

MagicBrief x Tracksuit Present:

Creative as Currency

Exploring the creative strategy behind work
that drives brand and performance.

28 May, 11am EST



Tracksuit



Agenda



1. Introductions



2. QRY



3. Darkroom



4. Roundtable discussion
and open Q&A



Mikayla Hopkins

Head of Marketing
Tracksuit



Maddie King

Marketing Lead
MagicBrief

Co-hosts



A creative strategy workflow tool purpose built for performance creative teams.



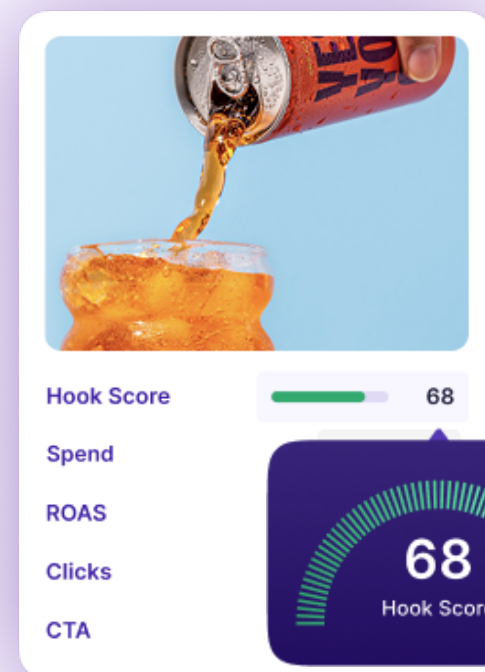
Creative Research



Creative Analytics



Creative Briefing



Quick Compare

Click on any category below to instantly create comparison groups from all tags within that category.

Objects +

Concept +

Offer Type +

Actor +

Tone +

Angles +

Target-Persona +

ROAS > 2 X

Ad Name contains UGC X

1 ROAS X

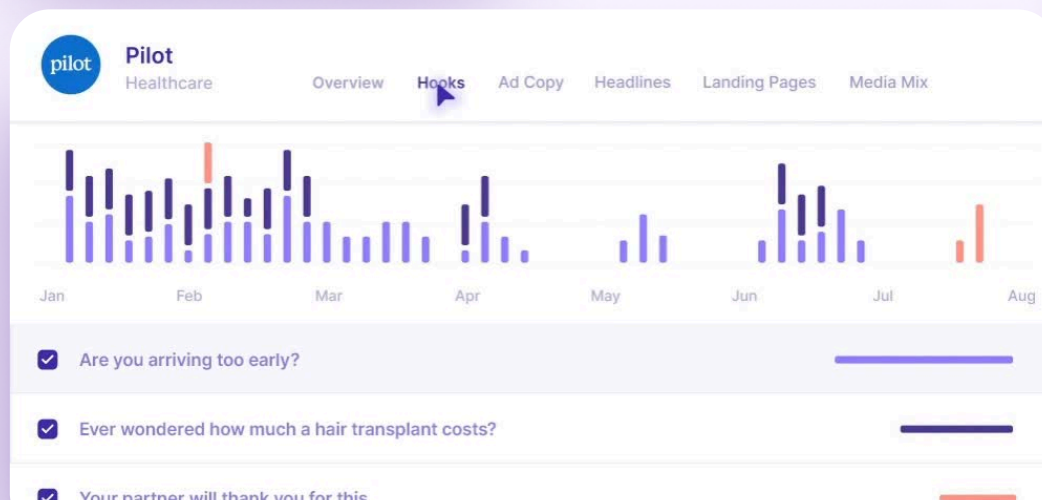
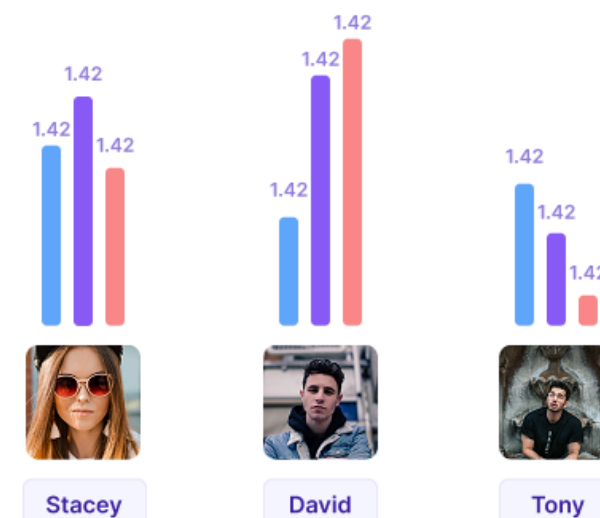
2 Spend X

+ Add Metric

Tags:

Informative, Persuasive, Inspirational, Empathetic, Sarcastic, Casual

Best performing creators



#pilot-updates



MagicBrief APP 12:00 AM

Weekly Report for Pilot from Monday, Feb 12 to Sunday, Feb 18

Consult Starts

This week: 381

This week: 342

Change: 10.57% 👍

Assets Shipped

This week: 45

This week: 21

Change: -51.33% 📉

Average CPA

This week: \$56.90

This week: 342

Change: 10.57% 👍

Average CPA

This week: \$56.90

This week: 342

Change: 10.57% 👍

Q |

Industry

Run Time

Brand

Language

Live Status

Platform

Theme

Format

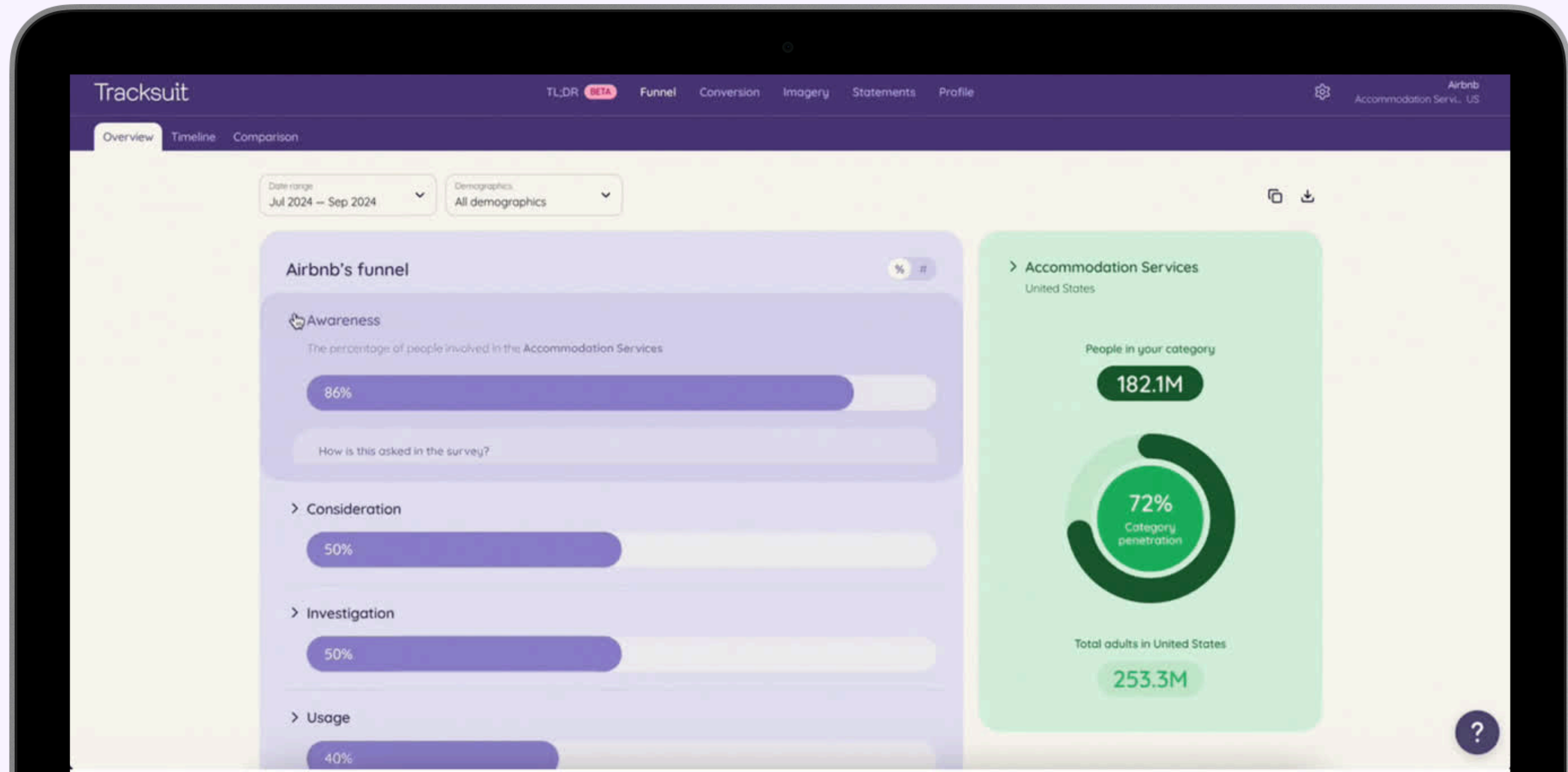
Ad Score

Tag

Tracksuit

Brand tracking at agency speed.

