

Bozak Creative Brief: Short-Form Content (Paid Ads)

A note before we begin...

As we move into the next phase of this engagement (content creation), we want to think both about what needs to be created and also what we're doing to do with the assets that we create. We have a few recommendations to set the team up for future success:

- 1. Find a Paid Social & Search Partner** Hire someone to further define and manage the execution of your Paid Social & Search strategy (note: this complements your current Amazon efforts and replaces your current Paid Social efforts). They will help direct you towards the most effective paid efforts, help you create tests to optimize your spend, and will hone your paid advertising strategy over time ensuring that your dollars are going towards tactics that help drive sales. A few things you'll want to work through with a Paid Social & Search expert:
 - a. Determine marketing budget & goals (brand awareness, lead generation and conversion). Note that you'll want to start out with a test budget and scale from there. Assume that your test budget will be ~2-3k/month across (2-3) partners.
 - b. Solidify targeting strategy and audience(s) across paid channels. Using our initial design target definition & additional media audiences, you'll need to go into each platform and identify how targeted you'll be able to get. You'll also want to create a few tests to determine which audiences perform better across platforms and which ads resonate best with each audience.
 - c. Define campaign length & spend cadence. You'll need to decide if you want to be always-on, if you want to heavy up in warmer months, or if you want to pulse your spend in order to heavy up during key periods across the year. Knowing which seasons are important for you will help you better strategically allocate your funds.
 - d. Allocate funds across partners and tactics. Determine which tactics make the most sense based on your audience, messages you're trying to communicate, your budget and your spending cadence.
 - e. Create assets needed to deliver on media plan. Ideally your asset creation goes hand in hand with the selection of your tactics and ad unit selection. Message and medium go hand-in-hand.

- 2. Create an Interim Test & Learn Plan.** Knowing that you will want to hit the ground running with paid efforts after content creation, we recommend starting with the below interim test & learn plan which you'll develop assets against. Your Paid Social & Search partner can use this to launch initial tests, and continue building on your paid media strategy from there.

| | Test 1: Diss Track | Test 2: Comfort vs Comfort/Cooling/Confidence | Test 3: Cooling vs Comfort/Cooling/Confidence |
|---------------------------------------|---|---|---|
| Goal of Test | Determine how direct we should be in conquering our competitors | Determine if we should be leading with Comfort , or a combination of all 3 RTBs | To determine if we should be leading with Cooling , or a combination of all 3 RTBs |
| Variable (What's being tested) | Creative | Creative | Creative |
| Campaign Objective | Engagement (optimizing for post engagement) | Engagement (optimizing for post engagement) | Engagement (optimizing for post engagement) |
| Audience | 15-40 YO Men in the US who are interested in Gold Bond or Chassis and are athletic/active | 15-40 YO Men in the US who are interested in Gold Bond or Chassis and are athletic/active | 15-40 YO Men in the US who are interested in Gold Bond or Chassis and are athletic/active |
| Platform | Instagram and Facebook (Stories & Feed) | Instagram and Facebook (Stories & Feed) | Instagram and Facebook (Stories & Feed) |
| Ad Format | Single Short-form Video Ad | Single Short-form Video Ad | Single Short-form Video Ad |
| Specs | TBD | TBD | TBD |
| Test A | Diss track, with more obvious references to Gold Bond and Chassis competitors | Bozak helps men get comfortable with their balls through increased comfort pertaining to friction and sweat | Bozak helps men get comfortable with their balls through a cooling tingle - it's like your first cup of coffee in the morning |
| Test B | Diss track against category as a whole (not your dad's ball powder), with heavier emphasis on highlighting RTBs of Bozak instead of direct hits at competitive brands | Bozak helps men get comfortable with their balls through: Cooling: Invigorating tingle - like first cup of coffee in the morning Comfort: Increased comfort pertaining to friction and sweat Confidence: A moment just for them that feels empowering and a little rebellious | Bozak helps men get comfortable with their balls through: Cooling: Invigorating tingle - like first cup of coffee in the morning Comfort: Increased comfort pertaining to friction and sweat Confidence: A moment just for them that feels empowering and a little rebellious |
| Call to Action | Learn more at www.getbozak.com | Learn more at www.getbozak.com | Learn more at www.getbozak.com |
| KPIs | Post Engagement | Post Engagement | Post Engagement |

| | Test 4: Confidence vs Comfort/Cooling/Confidence | Test 5: Athletic vs Active Men (Diss Track Creative) | Test 6: Athletic vs Active Men (Product Benefit Creative) |
|---------------------------------------|---|--|---|
| Goal of Test | To determine if we should be leading with Confidence , or a combination of all 3 RTBs | Determine if Bozak, and specifically the diss track creative, is more likely to resonate with highly athletic men or mainly active men | Determine if Bozak, and specifically the product benefit creative, is more likely to resonate with highly athletic men or mainly active men |
| Variable (What's being tested) | Creative | Audience | Audience |
| Campaign Objective | Engagement (optimizing for post engagement) | Engagement (optimizing for post engagement) | Engagement (optimizing for post engagement) |
| Audience | 15-40 YO Men in the US who are interested in Gold Bond or Chassis and are athletic/active | 15-40 YO Men in the US who are interested in Gold Bond or Chassis | 15-40 YO Men in the US who are interested in Gold Bond or Chassis |
| Platform | Instagram and Facebook (Stories & Feed) | Instagram and Facebook (Stories & Feed) | Instagram and Facebook (Stories & Feed) |
| Ad Format | Single Short-form Video Ad | Use winning diss track creative | Use winning product benefit creative |
| Specs | TBD | Use winning diss track creative | Use winning product benefit creative |
| Test A | Bozak helps men get comfortable with their balls by delivering a moment just for them that feels empowering and a little rebellious | College athletes, high school athletes, professional athletes, coaches, etc. | College athletes, high school athletes, professional athletes, coaches, etc. |
| Test B | Bozak helps men get comfortable with their balls through: Cooling: Invigorating tingle - like first cup of coffee in the morning Comfort: Increased comfort pertaining to friction and sweat Confidence: A moment just for them that feels empowering and a little rebellious | Gamers, tailgaters, men interested in weight loss, music festival enthusiasts | Gamers, tailgaters, men interested in weight loss, music festival enthusiasts |
| Call to Action | Learn more at www.getbozak.com | Learn more at www.getbozak.com | Learn more at www.getbozak.com |
| KPIs | Post Engagement | Post Engagement | Post Engagement |

