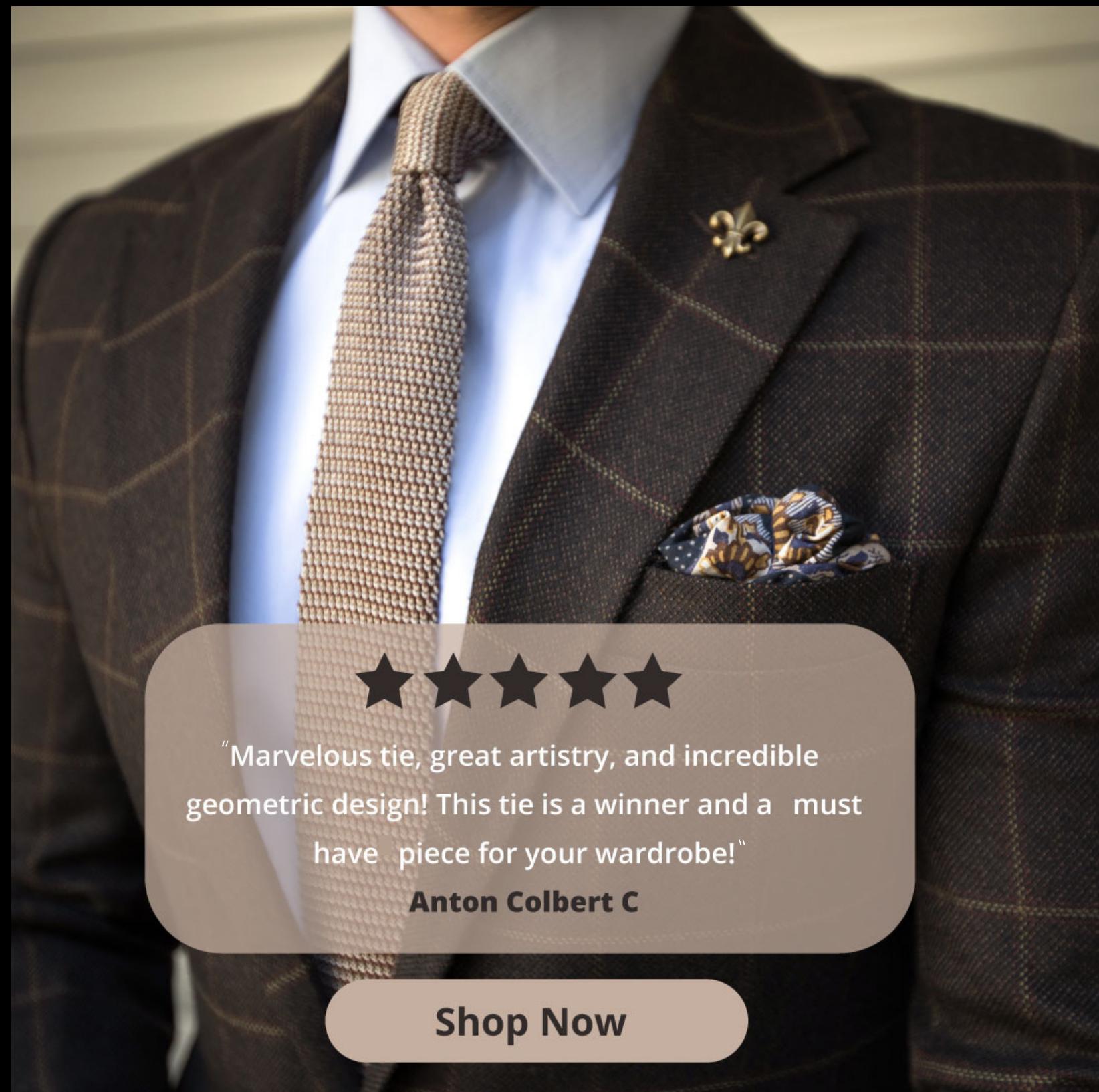
Desktop



Mobile



## Single Static Image + Review x2



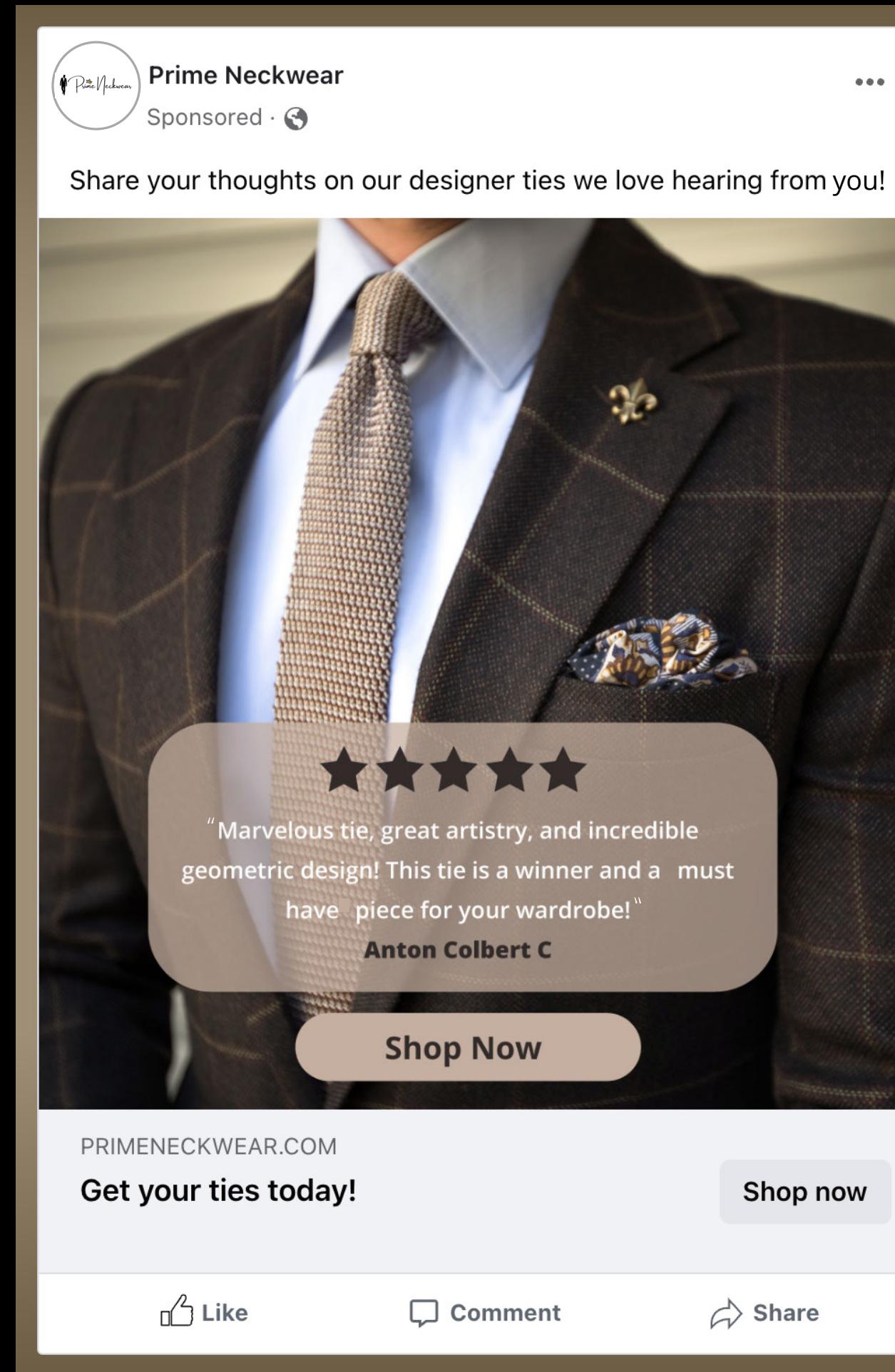
## Why this ad?

### Rational Driver: Product Quality

In the digital age, where consumers are inundated with endless purchasing options, the authenticity and assurance provided by product reviews play a pivotal role in swaying purchasing decisions. Incorporating genuine product reviews into Facebook ads not only bolsters the credibility of the product but also serves as a testament to its real-world performance and satisfaction levels among previous buyers. Coupled with this, emphasizing product quality in the same ad narrative reinforces the brand's commitment to excellence and reliability.

**Headline:** Share your thoughts on our designer ties we love hearing from you!

Desktop



Mobile

