

March 13, 2026

AMERICAN EXPRESS

SOCIAL FIRST CREATIVES

- Understanding the medium.
- Writing for attention.
- Designing for engagement.

Why social first matters.

Social media is an attention marketplace.
The goal is not to explain, it is to **stop the scroll**.

People scroll, not watch

Users don't read. They scan.

Ads compete with creators,
not other ads

Sound often OFF for Reels

Attention window = 1–2
seconds

Hooks are important

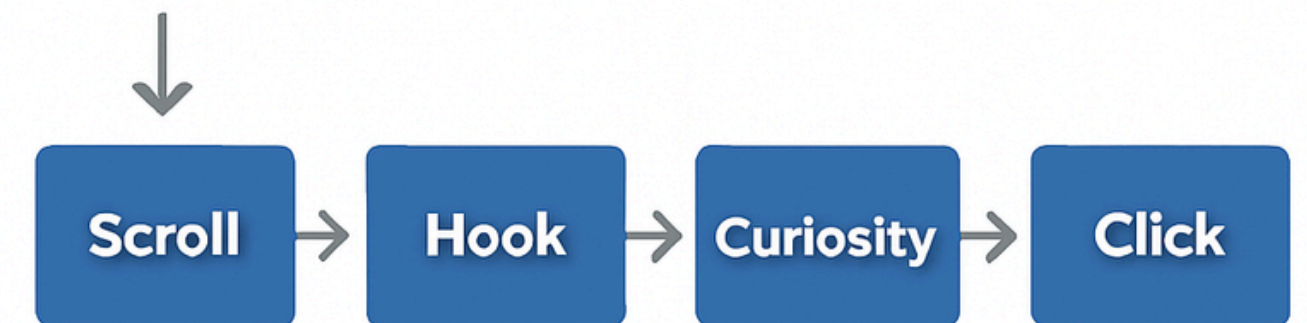
Creative drives 80% of
performance

Users decide instantly if
content is relevant

Your ad competes with:

- Creators
- Travel videos
- Food reels
- Entertainment content
- Other ads

Social Attention Funnel



Implication: Hook is everything.

Social Creative

Hook → Relevance → Value → Brand

Traditional Creative

Brand → Message → Story

Platform rewards attention first, brand later.

Format	Role
Reels	Discovery
Carousel	Explanation
Static	Offer
Stories	Discovery + Offer

The Core Principle

Not all social formats do the same job.
Reels, Carousels and Stories are designed for different user behaviours.
The right format depends on what you want the user to do next.

Format	Best Use
Reels	Capture attention
Carousel	Build clarity
Stories	Drive action / Urgency

Think of them as stages in a decision journey.
High-performing social campaigns combine all three.

Reels: The Attention Format

Key points

Inserted between organic Reels

Competes with creator content

Must feel native

First 2 seconds decide performance

Best for

Awareness

Interest

Emotional storytelling

Scroll-stopping hooks

Creative rule

Don't make ads.

Make content.

Carousel: The Clarity Format

Key points

- Multiple cards in one unit
- Ideal for structured messaging
- User learns by swiping

Users who swipe are more qualified clicks.

Best for

- Product features
- Step-by-step flows
- Multiple benefits
- Decision clarity

Example structure

Card 1: Big promise

Card 2: Key benefit

Card 3: Another benefit

Card 4: Proof

Card 5: CTA

Stories: The Action Format

Key points

- Full-screen
- Fast consumption
- High-frequency exposure

Creative rule: One message only.

- “Offer ending soon”
- “Learn More”
- “Refer now”

Best for

- Limited time offers
- Reminders
- Retargeting
- Direct action

Format	User Mindset	Best For
Reels	Browsing	Discovery
Carousel	Evaluating	Consideration + Action
Stories	Inquistive	Discovery + Action

Hooks.

The first 2 seconds decide performance.

Money Hook

Number + Benefit

Save ₹10,000 a year on everyday spends.
Earn 5% cashback on groceries.

Upgrade Hook

Current behaviour →

Upgrade

Upgrade to a smarter credit card.

Myth Hook

Myth → Reality

Myth: You need a high salary to get a credit card.
Reality: Not true. Apply Here.

Offer Hook

Offer + Urgency

Refer Platinum.
Earn 25,000 Membership Rewards® points.
Offer valid only for this month.

Time Hook

Time promise

30 days till offer ends.

Question Hook

Direct Question

Does your credit card reward everyday spending?

Curiosity Hook

Unexpected statement

Your credit card offers benefits beyond simply providing credits.

Lifestyle Hook

Sell the outcome, not the product.

Travel more. Pay less.
Rewards for the life you already live.

How-to Hook

Most used search term

How to earn cashback on everyday spending. How to build savings automatically. How to avoid hidden bank charges.

Social Copywriting

Creative Framework.

Line 1: Outcome + qualifier + CTA

Line 2: Supporting Detail

Line 3: Disclaimer

Example

Earn rewards on everyday spending.

Up to 5% cashback.

T&C apply.

Example 2

Refer Platinum.

Enjoy Bose QuietComfort earbuds.

Plus earn 25,000 Membership

Rewards® points per approved referral.

T&C apply.

