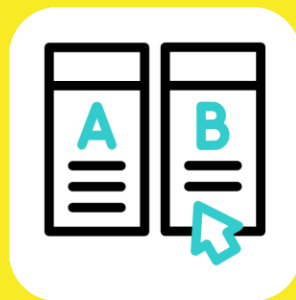


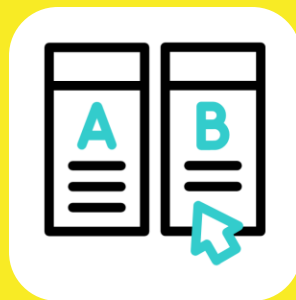


Businesses that run 15 experiments
in a year see **30% higher ad
performance**, compared to ones
that run no experiments.

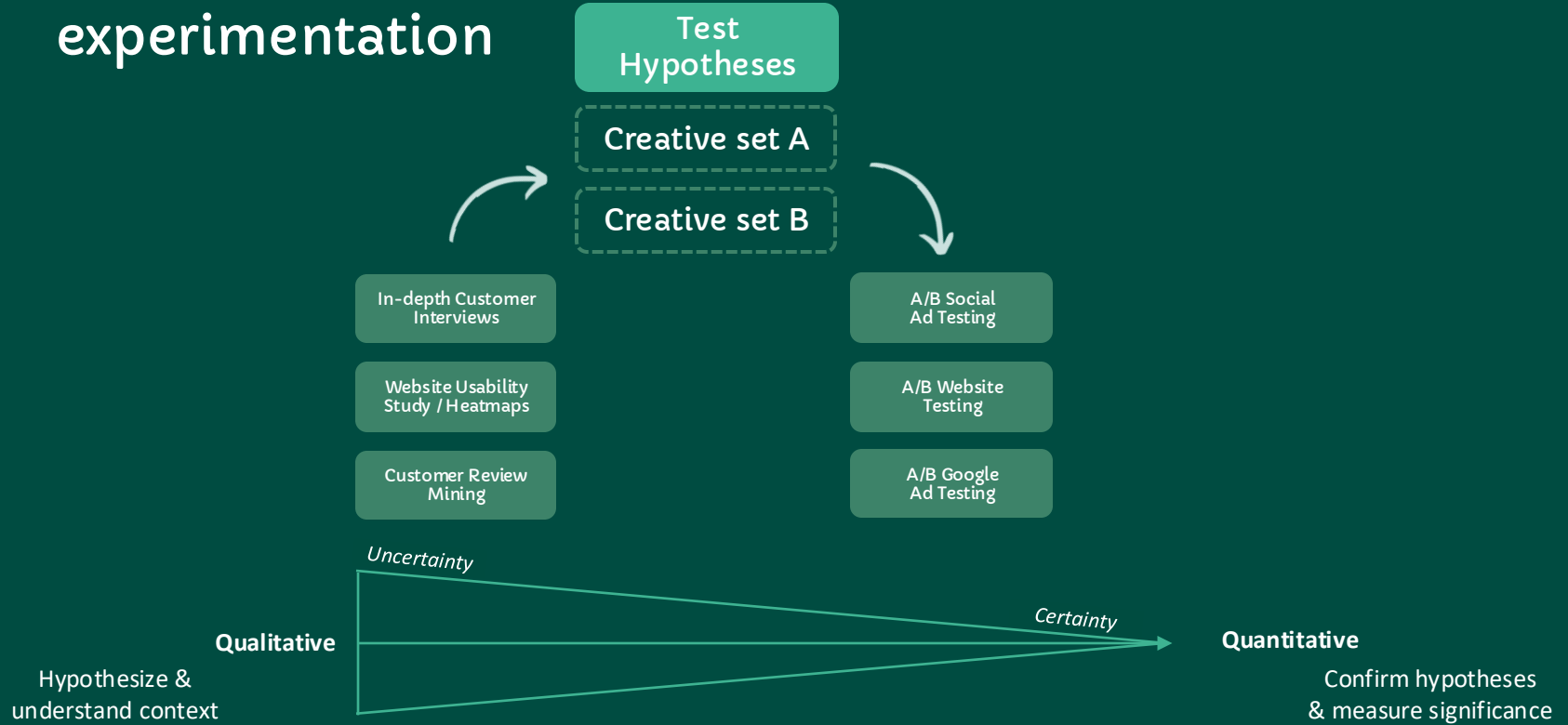




Experiments based on research
have **28% higher win-rate**,
compared to ones based
on 'gut feel'.



Data-driven experimentation



Types of customer research

Happy customer

Pop-up surveys

Acquisition journey

Review mining

What you want to uncover

Desired outcomes

Purchase prompts

Pain points

Struggling moments

What were your
USPs?

