

JULY EDITION

THE
GODDAM
REVIEWS

**LEARNINGS,
CREATIVES
& MORE**

Look what's inside →



Editor's Note

A quick confession: when Prajwal steered the very first edition of this magazine, he set the bar dizzyingly high—so high that Sanjith, Shrinidhi and I have been jogging on tip-toes ever since just to stay in view. That challenge is half the fun. The other half is deciding what not to include, because we publish only once a quarter. Fewer pages mean we can obsess over every insight, pressure-test every tactic, and leave you with a tight, no-fluff read you can finish between sips of coffee and still walk away itching to try something new.

So dive in, raid the pages for ideas.

- Raveen



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Tap the title to view the full section



ADS THAT CONVERT

Get your hands on 3 ad templates that consistently deliver results

By Prajwal Jaiprakash, Creative Strategist

Well, well, well, I think I'm speaking for everyone when I say: we've reached peak ad fatigue.

Yes, between the "Buy Now" screamers and the "Wait, this isn't a real person?" CGI influencers, users have developed *banner blindness* so strong it might qualify for a clinical trial

So what's cutting through the noise in 2025?

Answer: ads that don't look like ads.

They look like something you'd screenshot and send to your group chat. Something your friend might've made. Something you'd double-tap, not dismiss.

Let's break down the formats that are working, not because they're loud, but because they're..... *Relatable? Feels more human-made than a giant money-making brand?*



1. The Instagram Story That Isn't an Ad (But Totally Is)

Looks like:

A friend uploaded a product photo and casually added a *"this changed my life"* one-liner. No filters (or maybe a native filter to insta UI) or flashy edits.

Why it works:

It doesn't try to sell. It shares. These ads mimic how people naturally use Stories:

For example, take this ad from the brand loop earplugs:

A photo snapped from someone's everyday life—clean nails, natural lighting, product in hand, and a simple, text-overlay confession like:
"I literally take these everywhere! To the office, concerts and whenever I need some peace"



There's no branding explosion. No hard sell. Just vibes and utility. It feels like Whitney posted it to her close friends, not to push a product.

The beauty of this ad is its subtlety.

It says:

"This helped me. Just saying."

And suddenly, your brain thinks:

"Maybe it'll help me too."

This works best when:

- The product fits in a hand
- There's a real-life context (commute, WFH setup, etc.)
- The copy sounds like something you'd text a friend

It's static. It's minimal. It's real.

And it's the exact kind of thing you'd see in your friends' stories—aka, it bypasses your mental ad-blocker entirely.

Pro tip:

Use subtle UI overlays (like the "Send message" bar at the bottom or faux story ring) to boost the illusion. Authenticity over aesthetics.

2. The Notes App Aesthetic That Feels Like a Life Hack

Looks like:

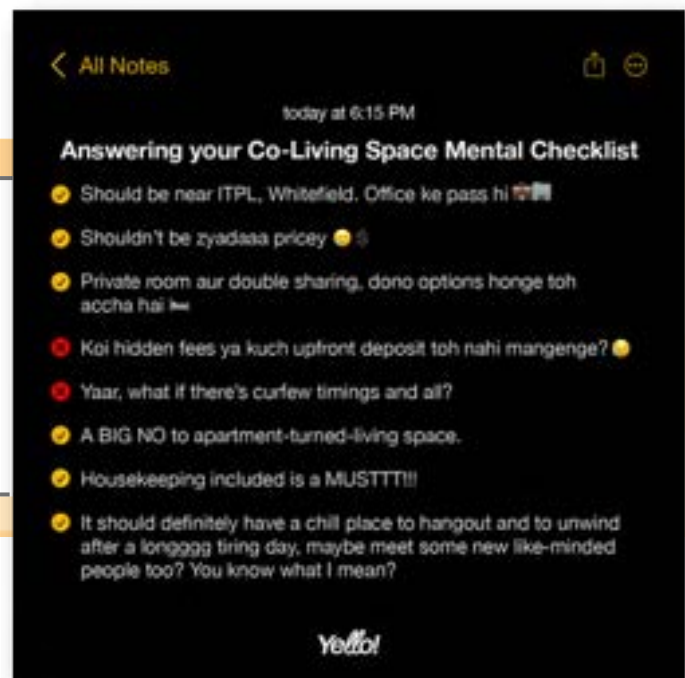
A screenshot from Apple Notes with a bold headline, punchy bullet points, and a neatly placed product pack on the side (optional). There's no fluff, just facts that feel like a tip, not a pitch.

Why it works:

People scroll past polished ads. But a Notes app? That's something you'd use very commonly to jot down your to-do lists, grocery list, reminder checklists and more.

Here's something that we did for Yello!, a co-living space in Bangalore that gave us the highest leads (66) for a lower CPL (136).

A literal Notes app-style list of every concern a young working professional has while hunting for co-living spaces.



And it worked because it speaks in the user's voice. It looks like a brain-dump from someone who's already been through the pain of a shady PG. And it gives you relief in checklist form of everything a person might be looking for from a co-living space.

Makes sense? Good.

Here are some more brands embracing notes-style inspired creatives:

K9 vitality | Loop | spacegoods

Now that I think back, we could have gone with white & yellow ticks UI for our ad for yello! (Hehe, I chuckled here - got a humor of a teenager, yellow for yello!, get it? :D) But *Black is still the new black* with more and more users preferring dark modes. Worth a shot, maybe?

Pro tip:

Use bold text for emphasis, and keep the layout clean. This works especially well for wellness, skincare, pet care, nutrition- anything where a feature list *feels* like value.

3. The Google Search That You Were Just About To Make

Looks like:

A screenshot/video of a Google search + result

Why it works:

Predicts intent better than your subconscious

Someone types:
 “Best hair oil for frizzy hair in humidity”
 Boom. Screenshot. Caption:
 “What I typed. What actually worked.”
 With a highlight around your product in the #1 result.

