

# Top-of-Funnel Creative Brief: Brand Awareness Campaigns

Pattern89's Artificial intelligence analyzed its unparalleled advertiser data set to find the latest trends for your audiences.

Your brand will have its own specific creative predictions. [Want to know what they are?](#)

Use these insights to connect with your audience members for Facebook and Instagram ads.

|          | Ad Format      | Image vs. Video | Platform    |
|----------|----------------|-----------------|-------------|
| AD SETUP | ✔ Carousel     | ✔ Video         | ✔ Instagram |
|          | ✘ Single Image | ✘ Image         | ✘ Messenger |

|                  | Tags        | Text      | People      | Colors    |
|------------------|-------------|-----------|-------------|-----------|
| IMAGERY INSIGHTS | ✔ Food      | ✔ Text    | ✔ People    | ✔ #008080 |
|                  | ✘ Machinery | ✘ No Text | ✘ No People | ✘ #404040 |

|              | Tags               | Text      | People      | Colors    |
|--------------|--------------------|-----------|-------------|-----------|
| VIDEO TRENDS | ✔ Indoor Decor     | ✔ No Text | ✔ No People | ✔ #808080 |
|              | ✘ Clothing/Apparel | ✘ Text    | ✘ People    | ✘ #COCOCO |

|                    | Headline Length    | Headline Special Characters | Headline Emojis | Body Length          | Body Special Characters | Body Emojis |
|--------------------|--------------------|-----------------------------|-----------------|----------------------|-------------------------|-------------|
| COPYWRITING REPORT | ✔ 40-45 characters | ✔ !                         | ✔ ✨             | ✔ 1-10 characters    | ✔ ?                     | ✔ 🏠         |
|                    | ✘ 50-60 characters | ✘ @                         | ✘ 📦             | ✘ 100-150 characters | ✘ @                     | ✘ 🖥️        |