Objections, fears
and uncertainties

Pre-purchase
emotions

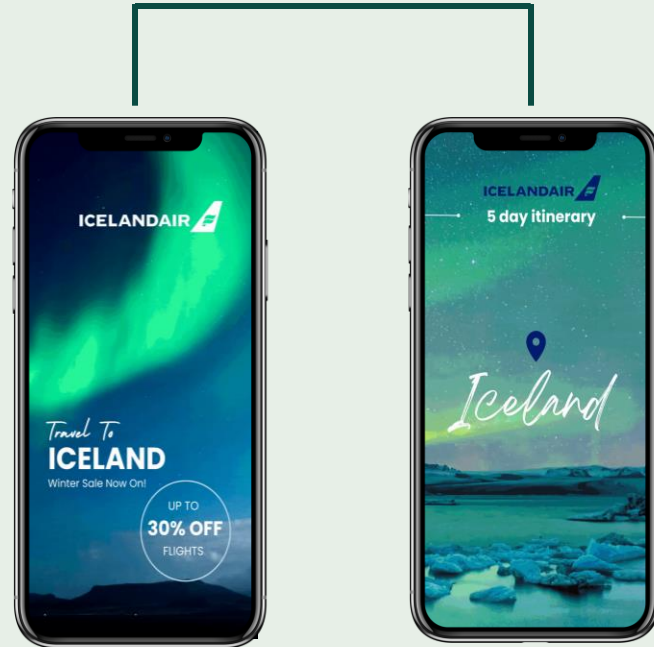
Market observations

Use cases

Insights to guide creative.

Control

Variation



Insights to guide copy and messaging.



Messaging hierarchy

Awareness

Reviews

- Social proof

Accreditations

- Build trust

Value for money

- Not just price

Simplicity

- Avoid subjective terms

Consideration

Belonging

- Create/join TNA community

Authenticity

- Not just tourist traps

Flexibility

- Freedom, choice

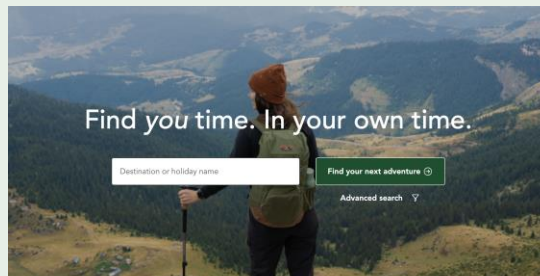
Action

Growth

- Personal development, intangible benefits

Challenge

- Push comfort zones



Insights to guide creative briefs.

Launch

Photoshoot Briefing Document - Mexico

Key Customer Insights

- **Existing Customers:** Value, comfort, familiarity, durability, and reliability are key for this group. They seek clothing that lasts, fits well, and reflects a relaxed, casual lifestyle. They respond well to simple, hassle-free shopping experiences and appreciate straightforward messaging that emphasizes these qualities.
- **Potential Customers:** Originality, adventure, exploration, and experience are strong motivators for potential customers. They're drawn to clothing that stands out, aligns with Weird Fish's "adventurous" image, and reflects their personal values, including sustainability.