Instant clarity on your client's brand, category, and competitors — all in a real-time dashboard that your whole team can use (and actually will).





Samir Balwani
CEO
QRY



Lucas DiPietrantino
Co-Founder, CEO
Darkroom



Aashay Patel
Director of Growth
Darkroom

Agency Partners



QRY



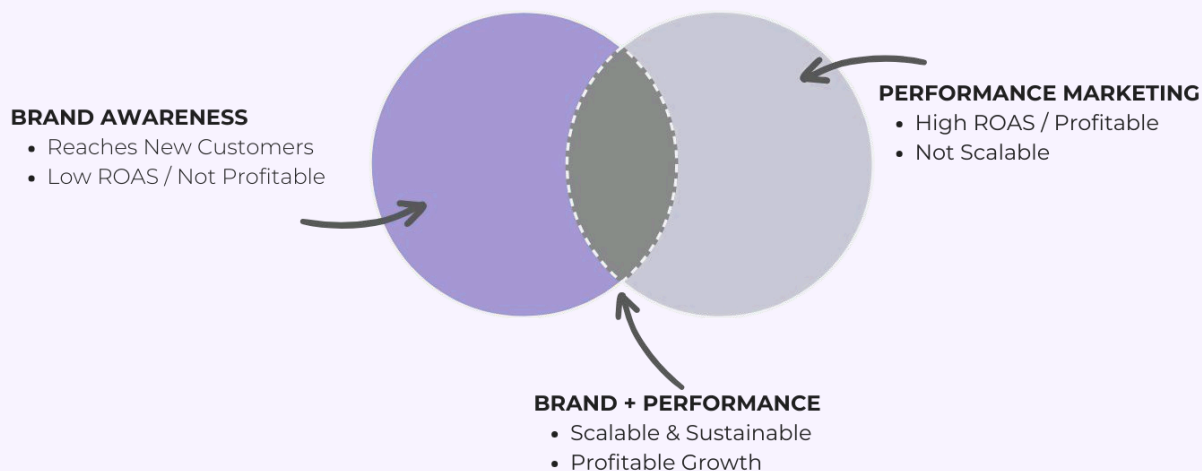
Samir Balwani

CEO
QRY

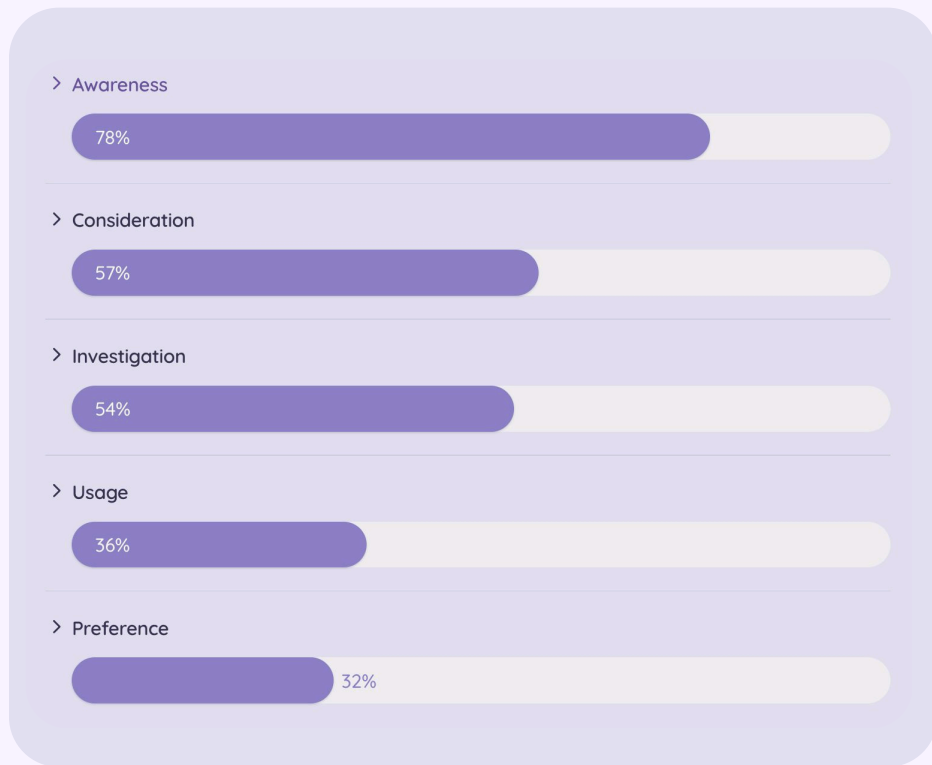
Hi, I'm Samir Balwani,
founder of QRY.

As a media buying agency, we sit in a unique position. We're not a creative shop, but creative is critical to our performance. That gives us a view that's data-driven and performance focused, yet brand-aware.

Creative is integral in brand and performance



Creative is central to media. The right creative and messaging builds awareness and drives action, powering brand and performance growth.



How we look at creative

Creative needs to engage with consumers at every stage of the funnel.

Creative should be:

- Contextual to the consumer
- Consistent across the funnel.

BRAND KPIS

- Brand engagement
- Social listening lift
- Organic search lift
- Post purchase survey responses
- Tracksuit brand tracking.

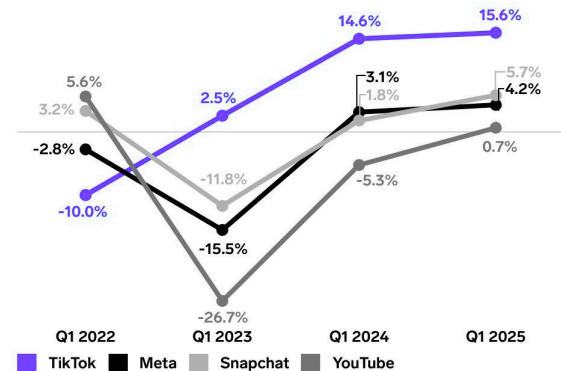
COMMERCIAL KPIS

- Click through rate
- Conversion rate
- Average order value
- ROAS revenue.

High-value brand creative impacts both brand and commercial KPIs. It should create a familiarity and perception that improves your performance ads.

Social CPMs Are on the Rise, With TikTok Leading the Pack

% change in US social and YouTube ad cost per thousand (CPM), Q1 2022-Q1 2025



Note: average social/YouTube ad CPM is the amount advertisers pay for every thousand impressions of their social ads or ads delivered via YouTube; YouTube excludes YouTube TV; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: EMARKETER KPI Forecast, Q3 2024

351577

EMARKETER

Why does this matter?

CPMs in major media channels continues to rise, increasing overall Customer Acquisition Costs (CAC).

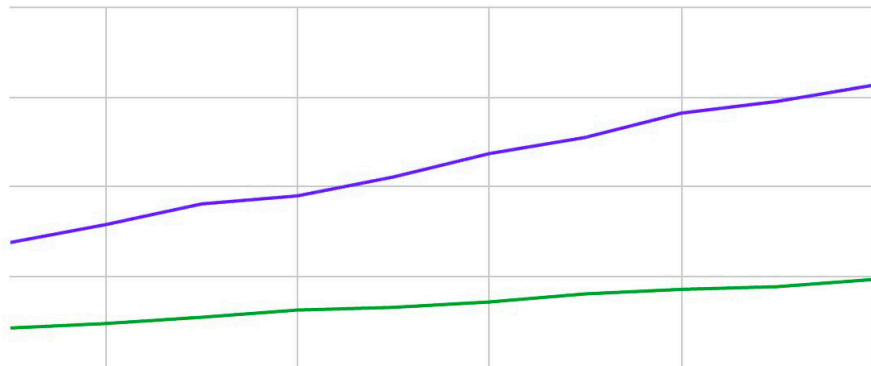
Brands are forced to:

- Diversify media channels and look for newer, more cost effective channels
- Invest in brand awareness to improve the efficacy of their media, offsetting the rising CPMs.

