

THE DTC CREATIVE SCALING PLAYBOOK

How to leverage Meta's Ad algorithm
to scale your brand — regardless of budget.

- Why creative is now the #1 lever in paid social
- The psychological frameworks that make ads convert
- The production system that works at £2K and £50K
- Step-by-step implementation — phone or full crew

THE NEW REALITY

In late 2024, Meta rolled out Andromeda — the most significant update to its ad delivery system in a decade. It's 100x faster at matching ads to people and can process 10,000x more ad variants simultaneously.

The old game was: pick the right audience, write a decent ad, optimise your bids.

The new game is: give Meta creative diversity and let it find your buyers.

70–80%

of Meta ad performance
comes from creative quality

50–70

new ads weekly from
top DTC brands

7–14

days before creative
fatigue kills your best ad

80/20

creative ops vs.
media buying

THE THREE LEVERS

Pull all three and performance compounds — regardless of whether you're spending £2K or £50K.

LEVER 1: CREATIVE DIVERSITY

Not just volume — diversity. Iteration (new hook, same concept) optimises. Variation (different concept) discovers. You need both. If all your ads look the same, Andromeda picks one and ignores the rest.

LEVER 2: CAMPAIGN SIMPLIFICATION

2–3 campaigns maximum. Broad targeting. Let the creative do the qualifying. Complex structures with dozens of ad sets slow the algorithm down.

LEVER 3: PRODUCTION CADENCE

Your best ad fatigues in 7–14 days. £2–5K brands: refresh every 3–4 weeks. £5–15K: every 2 weeks. £15K+: weekly. New creative must enter before the current batch dies.

THE PSYCHOLOGY THAT MAKES CREATIVE CONVERT

Andromeda handles distribution. Your creative does three psychological jobs:

1. BREAK THE PATTERN

First 3 seconds. Disrupt the scroll. A question, a bold statement, a visual that doesn't belong. The punchline goes first.

2. CREATE EMOTIONAL RESONANCE

Next 10 seconds. Make them feel something. Recognition. Curiosity. Frustration. Hope. No feeling = no staying.

3. TRIGGER ACTION

The close. Clear, low-friction next step. Don't hope — tell them to act. Now, not tomorrow.

THE DESIRE / BELIEF / FEAR FRAMEWORK

Desires: Surface → Emotional → Identity. The deeper you go, the stronger the response.

Beliefs: Confirm what they already believe. “You were right” > “Buy now.”

Fears: Name the unspoken anxiety empathetically. Surface → Social → Identity → Existential.

THE BUDGET SPECTRUM

The methodology doesn't change. The execution model does.

£1–2K - MONTHLY AD SPEND

- ✓ 1 campaign, broad, 5–10 ads
- ✓ Founder films on phone
- ✓ 3–5 concepts/month
- ✓ Refresh every 3–4 weeks
- ✓ Organic tests, paid scales
- ✓ AI for scripting + subtitles
- ✓ Production cost: £0

£5–15K - MONTHLY AD SPEND

- ✓ 2 campaigns, 10–20 ads
- ✓ Mix: founder + product video
- ✓ 10–20 assets/month
- ✓ Refresh every 2 weeks
- ✓ Production partner (Test Drive)
- ✓ One shoot day = 30–40 assets
- ✓ Cost: £1,500–£4,000/mo

£15K+ - MONTHLY AD SPEND

- ✓ 3 campaigns, 20–50+ ads
- ✓ Full creative diversity
- ✓ 30–50+ assets/month
- ✓ Weekly refresh cycle
- ✓ Dedicated production partner
- ✓ Strategic creative input
- ✓ Cost: £5,000–£8,000/mo

THE BOOTSTRAP BLUEPRINT

Zero production budget? The psychology doesn't change. The algorithm doesn't care about your budget. It cares about your creative.

01

Build personas deep

Desires, beliefs, fears, language, buying moments. Costs nothing.

02

Script 5 concepts

One desire-led, one belief-aligned, one fear-based, one social proof, one educational.

03

Batch film in 90 mins

Phone, £30 lapel mic, natural light. 3 takes each. 5 master videos.

04

Multiply everything

Each video → 5 assets (Reel + TikTok + quote card + static + Story). $5 \times 5 = 25$ assets.

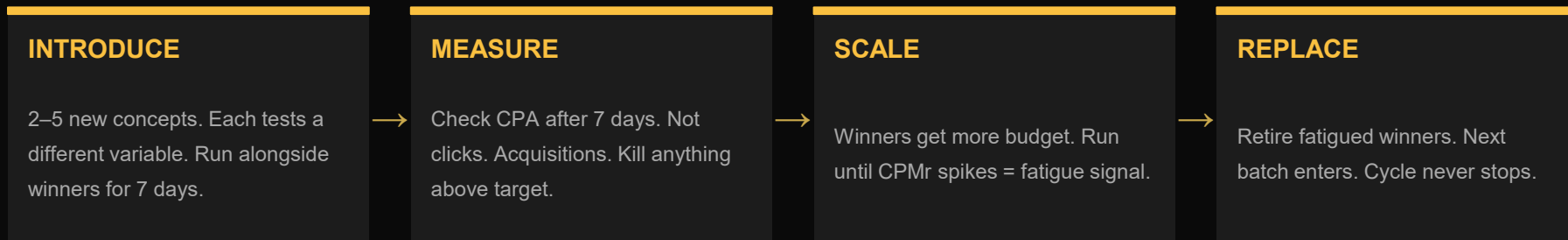
05

Test organic, scale paid

Post all 5 organically. Winner gets paid budget behind it. Repeat monthly.

