



The Rum Infusionist Distillery

Paid social campaign · 10 ads · prepared for immediate launch

AT A GLANCE

Campaign at a glance

TOTAL ADS	IMAGE MODEL	ASPECT RATIO	JOB REF
10	Nano Banana 2	4:5	bs_q38x6af

SHOT MIX

10 ads across 9 scene types

2× Cuckmere Haven Blueberry Rum	1× South Downs cherry neat serve
1× Alfriston Village Rum & Ice	1× Rhubarb & Custard Highball on Brighton B...
1× Rye Harbour Nature Reserve Rum	1× Rhubarb & Custard Shot at Lewes Castle
1× Cuckmere Haven cherry sour	1× Rhubarb & Custard Highball in Alfriston G...
1× Alfriston village neat pour	

Every ad in this pack is final, sized at 4:5, and named for direct upload.

The contact sheet overleaf shows the full campaign; strategy and per-ad guidance follow in the numbered sections.

THE PACK AT A GLANCE

Contact sheet

10 ads · 4:5



#01 · Cuckmere Haven Blueberry Rum



#02 · Cuckmere Haven Blueberry Rum



#03 · Alfriston Village Rum & Ice



#04 · Rye Harbour Nature Reserve Rum



#05 · Cuckmere Haven cherry sour



#06 · Alfriston village neat pour

THE PACK AT A GLANCE

Contact sheet

continued · 7–10 of 10



#07 · South Downs cherry neat serve



#08 · Rhubarb & Custard Highball on B...



#09 · Rhubarb & Custard Shot at Lewes...



#10 · Rhubarb & Custard Highball in Alf...

SECTION 1

Strategic summary

OBJECTIVE

Sales

campaign optimisation goal

DAILY BUDGET

£50

 / day

hold steady for the first 4 days

TARGET ROAS

2.0×

by day 7 of the campaign

WHO THIS TARGETS

Adults 18–65, all genders, in GB — broad interests (let Advantage+ Audience expand).

— Source: your top-performing ad set "Blueberry Ad Set" (2.95% CTR)

KEY METRICS TO WATCH

CTR — CLICK-THROUGH RATE

Above 1.5%

on cold audiences

CPC — COST PER CLICK

Under £1.50

for DTC product ads

ROAS — RETURN ON AD SPEND

Above 2.0×

by day 7

FREQUENCY

Below 3.5

refresh creative above this

SECTION 2

Recommended audience

LOCATIONS

GB

where your ads will serve

AGE RANGE

18–65

recommended age window

GENDER

All

no gender filter

INTERESTS

No interest stacking needed — Advantage+ Audience expands automatically from your customer signal.

PLACEMENTS

- **Auto-placement (Advantage+)** — recommended default

SAVED AUDIENCES IN YOUR ACCOUNT

ADS MANAGER > AUDIENCES

LOOKALIKE	TRI Lookalike GB 1% Purchasers 180D	~406k people
CUSTOM	TRI Purchasers 180D Pixel	—
CUSTOM	offline interaction	~1k people
WEBSITE	Started Check Out	—

+6 more

SECTION 3

Budget guidance

START HERE · DAYS 1–4

Test mode**£50** / day

Give Meta enough signal to exit learning (~50 conversions per ad set). Touch nothing in this window — every edit resets the learning.

DAYS 5–14

Scale mode**£100** / day

If day-4 ROAS is 2× or better and CTR is above 1.5%, double the daily budget. Keep scaling +20% every 3 days while metrics hold.

WEEK 3+

Steady-state**£150+** / day

Once a winner holds stable ROAS for 14 days, this is your evergreen baseline. Refresh creative every 2–3 weeks as frequency passes 3.5.

£50 × 4 days = £200 committed before your first scaling decision.