Brand awareness drives paid performance

CTR & Conv Rate by Brand Awareness Spend

Click-Through Rate (%) Conversion Rate (%)



Increasing Brand Awareness Spend (\$)

Brand awareness effects performance marketing spend by improving CTR and Conversion Rate, allowing performance spend to become more efficient and scalable.



Brand positioning and awareness is a competitive moat.

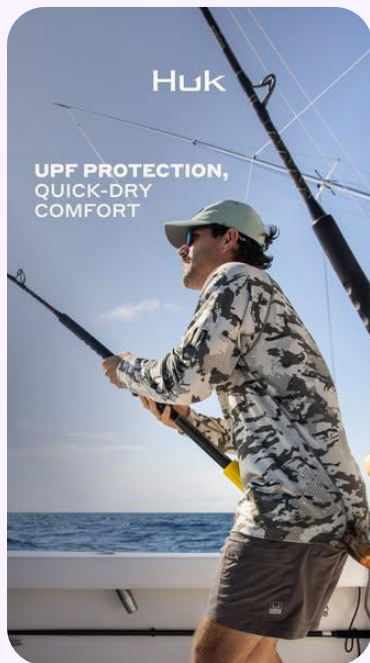
Positioning statements and themes allow brands to build a moat around their business, improving their performance marketing and differentiating from their competitors.

Brand positioning in upper funnel



In upper funnel messaging, highlighting key messaging themes allows the brand to breakthrough as consumers follow the buying journey.

Brand connection in performance ads



In performance creative, we can reinforce brand messaging while highlighting key product features and benefits. Since the consumer has already seen the brand messaging, the performance creative becomes more impactful.

The brand statements

Makes great performing products



Makes comfortable products



Is value for money



It isn't enough to build brand creative and drive brand awareness – it needs a purpose.

Brand creative needs to build awareness and improve on key statements.

The brand deck

Imagery can be the most difficult to keep on brand because of its subjectiveness. Using a tool like this can ensure that images “fit” the overall aesthetic.



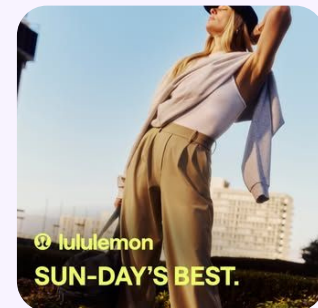
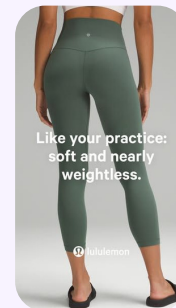
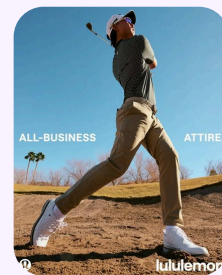
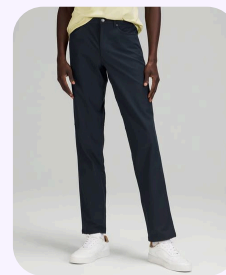
YOUR
IMAGE
HERE



The creative reviews

Review your marketing collateral regularly to identify which assets are cohesive and which are straying.

Consider doing this with competitive creative to identify opportunities for differentiation and breakthrough.



The brand + performance strategy

Delivering regular growth by integrating brand & performance marketing is not a growth hack – it is not instant.

Instead, it takes time, process, and consistency to ensure you're making impact.

TIME

PROCESS

CONSISTENCY

Darkroom

MAGICBRIEF X TRACKSUIT PRESENT

Creative as Currency

Exploring the creative strategy behind
work that drives brand and performance





Aashay Patel
Director, Growth



Lucas DiPietrantonio
CEO, Founder

Darkroom®

Our Model

Outcomes

Company


Careers

Pricing


Book a Call

Unlock the next stage of growth.


Darkroom is a next generation performance marketing partner. Our mission is to scale the world's best ideas through highly-effective advertising. [Read More](#)




Pressaire
Body Exfoliator
Gommage Corps




VYBES



GARRETT LEIGHT CALIFORNIA OPTICAL





Crate&Barrel

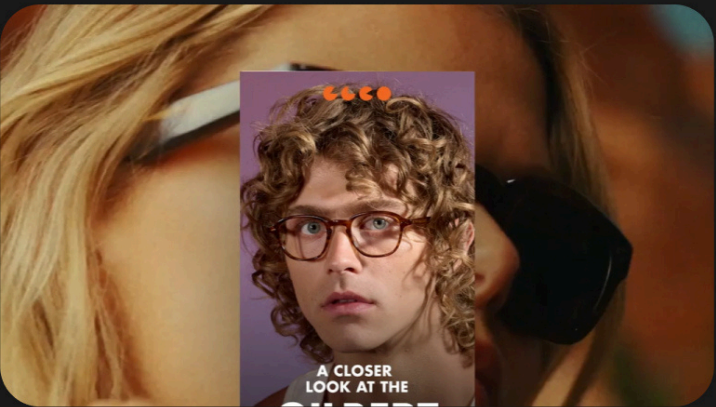
Digital Marketing designed for Omni-channel Performance

Growth



- PAID SOCIAL
- PAID SEARCH
- CONNECTED TV
- CREATOR /TIKTOK SHOP

Retention



- RETENTION MARKETING
- SUBSCRIPTION & LOYALTY

Creative



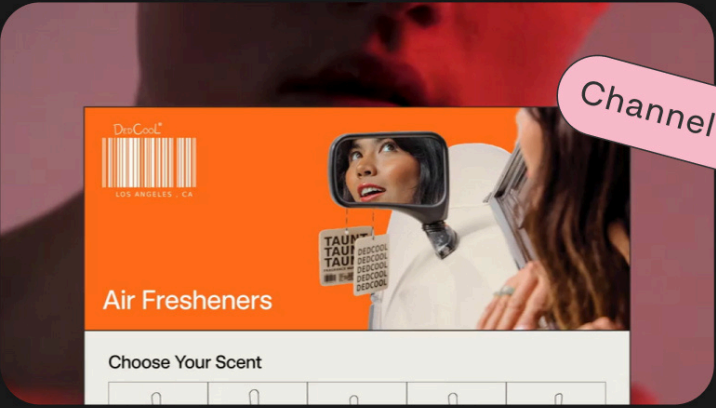
- CREATIVE STRATEGY
- DARKARTS
- BRANDING

Digital



- WEBSITE SUPPORT
- WEB OPTIMIZATION
- NEW!** SEO & AIO
- CONVERSION RATE OPTIMIZATION

Marketplaces



- AMAZON MANAGEMENT
- WALMART MANAGEMENT

Retail Media



- INSTACART
- CRITEO / CITRUSADS
- WHOLE FOODS
- WALMART CONNECT

Portfolio Value

Since our founding, we have launched and grown many of the legendary brands of our generation.

What started as a boutique digital agency evolved into one of the fastest-growing private companies in America (Inc.), one of the most successful performance media agencies of the 2020s (Varos), and esteemed recognition by Forbes 30 Under 30 for our founders' contribution in Marketing & Advertising (Forbes).

\$10B Enterprise value created

\$5B Trackable revenue delivered

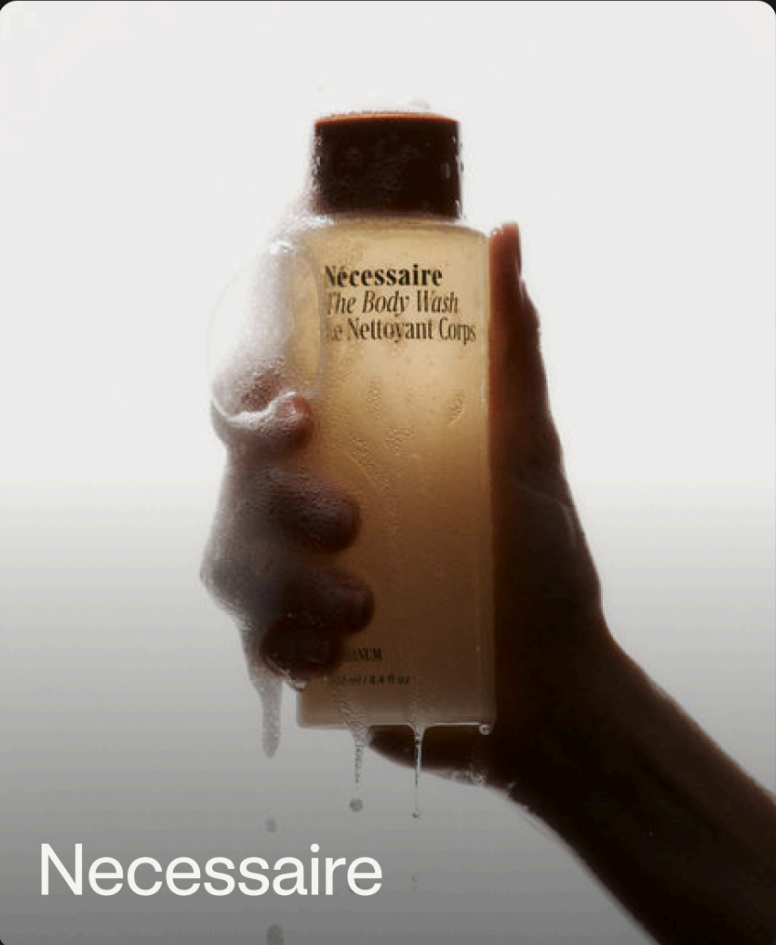
\$100M+ Ad spend under management



DedCool



Crate&Barrel



Necessaire



Olipop



Burton


The point of advertising is to drive sales, point blank.