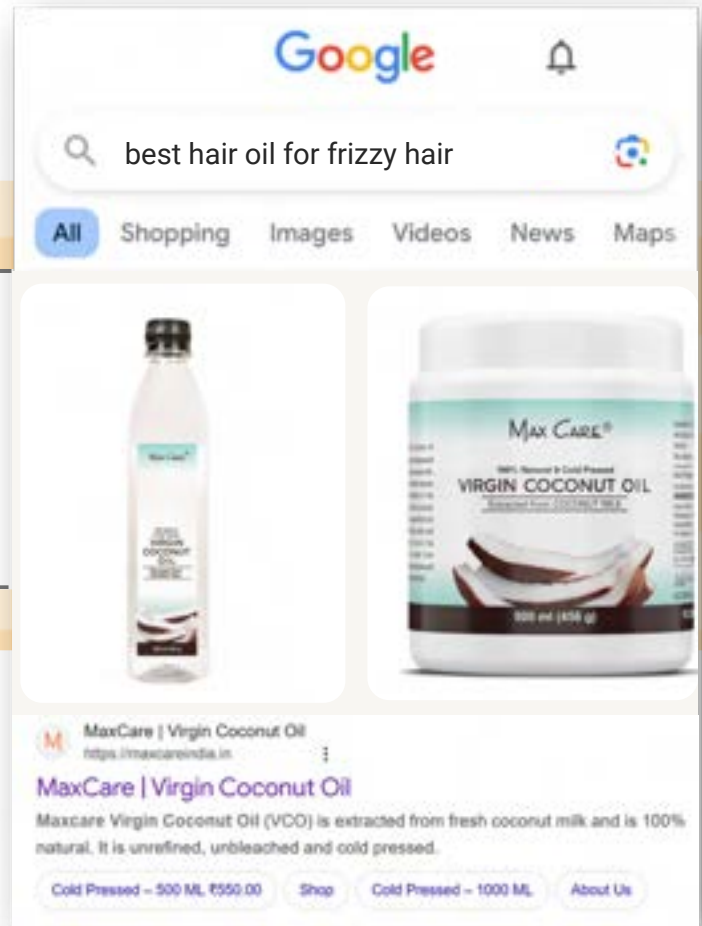
It feels like a hack. A shortcut. A friend passing on internet wisdom so you don’t spend 3 hours in Reddit wormholes.

We’ve tried this for two of our clients, one carousel and one video style and needless to say both worked well with the video (obviously) giving more traction. Check it out [here](#):

Here’s how brands are leveraging this:

[Mimi & Co](#) / [maxcare](#) / [search atlas](#)

This format works especially well for skincare, finance apps, B2B tools- basically anything people search before spending money on.



Pro tip:

Make it *hyper-specific*.

Instead of a vague search like “Best face cream”, go for:

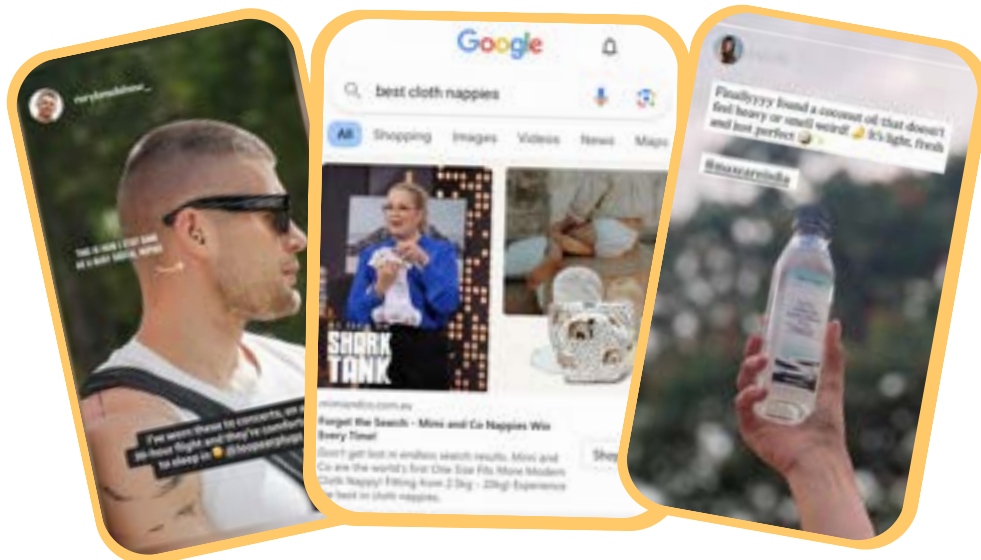
“Best face cream for oily skin in humid weather” The more niche the query, the more it feels real- like something someone *actually typed*. Pair that with a highlight box or a scribble circle around your brand in the results, and boom, you’ve just hijacked a user’s intent with relevance and relatability.

Why These Work (And Your ₹80,000 CGI Ad Didn't)

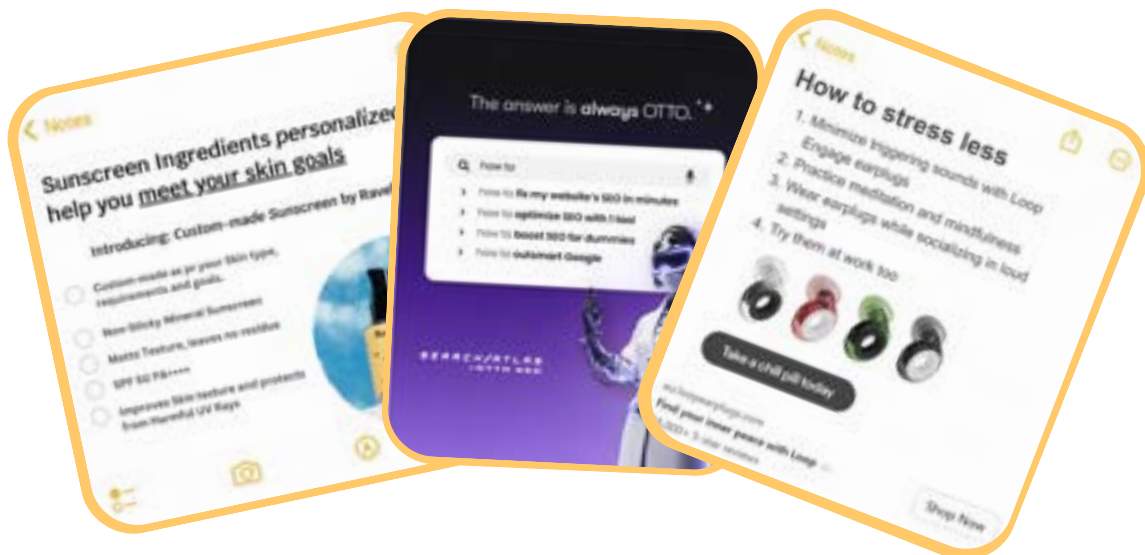
These formats share a secret sauce: They mimic the way we already behave on our phones.

We:

- ◆ Watch unfiltered stories
- ◆ Screenshot note-to-self rants
- ◆ Trust Google more than our parents



Your ad should be a chameleon, not a billboard. It should blend into scroll-time, whisper instead of yell, and most importantly- feel like it came from a friend.



TL;DR (Because We Know You're Just Skimming)

- ◆ Story-style = native trust
- ◆ Notes app = vulnerability sells
- ◆ Google search = intent-match magic
- ◆ All 3 = ads that don't feel like ads

Try these formats, track your click-throughs, and thank us when your ROAS does a happy dance.

