

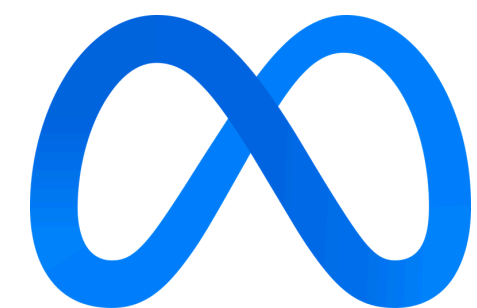
The Creative

Diversity Playbook

Creative-Led Growth
Framework on Meta in
the Age of Andromeda

outwrk

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Creative is Now the Main Performance Driver

For years, advertisers relied on audience controls such as interests, lookalikes, and detailed segmentation to drive performance. That playbook is quickly changing.

Meta is moving away from micro-management of audiences to a model driven by machine learning and creative intelligence.

The **one variable** still in the **advertiser's control** is **the creative** itself. According to Meta's own data scientists, **creative quality drives more performance** than bid strategy, audience targeting, and placements combined.

The implication is clear: **the advertiser who wins the creative game wins the platform.**



Meet Andromeda:

The AI Rewiring How Ads Work

What has changed?

In December 2024, Meta introduced Andromeda, a next-generation AI retrieval engine that fundamentally changed how ads are selected and delivered. By October 2025, it was live across nearly every account on the platform.

Old system: "Who should see this ad?"

Andromeda: "Which ad is most relevant to this person?"

How does it work?

Traditional campaign setups often relied on broad, one-size-fits-all messaging.

In contrast, **Andromeda performs best** when advertisers supply **distinct creative concepts** rather than multiple minor variations of the same idea.

Implications:

This changes campaign logic for advertisers in 3 ways:

- 1. Diversify creative** as Andromeda learns from variety, not repetition. Build distinct concepts, not minor edits of one ad.
- 2. Simplify structure.** A lean setup with diverse, high-quality creatives explores wider and outperforms complex builds.
- 3. Trust the creative to target** rather than manually steering.

Creative Iteration vs. Creative Diversity

Iteration refines. Diversification expands.

Creative Iteration

Refining the same concept again and again.

Example: Same visual, different CTA text.

AI response: Treated as different variations of same creative.

Outcome: Marginal Improvement.

Creative Diversification

Creating genuinely distinct assets for different customer personas.

Example: Reels ads for Gen Z vs creator ads for new moms.

AI response: Treated as distinct signals for different audiences.

Outcome: Expanded reach, new audience, better personalizations.

Cost of Creative Fatigue and Creative Similarity

Impact on reach, clicks and conversion rates

Creative fatigue

Occurs when your target audience is overexposed to the same creative. Repetitive creative doesn't just underperform- it actively destroys campaign results.

- Repeated exposure is likely to result in a drop in conversion rates.
- Higher frequency results in a drop in click through rate and an increase in CPMs.

Creative Similarity

Occurs when ads are visually too alike- even if they are technically different assets (e.g., same image, different text overlay).

- Andromeda's visual recognition models identify visually similar images as the same creative.
- When the system detects low diversity, it responds by raising your CPMs.
- Similar ads compete against each other, resulting in reach overlap.

Advertisers who run repetitive creatives will be paying more money to reach newer audiences and will observe spiraling conversion rates.

How do you bring 'Diversity' in your Ads?

Creative diversity is imperative in maximizing the campaign performance.

This helps more people get the right ad with the right message at the right time.

You can think of these five dimensions as a baseline to create true diversity in your creatives.

Format & Visual style

Use different formats (*static images, short-form video, carousels, UGC*) and visual styles (*polished studio vs. lo-fi authentic*) to appeal to different users, and Meta's algorithm will treat each one as distinct content.

Audience

Create ads targeting audience basis their use-case and demographics at different stages of their journey with the brand.

Angles

Change the entire narrative approach, not just the words. Explore separate angles like *pain points, desired outcome*, etc. in each ad.

Structure

Frame each ad in different structures. It can either be *problem-solution, before-after* etc.

Hook Strategy

Diversify the first 3 seconds of your ads to hook the audience effectively on the messaging.

Creative Concept Ideation Menu

Never run out of Ideas for Creatives

Audience

Where is the user in the journey with the brand?

Unaware: Not aware that the problem exists.

Problem-aware: Knows the problem but doesn't know the solution.

Solution-aware: Knows the solution but not the brand.

Product-aware: Knows the brand but has not used the product.

Most-aware: Knows the brand and has used the product.

Angle

What do you lead the user with?

Pain Point: Lead with the problem.

Desired outcome: Lead with the result.

Social proof: Lead with others' word.

Authority: Lead with expertise.

Story: Lead with the narrative.