“Your role is to sell, don’t let
anything distract you from the
sole purpose of advertising.”

DAVID OGILVY

We think that all marketing is
performance marketing.
And it starts with great creative.

Taste & performance are not mutually exclusive



Vacation Inc

Other

479 Active Ads

Updated 2 hours ago

Overview

Hooks

Ad Copy

Headlines

Landing Pages

Media Mix


Metrics

- 181 new ads in last 14 days
- Lead to 16 landing pages
- Creative output is up 100% over last 14 days

Media Mix

Video	262	10.4%
Image	2209	87.4%
Carousel	56	2.2%

Vacation Inc



Classic. Whip. Glow.


SPF 30 SHIMMERING SUNSCREEN MOUSSE

20% OFF

30 GLOU

NOW WITH SHIMMER


Vacation Inc



VACATION® BRAND ORANGE JUICE LIPS

20% OFF

Vacation Inc




VACATION® MEMORIAL DAY SALE

15% OFF

Chardonnay

Vacation® MAY 20-26 Free Gift with Orders \$75+

Vacation Inc



VACATION® MEMORIAL DAY SALE

20% OFF

Chardonnay

Vacation® MAY 20-26 Free Gift with Orders \$75+

+ Save

+

+ Save

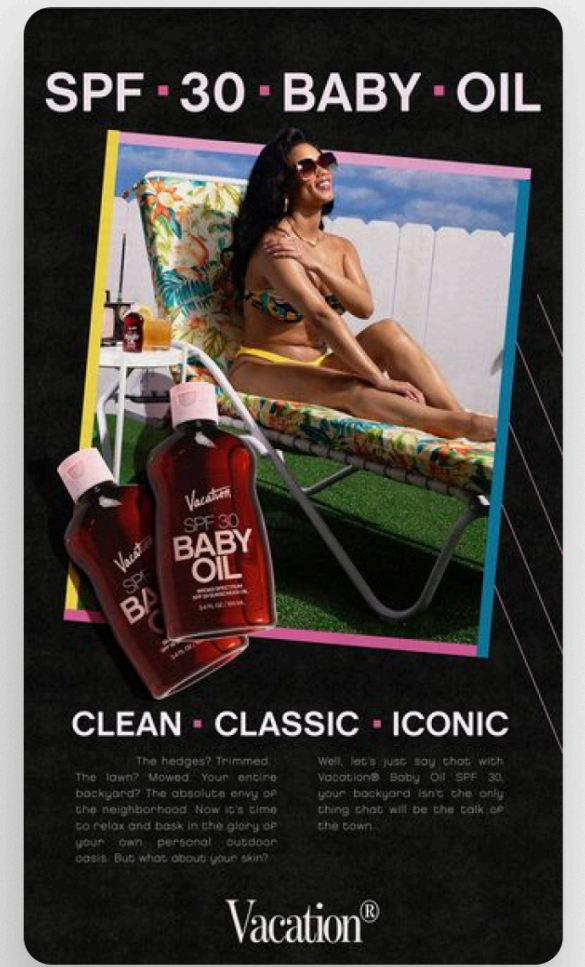
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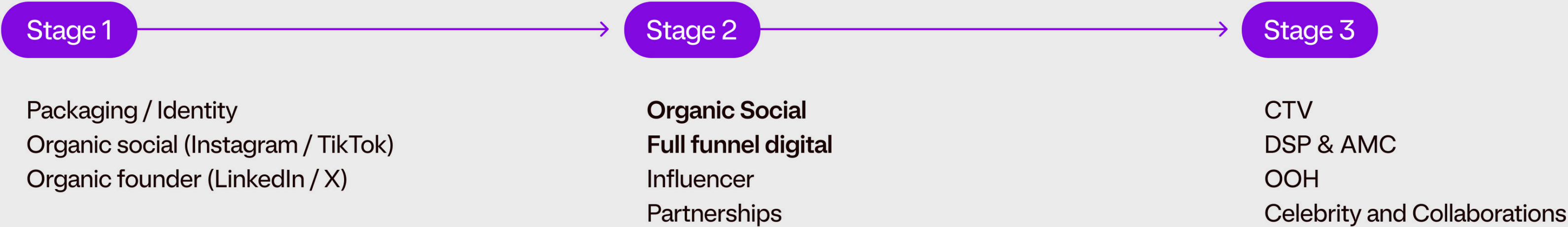
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Brand investment at every stage of growth

What this looks like in practice



What makes creative work?