Length & Structure

Headline

3–7 words

Subtext

3–5 words

Social Copywriting

Caption
Guidelines
Meta-Ads

On social media, captions support the creative. They should never carry the entire message.

Lead With the Value in the First Line

On Instagram and Facebook, only the first line is visible before “See more.” That line must communicate why the user should care.

Layer	Role	Best Length
Primary Text	Context and value	50–90 characters
Creative Text	Scroll-stopping message	3–7 words
Headline	Reinforces the action	5–8 words

Visuals.

The creative should guide the eye in this order:

1. Visual impact
2. Key message
3. Brand cue
4. CTA

Recommended layout structure:

Visual = 70%

Text = 20%

Branding = 10%

Strong performing visuals

- Human faces increases attention
- Real life moments outperform stock graphics
- Bright contrast improves scroll stopping
 - Travel & dining
 - Experiences
 - Luxury environments.
- Product Demos

Examples.



Rothy's
Sponsored
ID: 503825534175396

Meet men's shoes that are built to last—so you don't have to replace them season after season.



ROTHY'S
The last white sneakers you'll ever need.
Back to white with every wash.
[SHOP MEN'S](#)

ROTHYS.COM
Men's shoes, made better.
Free shipping and returns.

Shop Now



Greenlight
Sponsored
ID: 223114476356617

1% Cash Back to Savings*



1% Cash Back to Savings*

NEW
2% Reward on Savings*

GREENLIGHTCARD.COM
The Debit Card and Money App for Families. Try Free!
Greenlight® empowers parents to teach trade-off decisions, money management, and the power of saving with a specia...

Sign Up



The Honest Company
March 5 · 🌐


Diaper rash, meet your match. Soothe irritation + discomfort with our zinc oxide cream, designed especially for those cheeky moments 🍑



HONEST
“I’ve used this cream with all three of my children and wouldn’t use another brand after trying it”
Dorothy


HONEST.COM
Diaper Rash Cream
Soothes + Protects

Shop Now



Sonos
Sponsored

Listen on the patio, by the pool, and all around your home with the portable Sonos Move.



SONOS
Brilliant sound for summer days

SONOS.COM
A Speaker Made for Summer
Get quality sound on the go with Move, the battery-powered portable smart speaker from...

Learn ...

Imagery Guidelines and Considerations

Brand Box



Bold

Consider bold image cropping to strengthen your photo and give it more immediacy and visual impact. Many images can feel watered down by extensive settings.



Interesting

When possible, consider asymmetrical compositions or cropping. This framing feels unique, intentional, and less stock-like. Also consider images shot from interesting angles.



Branded

Any time an American Express blue can be showcased within an image (in this case the bright blue) that brand tie-in automatically creates a sense of unique ownership that combats the ubiquity of stock.



Style

Emphatic "white space" can imbue photography with a sense of order and style. "White space" is not always white: it can be subdued photographic backgrounds or full-bleed colors. "White space" can also be a perfect backdrop for titles, or brand elements.



Wit

On occasion, use an image that is unexpected. If images are always similar, they can be easily glossed over. Visual wit, playful or unexpected image choices can convey fresh perspectives, and engage your audience in new ways. These moments of surprise should be intermittent and should not challenge the substance of the Business Class persona.



Dynamic

Business content and travel motifs intersect in the phrase "Business Class." At this intersection lies a dynamic immediacy that is part of the VI. This dynamic content can be showcased with photography that conveys energy and momentum. When appropriate, leverage travel/dynamic imagery and themes.



Recognition

Imagery can layer with the identity assets (signatures, patterns, etc.) to add visual interest and branding. Using the assets in interesting or surprising, emphatic ways will create brand mystique and recognition.



Stylized

If you need a specific type of image and only less-than-ideal stock options are available, use a Business Class shape or color treatment to elevate the image. Weak photography assets can be improved by stylizing the imagery in ways that bring it closer to the VI.



Illustration

Conceptual stock photography, still life, can be poorly crafted. When you can't find an appropriate, premium stock image that works with your content, opt for concept illustration or illustrative type instead. Also consider that imagery, of any kind, may not be needed for certain contexts.



High quality content engenders trust and builds your audience. When possible, your selected stock should be well-crafted (great lighting, composition, impact), and editorial (thoughtful to the content, informative).



Seek out new takes-that feel art directed and unique -on common stock imagery.



Situational stock imagery should always feel authentic. "Spontaneous" moments or interactions captured by the stock photographer should feel spontaneous, and the emotions or actions, genuine. These images should have a documentary-like integrity.



Stock photography should represent a variety of people, businesses and scenarios. Actively search for and use unique, interesting, and a range of people and settings.



Avoid stock photography that feels promotional: common- place scenarios, poor execution (lacking visual impact) and inauthenticity.



Avoid stock tropes shot in too-familiar, bland ways: person with rolling suitcase, table of laughing diners, commuter checking their phone, etc.



The biggest challenge when selecting stock imagery is avoiding the many images that feel inauthentic. Avoid stock images where people feel frozen mid-action, awkward, or stiff. Facial expressions and interactions should feel natural.



Don't rely on photography with typical business subjects and stereotypes.



