Concept demo. Bramblewick Gift Co. isn't a real shop and these ads never ran, so there are no results here. Prices, products, dates and the web address are placeholders. Alex Mercer · portfolio

HOLIDAY 2026 · FACEBOOK FEED · AD SET BRIEF

Six ads for the five weeks before Christmas.

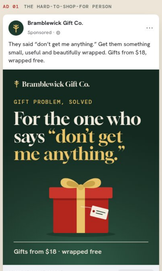
A full set of Facebook feed ads for a small online gift shop that doesn't exist: the images, the copy with tested-length variants, when each one runs, who sees it and how I'd decide what to keep.

ADS	FORMAT	COPY LINES	FLIGHT
6	4:5 · 1440 1800	36	Nov 20 · Dec 24

The six ads, as they'd look in the feed

Each one sells a different reason to buy, so they can run side by side without competing. Copy shown is variant A.

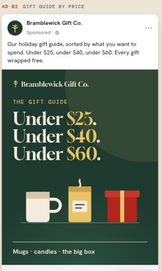
AD 01 · THE HARD-TO-SHOP-FOR PERSON



Opens on a line people have heard at their own table, then answers it with a price floor and a free extra. The image does the joke, so the text can stay plain.

Full-size image, 1440 × 1800

AD 02 · GIFT GUIDE BY PRICE



Price is the first filter most gift buyers use, so the image leads with it. It runs across Black Friday and Cyber Monday without needing a discount.

Full-size image, 1440 × 1800

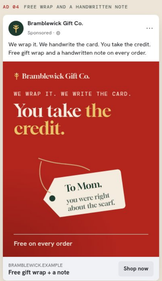
AD 03 · STOCKING STUFFER BOX



A bundle with a single price is easy to say yes to and lifts order value. Naming all five items in the text answers "what's in it?" before the click.

Full-size image, 1440 × 1800

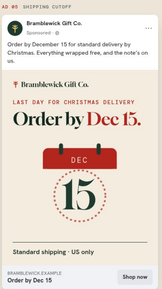
AD 04 · FREE WRAP AND A HANDWRITTEN NOTE



Sells the service around the product, which matters most to people mailing gifts to family far away. Works with any product in the shop.

Full-size image, 1440 × 1800

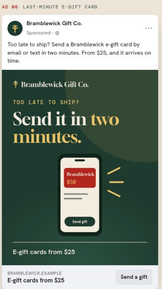
AD 05 · SHIPPING CUTOFF



A real date is more urgent than "hurry." The date is a placeholder; it gets set from the carrier's published cutoffs and swapped the day it passes.

Full-size image, 1440 × 1800

AD 06 · LAST-MINUTE E-GIFT CARD



Takes over once shipping can't make it, so the last week still sells. Pointed at warm audiences who already know the shop.

Full-size image, 1440 × 1800

Copy bank

Three primary-text and three headline options per ad, counted against Meta's Ads Guide recommendations for Facebook Feed image ads: 50 to 150 characters of primary text and a 27-character headline. Everything here fits.

AD 01 · The hard-to-shop-for person

PRIMARY TEXT

A	They said "don't get me anything." Get them something small, useful and beautifully wrapped. Gifts from $18, wrapped free.	122/150
B	Every family has one person who's impossible to shop for. We built a whole shelf for them. Gifts from $18, wrapped free.	128/150
C	Skip the gift card guilt. Small, useful things they'll actually use, wrapped free and on the way in two days.	109/150

HEADLINE

A	Wrapped free, ships fast	24/27
B	For the impossible person	25/27
C	Gifts from $18	14/27

AD 02 · Gift guide by price

PRIMARY TEXT

A	Our holiday gift guide, sorted by what you want to spend. Under $25, under $40, under $60. Every gift wrapped free.	115/150
B	Budget first, gift second. Pick a price, we'll show you what fits. Wrapped free, ships in two days.	99/150
C	Three price points, one guide. A mug for the coworker, candles for the host, the big box for your person.	105/150

HEADLINE

A	Shop the gift guide	18/27
B	Gifts sorted by budget	22/27
C	Under $25, $40 or $60	21/27

AD 03 · Stocking stuffer box

PRIMARY TEXT

A	Five stocking stuffers in one box, $29. Candle, cocoa, lip balm, wool socks and a tiny notebook. Split them up or don't.	120/150
B	Stockings sorted in one click. Five small gifts, one box, $29, wrapped and ready to go.	87/150
C	The stocking is the hardest part. This box fills one for $29, with five things worth unwrapping.	96/150

