

Creative Intelligence Report

MiaCreate – Creative Intelligence Report

Turning data into design.



Client: [REDACTED]

Reporting Period: 21–28 October 2025

Prepared By: Mia + 11&1 Creative Team

Grow

Website and ad engagement increased by 17% week-on-week. Paid performance strongest among 25–34 age group on Instagram.

ACTION ITEMS

- **Expand Reach via Lookalike Audiences**
Target high-performing demographics to grow awareness.
→ "Lookalikes from top 10% converters boosted past campaigns by 23%."
- **Scale Top Campaign 'Take a Moment'**
Double budget allocation for carousel format across high-CTR regions.
→ "Strong emotional storytelling driving performance."

Optimise

Ad fatigue detected in static creatives; email CTR dropped by 9%.

ACTION ITEMS

- **Refresh Visuals with Motion**
Turn static ads into short 6-second motion loops.
→ "Increases attention span by 40%."
- **Rework Email CTA Placement**
Test split layout with above-the-fold CTA buttons.
→ "Expected to improve click-through by 12%."




Protect

High CPC (+18%) from underperforming Meta audience and duplicated ad sets.

ACTION ITEMS

- **Pause Low-ROI Ad Sets**
Freeze spend on audiences with CTR <0.8%.
→ "Reallocating saves ~R2,400 per week."
- **Consolidate Overlapping Targeting**
Merge duplicated ad sets across campaigns.
→ "Reduces self-competition and waste."

Design Actions & Possible Deliverables

DELIVERABLE	OBJECTIVE	REASON
 Animated Carousel Series	Extend 'Take a Moment' reach with motion and sound.	Builds on proven engagement data.
 Email Template Refresh	Improve CTR through visual and UX optimisation.	Aligns with insights from Optimise.
 Motion Ad Variations	Replace static hero with short-form loops.	Matches new creative fatigue signals.

Expanded Design Actions

Where data turns into design strategy.

1 Animated Carousel Series

OBJECTIVE

Extend 'Take a Moment' reach with motion and sound.

STRATEGY

Use short looping animations to bring [REDACTED] brand story to life. Focus on emotional micro-moments — pouring chocolate over cherries, sunlight over orchards, family laughter. Each carousel frame transitions seamlessly to maintain flow and retention.

CREATIVE DIRECTION

Elegant, cinematic lighting. Slow, deliberate pacing with sound design cues (pouring, crunch, laughter). Typography remains minimal to let visuals drive emotion.

EXPECTED IMPACT

- ⬆ Engagement rate by +25% across Instagram and Facebook.
- ⬇ CPC by –15% from increased ad relevance.



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Email Template Refresh

OBJECTIVE

Improve CTR through visual and UX optimisation.

STRATEGY

Simplify header and hero image hierarchy, integrate dynamic content blocks for personalised offers, and move CTA buttons above the fold. Introduce subtle motion GIFs to improve attention without distraction.

CREATIVE DIRECTION

Clean, bright layout. Fresh imagery featuring cherries in lifestyle scenes. CTA buttons in XXXXXXXXXX (#E83832). Maintain accessibility and mobile-first scaling.

EXPECTED IMPACT

⬆️ Click-through rate by +12%.

⬆️ Conversion rate by +7%.

📉 Reduced unsubscribe rate over time.



3

Motion Ad Variations

OBJECTIVE

Replace static hero with short-form loops to fight creative fatigue.

STRATEGY

Repurpose top-performing static ads into <8-second motion pieces using slow pans, zooms, and kinetic text overlays. Create A/B test versions for each audience segment (emotive vs. product-led).

CREATIVE DIRECTION

Bold, crisp, and dynamic. Hero cherries glistening under light, with a focus on texture and freshness. Text overlays appear in sync with rhythm or beats.

EXPECTED IMPACT

⬆️ Video completion rate by +18%.

⬆️ Brand recall by +10% based on engagement metrics.

Create

Mia

Turn insight into **action.**

Cut wasted spend, double down on what works,
and scale faster with MIA.

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