Inside Instagram's New Toy-box:

BLEND, EDITS & LOCKED REELS

By Sanjith Shanmugasagam, Social Media Manager



BLEND

EDITS APP



LOCKABLE POST

Below you'll find a quick, skimmable breakdown for each feature: what it is, how it works and most importantly, how to turn it into either organic momentum or paid performance.



Instagram's been busy. First came **Blend**, a shared Reels feed in DMs that updates daily, letting friends swap recos without screenshots. Then came **Edits**, a standalone CapCut-style app to storyboard, polish, and publish Reels (or export 4K, watermark-free files) from your phone. Now, Instagram is testing **Locked Reels**, blurred content that unlocks with a secret code. Each update pushes the platform toward co-creation, sharper mobile workflows, and FOMO-fueled exclusivity.



BLEND

What it is

A private, two-person/ group Reels playlist that refreshes every 24 hours, built from the watch histories of you and the friend you share it with. Think “For You page” meets Netflix Party.

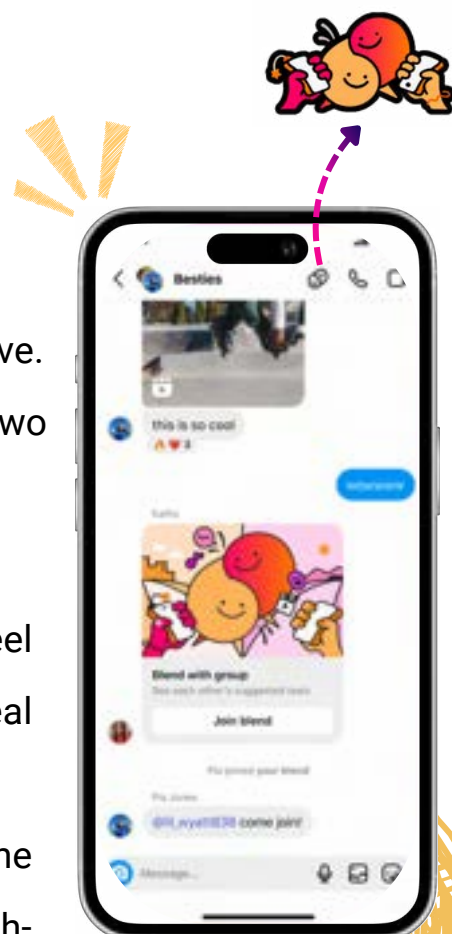
How it works

- Open any DM thread.
- Tap the double-avatar Blend icon.
- Send the invite; once your friend accepts, the feed goes live.
- Instagram automatically applies the stricter of your two content filters to keep things brand-safe.

Why you should care

Organic play: Landing in someone's Blend means your Reel now carries a double endorsement- prime word-of-mouth real estate.

Performance play: Treat Blends as an intent signal. Anyone sharing your paid Reel into a Blend just self-selected as high-interest; feed them a mid-funnel retargeting (hoping this option comes soon) ad and watch CPA drop.



EDITS APP



What it is

Meta's mobile-first editing studio: trim, split, colour-grade, add AI animations, drop a green-screen, export up to HDR 4 K, and post directly to Instagram or anywhere else without ever touching desktop software.



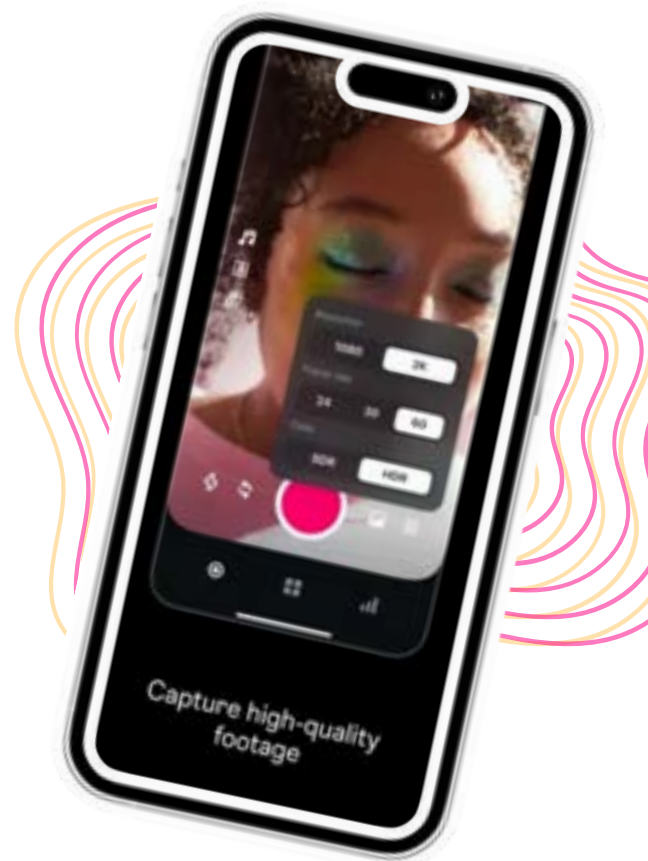
How it works

1. Download the app, sign in with your IG account.
2. Create project workspaces that store raw clips, inspiration boards and timelines in one spot. Real-time performance metrics surface inside the editor so you can cut low-retention segments before republishing.

Why you should care

Organic play: Trend reaction time shrinks from “after lunch” to “before the kettle boils,” keeping you in the cultural conversation.

Performance play: Rapid variant creation plus in-app analytics = faster creative testing cycles and fewer excuses for fatigue.





LOCKABLE POST

What it is

A code-gated Reel. Viewers see a blurred thumbnail and a hint (“first hashtag in caption”) and must enter the secret to unlock the video.

How it works

1. Creator sets a code and optional hint.
 2. Reel stays hidden until the correct code is typed.
- Once unlocked, it behaves like any other Reel- shareable, likable, comment-able.

Why you should care

Organic play: Perfect for behind-the-scenes teasers or early product looks- fans who hunt the code feel like insiders and brag about it in Stories.

Performance play: Hide discount codes, scavenger-hunt clues or limited-time offers behind the lock. Yes, reach is smaller, but intent (and conversion rate) skyrockets.



Instagram's recent updates all point one way: The platform is doubling down on collaboration, speed, and earned experiences. Build around community, rapid creation, and exclusivity, and you'll align with the roadmap, not chase it. Stay curious, test small, let data lead. The scroll never sleeps. But smart marketers ride the upgrades, not race them. See you in the feed.

WE GOT DIGITAL TAKEOFF BEFORE GTA VI



Digital Take Off is a 5-week guided program that helps businesses test ads on Google, Facebook, and Instagram. It provides clear insights into whether digital advertising is the right fit based on real performance data.