THE CREATIVE TESTING FRAMEWORK

Andromeda does the audience testing. You do the creative testing.



VARIABLES TO TEST (ONE PER BATCH):

- ✓ Hooks: stat vs. emotional vs. question vs. curiosity
- ✓ Formats: founder vs. product vs. UGC vs. lifestyle
- ✓ Lengths: 15s vs. 30s vs. 60s
- ✓ Opening frames: text-first vs. face-first vs. product-first
- ✓ Angles: pain vs. aspiration vs. social proof vs. how-it-works

THE ANDROMEDA-READY AD ACCOUNT

CAMPAIGN 1: PROSPECTING

ALL BUDGETS

One campaign. Broad targeting. 5–15+ active ads. CBO. Your only campaign at £2–5K. Your biggest at higher budgets.

CAMPAIGN 2: RETARGETING

ADD AT £5K p/m+

Website visitors, video viewers, social engagers. 3–5 ads. Different creative from prospecting. Social proof + urgency.

CAMPAIGN 3: RETENTION

ADD AT £15K p/m+

Existing customers. Upsell, cross-sell, loyalty. Smallest budget, highest ROAS.

THE PRODUCTION SYSTEM

Choose the model that matches your stage.

FOUNDER-LED

Bootstrap

- ✓ Phone + £30 mic + window light
- ✓ 5 concepts batched in 90 mins
- ✓ 15–25 assets/month
- ✓ Cost: £0 (time only)
- ✓ Best for: £1–5K spend

FOUNDER + FREELANCER

Growth

- ✓ Founder: talking heads
- ✓ Freelancer: product + lifestyle
- ✓ 1 shoot day/month
- ✓ 20–35 assets/month
- ✓ Investment: £1,500 – £3,000

PRODUCTION PARTNER

Scale

- ✓ Strategy stays in-house
- ✓ Partner handles all execution
- ✓ Regular shoot cadence
- ✓ 30–60+ assets/month
- ✓ Cost: £3,500–£8,000/mo

THE ASSET MULTIPLICATION MAP

From one hero video, produce:

- | | | |
|----------------------------|-------------------------------|-----------------------------|
| ✓ 60s hero version | ✓ 30s cutdown (feed/LinkedIn) | ✓ 15s Hook A (Reels/TikTok) |
| ✓ 15s Hook B (alt opening) | ✓ 15s Hook C (stat-led) | ✓ 6s bumper (Stories) |
| ✓ Square 1:1 crop | ✓ Portrait 9:16 crop | ✓ Landscape 16:9 crop |
| ✓ 3 static frames | ✓ Quote card from script | ✓ Audiogram / waveform |
| ✓ GIF for email | ✓ BTS clip from shoot | ✓ Thumbnail / header image |

15 assets from one video. Film 3 concepts = 45 assets. One afternoon.

THE CREATIVE FATIGUE CYCLE

LEARNING

Days 1–3

Meta tests your ad on small audiences. Gathering data. Don't touch anything.



SCALING

Days 3–7

Strong signals = more budget. CPA drops. ROAS improves. Sweet spot.



SATURATION

Days 7–14

Responsive audience exhausted. Frequency rises. Performance plateaus.



FATIGUE

Day 14+

CPA climbs. CTR drops. Without fresh creative, entire account suffers.

Never let Phase 4 happen. New creative enters BEFORE the current batch fatigues.

YOUR EARLY WARNING METRIC: CPMr (Cost per 1,000 Reach)

When CPMr rises, you're paying to show the same ads to the same people. That's your signal to refresh creative — not increase budget.

THE COMPOUNDING FLYWHEEL

- ▶ More creative diversity → Andromeda learns faster
- ▶ Faster learning → lower CPA and higher ROAS
- ▶ Lower CPA → more budget available (or more profit)
- ▶ More budget → more investment in creative production
- ▶ More production → even more diversity for Andromeda
- ▶ **The cycle accelerates. Performance compounds.**

Every ad teaches you something. Over time you build a creative library and a data library no competitor can replicate. Five data points tell you nothing. Fifty reveal patterns. A hundred give you a playbook your competitors can't touch.

YOUR ACTION PLAN

THIS WEEK (ALL BUDGETS)

- ✓ Build deep persona: desires, beliefs, fears
- ✓ Audit your Meta Ad Library — count ads + assess diversity
- ✓ Calculate creative spend as % of media spend
- ✓ Take the free Creative Audit Quiz

THIS MONTH (£1–5K TRACK)

- ✓ Script 5 concepts using desire/belief/fear
- ✓ Batch film on phone in one 90-min session
- ✓ Multiply into 25 assets
- ✓ Post organic 7 days, put paid behind winner

THIS MONTH (£5K+ TRACK)

- ✓ Restructure to 2–3 campaign model
- ✓ Book a Content Capture Day — produce 30–40 assets
- ✓ Load 10–15 diverse creatives into prospecting campaign
- ✓ Set 2-week refresh cadence and commit for 90 days

T A B L E 8 M E D I A

Your Meta Account Is Hungry. Let's Feed It.

Book a free strategy call. We'll audit your creative output, show you the gaps, and map out your production system.

BOOK A FREE STRATEGY CALL

www.table8media.com/creative-on-demand

We take on a maximum of 1 new brand per month.

T A B L E 8 M E D I A

Feed the algorithm.

Build the library.

Scale the brand.

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