AUTOMATED RULES — SET THESE UP IN ADS MANAGER

RULE	TRIGGER CONDITION
PAUSE	CPC above £2 for 3 consecutive days
PAUSE	Cost per purchase above £50 after 3+ purchases
SCALE +20%	ROAS above 2.5× over the last 3 days
NOTIFY	80% of daily budget spent
PAUSE	Frequency above 4 — ad fatigue

WHY RULES MATTER

Rules act while you sleep — they cap the downside without you watching the dashboard. Set all five before the campaign goes live.

SECTION 4

Performance benchmarks

Your last 90 days of Meta performance beside the targets that matter for this campaign.

90-DAY CTR

2.02%

ON TRACK · MIN 1.5%

90-DAY CPC

£0.25

ON TRACK · MAX £1.50

90-DAY ROAS

3.87×

ON TRACK · MIN 2.0×

ALL BENCHMARKS

METRIC	YOUR 90-DAY AVG	TARGET
CTR Click-through rate	2.02%	Min 1.5%
CPC Cost per click	£0.25	Max £1.50
ROAS Return on ad spend	3.87×	Min 2.0×
Frequency Avg views per person — refresh above 3	—	Max 3.0×

DATA SOURCE

Averages from 6 campaigns over the last 90 days of Meta data. Refresh under Integrations > Meta if these feel stale.

1 Cuckmere Haven Blueberry Rum

AD 1 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP

AD NAME

Cuckmere Haven Blueberry Rum · #1 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL

<https://theruminfusionist.com/products/blueberry-infused-rum>

UPLOAD THIS IMAGE

images/Blueberry Infused Rum/01 - Cuckmere Haven Blueberry Rum.jpg

AD COPY · ADS MANAGER FIELDS

PRIMARY TEXT

3 options · paste one into Primary text

- A** Our Blueberry & Vanilla Rum captures the essence of Sussex summer. Distilled by hand in Hailsham, loaded with real fruit and vanilla for a smooth, vibrant taste. Give it a try.
- B** From Cuckmere Haven to your glass, this is rum made by us, by hand. Over 10kg of real blueberries and Madagascan vanilla pods go into every batch. See what you think.
- C** Forget artificial. This is pure blueberry and vanilla, slow-infused into our Sussex rum. We don't do shortcuts. Fancy a taste of the real deal?

HEADLINE

3 options · paste one into Headline

- A** Deep blueberry hues meet Sussex summer
- B** Taste the vibrant summer in every sip
- C** This rum tells a story of real fruit

DESCRIPTION

3 options · paste one into Description (optional)

- A** Over 10kg real blueberries per batch
- B** Message Tom directly if you're not happy
- C** Distilled by hand in Hailsham

2 Cuckmere Haven Blueberry Rum

AD 2 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP

AD NAME

Cuckmere Haven Blueberry Rum · #2 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL

<https://theruminfusionist.com/products/blueberry-infused-rum>

UPLOAD THIS IMAGE

images/Blueberry Infused Rum/02 - Cuckmere Haven Blueberry Rum.jpg

AD COPY · ADS MANAGER FIELDS

PRIMARY TEXT

3 options · paste one into Primary text

- A** That rich, juicy rum you see? It's bursting with over 10kg of real blueberries. Slow infused, never rushed. Try a bottle — if you don't love it, message me directly.
- B** Down here in Hailsham, we make rum the proper way. Real fruit, slow infusion, no shortcuts. That vibrant blueberry flavour comes from 10kg of fruit per batch, made by hand, made by us. Find out why it's a favourite.
- C** This isn't some mass-produced flavouring; it's over 10kg of real blueberries and Madagascan vanilla, slow infused into our Sussex rum. Curious? For the rum drinker who already knows what they like.

HEADLINE

3 options · paste one into Headline

- A** Cuckmere's breeze, blueberry rum's sweet taste.
- B** Taste real fruit, not artificial flavourings.
- C** Ever wondered what true blueberry rum tastes like?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Real fruit. Slow infusion.
- B** Taste the authentic difference.
- C** Distilled by hand in Hailsham.