[Click here to know more](#)

Ad Break 

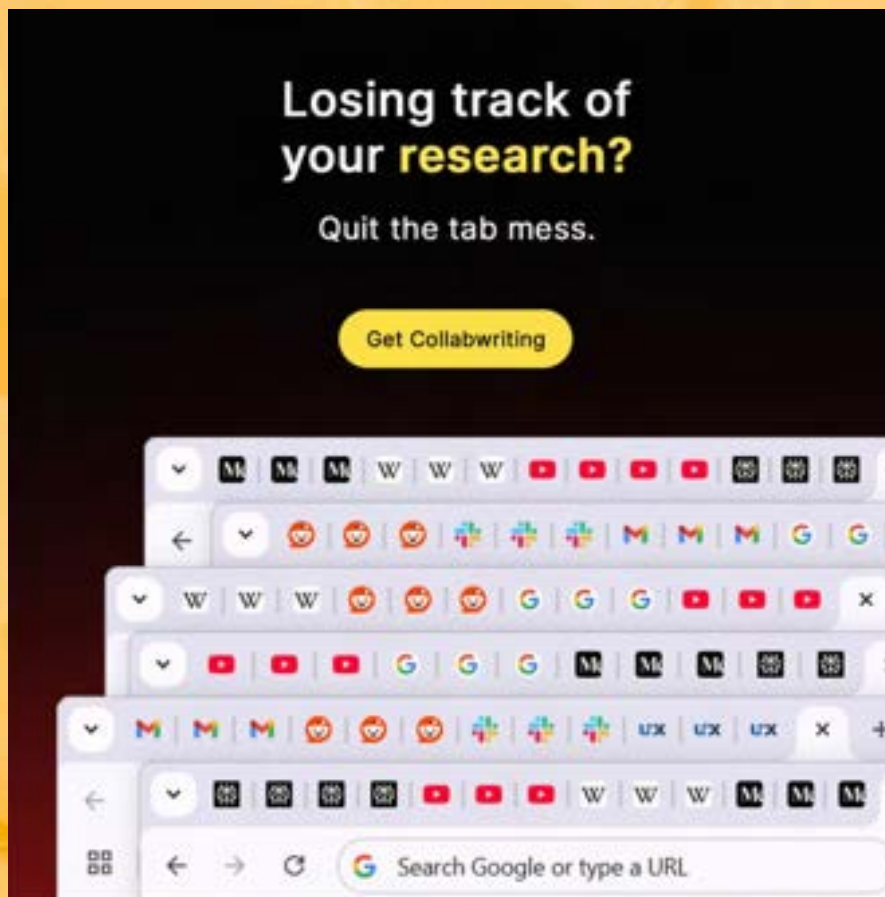
ADS { advertisement } BREAK DOWN

By Prajwal Jaiprakash, Creative Strategist



I was mindlessly scrolling through my feed- half-looking for inspiration, half-procrastinating- when I stumbled upon this visual chaos of browser tabs stacked on top of each other. And it hit me. Hard.

As a creative strategist who basically lives in Google Docs, Reddit threads, and Notion pages, the tab overload is my everyday villain. So when Collabwriting popped up with a clean, clear line *"Losing track of your research?"*- I didn't just stop. I clicked.



Let's break down what made this ad so scroll-stoppingly effective.



THE GOOD STUFF

◆ Visual Metaphor That Hits Home

If you've ever opened Chrome and heard your laptop fan start weeping, this ad speaks to your soul.

The stacked browser tab bars = pure anxiety visualized.

There's no need to explain the problem- they *show* it in four layers of pure chaos. One look and your brain goes, "oh god, that's me."

◆ Strong Visual Hierarchy

You start with the headline (thanks to contrast + size), move to the CTA button, and then your eyes fall into the abyss of tabs.

The descending stack subtly tells a story from "you" to "your problem" to "why you need us."

◆ CTA That Doesn't Over-Sell

The "Get Collabwriting" CTA is calm, not pushy. The yellow button stands out without feeling like a casino pop-up. It's more of a nudge than a shove.