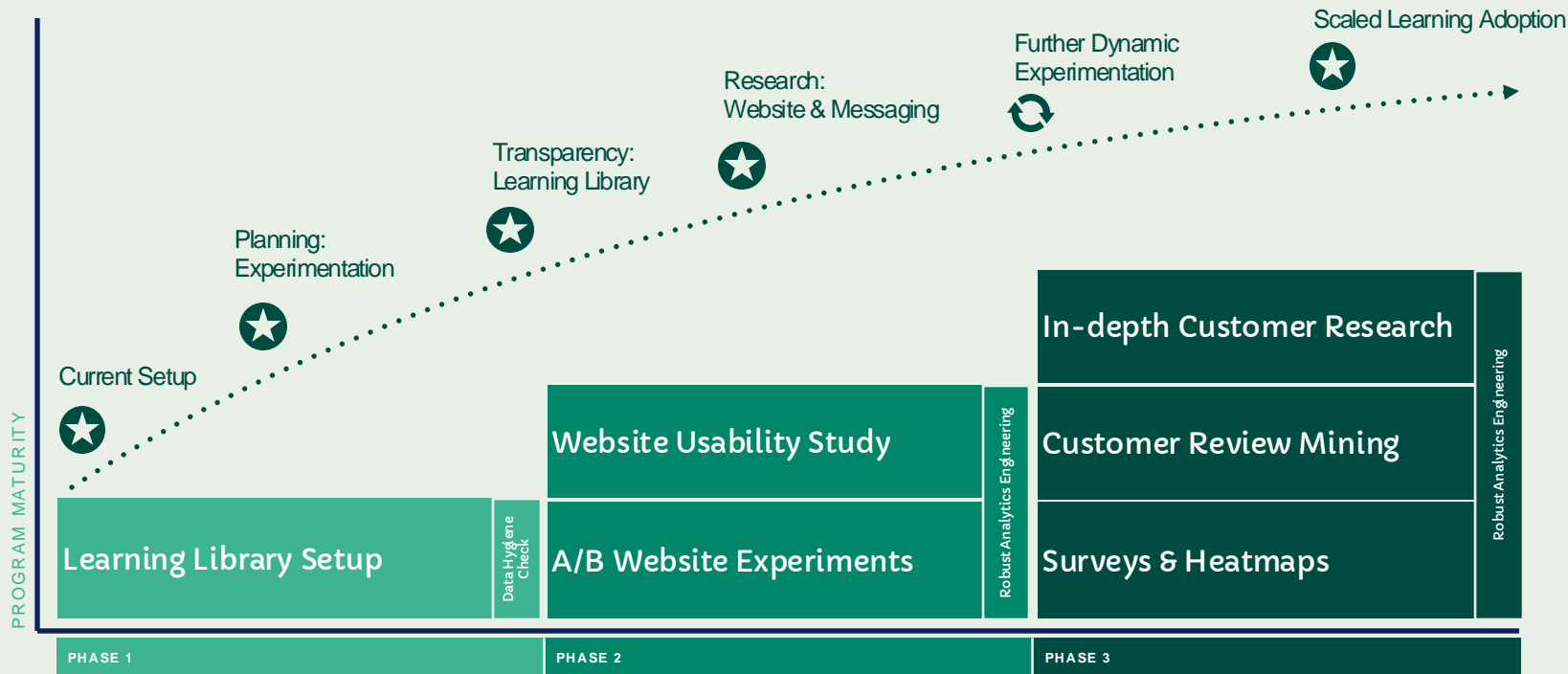
Photoshoot Recommendations

To effectively target both existing and potential customers, the photoshoot should:

- **Embrace the Spirit of Adventure:** Mexico offers a vibrant backdrop for showcasing Weird Fish clothing in adventurous contexts. Capture the essence of exploration and discovery by featuring models engaging in activities like:
 - Hiking through scenic landscapes
 - Exploring local markets and towns
 - Relaxing on beautiful beaches
 - Enjoying water sports or other outdoor activities
- **Showcase Durability and Quality:** Emphasize the long-lasting nature of Weird Fish garments. Consider incorporating:
 - Close-up shots highlighting fabric textures and stitching
 - Images of clothing "in action," demonstrating its resilience
 - Visuals that convey a sense of timeless style, appealing to existing customers' desire for familiarity
- **Reflect Originality and Unique Designs:** Highlight what sets Weird Fish apart. Focus on:
 - Bold patterns and colours, particularly in new product lines
 - Unique design elements that showcase the brand's personality
 - Creative styling that inspires customers to express their individuality
- **Showcase a Diverse Range of Models:** Ensure inclusivity by featuring models that represent Weird Fish's target audience in terms of age, body type, and ethnicity. This will resonate



Typical Learning Program Maturity



The brands that win are the ones that *learn faster* than their competitors.

B2C Lead-gen Client:



43.37% purchase conversion rate
11.35% storage enquiries

eComm Client:



14% purchase conversion rate
2% increase in AOV

B2B Lead-gen Client:



105.41% enquiry conversion rate
800 more leads YoY

Travel Client:



4% increase in revenue

2024 vs. 2023




“You're not giving me that much information of how you're going to help me.”

“I'm not sure how much information I'm getting from this. What do you mean by 'We do the planning'?”




A Client Customer Research Story:


Hypothesis:
Ad creative with more information about holiday details will achieve higher conversion rate.

 **The Natural Adventure** Sponsored ·  




"Food, accommodation and luggage taken care of, all we had to do was walk to the next stop."
...see more






Camino dos Faros: Malpica... [Book now](#)



Camino Le Puy-










 Like  Comment  Share


A

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"The Natural Adventure went above and beyond their roles and gave us 100% advice and help all the way."

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-  A detailed guidebook of daily trip notes
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-  24/7 local support
-  Your choice of travel companions
-  Travel dates that work around you
-  Walking at your own pace
-  The freedom to explore





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B

Hypothesis:
Ad creative with more information about holiday details will achieve higher conversion rate.

The Natural Adventure
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"Food, accommodation and luggage taken care of, all we had to do was walk to the next stop."
...see more

Camino dos Faros: Malpica... [Book now](#)

Camino Le Puy- [Book now](#)

Like Comment Share

A

**+425% increase
in enquiries**


**-58% reduction
in Cost per
enquiry**

The Natural Adventure
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"The Natural Adventure went above and beyond their roles and gave us 100% advice and help all the way!"
OUTCOME:


Book now for...

