



## LIGHTNING LABELS

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### BEFORE

#### Creative Strategy

##### The Problem

- The client approached us with outdated creative assets that had been running for years. The ads consisted of simple product images that were neither optimized for the target audience nor reflective of current trends. Additionally, the creative lacked cohesive branding, messaging, and strategy. The client requested a comprehensive overhaul to replace the legacy creative with new, strategically developed assets that embodied the brand.

##### Our Approach

- We began by developing a holistic strategy designed to cover the entire marketing funnel, with a focus on both awareness and retargeting efforts.
- A distinct tone of voice was crafted, conveying an air of elegance, confidence, and exclusivity, while maintaining a human touch.
- A new brand aesthetic was established, aligning the creative with a modern, impressive, and approachable look and feel.
- We developed ads that highlighted the core brand pillars of Lightning Labels: Service, Quality, Speed, and Affordability. Each pillar was showcased through creative solutions that demonstrated the brand's strengths and value proposition.
- We implemented a creative testing strategy to experiment with different messaging angles, allowing us to identify what resonates most with the target audience.

## DURING

### The Solution

Over the course of three months, we achieved a substantial improvement in results for the client. They were highly satisfied not only with the outcomes but also with the comprehensive design and messaging strategy we developed for their brand.

*"The quality on this latest set of Lightning Label ads is awesome. The style is really crisp and that feels very on brand."*

*-Lightning Label Client*

## AFTER

### The Results

**248%**

Increase in Organic Page Followers

**14%**

Decrease in Cost per Engagement

**+630**

Users

**64%**

Increase in Overall Engagement