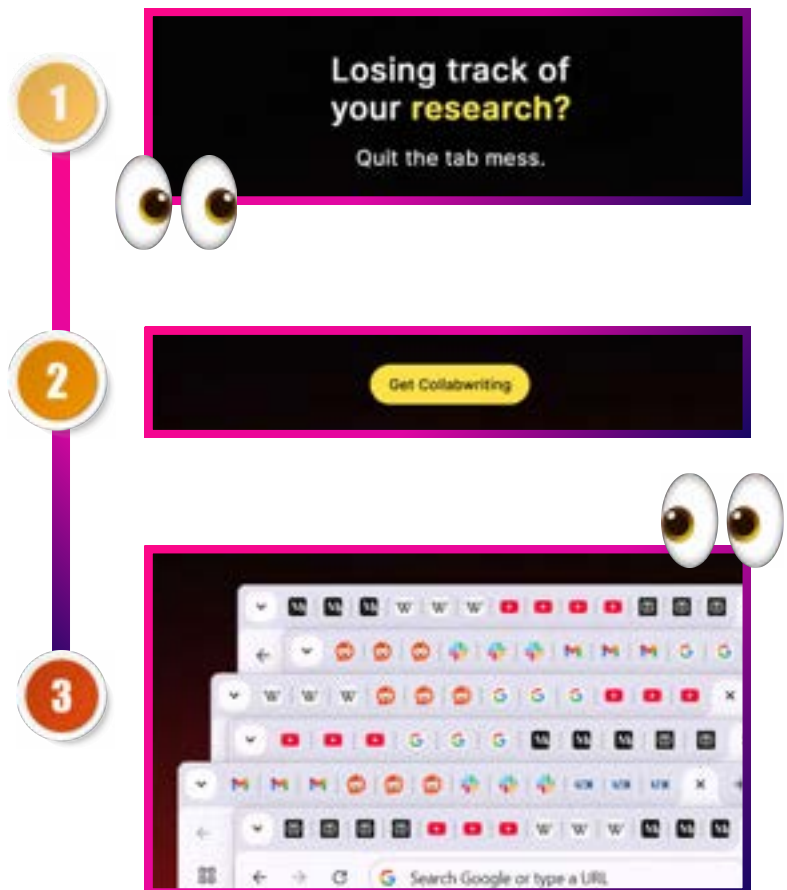
◆ Clarity in Copy

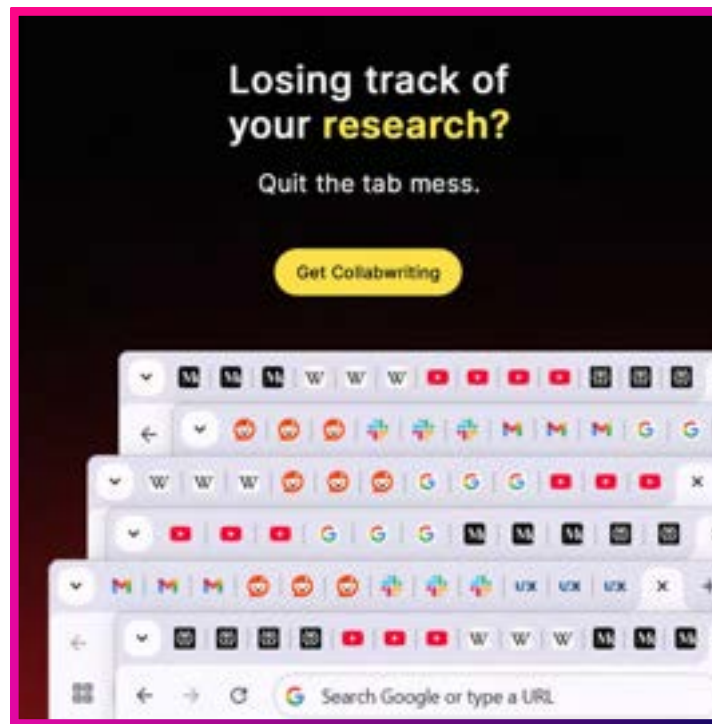
"Losing track of your research?" → Pain point.

"Quit the tab mess." → Solution.

"Get Collabwriting." → Action.

Three lines. Three punches. No filler.





ROOM FOR IMPROVEMENT

◆ Missed Context for First-Time Viewers

If you've never heard of Collabwriting before, there's a 10% chance you'll think it's a tab cleaner or a browser plugin.

A *tiny* subtext under the CTA like "a research workspace for teams" could make the offering instantly clearer.

◆ Too Platform-Neutral?

All those tabs belong to Chrome, but the UI is just generic enough to miss a branding opportunity. Could've reinforced the product's UX or shown a glimpse of how Collabwriting *replaces* this chaos with calm.

◆ Generic CTA

"Get Collabwriting" is serviceable, but not memorable. It doesn't convey urgency or benefit.

They could test CTA variations like "Start organizing research" or "Tidy up your tabs today." Even better, lean into the emotional value: "Save your sanity" or "Go from chaos to clarity."



Checklist Item	Verdict
Clear pain point?	
Visual supports message?	
Obvious next step?	
Audience speaks "tab mess"?	
Solution actually explained?	Kinda. Needs a nudge.
Scroll-stopper?	

TAKEAWAYS

Do:

- Use hyper-relatable visuals (like an open tab horror show)
- Strip copy down to core message
- Design hierarchy like a funnel

Don't:

- Assume everyone knows your tool from the jump
- Miss a chance to reinforce what your product looks like

This ad gets one thing very right:

It doesn't try to explain the pain. It shows you your own browser. And then quietly suggests therapy.

NEXT-LEVEL

Canva

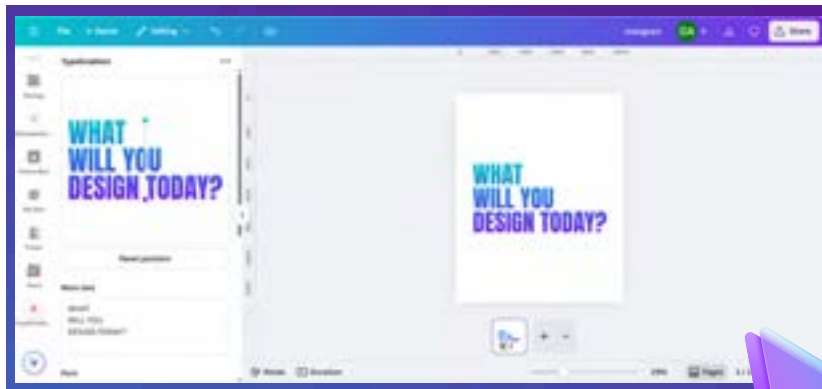
TOOLS YOU PROBABLY HAVEN'T TRIED (BUT SHOULD!)



By Amruta Pradhan, Graphic Designer



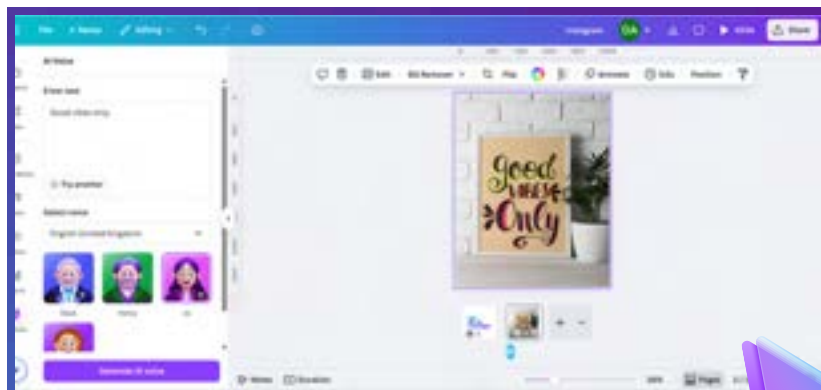
Let's be honest- many designers, marketers and even some hustling founders use Canva for templates & resizing. But Canva has been quietly rolling out some insanely smart tools that can rival professional suites if used right. Here's a curated list of underrated, powerful features and AI-integrations that can take your projects from meh to mind-blowing - especially for creatives like us who value speed and aesthetics.



1. Type Gradient

Gradients aren't just for backgrounds anymore. Canva now lets you apply gradients directly to text - no hacks, no external plugins. You can choose from pre-set options or customize your own blend for that vibrant, modern look.

Pro Tip : Works beautifully for event posters, highlight headings, and trendy social posts.

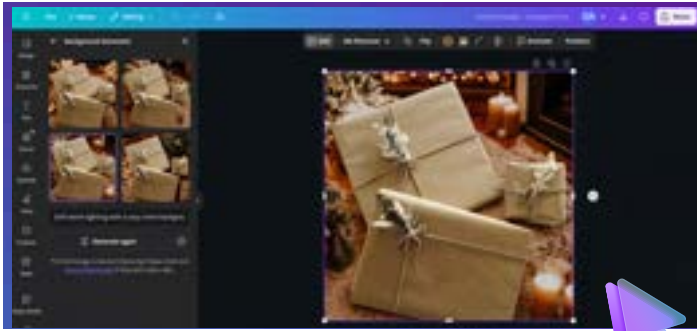


2. AI Voice Over

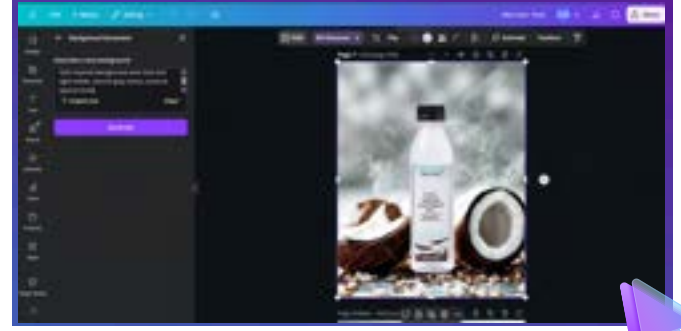
Need to create a quick video with narration but hate recording your voice? Canva's AI Voice Over tool reads your script in natural-sounding voices across different accents and languages.