✓ **DO**

Photography should strive to have single subjects, with a three-subject maximum. This focus increases the image's impact and audience connection.

✓ **DO**

When possible, avoid busier backgrounds. Cleaner, controlled backgrounds allow your subject/s to stand out, increasing content clarity. Larger fields of a controlled background can also accommodate type when needed.

✓ **DO**

Choose stock images that have nice crisp contrast, and rich colors.

✓ **DO**

Choose imagery that feels fresh, unique, and art directed-existing Getty stock example shown here features American Express bright blue.



✗ **DON'T**

Photography should not feature boardrooms, dinner tables or concerts full of people. Those images lack focus and impact.

✗ **DON'T**

Photography should not be overly complex; backgrounds should not be too busy. Complex backgrounds visually compete with the subjects of the image. Those images lack content clarity.

✗ **DON'T**

Avoid photography that is watery or murky and lacks nice contrast.

✗ **DON'T**

Avoid typical still life and concept stock images.



BEST PRACTICES

Provide clear and straightforward messaging to breakthrough the noise

Choose images that feel representative of a broad array of SBOs (i.e., one person teams vs. larger teams, B2B vs. B2C businesses)

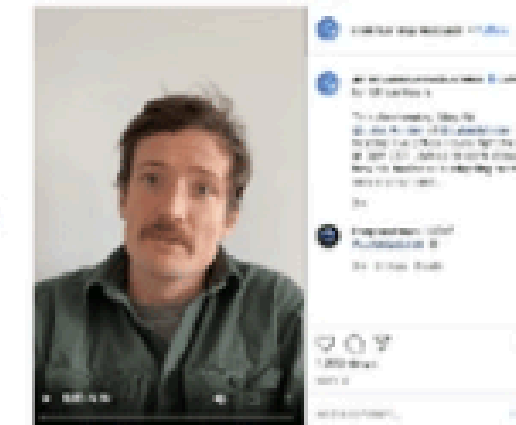
Quick, straightforward graphics are ideal for those pressed for time



WATCH OUT

- Avoid cryptic or vague messages that require further clarification
- Avoid language that feels overly stilted or corporate; rather,
- speak to them in an approachable and informal manner

Absence of headlines on photos/stills deter those who may have otherwise found content relevant



KEY CONSIDERATIONS

1. Real Over Generic

Avoid stock “luxury” visuals.

Use real, relatable premium moments.

- Dining, travel, airport, social settings

2. Show the Outcome, Not the Product

People don’t buy cards.

They buy what the card unlocks.

- Lounge access, experiences, rewards

3. Keep It Clean & Focused

Visual clutter reduces performance.

- One focal point
- Clear subject

4. Native to Social, Not Print

Creatives should feel like feed content, not ads.

- Candid, natural
- NOT: Poster styled layouts

Card Persona Context Chart

Card	Mindset	Motivation	Tone
Platinum Charge	Globally exposed. Luxury is familiar and expected. Seeks curated experiences rather than material signals.	Access to exceptional experiences. Effortless travel. Concierge-like support. Expanding possibilities.	Refined, confident, effortless. Calm authority. Elegant and exploratory.
Platinum Reserve	Lifestyle upgrader. Enjoys premium experiences and is actively elevating everyday life.	Upgrade everyday lifestyle. Earn rewards on spending. Enjoy premium benefits more often.	Energetic, aspirational, motivating. Premium but approachable.
Gold Charge	Ambitious achiever. Starting to enter premium lifestyle territory.	Recognition, rewards, and visible lifestyle progress.	Confident, ambitious, celebratory.
SmartEarn / Entry Cards	Value-conscious urban consumer. Digitally savvy and practical.	Maximum rewards for daily spending. Smart financial decisions.	Friendly, energetic, practical.

Since most ads are served to Charge and Reserve, we'll focus on them moving forward.

Examples.

Platinum Charge

1. Offers – Air India (25% Off)

Hook: Lifestyle + Offer

Travel light. Soar higher.

Enjoy 25% off on Air India with your Metal.

Book now.

2. Partnerships – Taj Benefits

Hook: Lifestyle

Every stay, a statement.

Enjoy 25% off on Taj stays and 20% off on spa experiences.

Because luxury isn't occasional—it's a way of life.

3. Rewards – Tata Cliq (10X Points)

Hook: Money + Curiosity

Can shopping get more rewarding?

Earn 10X Membership Rewards® points on Tata Cliq.

Shop more. Earn faster.

Examples.

Platinum Reserve

4.Regulatory – Supplementary Card for Children

Hook: Upgrade / Lifestyle

Start them early towards smart spending.

Add your children as supplementary Cardmembers.

Apply now.

5. MGM – Refer & Earn (BOSE Headphones)

Hook: Offer + Social Proof

Good things are better shared.

Refer a friend and get rewarded with BOSE headphones.

Refer now.

FINAL CHECKS

BEFORE APPROVAL

INPUT = OUTPUT

Visually: Will it hook the audience targeted to

Objective: Is there 1 clear message

Tonality: Is the tone right for the TG

Target Audience: Which CM are we speaking to?

CTA:

Is the CTA defined

Copy length precise enough

Good social creative is not about saying more.