- 📖 An itinerary crafted by experts
- 📖 A detailed guidebook of daily trip notes
- 📖 High quality safe - fire - tested gear
- 📖 Handpicked accommodation planned and booked for you
- 📖 24/7 local support
- 📖 Local guides for pinpoints
- 📖 Travellers' tales to inspire and fuel you
- 📖 Walking at your own pace
- 📖 The freedom to explore



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B

A woman with long brown hair wearing a green and black patterned sweater and a man with a beard wearing a blue textured jacket are looking at each other. Two white speech bubbles with black text are overlaid on the image. The top bubble says "I would expect to see other colour options." and the bottom bubble says "I don't know if that's the only colour it comes in. Maybe there's other colours?".

“I would expect to see other colour options.”

“I don't know if that's the only colour it comes in. Maybe there's other colours?”

The logo for 'Weird Fish' is located in a white circle in the top right corner. It features the brand name 'Weird Fish' in a handwritten-style font, with a stylized fish icon below it consisting of a circle and three horizontal lines.

Weird Fish

A Client Customer Research Story:



Hypothesis:
Adding alternative
colour options to
the creative will
improve the add to
cart rate.



A



B

Hypothesis:
Adding alternative colour options to the creative will improve the add to cart rate.



A

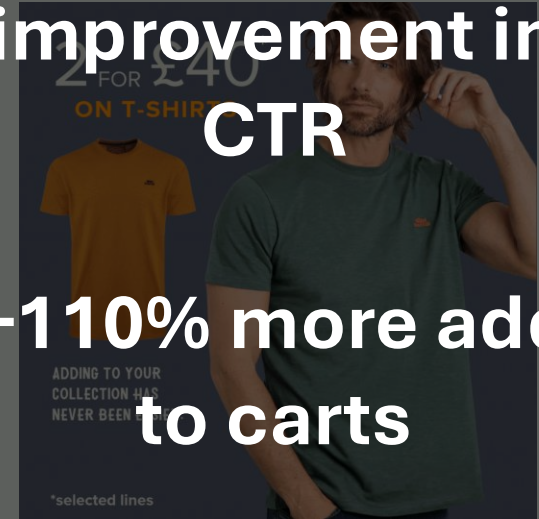
OUTCOME:



+92%

**improvement in
CTR**

**+110% more add
to carts**



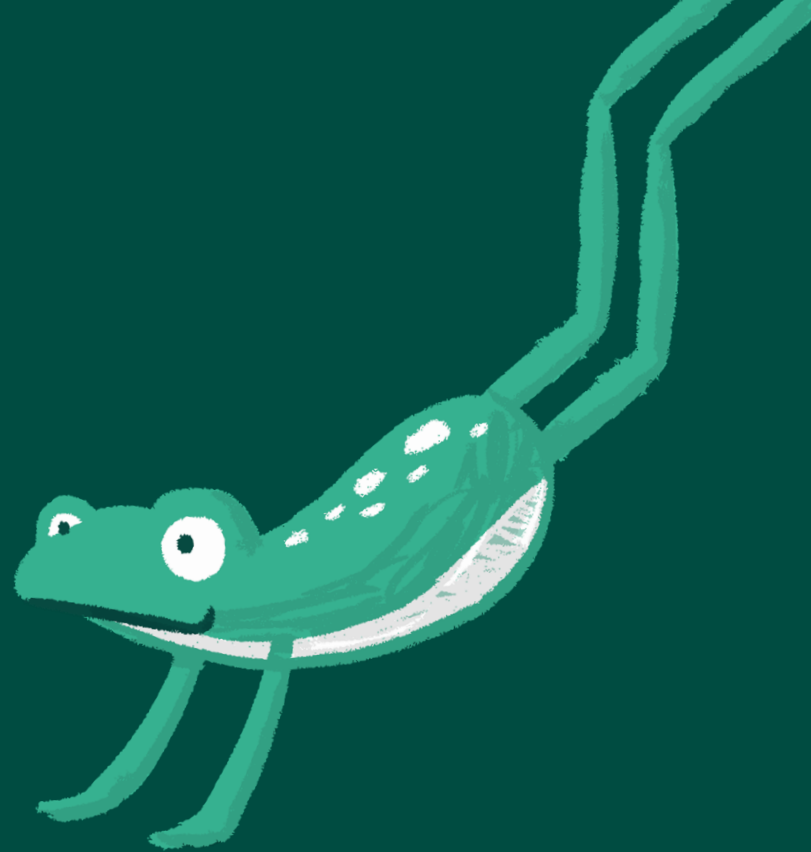
**+95% more
purchases**

B

Let's hop to it



Josh Marinaro, CRO Specialist
josh@launchonline.co.uk



The background is a solid light pink color. Scattered around the edges are several dark green triangles of various sizes, pointing in different directions, creating a festive or celebratory feel.

Launch

The happy performance agency

www.launchonline.co.uk