

# 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	↑ Image	↑ Messenger
	↓ Single Video	↓ Video	↓ Facebook

	Tags	Text	People	Colors
IMAGERY INSIGHTS	↑ School	↑ No Text	↑ People	↑ #40C0FF
	↓ Cars/Traffic	↓ Text	↓ No People	↓ #FFC000

	Tags	Text	People	Colors
VIDEO TRENDS	↑ Restaurant	↑ No Text	↑ No People	↑ #808000
	↓ City	↓ Text	↓ People	↓ #FF8000

	Headline Length	Headline Special Characters	Headline Emojis	Body Length	Body Special Characters	Body Emojis
COPYWRITING REPORT	↑ 40-50 characters	↑ !	↑ ✨	↑ 175-225 characters	↑ !	↑ ☕
	↓ 50-60 characters	↓ @	↓ ®	↓ 250-300 characters	↓ @	↓ ⌚