3 Alfriston Village Rum & Ice

AD 3 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP**AD NAME**

Alfriston Village Rum & Ice · #3 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL<https://theruminfusionist.com/products/blueberry-infused-rum>**UPLOAD THIS IMAGE**

images/Blueberry Infused Rum/03 - Alfriston Village Rum & Ice.jpg

AD COPY · ADS MANAGER FIELDS**PRIMARY TEXT**

3 options · paste one into Primary text

- A** Taste the difference real fruit makes. Our blueberry and vanilla rum, distilled in Hailsham, is slow-infused for vibrant flavour. Try a bottle.
- B** We believe in honest rum. Made by hand with over 10kg of real blueberries and Madagascan vanilla. That's the Rum Infusionist way. Shop now.
- C** Not all rum is created equal. Discover the craft behind our Sussex-distilled infusion, bursting with natural berry and creamy vanilla. Find your bottle.

HEADLINE

3 options · paste one into Headline

- A** Golden hour glow, blueberry rum on ice.
- B** Upgrade your rum — real fruit, slow infused.
- C** Ever wondered how proper rum infusions are made?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Real fruit. Slow infusion.
- B** Shop our infused rum now.
- C** Distilled by hand in Hailsham.

4 Rye Harbour Nature Reserve Rum

AD 4 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP**AD NAME**

Rye Harbour Nature Reserve Rum · #4 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL<https://theruminfusionist.com/products/blueberry-infused-rum>**UPLOAD THIS IMAGE**

images/Blueberry Infused Rum/04 - Rye Harbour Nature Reserve Rum.jpg

AD COPY · ADS MANAGER FIELDS**PRIMARY TEXT**

3 options · paste one into Primary text

- A** Experience the vibrant taste of real blueberries and creamy vanilla. Distilled in Hailsham, for rum drinkers who know what they like. Try a bottle.
- B** At Rye Harbour, we're reminded of nature's best. Our rum, infused with 10kg of real blueberries and Madagascan vanilla, captures that same honesty. Made by hand, by us.
- C** Ever wonder what 'real fruit' rum tastes like? Forget the shortcuts. We slow-infuse 10kg of blueberries and vanilla for a flavour you won't forget. Taste the difference.

HEADLINE

3 options · paste one into Headline

- A** Summer Marshlands Meet Vibrant Blueberry & Vanilla Rum
- B** Taste Real Blueberries & Vanilla, Not Artificial Flavours
- C** Discover Our Secret to Truly Natural Infused Rum

DESCRIPTION

3 options · paste one into Description (optional)

- A** Real fruit. Slow infusion.
- B** Find your new favourite rum.
- C** Distilled by hand in Hailsham.

5 Cuckmere Haven cherry sour

AD 5 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP**AD NAME**

Cuckmere Haven cherry sour · #5 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL<https://theruminfusionist.com/products/rumaretto-cherry-almond-rum-infusion-28-abv-70cl>**UPLOAD THIS IMAGE**

images/Rumaretto Cherry Almond Rum Infusion 28 Abv 70cl/01 - Cuckmere Haven cherry sour.jpg

AD COPY · ADS MANAGER FIELDS**PRIMARY TEXT**

3 options · paste one into Primary text

- A** Our Rumaretto, a richer cherry and almond rum, brings real fruit flavour to your glass. Experience the difference. Try a bottle.
- B** By the Seven Sisters, as the sun dips, our Rumaretto comes alive. Made by hand, infused with real cherries and almond. Find your bottle.
- C** Forget everything you thought you knew about amaretto. This is our Rumaretto: real fruit, slow infusion, no shortcuts. Taste the craft.