It's a blessing when you're working on explainers, reels, or internal videos and don't have the time (or quiet space) to record.

Pro Tip: Use it for reels with subtitles to increase reach and accessibility



Background Generator



Magic Media

3. Instant Imagery

Background Generator

Whether you need a dreamy cafe scene or a futuristic cityscape, you can just type it out - and Canva creates it using AI. It's like DALL·E but built straight into your design flow. Super handy when you're working on mood boards, covers, event posters, or just something with a specific vibe in mind.

Pro Tip: Keep your prompts short but descriptive - like "pink cloudy sky at dusk" or "dark tech-inspired geometric pattern."

Magic Media (AI Image & Video Generator)

Want more than a still image? Use Magic Media to generate both photos and short videos from text prompts. Yes, videos too! This is gold when you're making reels, animated stories, or looping hero sections. You can find it in the left panel (under "Apps" > Magic Media).

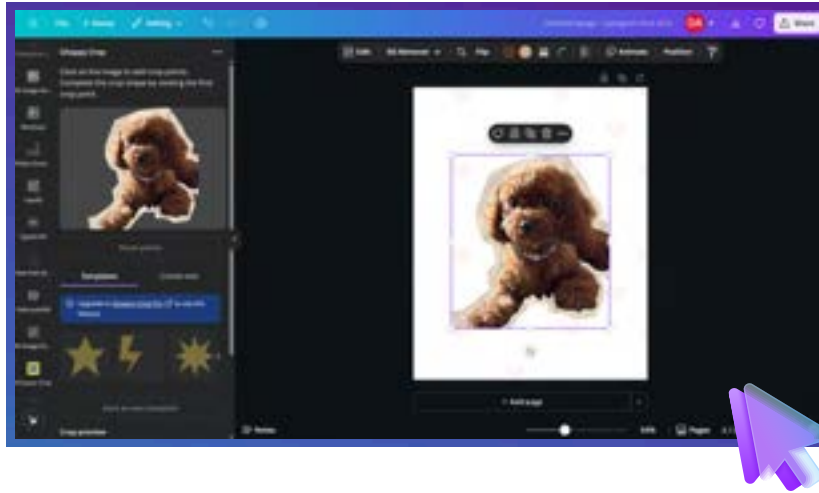
Pro Tip: Try prompts like "slow-motion water ripple in neon colors" or "surreal forest loop" - and it'll turn your idea into a scroll-stopper



4. Carousel Studio

If you create carousels regularly, this tool is a game-changer. It helps you align visuals, text blocks, and transitions across multiple pages seamlessly - so you don't have to manually copy-paste elements and struggle with alignment.

Pro Tip: Use the frame navigator to keep brand stories cohesive from slide to slide.



5. Choppy Crop

Forget boring rectangles. Choppy Crop lets you crop images in unique, edgy shapes, torn paper, zigzags, diagonal cuts, and more. It adds a handmade, textured feel that's perfect for editorial design or reels covers.

Pro Tip: Works great when you want to break the monotony of clean, corporate design.



6. Canva Inside ChatGPT

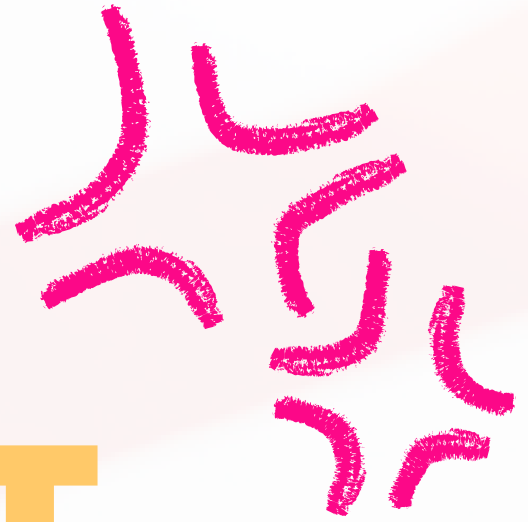
Yes, you read that right - Canva is now integrated with ChatGPT (via the Canva plugin or built-in apps). That means you can generate social posts, brainstorm headlines, and even start a basic layout directly from within ChatGPT.

It's insanely useful for rapid idea-to-design execution, especially if you want both copy and design to evolve together.

Pro Tip: Use it for pitch decks, one-pagers, or quick concepts on the fly.

Most of us stick to what we know - but tools like these are exactly why staying curious pays off. The more you explore Canva's under-the-hood features, the more you realize it's no longer "just a drag-and-drop app." It's a designer's shortcut to polished, modern, fast-turnaround work. Let your tools work smarter so you can focus on the creative magic.