It's about saying the right thing, faster.

Social media is not a billboard. It is a behaviour.
Creative must feel like content.

The brands that win are the ones that create content people want to stop for.

THANK YOU

INPUT = OUTPUT

1. Clear Objective

What are we driving?

Awareness

Referrals

Applications

Engagement

2. Single-Minded Proposition

What is the one thing
we want to say?
(Not 5 benefits)

3. Target Audience Clarity

Who are we speaking to?

Platinum Charge

vs Reserve

New vs existing users

1. Tonality

Is the tone right for
the TG

3. Success Metric

What defines success?

CTR

INPUT = OUTPUT

1. Clear Objective

What are we driving?

Awareness

Referrals

Applications

Engagement

2. Single-Minded Proposition

What is the one thing we want to say?
(Not 5 benefits)

3. Target Audience Clarity

Who are we speaking to?

Platinum Charge

vs Reserve

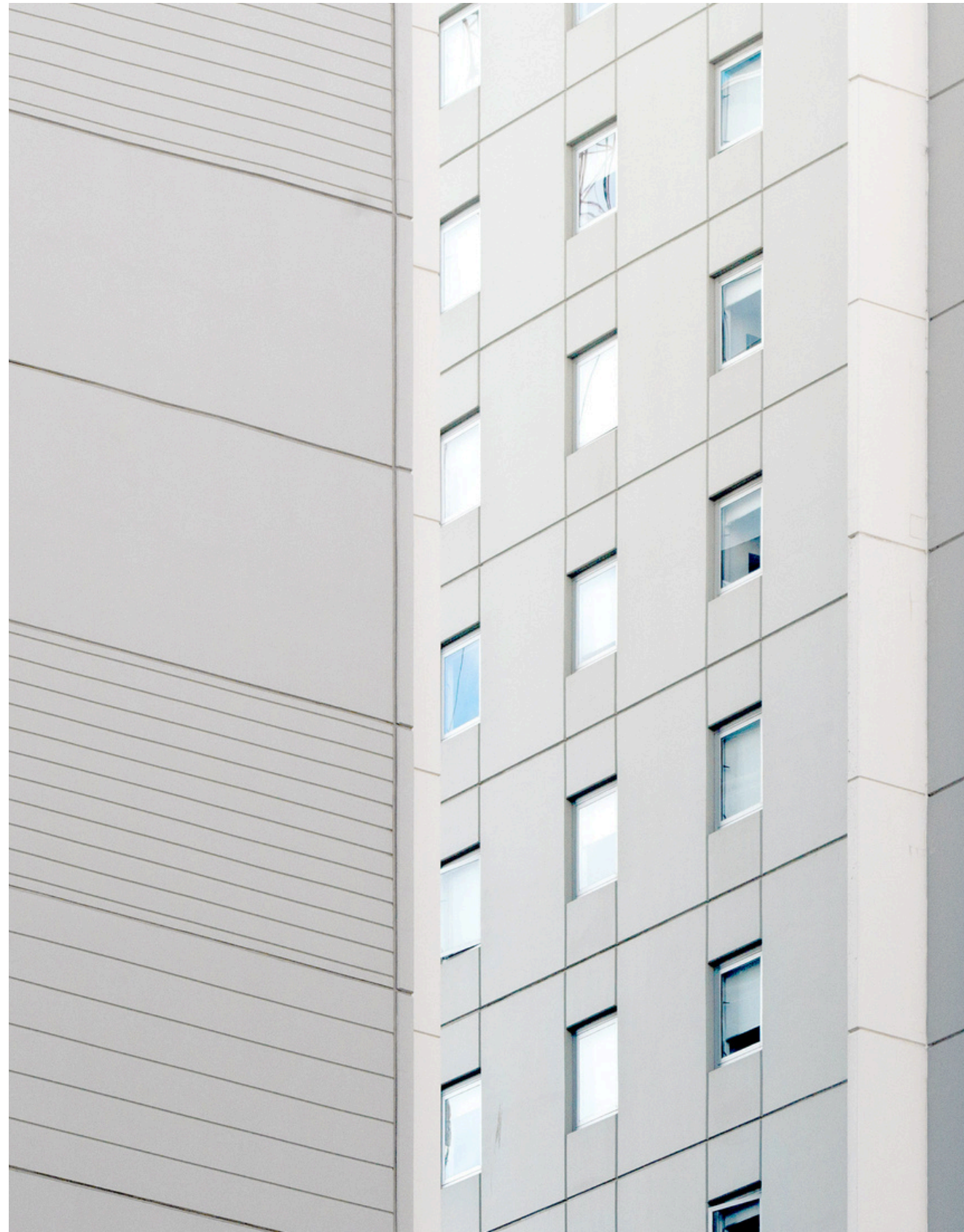
New vs existing users

1. Tonality

Is the tone right for the TG

1. CTA

Is the CTA defined



About Our Company

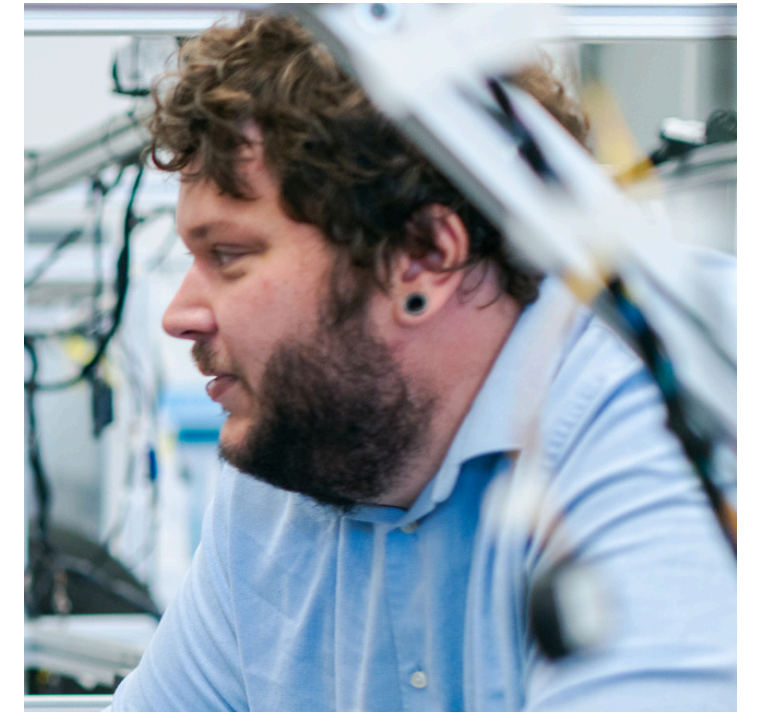
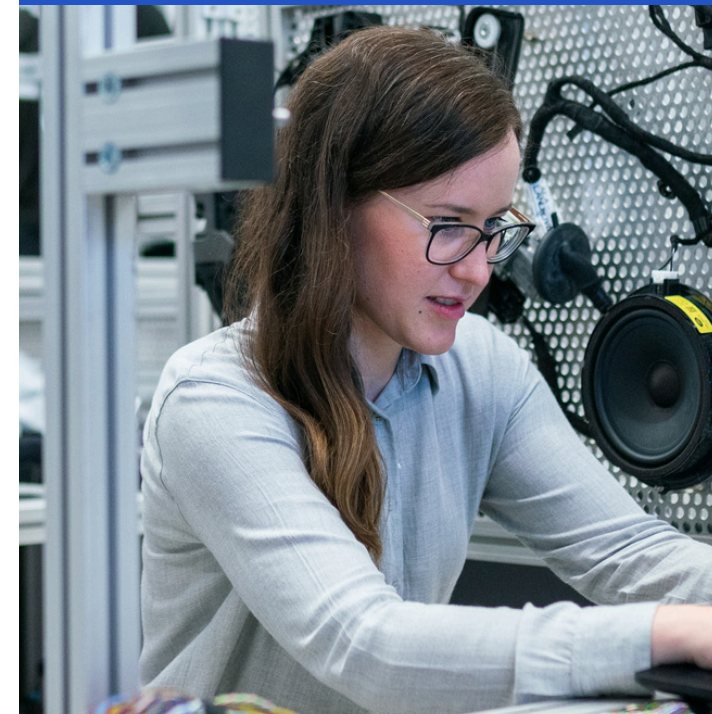
In the presentation session, the background/introduction can be filled with information that is arranged systematically and effectively with respect to an interesting topic to be used as material for discussion at the opening of the presentation session. The introduction can provide a general overview for those who are listening to your presentation so that the key words on the topic of discussion are emphasized during this background/introductory presentation session.

Product Overview

Provide an explanation of the general profile of the services we have. Arrange information about our products services in a systematic and fact-based manner. Also express our pride in the service that we have done well.

Internet of Things

Detail and explain each product. Our examination of community and market issues increases with additional products/services.



Smart Home Platform

Our alternate product category is available. Our products must work together to solve social and economic issues.

Market Size



Market size is the total amount of all sales and customers that can be seen directly by stakeholders. This technique is usually calculated at the end of the year, the market size can be used by companies to determine the potential of their market and business in the future. This is very useful, especially for new companies that will offer services to those who are interested in our services.

Total Available Market (TAM)

1.4 Billion

In the TAM Section, we can fill in the potential of any person who can buy an offer or the maximum amount of revenue a business can earn by selling their offer.

Serviceable Available Market (SAM)

194 Million

It is a part of TAM that has the potential to become a target market for the company by considering the type of product, technology available and geographical conditions.

Serviceable Obtainable Market (SOM)

167 Million

The SOM is a smaller fraction of the SAM that is the target of a serviceable and realistically achievable market in the short to medium term.

Market Affirmation

It's a market testing stage to ensure that the products produced by the company can be accepted and effectively used by the broad market. For start-up companies, we can use data already achieved by similar products from other companies.

Thynk Unlimited

2.650

Total Users

Salford & Co.