Curiosity: Lead with intrigue.

Comparison: Lead with alternative.

Offer: Lead with the deal.

Structure

How do you frame the message?

PAS – Problem – Agitate – Solution.

BAB – Before – After – Bridge.

FAB – Feature – Advantage – Benefit.

4 U's – Useful, Urgent, Unique, Ultra-specific.

Proof in Practice: Brand Case Studies

Wellbeing Nutrition

Wellbeing Nutrition improved campaign metrics by using diversified Meta ad creatives & formats



To improve the ROAS of the ads run on Meta, this Indian wellness brand focused on format diversity which helped them reach more diverse and relevant audience, uplifting the overall ROAS of the brand.

16%

Lower in Cost
per Thousand
Impressions

9%

Increase in
Conversion
rate

31%

Lift in
Return on Ad
Spend

Proof in Practice: Brand Case Studies

FAE Beauty

FAE Beauty boosted their audience relevancy by diversifying the creatives based on angles and creator type.

FAE
BEAUTY

To improve the campaign performance, this Indian beauty brand launched a mix of founder led, influencer and UGC ads boosting their overall conversion rates of the campaign.

29%

Uplift in Click
through Rate

53%

Increase in
Conversion
rate

34%

Lower Cost
per Purchase

Proof in Practice: Brand Case Studies

Basil

Basil expanded their campaign reach by diversifying the gender of the creator-led ads



To increase the brand reach, this Indian homeware brand included both male and female creator led ads resulting in target audience expansion.

47%

Decrease in Cost
per Account
Reached

51%

Lower Cost per
Purchase

40%

Reduction in Cost
per Purchase for
Male Audience

Proof in Practice: Brand Case Studies

Two Brothers Organic Farms

Two Brothers Organic Farms changed their campaign strategy to target customers at various stages of their journey.

This Indian organic food brand upgraded its campaign strategy to reach customers at different stages of their awareness journey, multiplying the campaign's relevance for the Meta audience.



13%

Lift in Click
through Rate

33%

Increase in
Add-to-Cart
Rate

38%

Reduction in
Cost per
Purchase

Proof in Practice: Brand Case Studies

Days Ahead

Days Ahead supercharged creative production, growing the ad volume by 300% while improving the fundamental metrics.



This disruptive Indian haircare brand proved that systematic diversification enables scale without proportional cost increases.

113%

Decrease in Cost
per 1000 account
reached

20%

Increase in
Click through
Rate

22%

Increase in
Conversion
Rate

Partnership Ads

Unlocking Incremental Reach

Why Partnership Ads?

Partnership ads represent one of the most powerful tools in the creative diversification toolkit. Running content through the creators' profile enhances trust and helps in unlocking different audience signals.

The Performance Data from Brand Study:

The performance data for creator-led ads for **Wellbeing Nutrition**, an Indian wellness brand, is compelling, demonstrating their ability to reach new audiences at lower costs.

23% lower CPC.

24% lower CPM.

38% lower CPA.



The Creative Matrix-

Framework for Systematic Diversification

Map your opportunities

The creative matrix is a simple yet powerful tool. This would enable you to ensure that the entire creative spectrum is covered and not just the concepts that have already been tried.

Notes:

PAS: Problem.....> Agitate> Solution

BAB: Before> After> Bridge

FAB: Feature> Advantage.....> Benefit

Type of audience					
Structure/ Angle	Pain point	Social proof	Story	Curiosity	Authority
PAS	✓	✓	Gap	Gap	Gap
BAB	Gap	✓	✓	Gap	Gap
FAB	✓	Gap	Gap	✓	Gap

Building A Creative Diversity Roadmap

4 Steps to Get Started



Audit current creatives

- Identify the gaps in formats, angles and visual styles
- Define the current demographics of the audience the ads are being served to.
- Analyze the month on month incremental reach your current set of ads are bringing in.

Map the matrix

- Build your Creative Matrix. Plot your target personas against potential creative angles. Highlight the empty cells.
- Identify the newer personas of the audience that the brand needs to reach.

Brief for diversity

- Write creative briefs specifically designed to fill the gaps identified in your matrix. Focus on diversifying and not just on iteration.

Analysis and iteration

- Analyze the creatives on a weekly basis and identify why the winners won and the losers lost.
- Monitor creative fatigue and identify any patterns with respect to audience, structure and angles

Creative Diversity- the New Targeting

The Strategic Shift:

The Andromeda update is one of the most important strategic shifts Meta advertisers have had to internalize.

Audience targeting is now just a suggestion. The surest, and perhaps the only, way to get the right people to see your ad is through the creative itself.

Your Creative is your Audience:

Your content should speak to your target audience in their language, in ways they instantly understand. Show them how your product solves not just any problem, but their problem.

