

## Social Media Custom Creative Examples



### Custom Creative 1

Social media must be relevant. To achieve this, our team and advisory committee felt parents and caregivers want to hear about how WIC offers solutions to the every day challenges they face. This social media ad is custom creative from the first batch of social media posts used during our campaign. The original creative brought to us by our marketing company included a photograph of a happy baby and also suggested foods like pancakes and pasta which we felt did not reflect the message and audience we were trying to address. Despite it being a Spanish language ad, we used the word “picky” because Miami’s population uses “Spanglish”, a frequently used mix of English and Spanish languages. This reflects the unique culture of our community. We also updated the foods referenced so that reflected the typical Latin household that matched our target demographic.



### Custom Creative 2

Due to the focus on child retention, we wanted to identify why mothers of young children should continue relying on WIC past the infancy stage (WIC is infamously known for providing infant formula). In this social media post, we targeted clients with four year old children who have entered a VPK program. New childcare environments can be places to explore and try new foods. In keeping with our Spanglish culture, we made sure to keep the word “daycare” as this word is universally used to identify daycares among both English and Spanish speakers.

## FAMILIAS DE MIAMI-DADE, ESTAMOS AQUÍ PARA AYUDARLES.



### Custom Creative 3

This post visually reflects our Miami community. The women in this photo reflect the different ethnicities we see in our project's targeted zip codes. What was of the utmost importance was to show diversity in our clients ages and stages of life. Hence you see a baby and pregnant mother in addition to an older child. We also chose to represent a grandmother after consulting with our advisory committee as they emphasized the unique family structures in our targeted areas and that grandmothers were often the ones that attended WIC appointments.

**¿TIENES MEDICAID O SNAP?  
PUEDES PARTICIPAR EN WIC.**



### Custom Creative 4

This was one of our most successful posts as it received the highest number of views and engagement. Again, we made sure to emphasize visuals and imagery in social media posts. We only have a quick moment to catch someone's attention before they scroll past an ad. In this post, we added the images of both the Florida Medicaid card and the local SNAP cards because a) we knew people could instantly recognize something they had in their own wallet, and b) the majority of our WIC clients participate simultaneously in these complimentary aid programs. Of note is that the font, background graphics and logo are consistent throughout all our posts. This is imperative for brand awareness.