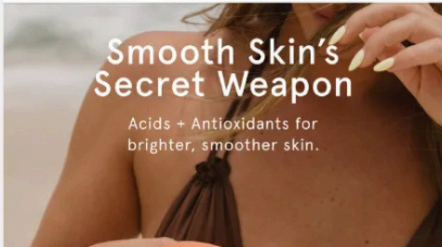
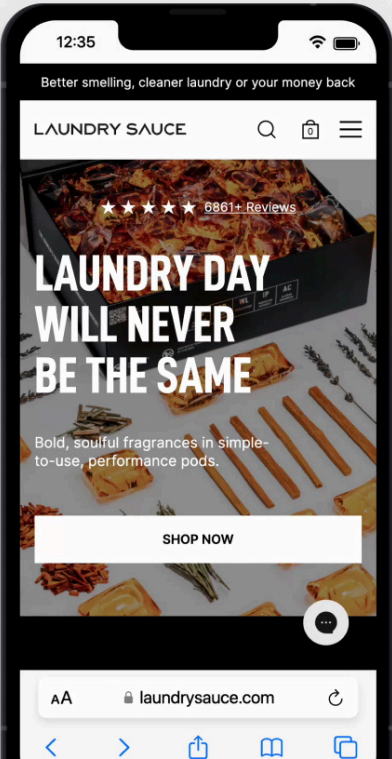
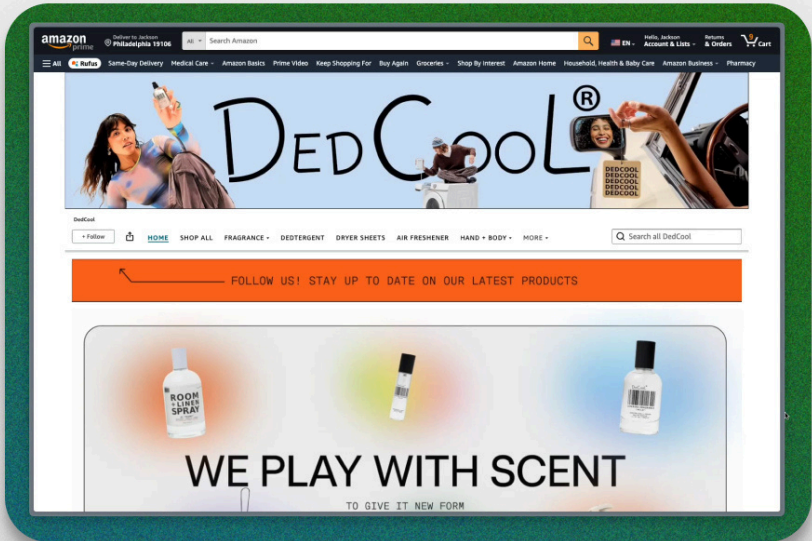
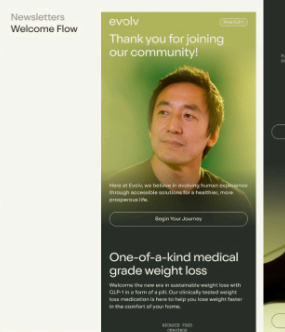
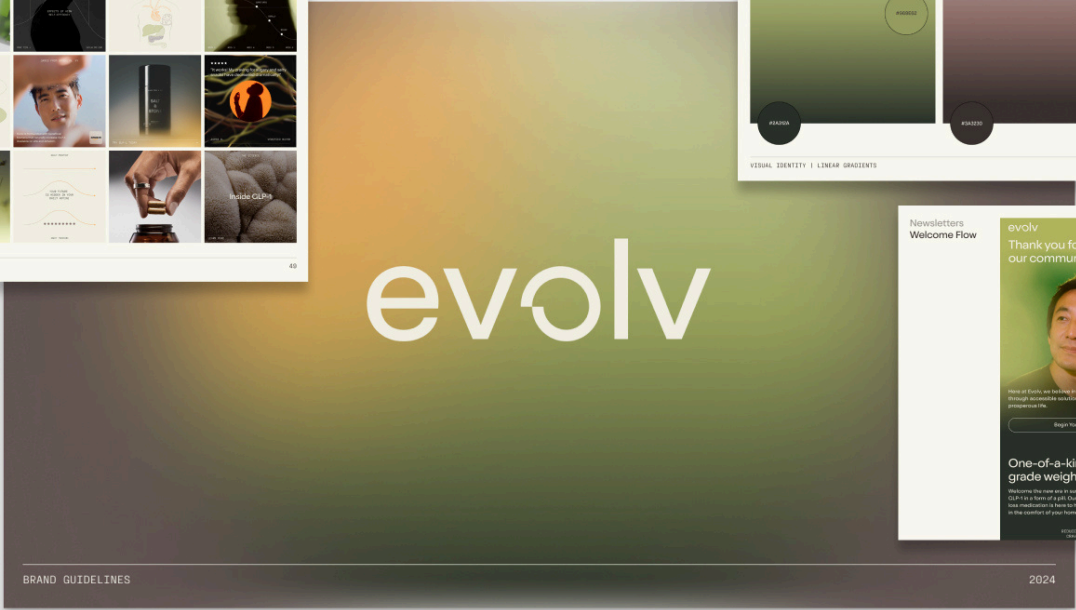
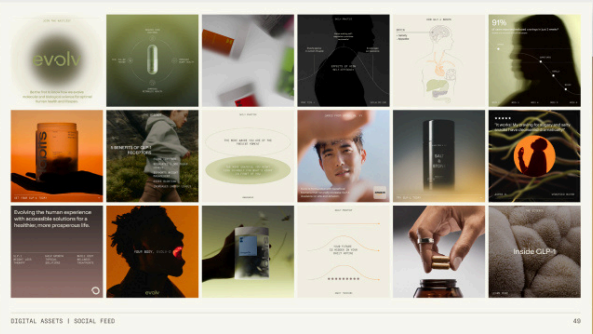
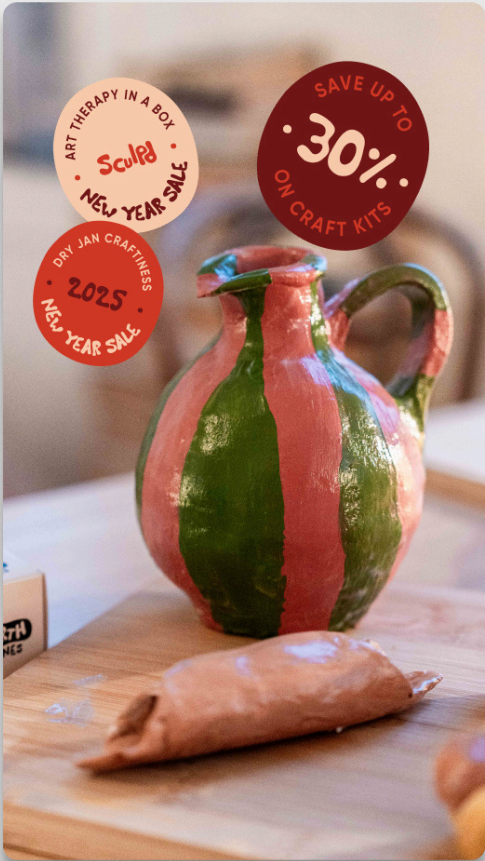
Volume vs Quality

Organic Performance

- Engagement Ratio
- Impressions
- Shares
- Comments

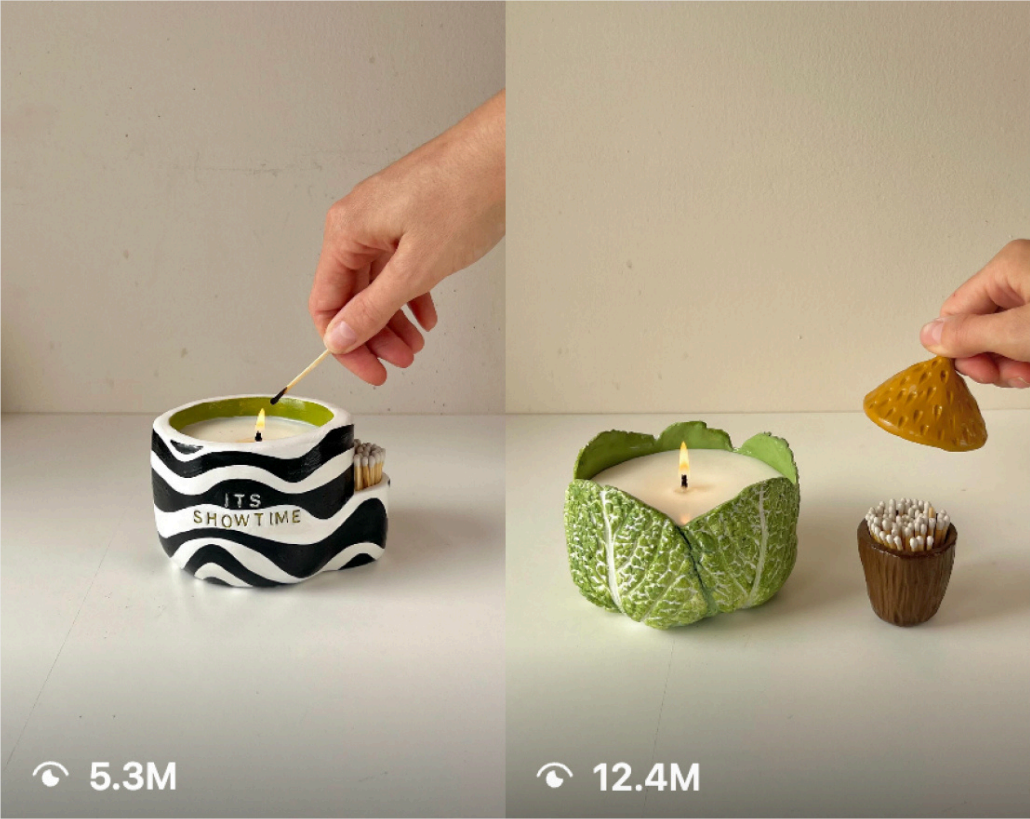
Paid Performance

- CTR
- ROAS
- CPA



Using Organic Signal for Paid

The best brands know how to leverage social in a way that drives both TOFU awareness and BOFU conversion.



Evergreen: Cancomp2_Can...	DR_11.28_Candle_DoubleDa...
2 ads	3 ads
Spend	\$116,981.77
Purchases (All)	3,796
Cost Per Purchases (...)	\$30.82
ROAS	3.48
Thumbstop	38.68%
CTR	1.24%

DR_11.28_Candle_DoubleDa...	DR_11.28_Candle_DoubleDa...
3 ads	3 ads
Spend	\$115,305.77
Purchases (All)	3,974
Cost Per Purchases (...)	\$29.02
ROAS	3.79
Thumbstop	14.87%
CTR	0.98%



This is not a “brand versus performance” debate.

Organic is a force multiplier applied to paid media.



Improve efficiency, improve margin.

Find the most underpriced, high-value reach.

The Formula for Winning Evergreen Content

Quality

How are we ensuring that the content being produced is outlasting trends? Is the shelf life multi-year, or is it only optimized to capture a short term trend?

