



**[ COMFORT ZONE ]:  
OPTIMISING  
CREATIVE ASSETS TO  
MAXIMIZE BRAND  
AWARENESS**

**STORE IS.**



**[comfort zone]**  
conscious skin science

# CASE STUDY | [ COMFORT ZONE ]

Optimising creative assets to maximize brand awareness

## Main Challenge

Comfort Zone planned to launch a **brand awareness campaign**, but the **video they had didn't align with Meta's key best practices**. To address this, they turned to us for content strategy support to refine and optimize the material.

## How To

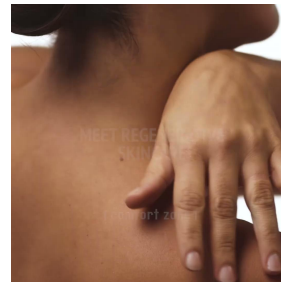
After analyzing the content, we suggested **creating two 15-second mini videos from the original 30-second video**, focusing on the two key messages: the emphasis on science and the focus on natural-origin products. We developed an operational document outlining all the necessary cuts and edits to produce these two videos. **The campaign was then launched with an A/B test to determine which key message resonated most with Comfort Zone's audience.**

## Key Wins

Thanks to this analysis, we were able to create two pieces of content perfectly suited for brand awareness on Meta. Additionally, the A/B test revealed that [ comfort zone ]'s **audience resonated much more with the science-focused content**, achieving higher impressions and reach at a significantly lower cost.



ORIGINAL ASSET

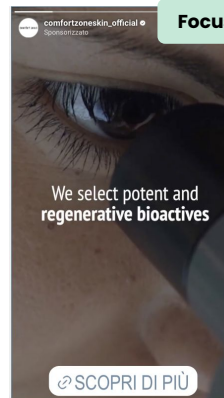


## FOCUS SCIENCE VIDEO RESULTS:

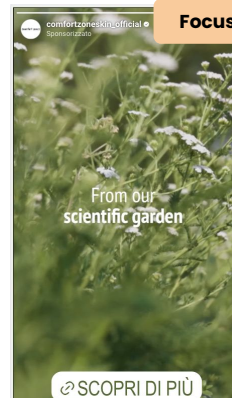
**+91%**  
Impressions

**+104%**  
Reach

**-57%**  
CPM



Focus Science



Focus Nature

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