- 3. Create Assets for Test Plan.** Start creating paid advertising assets that can be leveraged for the test plan and beyond (other platforms like Twitter and Google SEM, and GetBozak.com). Note that these initial efforts will be for testing purposes, both from a creative and targeting perspective. Once you get results from your initial phase of targeting, you'll need to invest in additional content creation in order to continue learning what resonates best with your audience(s), what targeting formula(s) ultimately help drive conversions, and how many messages you need to pull people through from awareness to sales.
- a. Complete list of assets to be created:
 - i. 3x :15 (max) diss track videos, with varying degrees of competitive conquesting
 - ii. 1x :45-:60 product video highlighting 3 RTBs, plus 4x :15 cut downs
 1. 1x :15 focused on comfort
 2. 1x :15 focused on cooling
 3. 1x :15 focused on confidence
 4. 1x :15 focused on comfort + cooling + confidence
 - iii. Still images from the above assets
 - b. Assets created should also be repurposed for your website, and your website should be evolved to create a similar look/tone/feel across your brand ecosystem.

Now let's talk creative production...

What are we doing?

Creating image and video content that will be used for paid ads on Instagram and YouTube.

Why are we doing it?

Convince people to try Bozak.

Who are we talking to?

15-to-30 year olds with balls who 1) know about ball powder, but don't use it or 2) currently use a different brand of ball powder. Don't alienate one group in favor of the other.

These men tend to be active, participating in sports, working out and spending time outside. Some have professions that require them to spend a considerable amount of time working outdoors.

What is the single most important thing to communicate?

Bozak helps you get comfortable with your balls.

Why is this the single most important thing?

- Bozak can help men get comfortable with overcoming the remaining societal hurdles of being shamed for prioritizing their personal comfort instead of grinning and bearing it "like a man."
- Bozak's cooling sensation instantly makes men feel more comfortable — its mentholated tingle instantly lets them know it's working.
- Bozak is talc-free and made with all-natural ingredients, so men can take comfort knowing they aren't dumping chemical-ridden, cancer-causing powder on their balls.

- Bozak prevents chafing, absorbs sweat and eliminates odor, which provides a more comfortable environment for a man's balls.

What are the creative mandates?

- Imagery of the product - this often leads to increased sales
- A call to action to purchase Bozak
- Feature and benefit messaging that focuses on comfort
- Keep videos :15 or under

What is the tone?

- **Empowering:** All a man truly owns is his balls and his word. The Bozak brand supports men taking charge of not just their grooming habits, but also their destinies.
- **Witty:** Balls are inherently funny. Humor is ok, but for Bozak, it's not slapstick or low brow. The comedy associated with the brand should be sophisticated and intelligent.
- **Rebellious:** Bozak challenges the status quo. The brand is about telling both big-name drugstore brands and the discomfort that comes from simply having balls and sweating like a human to shove it.
- **Unapologetic:** The sweat and stink and chafing that men experience is just a fact of life. The Bozak brand doesn't try to cover that up. The brand tells it like it is. Men can and should take care of themselves and their balls. It makes life better. Nuff said.
- **Inclusive:** Bozak is for men from all walks of life. There is no boys' club or status required to reap the benefits Bozak provides.
- **Masculine:** The product is for men and should speak to men, but being masculine encompasses the male experience beyond bro tropes and chauvinist stereotypes.

Are there additional creative considerations?

- Using dark backgrounds for in-feed social ads have been shown to perform better than those with light backgrounds
- Showing the product within the first :03 of video has been shown to convert more often than ads that don't
- Using vertical video for in-feed social video commands a larger presence
- Showing talent in their natural, active environments will likely resonate with the audience
 - Leaning into less mainstream activities (BMX, skateboarding, curling, ping pong, music festivals, exotic travel, etc.) will help communicate a rebellious and unapologetic tone, setting it apart from the NFL, NBA, MLB, MMA, UFC partnerships that already exist in the category
- The number of creative pieces needed will depend on many factors:
 - The budget, the length of time the ads will run and the audiences you're planning to target
 - You can let Facebook's Ad Manager optimize your creative automatically, which would require having multiple versions of copy & visuals that can be swapped out and all work together
 - You will want to ensure you have enough pieces of creative that you can refresh a few times before you spend money to create more content ... the larger the budget and time frame and the smaller the audience, the more creative options you will need