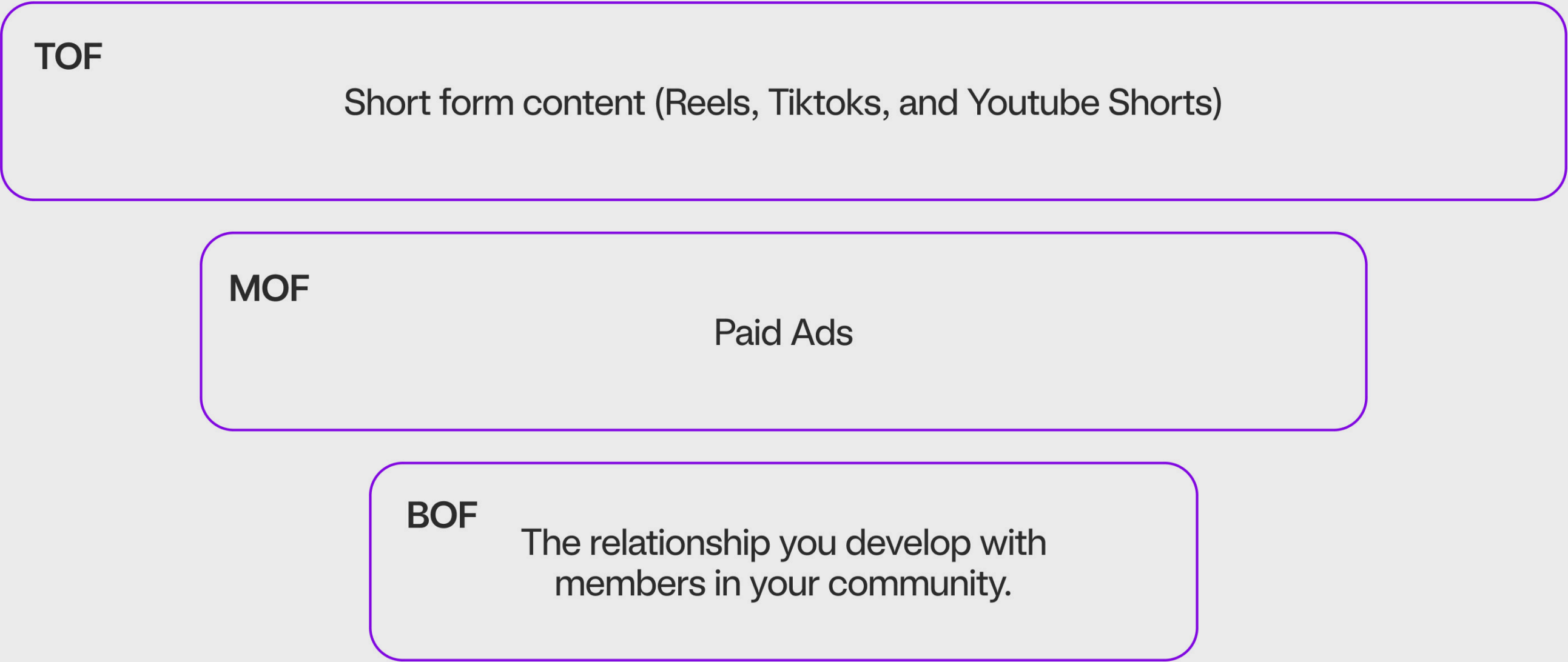
Quantity

Brute force approach to distributing that evergreen content.

Consistency

Have a long term perspective in mind – following this process with intensity and for an extended duration leads to winning in the long term.

The Evolution of Brand & Performance Funnels in 2025



Play the Long Game



Lucas DiPietrantonio
Founder, CEO
@ Darkroom



Aashay Patel
Director, Growth
@ Darkroom

Roundtable Discussion



Q&A

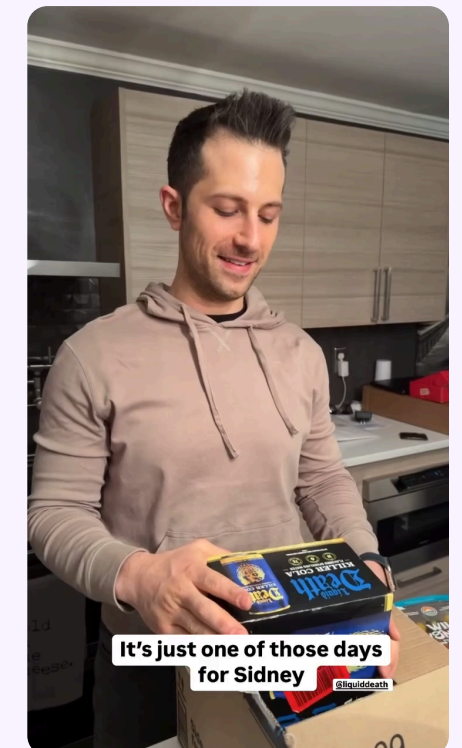
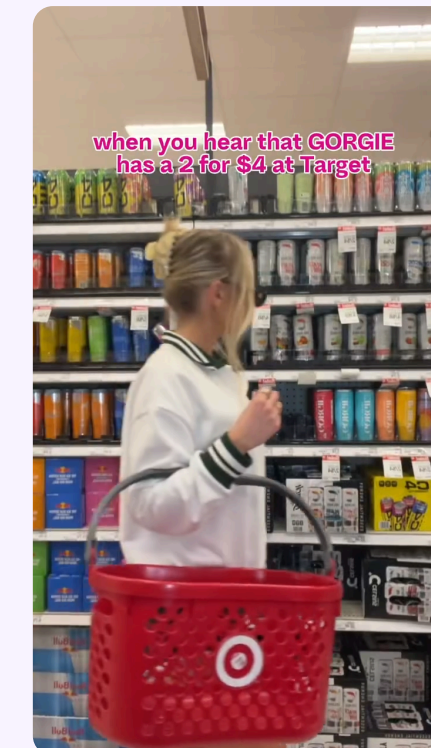
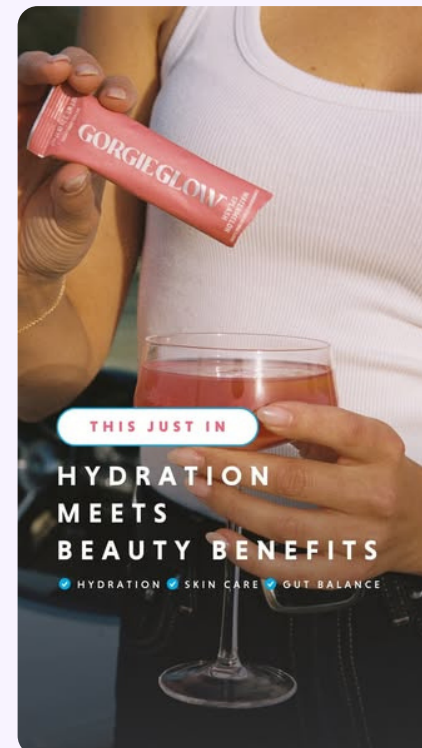
In our saturated, AI-generated, fragmented media-channel era, what actually makes a piece of creative stand out?



Q&A

Many marketers are stuck in the brand versus performance mindset when it comes to creative.

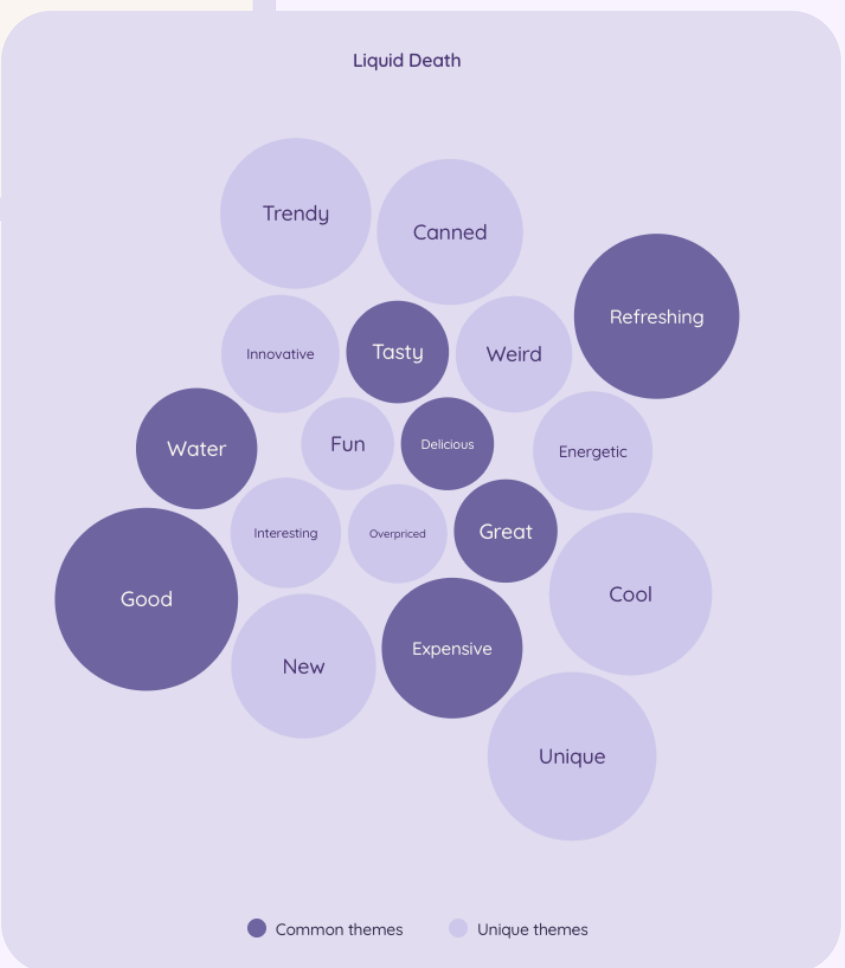
What's the line between being "on brand" and being experimental?