HEADLINE

3 options · paste one into Headline

- A** Golden hour sips by Cuckmere Haven cliffs.
- B** Richer cherry and almond, real fruit infusion.
- C** Ever wondered what real amaretto tastes like?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Distilled in Hailsham, Sussex
- B** Find your perfect Rumaretto
- C** Naturally infused with real fruit

6 Alfriston village neat pour

AD 6 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP**AD NAME**

Alfriston village neat pour · #6 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL<https://theruminfusionist.com/products/rumarettto-cherry-almond-rum-infusion-28-abv-70cl>**UPLOAD THIS IMAGE**

images/Rumarettto Cherry Almond Rum Infusion 28 Abv 70cl/02 - Alfriston village neat pour.jpg

AD COPY · ADS MANAGER FIELDS**PRIMARY TEXT**

3 options · paste one into Primary text

- A** Sip our Rumarettto, a richer, fruitier twist on amaretto, handcrafted here in Sussex with real cherries and almonds. Taste the difference.
- B** In the heart of Sussex, we hand-infuse real cherries and almonds into our rum. The result? A velvety spirit, perfect for savouring. Try it neat.
- C** Ever wondered what real cherries and almonds do to rum? We found out. Our Rumarettto is a unique infusion, distilled in Hailsham. Experience it today.

HEADLINE

3 options · paste one into Headline

- A** Sun-drenched Alfriston afternoons call for Rumarettto.
- B** Elevate your favourite rum with real cherry and almond.
- C** Discover the secret to our richer, fruitier Rumarettto infusion.

DESCRIPTION

3 options · paste one into Description (optional)

- A** Hand-infused with real fruit
- B** Taste our Rumarettto today
- C** Distilled in Hailsham, Sussex

7 South Downs cherry neat serve

AD 7 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP**AD NAME**

South Downs cherry neat serve · #7 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL<https://theruminfusionist.com/products/rumareto-cherry-almond-rum-infusion-28-abv-70cl>**UPLOAD THIS IMAGE**

images/Rumareto Cherry Almond Rum Infusion 28 Abv 70cl/03 - South Downs cherry neat serve.jpg

AD COPY · ADS MANAGER FIELDS**PRIMARY TEXT**

3 options · paste one into Primary text

- A** Experience Rumareto: a richer, fruitier take on amaretto, made by hand with real cherries and almond in Sussex. Try a bottle.
- B** We set out to create an amaretto that was genuinely different, infused with real fruit and time. This is that rum. Discover it today.
- C** Forget everything you know about amaretto. This cherry and almond rum is infused slowly, naturally, and by us. Ready to try something real?

HEADLINE

3 options · paste one into Headline

- A** Cherry-red Rumareto glows in South Downs sun.
- B** Rediscover amaretto: richer, fruitier, unforgettable rum.
- C** What if amaretto tasted genuinely better, naturally?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Distilled in Hailsham, Sussex
- B** Find your new favourite rum
- C** Real fruit. Slow infusion.

8

Rhubarb & Custard Highball on Brighton Beach

AD 8 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP

AD NAME

Rhubarb & Custard Highball on... · #8 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL

<https://theruminfusionist.com/products/rhubarb-custard-rum>

UPLOAD THIS IMAGE

[images/Rhubarb Custard Rum/01 - Rhubarb & Custard Highball on Brighton Beach.jpg](#)

AD COPY · ADS MANAGER FIELDS

PRIMARY TEXT

3 options · paste one into Primary text

- A** That refreshing sip on Brighton Beach? It's our Rhubarb & Custard Rum. Real fruit, slow infused. Taste the difference. Grab a bottle.
- B** We poured summer memories and classic dessert into this bottle. Made by hand, made by us, right here in Sussex. Try a bottle today.
- C** What if your favourite dessert became your new favourite rum? Sharp rhubarb meets creamy custard, distilled in Hailsham. Explore the flavour.

