

Cross-Platform Advertising Strategy

Instagram Feed Advertisement for SunLife Organics featuring colorful smoothie bowl with tropical fruits.

Platform Specifications: 1080 x 1350 pixels (4:5 aspect ratio)



Facebook Feed Advertisement for SunLife Organics with multiple smoothie varieties and brand messaging

Platform Specifications: 1440 x 1440 pixels (1:1 aspect ratio)



TikTok Advertisement for SunLife Organics with layered smoothie

Platform Specifications: 1080 x 1920 pixels (9:16 aspect ratio)



Campaign Analysis

a)

SunLife Organics is a California-based smoothie bar from Malibu (started in 2011) that's all about healthy, organic, colorful drinks. Their lotus flower logo represents wellness and natural living perfect for the California health scene.

Instagram Ad:

What I Made: A beautiful smoothie bowl with colorful fruits arranged perfectly.

Why This Works:

- Instagram users love photographing their food
- Bright, colorful smoothie bowls are perfect Instagram content
- Health-conscious people aged 18-35 spend lots of time on Instagram
- When people see pretty food, they want to try it themselves

Facebook Ad: The Community Message

What I Made: A smoothie with "Love, Heal, Inspire" messaging.

Why This Works:

- Facebook users like to read about brand stories
- Adults with families care about healthy lifestyle choices
- Facebook is where people discover businesses they want to visit
- The community message builds trust and loyalty

TikTok Ad:

What I Made: Someone holding a smoothie.

Why This Works:

- TikTok users want real, unpolished content
- Younger people (Gen Z) influence what becomes trendy
- Hand-held content looks natural and relatable
- If it goes viral, everyone will know about SunLife Organics

b)

Instagram Specifications: The 1080 x 1350 pixel format ensures optimal display quality across Instagram's feed and grid preview. Instagram's algorithm favors

high-quality, engagement-driving content, making the vibrant smoothie bowl imagery ideal for generating likes, comments, and shares.

Facebook Specifications: The 1080 x 1080 pixel resolution meets Facebook's recommended standards for feed advertisements. Facebook ads benefit from more detailed messaging since users spend more time reading content. The platform supports longer-form storytelling compared to Instagram's quick visual consumption.

TikTok Specifications: Requires vertical 9:16 format designed specifically for mobile consumption. This dramatically different aspect ratio reflects TikTok's mobile-native user base and full-screen video experience.

Instagram prioritizes visual aesthetics and social engagement, requiring high-quality imagery that encourages user interaction. The square format allows for optimal grid display while maintaining visual impact in the feed.

Facebook supports broader demographic targeting and longer-form content, allowing for more comprehensive brand messaging alongside visual elements. The platform's diverse ad placement options require creatives that perform well across multiple contexts.

TikTok demands mobile-optimized, vertical content that captures attention quickly. The 9:16 format ensures full-screen impact, critical for competing with organic content in users' feeds.

c)

My Recommended Strategy & Pricing:

Instagram: Focus on Engagement (\$800-\$1,500/month)

What I'd Choose: Cost Per Engagement (CPE)

Price: \$0.01-\$0.08 per like/comment/share

Why: Instagram users love interacting with food content

Goal: Build a community of smoothie lovers

Facebook: Focus on Sales (\$1,200-\$2,000/month)

What I'd Choose: Cost Per Click (CPC)

Price: \$0.50-\$2.00 per click

Why: Facebook users are more likely to actually buy something

Goal: Drive people to stores or online ordering

TikTok: Focus on Awareness (\$1,000-\$1,800/month)

What I'd Choose: Cost Per 1000 Impressions (CPM)

Price: \$4.20-\$9.00 per 1000 views

Why: Cheapest way to get lots of people to see your brand

Goal: Make SunLife Organics famous among young people