WHAT IS IT?

Consumer Acquisition's Ad Concept Model is a collaborative communication framework that:

- Details our creative approach
- Ensures creative aligns with your target audience
- Provides a platform for ongoing concept development
- Tracks progress through evolving creative concepts
- Documents creative concepts to be explored next

WHY WE DEVELOPED IT

We create and test 100,000 videos and images each year for clients

Our research shows 85-95% of new creative concepts fail to outperform your best ad

A winning ad lasts only 10 weeks before burning out

You'll need 20-30+ new concepts to find your next winning creative

You'll need to keep developing new concepts to stay ahead of creative fatigue
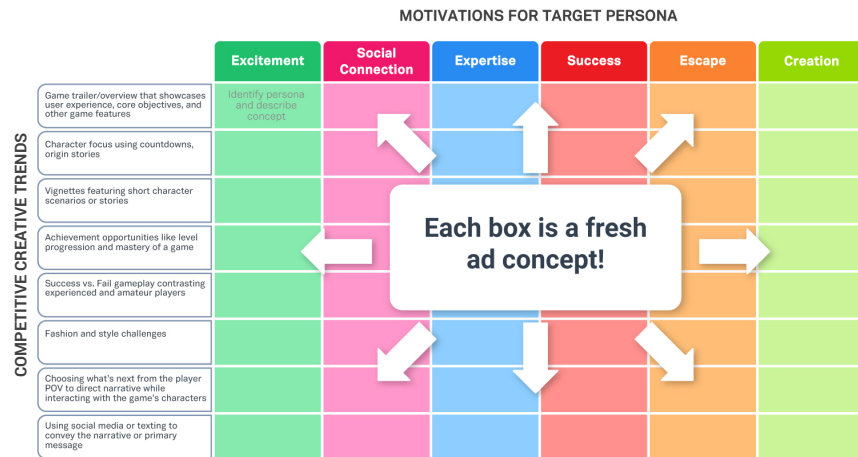
HOW WE USE IT

We collaborate with you to leverage your "user motivations" from personas (that's the colorful horizontal areas). If you don't have personas, don't worry, we'll use motivations from similar apps.

The "competitive creative trends" along the vertical axis are created through competitive analysis, performance data, and UX. Consider these like fashion— trends change, going in and out of style.

The intersection between a user motivation and a competitive creative trend is a fresh creative concept for us to explore.

MOTIVATIONS FOR TARGET PERSONA

COMPETITIVE CREATIVE TRENDS	Excitement	Social Connection	Expertise	Success	Escape	Creation
Game trailer/overview that showcases user experience, core objectives, and other game features	Identify persona and describe concept					
Character focus using countdowns, origin stories						
Vignettes featuring short character scenarios or stories						
Achievement opportunities like level progression and mastery of a game			Each box is a fresh ad concept!			
Success vs. Fail gameplay contrasting experienced and amateur players						
Fashion and style challenges						
Choosing what's next from the player POV to direct narrative while interacting with the game's characters						
Using social media or texting to convey the narrative or primary message						

CREATIVE PROCESS

1 We analyze competitor and creative trends to build on what's working

2 We collaborate to identify user motivations and target personas

3 We create concepts at the intersection of trends and motivations

4 We test to learn what works and document our process

5 We optimize to do more of what works and iterate

COLLABORATION

Each week, we discuss what concepts worked, what failed and what's next. Your team can also take concept boxes for internal work, helping us eliminate redundancy.

Using this process simplifies communication between our teams, and helps to track our progress over time. This also encourages team participation in exploring creative ideas.

Finally, the model creates lanes for the creative team to explore while eliminating unfocused ideation that doesn't align with your target personas, motivations, or trends.