

Mid-Funnel Creative Brief: Consideration 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	✔ Single Image	✔ Image	✔ Facebook
	✘ Single Video	✘ Video	✘ Instagram

	Tags	Text	People	Colors
IMAGERY INSIGHTS	✔ Musical Instruments	✔ Text	✔ No People	✔ #C08080
	✘ Packaging/Boxes	✘ No Text	✘ People	✘ #COCOCO

	Tags	Text	People	Colors
VIDEO TRENDS	✔ Pets/Animals	✔ No Text	✔ No People	✔ #808080
	✘ Musical Instruments	✘ Text	✘ People	✘ #40C080

	Headline Length	Headline Special Characters	Headline Emojis	Body Length	Body Special Characters	Body Emojis
COPYWRITING REPORT	✔ 10-20 characters	✔ ?	✔ 🎹	✔ 120-130 characters	✔ ?	✔ 💕
	✘ 70-80 characters	✘ %	✘ 🛍️	✘ 500-700 characters	✘ #	✘ ⚡