OUR TARIFF DOESN'T CAUSE TENSION



*Just straightforward rates
for bold, strategic work*

See what your budget
can build

Schedule a call



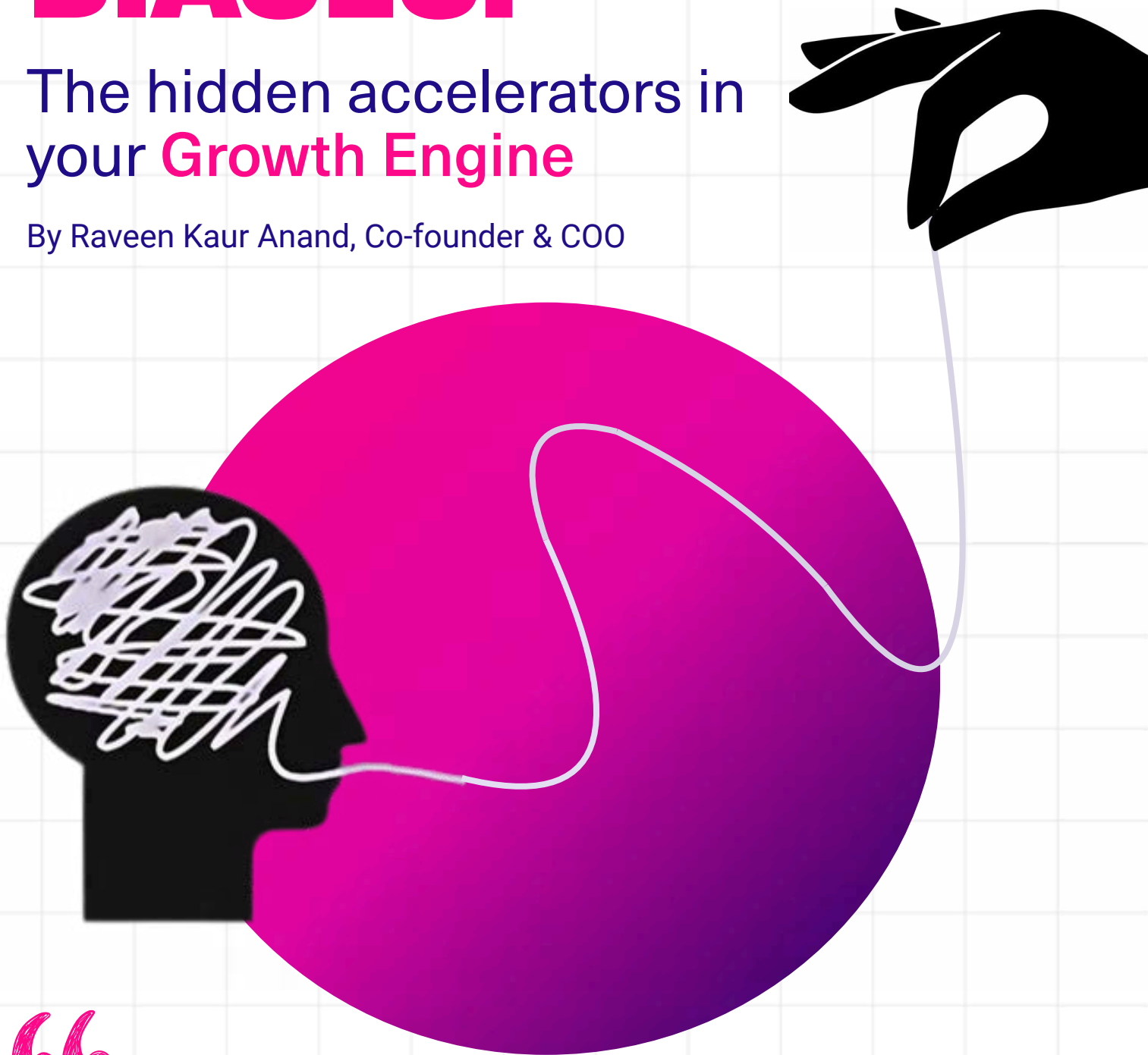
Ad Break ▶||



COGNITIVE BIASES:

The hidden accelerators in
your **Growth Engine**

By Raveen Kaur Anand, Co-founder & COO



“

**Great ads don't change how people think;
they hitch-hike on the shortcuts the brain already takes.**

”

Why this matters

Campaigns stall not because the spreadsheet is wrong but because the message fights the buyer's mental autopilot. Behavioural science has already mapped those shortcuts- cognitive biases- that determine what we notice, trust and buy. When copy, pricing and UX align with those rules, paths to revenue feel friction-free. Otherwise, even healthy budgets push uphill.

Biases in a nutshell

Picture the brain as Bangalore airport in the holiday season: thousands of flights (choices) queue for clearance, but only a few controllers (mental bandwidth) are on duty. Cognitive biases are the quick-and-dirty traffic rules that keep things moving.

- They cut the queue. If two products look similar, we follow the crowd or the bigger discount.
- They spotlight the vivid. One dramatic story eclipses a PDF of statistics.
- They let feelings fast-track. Emotion gets the priority lane; logic waits its turn.

Use the shortcuts to smooth decisions and buyers thank you; abuse them and you'll trend for the wrong reasons on Monday morning.

Where they bite in the buyer journey

Funnel stage	Typical biases in play	When you design for them...
Attention	Novelty, Salience, Availability	More thumb-stops & views
Consideration	Anchoring, Framing, Social Proof, Confirmation	Longer sessions, more sign-ups
Conversion	Scarcity, Loss Aversion, Reciprocity, Decoy	Bigger carts, lower drop-off
Post-purchase	Endowment / IKEA, Status-quo	Repeat orders, stronger NPS

Eight biases every Indian marketer should have on speed-dial

Below you'll find each bias explained in a single breath, followed by a recent campaign that nails it and the one-line lesson you can steal.



Anchoring

The first number we see becomes the yard-stick for every price that follows. Flipkart's 2024 "Math of Big Billion Days" film floats a playful figure—"₹2 crore future savings" if you keep reinvesting your discounts. Once that giant anchor is set, a ₹1,000 deal feels like pocket change.

[Click here to view ad](#)

Steal this: lead with the *biggest credible upside* before you show the real price tag.

Framing Effect

Same facts, different wrapper, completely new feeling. Myntra's 22nd End-of-Reason Sale commercial turns the set into controlled chaos: director Farah Khan shrugs, "The sale sells itself," while SRK and Kiara Advani kill time chopping onions. Discounts suddenly look so irresistible they don't even need an ad.

[Click here to view ad](#)

Steal this: re-label an everyday benefit as insider access—it's cheaper than funding another 10 percent off.



Novelty

Surprise is a built-in dopamine button. Cadbury 5 Star's #5StarsEverywhere campaign flattened its logo into five blank rating stars so that every in-app review prompt resembled a 5 Star plug- earned media in a place no confectionery brand had ever appeared.

[Click here to view ad](#)

Steal this: plant one unmistakably odd element where your category never shows up; the novelty spike buys attention money can't.





Scarcity / FOMO

What might disappear feels more valuable. Swiggy Instamart's Diwali push had Karisma Kapoor crooning "Sona Kitna Sona Hai" while 22-karat gold coins were promised in ten-minute deliveries; each drop sold out within hours and average baskets ballooned.

[Click here to view ad](#)

Steal this: show stock ticking down or a real-time countdown- carts fill themselves.

Social Proof

If the cool crowd loves it, maybe I will too. CRED's 2021 Rahul Dravid meltdown- "Indiranagar ka Gunda"- still resurfaces every IPL season, reminding viewers that millions already use the fintech app.

[Click here to view ad](#)

Steal this: bake meme-ready moments your audience will forward; free reach beats paid GRPs every time.



Authority Bias

A trusted seal settles doubt faster than any demo. Dettol continues to flaunt the Indian Medical Association endorsement on-pack and in PR responses, a three-second trust trigger that no rival hygiene claim can match.

[Click here to view ad](#)

Steal this: find the one stamp your buyer already trusts and let its logo do the heavy lifting.





Loss Aversion

People will work harder to avoid losing ₹1 than to gain the same rupee. PolicyBazaar's February 2025 "widow" spot, aired during the high-stakes India-Pakistan match, was blasted as insensitive- but quote requests spiked immediately after.

