
TIER 1: MAKE A MASHUP

Take what's working and build it into something better. Goal: amplify your best creative so it reaches new performance heights.

Video Mashup

When: You have multiple top-performing or promising video creative in the account.

Why: By combining the best parts, we stack top-performing elements into one creative that should outperform the originals. **We'll learn** whether the new combination creates a compounding effect on performance.

How: Edit together the top-performing parts from multiple creatives into one. For example, take a creative with a very above-average hook and pair it with the highest click through or hold rate from another creative. Keep the messaging in the winners the same, as it's your control in this experiment.

TIER 2: CHANGE THE LOOK

Do these quick wins on any new top-performing creative to turn it into more winners. Goal: give your creative a makeover by changing its look while keeping the core elements the same to improve performance.

Video Hook Refresh

When: You have a top-performing video creative in the account.

Why: Most people only watch the first few seconds of a video, also known as the hook. When it's performing well but has been running for a while, it will fatigue because audiences have seen the hook before. By refreshing the first part of the creative, **we'll learn** whether a new entry points works just as well or better than the original.

How: Keep the messaging but change the hook visuals so it looks visually diverse. Edit together refreshed versions of the hook, maintaining the same pacing and energy as the original but the first 7-10 seconds of the video should look completely different.

Creator Video Footage Refresh

When: You have a top performing video creative featuring a creator's lifestyle footage: great for first-person transformation stories.

Why: The messaging works - the question is whether showing a new creator can take performance further. By swapping in a different creator's footage, we isolate the creator as the variable. **We'll learn** whether a different face and voiceover can extend the life of a top-performing message or unlock a new audience.

How: Keep the same messaging. Replace the visuals with footage of a different single creator throughout. Each variation should look visually different while ensuring the footage always matches the messaging.

Social Proof Boost

When: You have a top-performing video creative featuring a creator's lifestyle footage. The next step is to multiply its success by adding multiple creator's footage to boost it with social proof.

Why: Multiple creators in a single video creative creates social proof - it signals that more than one person stands behind the message. By keeping the top-performing messaging and adding in multiple creators, we test whether the credibility of many voices outperforms a single voice. **We'll learn** whether social proof lifts performance on a top-performing message.

How: Keep the top-performing messaging. Replace the visuals with footage featuring multiple different creators. Each variation should look visually different while still ensuring the footage matches the messaging.

Lifestyle Video into a Creator Rant

When: You have a top-performing lifestyle video that you can transform into a creator rant. Great for first-person reviews where someone is sharing their personal experience with a product or service.

Why: Taking proven messaging from a lifestyle video with voiceover and having your best creator do a rant with it shows it from a different perspective. **We'll learn** whether the messaging drives stronger performance when it's coming directly from a creator talking, which can add a more personal approach to the creative.

How: Brief a creator with the top-performing messaging, and have them do a few different versions - sticking to the script in some and putting their own spin on the messaging into others. For example, they can rant while they're out for a walk or while they're sitting in their car.

Top-Performing Video into a Creator Skit

When: You have a top-performing video creative that you'll turn into a creator skit.

Why: Creator skits drive strong engagement across social media platforms because they feel like entertainment. By taking a top-performing video and having a creator turn it into a skit, we'll learn if this proven organic approach amplifies the video's success with audiences who enjoy consuming this style of content.

How: Show your best creator the top-performing video creative and have them turn it into a skit where they play two different characters. For example, their past vs. present or future self.

TIER 3: DIVERSIFY THE FORMAT

After you've changed the look, it's time to diversify the format of your top-performing creative. Goal: Get the top performing messaging to win with more visual variety.

Video into Static Image

When: Top performing video creative featuring a transformation, like a before and after.

Why: Different audiences engage with different formats. By moving top-performing messaging from a video into a static image, we expand its reach to audiences that favor this format. We'll learn whether the messaging drives similar performance across diverse formats.

How: Pull the strongest frames from the video creative and turn it into a high-quality static image that works as a standalone scroll stopper. Ensure the messaging is taken from the top-performing creative so we keep that as the control. You may need to adjust the message from the video so it's clear, concise, and punchy in a static image. For example, call out the transformation and show the before and after side by side.

Static Image into Animation

When: You have a top-performing static image creative.

Why: A top performing static image means the messaging works, the question is whether an animation can bring it to life in a way that captures more attention. By turning the static into an animation, we'll learn whether a format with more movement amplifies the top performing message.

How: Turn the static image creative into an animation using the winning messaging. For example, transform it into an animated billboard.

Full Screen into Green Screen Video

When: You have a top-performing full-screen video creative with a talent talking to the camera.

Why: A green-screen video layout makes the creative look completely different while preserving the top-performing message. We'll learn whether this visual technique change drives stronger performance.

How: Bring the talking talent in the full-screen into the foreground of a green-screen video format to change the look. Place top-performing b-roll footage on a green screen background. For example, the background footage should be top-performing thumbstops or books from the account, combined to play back-to-back so the green screen background stays visually engaging throughout the video. Footage must always match the on-screen text so the narrative makes sense.

Full Screen into Split Screen Video

When: You have a top-performing full-screen video creative with a talent talking to camera. Great for person + app-related narratives.

Why: A split screen layout lets us say and see two parts at the same time, which can be more engaging than a full-screen original video. For example, talent and product, before and after, problem and solution. We'll learn whether doubling the visual information on screen drives stronger performance than the original full-screen format.

How: Keep the winning messaging but reformat the creative into a split-screen layout (vertical or horizontal). Make sure the messaging always matches the visual and the layout looks both on-brand and visually appealing.
