

Campaign Recap — Spring 2026 Demo Push (Full)

Campaign: Spring 2026 Demo Push — Hero Banner Set **Owner:** Jordan Park, Creative Director
Campaign closed: 2026-06-30 **Recap written:** 2026-07-01

Objective vs result

Creative brief: ship a hero set that carries the Spring demo push and replaces the 2025 evergreen.

Delivered: full scope on plan. Concept B (product-in-use hero) emerged as the winning direction and is now the 2026 evergreen.

Audience reached

Planned: marketing-ops managers at 50–500-person companies.

Delivered: 1.2M impressions, ~68% in-target — the creative direction tested correctly with the segment.

Channel mix vs plan

Built for paid social (6 sizes), email (3 creatives), partner placements (2 sizes), and 1 landing page.

Added mid-flight: 2 story-format cuts after Round 2 picked the winning concept.

Deliverables shipped vs scoped

Scoped: hero set (6 sizes), 3 email creatives, 1 landing page.

Shipped: all on plan, plus the 2 story cuts.

Creative that performed

Concept B (product-in-use hero) beat Concept A (studio-shot hero) by 31% on click-through.

Warm, founder-led tone outperformed the product-feature-led tone on email.

“Set up in minutes” angle outperformed the discount-led angle on paid social.

Assets to reuse / retire

Reuse: product-in-use hero (now the evergreen), the 15-second story cut, the founder-led tone-of-voice for copy.

Retire: studio-shot variants, the discount-led headline set, the 90-second gated demo video.

Timeline vs plan

Hero set and email creatives: on plan.

Landing page: 2 days late — blocked on a Round 3 copy revision Maya didn't expect to need.

Budget vs spend

Production budget £40k · Spend £38.6k · under by £1.4k.

The 2 added story cuts came in at £600 vs the £1,000 quoted; the unspent capacity funded a second photography session that landed the winning hero.

KPIs hit / missed

Creative-process: 2 concept rounds (hit), 1 hero review round (hit), 3 landing-page rounds (miss — scoped 2).

Downstream marketing (per marketing's read): signups 247 vs 200 (hit); CTR 1.4% — 2.1% vs 2.0% goal (hit); brand-lift study cut for time.

What surprised us

The simpler product-in-use shot beat the staged hero on mobile.

Story-format cuts outperformed the hero set on platform-native sizing — we'd treated them as a B-tier add.

What we'd do again

Lead concept exploration with the product-in-use direction before booking the photoshoot.

Hold 20% of production budget back to fund a second shoot once Round 1 picks the winning concept.

What we'd never do again

Gate the demo behind a 90-second hero video — completion dropped to 14%; the format was wrong for the funnel position.