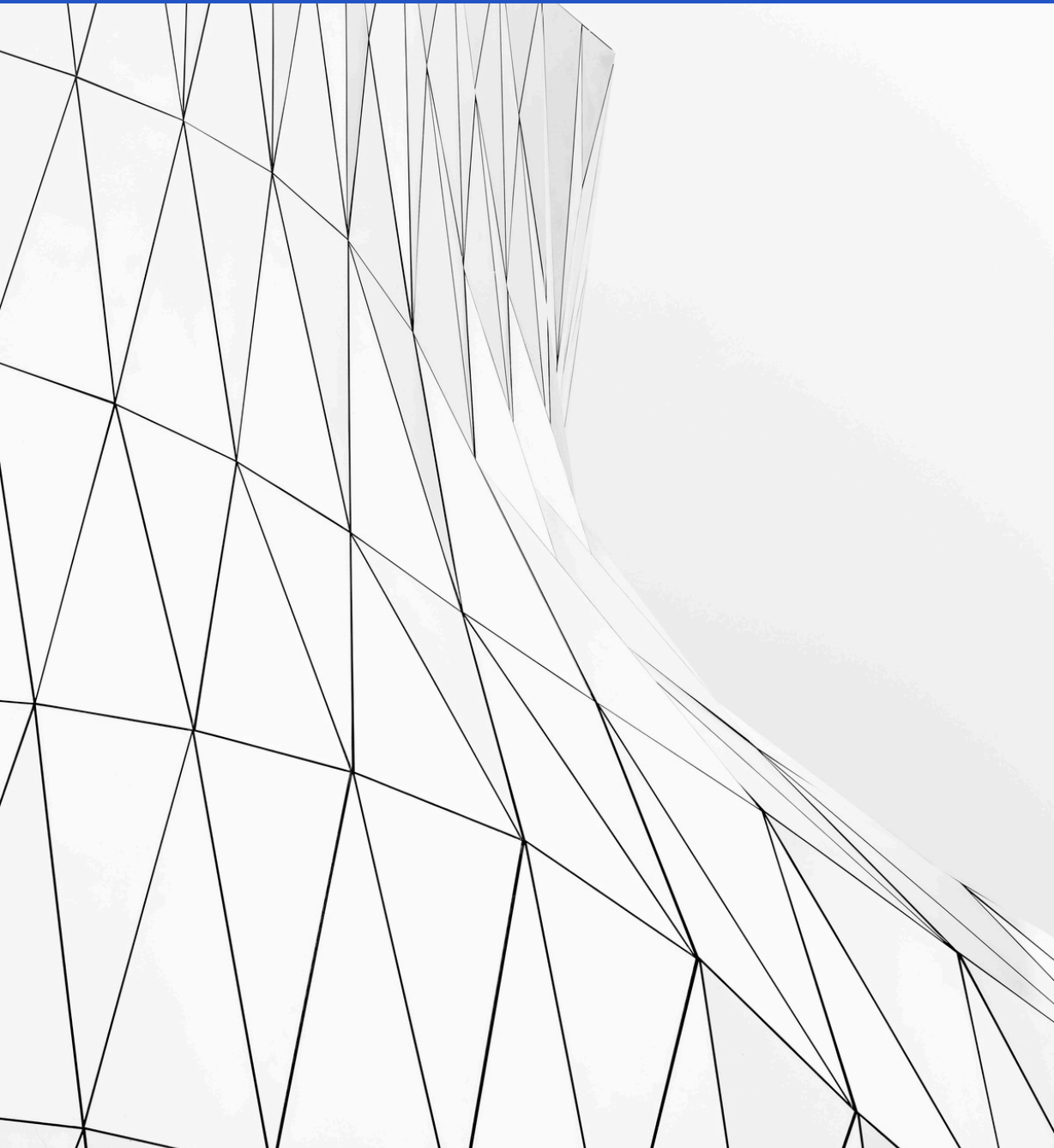
1.850

Total Users

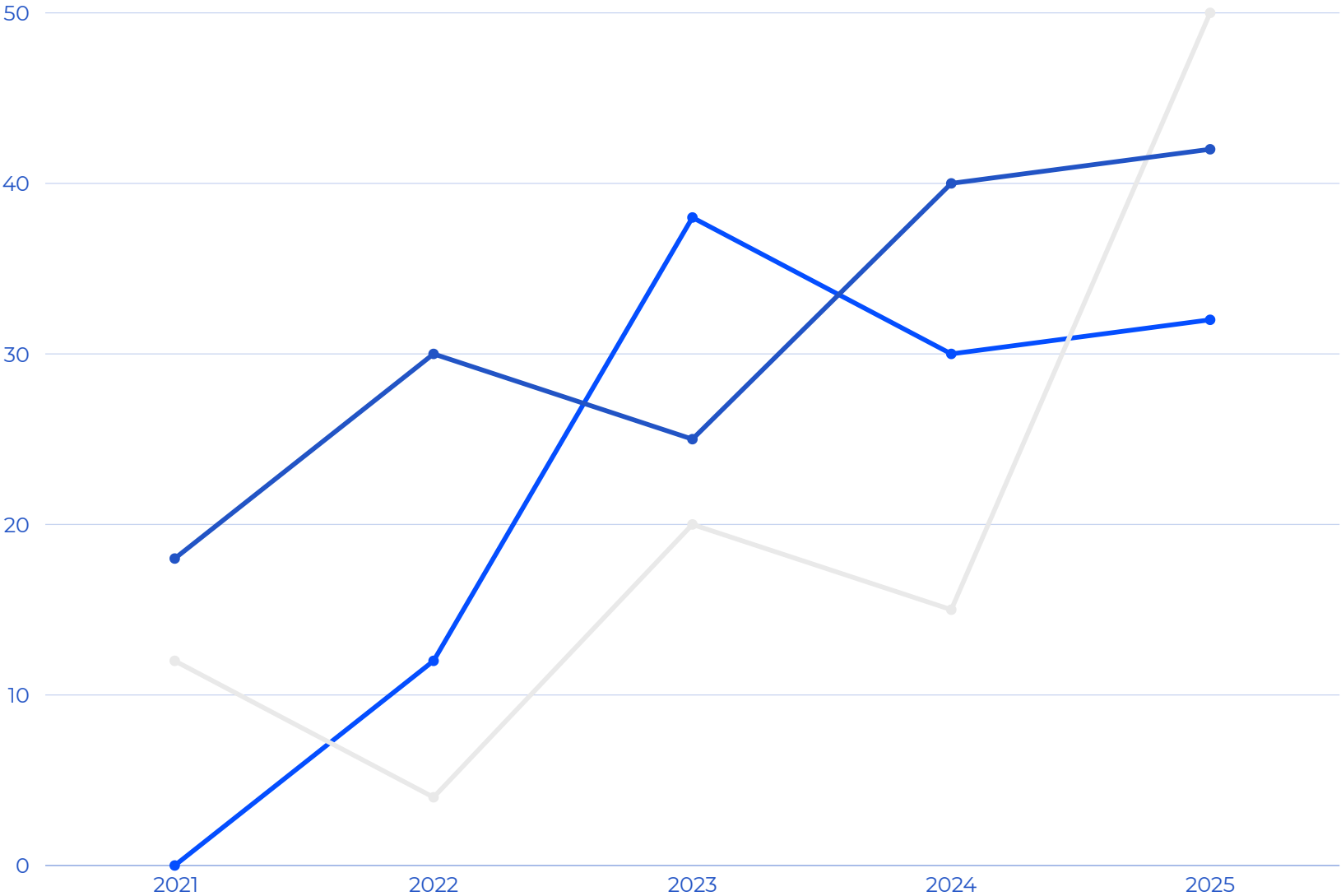
Liceria & Co.

1.010

Total Users



Company Traction



Traction is a period where the company is feeling momentum during its development period. If traction momentum is not harnessed, sales figures can decline and the customer base can shrink. In general, companies will judge success by the amount of revenue and new customers they receive.

