



## LITTLE ADVENTURES

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### BEFORE

#### Creative Strategy

##### The Problem

- Our client sought to surpass the exceptional performance of their fall sale campaign from last year. While the previous campaign was highly successful, there was an opportunity to identify areas for improvement and capitalize on emerging trends to drive even greater sales this year.

##### Our Approach

- Drawing from learnings of last year's creative performance, we opted to implement a lifestyle carousel.
- Our goal was to showcase a mix of exclusive sale items alongside top-selling products to maximize interest and engagement.
- For the exclusive items, we highlighted the before-and-after sale prices to clearly emphasize the discounts available.
- In terms of messaging, we aimed to create a sense of urgency and excitement with phrases like "Biggest sale of the year" and "Limited-time savings."
- Finally, we ensured the promotion was highly visible by prominently featuring "Up to 50% off" in large, eye-catching text across our ads.

**DURING**

### The Solution

We experienced exponential year-over-year sales growth during the Fall Sale, marking a significant achievement for the client. Additionally, we successfully sold out of exclusive sale items.

**AFTER**

### The Results

**20%**

YOY Net Sales Growth

**08%**

Increase in ad spend YOY

**22%**

Increase in purchase conversion value

**35%**

Increase in product views