HEADLINE

A	Stocking stuffer box, $29	25/27
B	One box, one full stocking	26/27
C	Five gifts, one box	19/27

AD 04 · Free wrap and a handwritten note

PRIMARY TEXT

A	We wrap it. We handwrite the card. You take the credit. Free gift wrap and a handwritten note on every order.	109/150
B	Tell us what to write and we'll handwrite it on the tag. Wrapping's free too. Ship it straight to them.	103/150
C	Shipping straight to them this year? Add a note at checkout and we'll handwrite it. Wrapping is free.	101/150

HEADLINE

A	Free gift wrap + a note	23/27
B	We handwrite the card	21/27
C	Ship it straight to them	24/27

AD 05 · Shipping cutoff

PRIMARY TEXT

A	Order by December 15 for standard delivery by Christmas. Everything wrapped free, and the note's on us.	103/150
B	Five days left to order for Christmas delivery. Order by December 15 and we'll get it there wrapped.	100/150
C	Don't do the Christmas Eve drive. Order by December 15 for delivery by Christmas, wrapped free.	95/150

HEADLINE

A	Order by Dec 15	15/27
B	Last day for Christmas	22/27
C	Delivered by Christmas	22/27

AD 06 · Last-minute e-gift card

PRIMARY TEXT

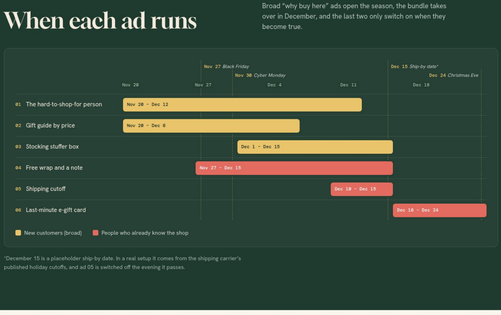
A	Too late to ship? Send a Bramblewick e-gift card by email or text in two minutes. From $25, and it arrives on time.	115/150
B	It's Christmas Eve and you forgot someone. It happens. E-gift cards from $25, delivered in two minutes.	103/150
C	Pick an amount, write a note, choose when it lands in their inbox. E-gift cards from $25.	89/150

HEADLINE

A	E-gift cards from $25	21/27
B	Arrives in two minutes	22/27
C	Last-minute, done right	23/27

When each ad runs

Broad "why buy here" ads open the season, the bundle takes over in December, and the last two only switch on when they become true.



*December 15 is a placeholder ship-by date. In a real setup it comes from the shipping carrier's published holiday cutoffs, and ad 05 is switched off the evening it passes.

How I'd set it up and judge it

A plan, not a report. Nothing here was run, so there are no numbers to show.

01

Two ad sets, not ten

New customers: broad targeting inside the shop's shipping area, ages 25 and up, ads 01–03. Small budgets need fewer, bigger groups so Meta can learn.

Warm: site visitors from the last 30 days, page and Instagram engagers from the last 60 days, and the customer list. Ads 04–06.

02

Tracking before spend

Pixel and Conversions API sending purchase events with order value, checked with a test order. Every ad gets its own UTM tags, so the shop's own sales report agrees with Ads Manager, or shows where it doesn't.

03

One change at a time

Image fixed, primary text A against B against C, for the first week. Then the winning text with headline variants. Judged on cost per purchase once each variant has had a fair share of spend, not on clicks or likes.

04

Twice-weekly check

Monday and Thursday: pause what's clearly behind, move budget to what's ahead, and watch frequency in the warm set. When the same people keep seeing an ad, swap in a fresh variant from the bank rather than raise the budget.

05

Date-driven switches

Ad 05 goes live five days before the ship-by date and stops the night it passes. Ad 06 replaces it the next morning. Each change goes on a shared calendar so nobody is editing ads on Christmas Eve.

06

What gets handed over

Six 1440 × 1800 images, the copy bank in a spreadsheet, the UTM list, this calendar, and a one-page weekly note: what ran, what it cost, what changes next and why.

Concept demo by Alex Mercer. Bramblewick Gift Co. is made up; the ads never ran, and all products, prices, dates and links are placeholders. Illustrations are original; fonts are Glouck, Hanken Grotesk and DM Mono (SIL Open Font License).

BACK TO THE PORTFOLIO