Roundtable discussion

Q&A

Tracksuit gives brands real-time signals on how they're perceived by consumers. How should that shape creative strategy?



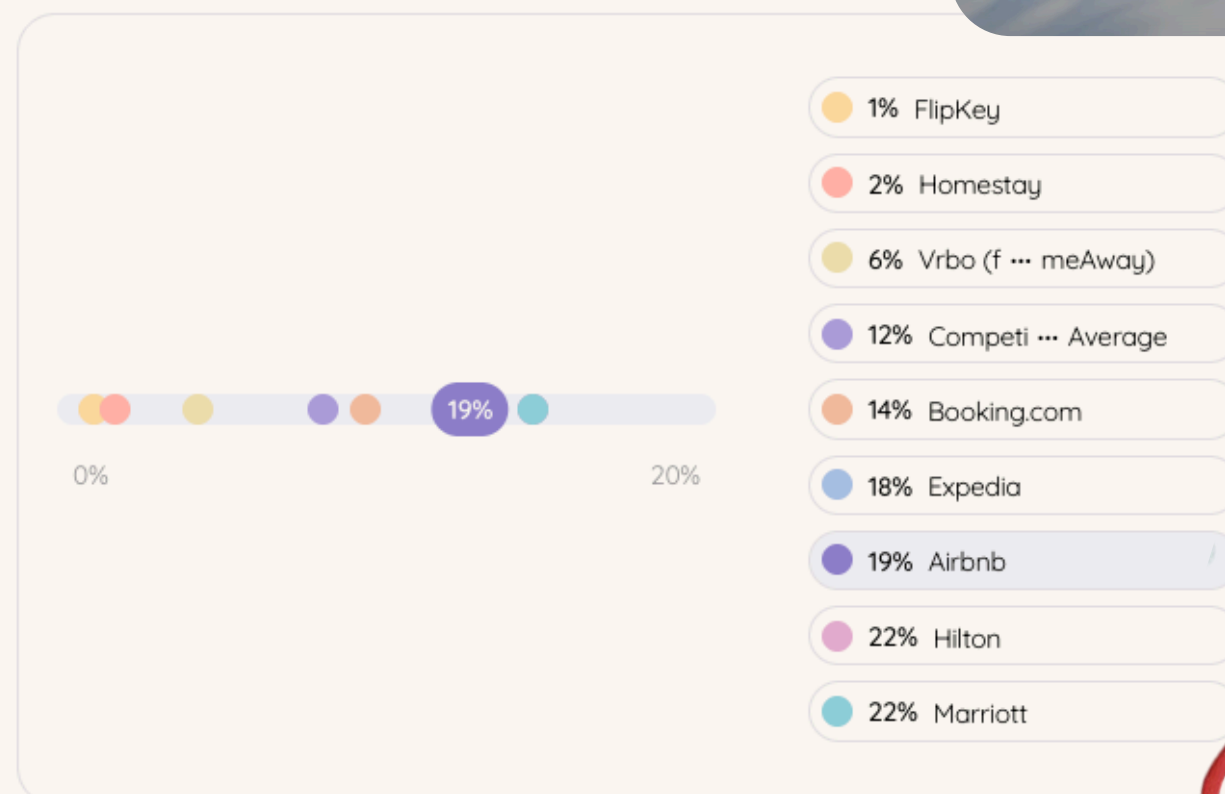
Q&A

What are tell-tale signs to know if your “brand” creative is actually working?

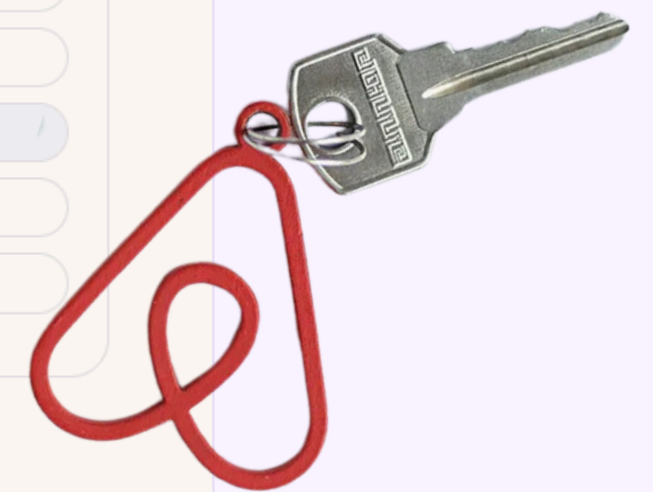
airbnb it.

THOSE WHO ARE IN THE CATEGORY BELIEVE IT...

Is the first place I go for accommodation



Feb 2025 — Apr 2025 | All demographics | Accommodation Services | United States

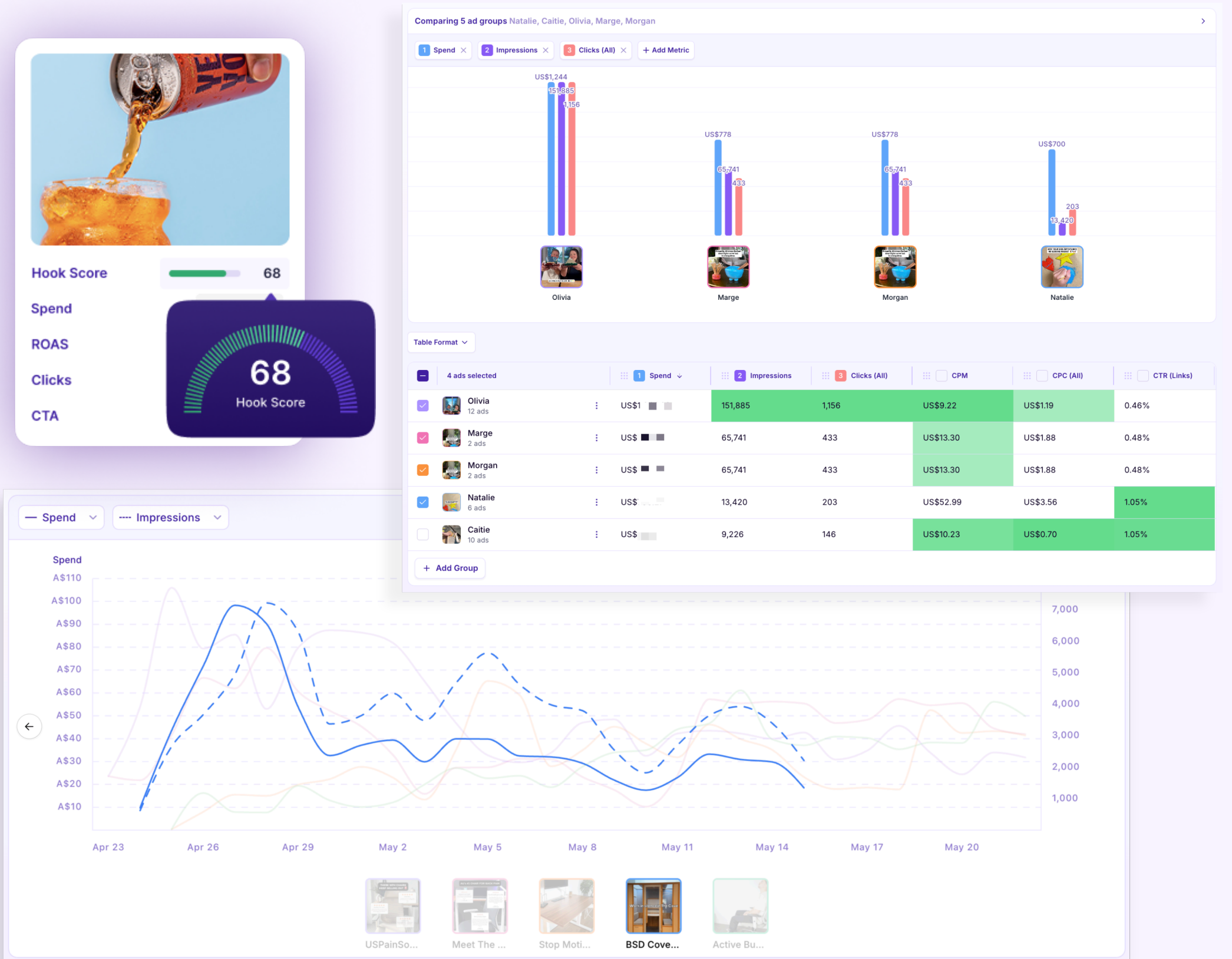


Roundtable discussion

Q&A

Tools like MagicBrief surface patterns across high-performing creative.