Artificial Intelligence

+45%

We can explain in detail the momentum of the company and the basic facts that are taken to show that our company is in a traction phase.

Internet of Things

+53%

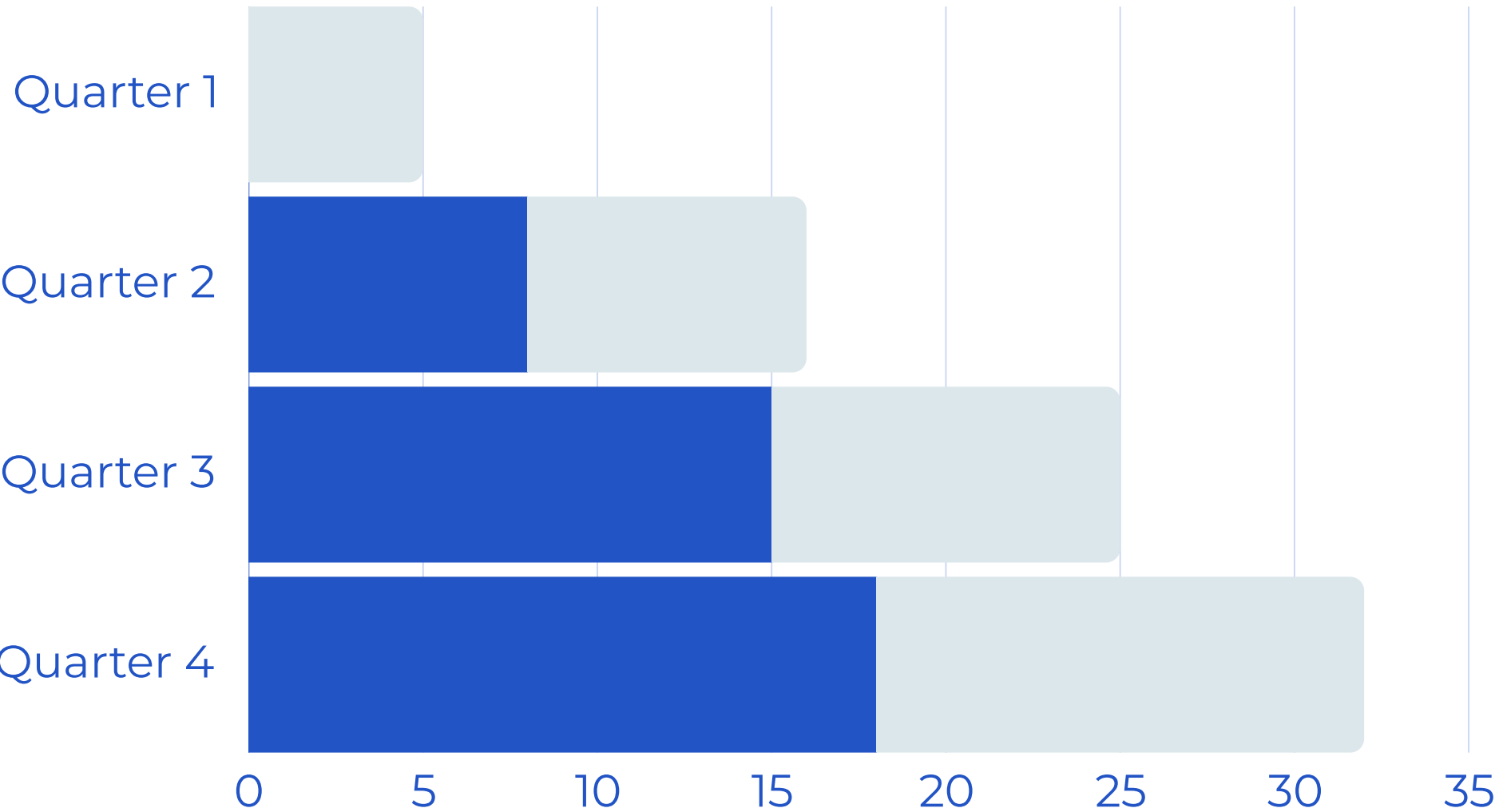
We can discuss in detail the company's momentum as well as the basic data used to demonstrate that our company is in traction.

