SELECTED WORK / JOHN FRIEDA ALWAYS ON ADS

09

John Frieda
Give content a new job

Always-on Meta advertising.
Creative strategy and adaptation of organic creator content.



Watch the ad

META ADS

One content pool. Distinct objectives.



Watch the ad

Make every asset work harder

The media plan needed more assets than the organic content pool could supply. I found **new uses for existing footage and stills**, directing edits and messages for different stages of the funnel.

MY CONTRIBUTION

Asset selection and creative briefs
Edit, message and CTA direction
Performance-led recommendations

SELECTED WORK / JOHN FRIEDA ALWAYS ON ADS

09

Different goal, *different edit*

I selected for strong hooks, product use and visible results.
Each objective shaped the footage, message and call to action.



Awareness

Seasonal settings and everyday moments make the product relevant at first glance.

Watch the ad



Consideration

Application and before-and-after footage show the benefit and help explain the choice.

Watch the ad



Buy Now

Results, product packs or retail settings give the viewer a clear next step.

Watch the ad

I set the message and CTA; the team adapted the copy into German.

SELECTED WORK / JOHN FRIEDA ALWAYS ON ADS

09

More from *the same material*

I directed new cuts, text overlays, branding, music and CTAs
to turn a limited content pool into ads with distinct purposes.





Product Advisor

A route to a personalised routine.
The message invites people into
the brand's product recommendation tool.

Newsletter

A clear reason to subscribe.
The creative connects the benefit
of joining with a direct sign-up prompt.

Let the results shape the next brief

Media reports revealed different strengths by creator and objective.
I used those patterns to guide the next month's asset choices.

SELECTED WORK / JOHN FRIEDA ALWAYS ON ADS

09

Always-on activity, *a monthly view*

Monthly averages from Mar to Jul 2026.
Media managed by Starcom.

MONTHLY AVERAGE

5.06 M

AVERAGE MONTHLY IMPRESSIONS

Reported exposure and traffic.

≈3,493

AVERAGE MONTHLY LINK CLICKS

LEAD GENERATION

≈2,343

AVERAGE MONTHLY META LEADS

With around €1,800 per month
in lead generation spend.

€0.77

WEIGHTED COST PER LEAD

Total spend divided by leads
across the four months analysed.

Against the 2025 reference

2.3× average monthly leads

–48% CPL

vs €1.47 per lead,
the report's 2025 reference.