HEADLINE

3 options · paste one into Headline

- A** Brighton Beach calls for Rhubarb Custard Rum.
- B** Escape the ordinary with nostalgic dessert rum.
- C** Ever tasted summer and dessert in a glass?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Sussex-distilled craft rum
- B** Find your perfect pour
- C** Family-run distillery

9

Rhubarb & Custard Shot at Lewes Castle

AD 9 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP

AD NAME

Rhubarb & Custard Shot at Lewes... · #9 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL

<https://theruminfusionist.com/products/rhubarb-custard-rum>

UPLOAD THIS IMAGE

images/Rhubarb Custard Rum/02 - Rhubarb & Custard Shot at Lewes Castle.jpg

AD COPY · ADS MANAGER FIELDS

PRIMARY TEXT

3 options · paste one into Primary text

- A** That vibrant shot, captured near Lewes Castle, holds our Rhubarb & Custard Rum. A sweet homage to a timeless dessert, distilled in Hailsham. Try a bottle.
- B** Every bottle of our Rhubarb & Custard Rum tells a story, from the Sussex fields to your glass. Made by hand, by us, for you. Discover the taste.
- C** What if your favourite childhood dessert grew up and became rum? Sharp rhubarb meets creamy custard, bottled in Sussex. Taste the nostalgia.

HEADLINE

3 options · paste one into Headline

- A** Sip Sussex history with Rhubarb & Custard Rum.
- B** Indulge in nostalgic dessert flavours, distilled in Sussex.
- C** Remember that classic treat? We bottled it for you.

DESCRIPTION

3 options · paste one into Description (optional)

- A** Family-run distillery since 2019
- B** Find your new favourite rum
- C** Vegan-friendly & British made

10

Rhubarb & Custard Highball in Alfriston Garden

AD 10 OF 10



928 × 1152 · 4:5 VERTICAL

AD SETUP

AD NAME

Rhubarb & Custard Highball in... · #10 · 30 Aug

MODEL

NANO BANANA 2

CTA BUTTON

Shop Now

DESTINATION URL

<https://theruminfusionist.com/products/rhubarb-custard-rum>

UPLOAD THIS IMAGE

[images/Rhubarb Custard Rum/03 - Rhubarb & Custard Highball in Alfriston Garden.jpg](#)

AD COPY · ADS MANAGER FIELDS

PRIMARY TEXT

3 options · paste one into Primary text

- A** Savour the taste of a classic British dessert, distilled into our Rhubarb & Custard Rum. Perfect for a relaxed evening. Try a bottle today.
- B** We pour our heart into every bottle, infusing real fruit for that unmistakable flavour. It's the Sussex way, from our family to yours. Find your bottle.
- C** Forget mass-produced spirits. Our Rhubarb & Custard Rum isn't just a drink; it's a sweet homage to nostalgia, made by hand. Experience the difference.

HEADLINE

3 options · paste one into Headline

- A** Golden hour sips in Alfriston Garden beckon.
- B** Taste Sussex's sweet secret: Rhubarb & Custard.
- C** Ever wondered what true craft rum tastes like?

DESCRIPTION

3 options · paste one into Description (optional)

- A** Vegan-friendly & British Made
- B** Experience the Sussex difference.
- C** Family-run since 2018.

SETUP WALKTHROUGH

8 STEPS

Ads Manager walkthrough

Eight steps take you from an empty Ads Manager to a published campaign. Every value you need — budget, audience, copy — is already in this brief; each step points to where to copy it from.

1

Create the campaign

FROM SECTION 1

1. Open Meta Ads Manager (business.facebook.com/adsmanager).
2. Click the green 'Create' button at the top left.
3. Choose 'Sales' as the campaign objective when prompted.
4. Name the campaign using the suggested name from Section 1 of this brief.

TIP Pick Sales even if you're testing — it tells Meta to optimise for purchases, which is the highest-value optimisation event.

2

Set the campaign budget

FROM SECTION 3

1. On the campaign-level settings, toggle 'Advantage+ Campaign Budget' ON.
2. Enter the daily budget from Section 3 of this brief.
3. Leave bid strategy on 'Highest volume' for the first 4 days.
4. Click 'Next' to move to the ad set.