Others Products

+42%

We can go into great length on the company's momentum and the fundamental data obtained to demonstrate that we are in a traction phase.

Product Performance



Revenue Development	34.6 M/Quarter
Engagement Development	87%-91%/Quarter
Exposure Development	87%-91%/Quarter
Total Clients by Quarter	112 - 167 Clients

Business Model



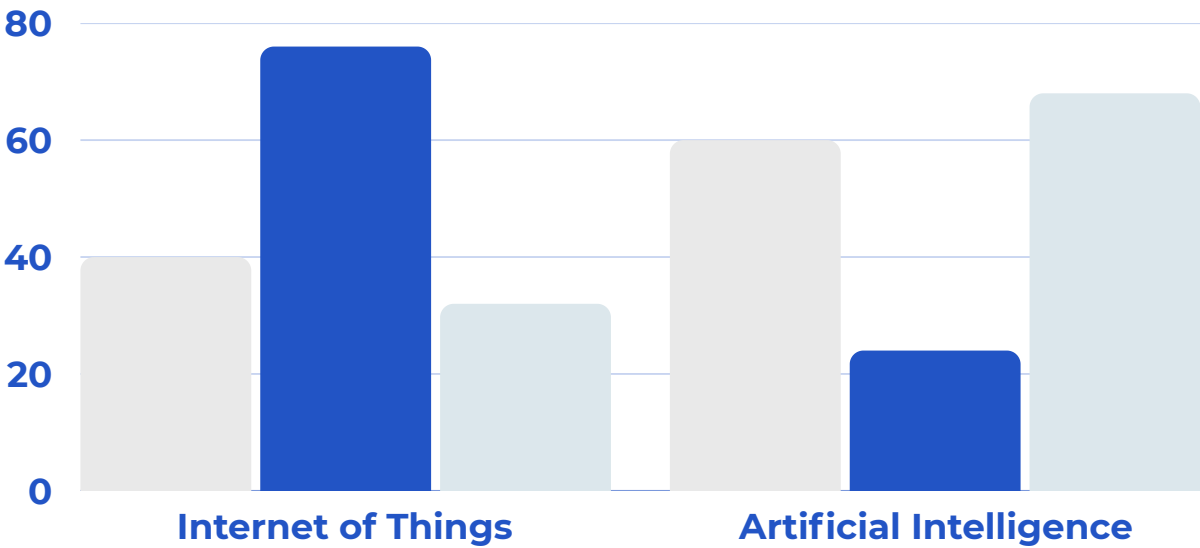
Describe how to monetize, who your customers are, distribution channels or fee structure. The goal is to get an idea of how this business will survive your product or service and tell how your company will make money and achieve its goals. This can be indicated by graphs, statistics, or charts. Use the Life Time Value (LTV) and Customer Acquisition Cost (CAC) metrics to provide a clearer picture.

The Brief Percentage of LTV

Ratio:
60:40



The Brief Percentage of CAC



Competitive Advantage

Responsive



We may offer products or services that are more unique or new to the market than our competitors.

Resilient



Relationships are a gift because they greatly influence the exposure of our products and services.

Efficient



Offers a market advantage that is more focused according to market needs than a more general market.



Our Team

Fill in the experience, assignments, and how good your company team are. Include the hobbies of the personnel to break the ice.



Sacha Dubois



Olivia Wilson



Lars Peeters




Alfredo Torres

Thank You

Write down your hopes for the future of your company. Don't forget to thank the company for the opportunity and convince related parties to support your company.

We are ready to assist you

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