Create images, texts and videos that speak directly about the problems and pain points of the brand's target customer.

The Practical Implication

A polished studio image appeals to a different user than a raw, handheld selfie video. A problem-solution narrative reaches a different buyer than a social-proof carousel. Some people are convinced by before-and-after images; others need the features and benefits spelled out; a certain set only ever responds to an offer. This is why creative diversity is the only way to reach every persona in your audience.

The Creative Era

What it means for your Organization

Historically, creative and media buying lived in silos. Creatives focused on brand aesthetics and storytelling, while media buyers focused on audience targeting, bidding, and placement optimization.

In the Andromeda era, the creatives and the media go hand in hand and not as separate functions.

3 Required Organizational Shifts:

- **Shared KPIs:**

Creative teams must be evaluated on hard performance metrics (CPA, ROAS, Incremental Reach), not just engagement rates or aesthetic approval. Data must flow directly back to the creators.

- **Agile Productions:**

Shift from quarterly, high-budget mega-campaigns to weekly iterative sprints. The speed and volume of diverse assets consistently outperform isolated, "perfect" creative executions.

- **Data driven creative insights:**

Consistent analysis of the creatives based on the creative matrix helps in identifying the gaps and personas of audience that need to be unlocked.

The Operational Playbook

Scientific way of Creative Testing

Launching & Testing

- Ensuring that the account is structured in a way that enables you to test and scale the winning creatives simultaneously. Dedicated ABO needs to be created for creative testing
- At least 20-30% of the spends should be allocated for testing
- Ensure that each new creative spends at least 5X of optimal CPA whilst being tested.
- Testing different concepts alongside landing pages that match each concept, so the message in the ad carries through to the page it lands on.

Analyze

- Tag the content based on the structure, audience and angle, and build a data driven hypothesis of what is working and why it is working.
- Identify the current demographics of audience that the ads are serving and then identify new audience opportunities.
- Create the briefs and creative requirements based on the analysis for better creative planning.

Create

- Build personas of creators that are required in order to reach the desired audience.
- Identify the optimal mix of UGC ads, partnership ads, static ads etc.
- Align the value proposition to various personas of audiences.

Quick Summary

The Playbook at a Glance

Core principle

Creative Diversity Is the New Targeting.

In the Andromeda era, the algorithm reads the creative itself to find the right audience. Small tweaks deliver only marginal gains. Genuinely different concepts unlock new audiences and scale performance.

Concept ideation Menu

- **Audience:** Where is the user in the journey with the brand?
- **Angle:** What do you lead the user with?
- **Structure:** How do you frame the message?

Operation playbook

- **Launch and test:** Run new, diverse ads every week in a dedicated creative-testing ABO.
- **Analyze:** Build data-driven hypotheses from the creative matrix to pinpoint the next concept to test.
- **Create:** Choose the right creator mix and assign briefs matched to the value proposition.

Key statistics

- **60%** increase in ROAS by diversifying the format. (*Wellbeing Nutrition*)
- **47%** lower Cost per Account reached by gender balanced creator casting. (*Basil*)
- **30%** better CTR by diversifying the angle of story telling. (*F&E Beauty*)
- **33%** increase in the Add-to-Cart rate by targeting audience at different point of awareness journey. (*Two Brothers Organic Farms*)

Appendix

Glossary of Key Terms

Andromeda

Meta's advanced AI architecture that powers ad delivery, relying heavily on creative signals rather than manual targeting inputs to find the right audience.

Advantage+ Creative

Meta's suite of AI-powered tools that automatically optimize and generate variations of ad creatives (image generation, text variation, visual touch-ups) to improve performance.

Creative Diversity

The practice of producing genuinely distinct ad assets that vary across format, concept, visual style, messaging, and hook strategy to reach different audience segments.

Partnership Ads

Ads run through a creator's handle rather than the brand's handle. They leverage the creator's authentic voice and audience trust to unlock incremental reach.

Creative Iteration

Making minor tweaks to an existing ad concept (e.g., changing a button color or a single word). Often confused with diversity, but it yields only marginal performance gains.

Creative Matrix

A strategic planning framework that maps target audience personas against different creative angles to identify gaps and ensure systematic creative diversification.

Who are we?

Outwrk works with India's leading **digital-first brands**- helping them buy media wisely, build ads that convert, and make strategic decisions grounded in data, not instinct.

We operate on three principles: **transparency** as a baseline, not a differentiator; full **ownership** over everything we touch; and **responsiveness** as a basic professional standard.

We don't do templates. Every engagement is built around your brand's specific growth challenges, with us operating as a genuine extension of your team — not a vendor at arm's length.

If you're ready to grow without the guesswork, let's build something worth building.

Reach out to us

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