[Click here to view ad](#)

Steal this: fear converts- pair it with empathy and a clear next step or risk a PR scorch.

Salience / Vividness

A single striking image outweighs dry statistics. HDFC Life let cricketer Rishabh Pant recount his own near-fatal crash, cutting real footage into the term-plan ad and turning abstract "life is unpredictable" copy into a visceral punch.

[Click here to view ad](#)

Steal this: swap percentages for sensory scenes your audience can feel in the gut.



Keeping it ethical

Behavioural tactics ride a razor's edge between helpful nudges and manipulation. Dettol's evidence-backed seal shows the upside of credible proof, while PolicyBazaar's backlash shows what happens when fear lacks empathy. Use three guard-rails: (1) verify every claim, (2) surface the fine print- no dark patterns, and (3) ensure the customer is better off for choosing you.

Cognitive biases aren't glitches in human reasoning- they're the operating system. Align your marketing with that OS and every rupee of spend earns compound interest. Which bias will your team prototype this quarter? Share your pick- or a campaign you've already run- and let's keep sharpening the Indian playbook for ethical influence at scale.



THINGS TO CHECK

before launching or approving an
ad creative

Approve now



By Sanjith Shanmugavasagam, Social Media Manager



Objective Alignment



Brand Consistency



Visual Hierarchy & Readability



Technical & Platform Compliance



Mobile Reality Check



Legal & Ethical Review



Conversion-Path Readiness



A striking visual and a punchy headline may turn heads, but great advertising is seldom the result of design flair alone. Creative that ships without a systematic review often ends up rejected by the ad platform, misaligned with the campaign KPI, or simply unreadable on a phone screen. Use the seven check-points below as a pre-launch flight plan: clear them in order and you dramatically improve your odds of hitting performance targets on day one.

#	CHECK POINT	WHY IT MATTERS?	QUICK TEST
1	Objective Fit - Every asset should serve <i>one</i> goal- brand lift, traffic, leads, micro-conversions, or straight sales. Copy, imagery and CTA must push in that single direction.	An otherwise gorgeous ad that chases the wrong KPI drags down ROAS and confuses creative testing.	Finish this sentence in ten words or fewer: "When someone sees this, they should ____." If the blank doesn't match the campaign objective sitting in your media plan, revise.
2	Brand Consistency - Tone of voice, logo placement, colour palette, fonts and image style all match the brand's visual and verbal guidelines.	Consistent assets build memory structures and strengthen brand equity. Deviations add friction at approval time and erode trust in crowded feeds.	Place the new creative next to your highest-performing historical asset. If it feels like part of the same family at a glance, you're good.
3	Visual Hierarchy & Readability - The eye lands first on the key message, then flows logically to secondary points. Contrast, white space and font sizing guide the scan.	Viewers grant a three-second window. If hierarchy is muddled, they scroll past before the brand registers.	Blur the ad to 10 % opacity (or squint). Does the headline still pop and the CTA remain obvious? If not, adjust size, colour or spacing.
4	Technical & Platform Compliance - File sizes, aspect ratios, safe zones, character counts and text density meet the exact specs of Meta, Google, TikTok, LinkedIn or any DSP you're using.	Non-compliant assets get auto-rejected, down-ranked, or mangled by auto-cropping- costing precious impressions and delaying launch.	Load the creative into each platform's native preview tool (or Business Manager mock-ups) before handing it to media buying.

#	CHECK POINT	WHY IT MATTERS?	QUICK TEST
5	Mobile Reality Check - The ad remains legible and tappable on a 5-inch screen viewed one-handed in daylight.	Mobile usually accounts for 80 %+ of impressions. Desktop-approved designs can shrink to pixel soup on a phone	Send the asset to your own device via WhatsApp or AirDrop, step outside, and read it at arm's length. If you can't digest the message in one breath, simplify.
6	Legal & Ethical Review - All claims are substantiated, required disclaimers are present, and the creative steers clear of sensitive stereotypes or policy-violating content.	Fines, takedowns and social-media blow-ups cost more than a delayed launch. Regulators and platforms have little patience for "honest mistakes."	Run the asset through your in-house legal checklist or an automated policy scanner. If anything requires a footnote, add it now, not after a complaint hits.
7	Conversion-Path Readiness - The click (or swipe) hands prospects to a friction-free landing page that matches the promise, loads fast, and fires tracking pixels correctly.	Creative often gets blamed for poor results when the real culprit is a slow page, broken UTM, or mismatched offer. Ensuring the downstream path works protects your ad spend.	Open a clean browser, click the ad mock-up, complete the desired action yourself, and watch analytics in real time to confirm the event fires.

Think of these seven checks as a relay team: if even one runner drops the baton, the whole race is lost. Dimensions, file weight and safe zones feel like "minor" details, yet they dictate whether your ad even shows up- issues that apply just as much to organic posts as to paid placements. Invest an extra 15 minutes in this pre-flight routine and you'll spare yourself days of rework, protect brand equity and, most importantly, give every campaign the clean launch it deserves.

WATCHLIST

Learning never stops!

Here are some suggestions from our team to yours.



**PERFORMANCE MARKETING
STRATEGIES**



**CREATIVE DEVELOPMENT
AND VIDEO MARKETING**



**EXPERT INSIGHTS AND
THOUGHT LEADERSHIP**

PERFORMANCE MARKETING STRATEGIES



Demonstrating ten high-performing **Meta ad formats** for 2025, this video breaks down each format with real-world examples designed to boost engagement and conversions.

Presented as a performance summit session, it reveals the latest **Meta Ads scaling strategies** for 2025 with a focus on creative testing, budget optimization, and campaign structure.



This video offers five actionable techniques to improve your **Google Ads Quality Score**, significantly reducing cost-per-click while enhancing ad relevance and campaign results.

CREATIVE DEVELOPMENT AND VIDEO MARKETING



Featuring visually stunning **website designs**, this showcase highlights modern 2025 trends such as immersive interfaces, bold typography, and dynamic UX to spark creative inspiration.

Harry Dry's 76-minute crash course on copywriting delivers easy-to-apply frameworks like visualize, verify, and differentiate, perfect for building compelling and memorable messaging.



A separate video from the 10-format series, it reaffirms the **importance of engaging ad styles**- like UGC, motion, and testimonial formats- to maximize Meta campaign impact in 2025.

EXPERT INSIGHTS AND THOUGHT LEADERSHIP



Covering six essential marketing trends set to shape 2025, the video highlights AI-driven content, rising voice search, personalization, and the dominance of short-form video.

Gary Vaynerchuk breaks down his actionable 4D framework- Tell a story, capture attention, turn that attention into distribution, and stay consistent- to build sustainable social media presence.



This video features 60 startup founders sharing how they met their co-founders, offering quick, real, and sometimes funny stories that highlight the human side of building a business.



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