TIP Advantage+ Campaign Budget (CBO) lets Meta distribute spend across ad sets dynamically — important when you add a 2nd ad set later.

3

Build the ad set audience

FROM SECTION 2

1. Set the audience country to match Section 2 of this brief.
2. Set the age range exactly as recommended (don't widen — Meta penalises broad audiences).
3. Add the interest list from Section 2 — type each one into 'Detailed targeting' and pick from Meta's suggestions.
4. Leave 'Advantage+ Audience' toggled ON so Meta can auto-expand from your seed.

SETUP WALKTHROUGH · CONTINUED

4 Pick placements

1. Toggle 'Advantage+ Placements' ON for your first campaign — Meta will route spend to the placements where YOUR audience converts best.
2. Switch to 'Manual placements' only if you need to exclude a specific placement (rare).
3. Confirm Facebook Feed + Instagram Feed + Stories + Reels are checked.

5 Set the optimisation event

1. Under 'Conversion location', pick 'Website'.
2. Under 'Performance goal', pick 'Maximise number of conversions'.
3. Under 'Conversion event', pick 'Purchase' (or your equivalent).
4. Confirm your Meta Pixel + Conversion API are firing — green tick under the event.

TIP If you see no green tick on Purchase, that's a separate setup task. Run a real test purchase in incognito mode first to populate the event.

6 Build the first ad creative

1. Click 'Create ad' at the ad-set level.
2. Pick 'Manual ad' (NOT Dynamic Creative — we want the copy + image you've already paired).
3. Upload the first image from the /images folder in this delivery package.
4. Paste the Headline, Primary text, and Description from the matching per-ad page in this brief.
5. Set the CTA to 'Shop Now' and the destination URL to your product page.

COPY FROM THIS BRIEF

Headline — matching per-ad page in this brief

Primary text + description — same per-ad page

Image file — /images folder in this delivery package

Suggested ad name — per-ad page; keeps the Ads Manager leaderboard readable

SETUP WALKTHROUGH · CONTINUED

7

Duplicate for remaining ads

FROM PER-AD PAGES

1. From the ad row in the ad set, click the duplicate icon (two stacked squares).
2. Choose 'Original ad set'.
3. Open the duplicate, swap the image + the copy from the next per-ad page in this brief.
4. Repeat for every ad in this delivery package (usually 5-15 ads per campaign).

TIP Meta's learning phase needs at least 50 conversions per ad set per week. If you're shipping 10+ ads, you may want to split into 2 ad sets so each gets enough signal.

8

Review + publish

FROM SECTION 3

1. Click 'Publish' at the bottom right.
2. Meta will run a final policy check — usually instant. If something gets flagged, edit the offending field and resubmit.
3. Once published, the campaign status flips to 'In review'. It typically goes live within 15-60 minutes.
4. Set up the automated rules from Section 3 ('Automated rules to set up in Ads Manager').

THE 48-HOUR RULE

Don't touch any setting for the first 48 hours after publishing. Every edit — budget, audience, creative — resets Meta's learning phase and burns £5–20 in wasted re-learning spend.

NEXT · OPTIMISATION PLAYBOOK

Your campaign is live. The next page tells you what to check on day 3, day 7 and day 14 — and, just as important, what to leave alone.

THE FIRST 30 DAYS

5 CHECKPOINTS

Optimisation playbook

What to check and when — Meta's algorithm rewards patience, so most of this work is leaving things alone.

DAYS 1-2

Don't touch anything**DON'T**

Edit anything — budget, targeting, creative, schedule. Every edit resets Meta's learning phase and burns £5-20 in re-learning spend.

DON'T

Pause early bad performers. Many ads look terrible on day 1 and recover by day 3 once Meta finds the right pockets of the audience.