How should marketers use data like this to inform or validate creative direction?

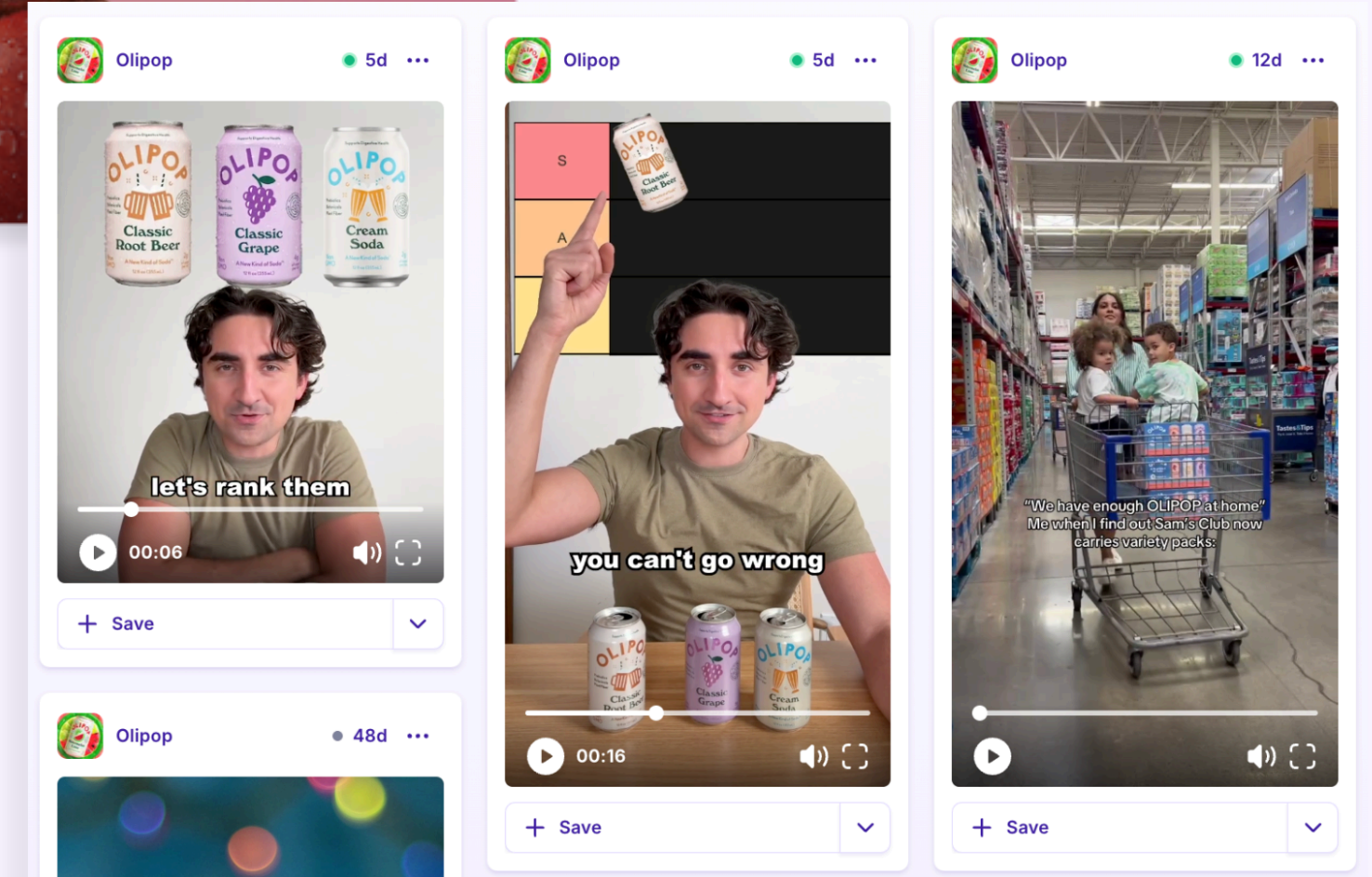
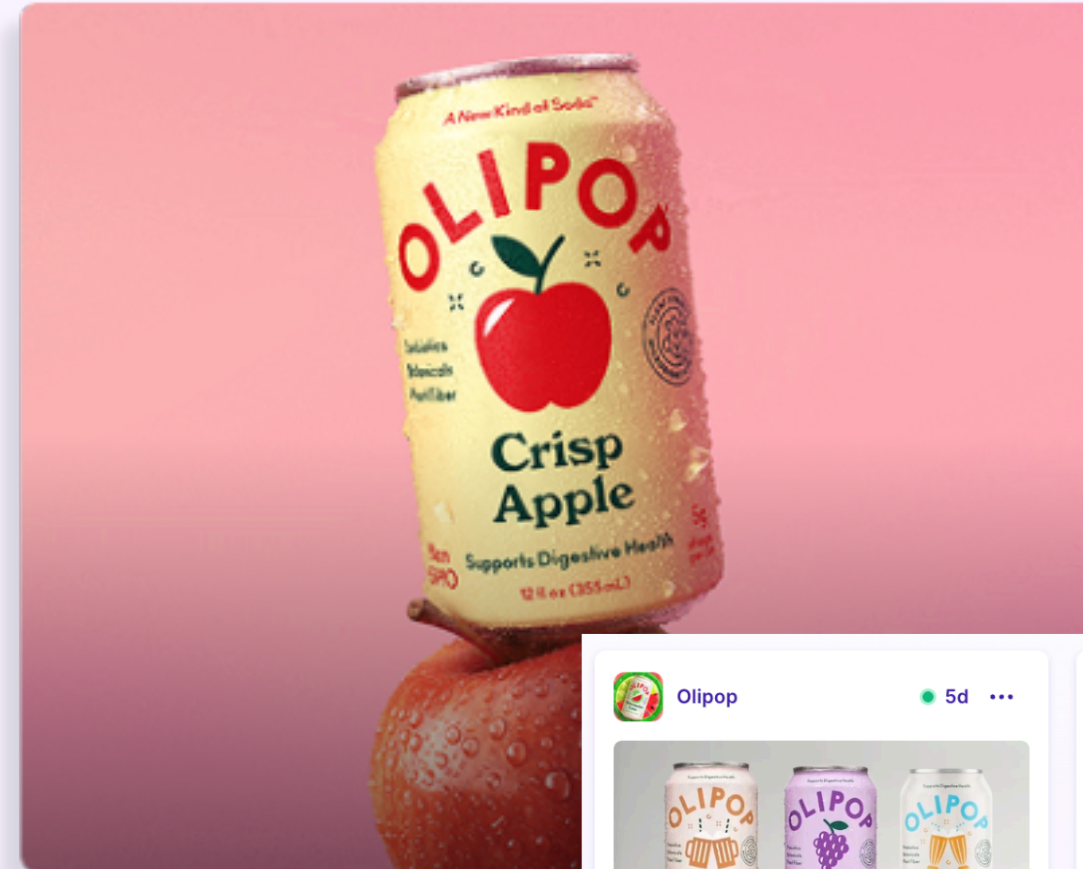


Roundtable discussion

Q&A

So, “taste matters” when it comes to performance.

But what does this actually look like in a high-volume creative workflow? How do you hold the bar when speed is a priority?





Got a Q?
You're up!



Start growing
your brand today



Tracksuit

Request a demo



Scale your ads with
creative analytics



MagicBrief Book a demo