DAY 3

First triage**KILL**

CTR below 0.8% with £5+ spent — pause it. These don't recover.

KILL

Cost per purchase above £50 with 3+ purchases — pause it.

DO

Note the frequency on remaining ads. Above 2.0 this early means the audience may be too small.

DON'T

Scale winners yet — leave them alone until day 7.

DAY 7

Scale and cut**DO**

Scale ads at 2× ROAS or better over the last 3 days: raise daily budget +20%. Cap every step at +20% — bigger jumps reset learning.

KILL

ROAS below 1× with £30+ spent — pause it. It's losing money.

DO

Campaign ROAS below 1.5× overall? Halve the daily budget instead of killing the campaign — less spend on losers without resetting learning.

DAY 14

Refresh creative**DO**

Refresh any ad with frequency above 3.5 — the audience has seen it enough that CTR and conversion start dropping.

DO

Generate a fresh creative batch: same scene direction, different visual angles.

DON'T

Kill the original winners. Run them alongside the new variants for a week, then phase out whichever loses.

WEEK 4+

Steady-state operation**DO**

Set the automated rules from Section 3 so Ads Manager manages winners while you sleep.

DO

Refresh creative every 2-3 weeks — frequency creep is the number one cause of ad fatigue.

DO

At 100+ purchases, run a Lookalike test seeded from your customer list.

SECTION 8

Asset appendix

10 FILES

Every file in this package and the scene it was generated from.

NO.	PATH IN PACKAGE	SCENE
01	images/Blueberry Infused Rum/01 - Cuckmere Ha...erry Rum.jpg	Cuckmere Haven Blueberry Rum
02	images/Blueberry Infused Rum/02 - Cuckmere Ha...erry Rum.jpg	Cuckmere Haven Blueberry Rum
03	images/Blueberry Infused Rum/03 - Alfriston Villa...um & Ice.jpg	Alfriston Village Rum & Ice
04	images/Blueberry Infused Rum/04 - Rye Harbour ...erve Rum.jpg	Rye Harbour Nature Reserve Rum
05	images/Rumaretto Cherry Almond Rum Infusion 28 Abv 70cl/0...ry Sour.jpg	Cuckmere Haven cherry sour
06	images/Rumaretto Cherry Almond Rum Infusion 28 Abv 70cl/0...eat Pour.jpg	Alfriston village neat pour
07	images/Rumaretto Cherry Almond Rum Infusion 28 Abv 70cl/0...at Serve.jpg	Downs cherry neat serve
08	images/Rhubarb Custard Rum/01 - Rhubarb & Cus...on Beach.jpg	Rhubarb & Custard Highball on Brighton Beach
09	images/Rhubarb Custard Rum/02 - Rhubarb & Cust...s Castle.jpg	Rhubarb & Custard Shot at Lewes Castle
10	images/Rhubarb Custard Rum/03 - Rhubarb & Cus...n Garden.jpg	Rhubarb & Custard Highball in Alfriston Garden

WHAT'S IN THIS PACKAGE

Campaign Brief - The Rum Infusionist Dis...

The full campaign brief — strategy, audiences, budget, benchmarks, per-ad detail, and this manifest.

images/

Every generated image, named by index, product, and scene so the files sort into display order.

copy.csv

One row per image with its exact package path and every copy variant — ready for bulk import or a tracking sheet.

README.txt

A quick-start summary of this package. Start here if you are handing it to a designer or freelancer.



WHAT HAPPENS NEXT

Ready to launch.

Everything in this package is built to go live as-is. Three steps from here.

01 Upload

Add the images and the copy deck to your ad platform — the walkthrough in this brief covers every screen.

02 Launch

Set the campaign live with the recommended budget. Resist changing everything at once — the plan is built to scale.

03 Watch the benchmarks

After a full week, compare performance against the benchmarks in this brief and follow the optimisation playbook.

PREPARED FOR

The Rum Infusionist Distillery