

REAL CAMPAIGN WORK

AMAZON

EVERYDAY ESSENTIALS

COOK & RESTOCK WITH ME

CREATIVE BRIEF + CROSS-PLATFORM EXECUTION CASE STUDY

Turning a broad product brief into a useful lifestyle routine - then adapting one vertical idea across Instagram, TikTok, YouTube Shorts and Facebook.

1.216M

VERIFIED VIDEO VIEWS

Across four platforms

1,591

STORY LINK CLICKS

Instagram direct response

Dominique Bacon / Social Media Manager

Campaign completed through Operation Niki



CAMPAIGN SNAPSHOT

Turn a broad brief into a routine people would choose to watch.

The campaign paired a 54-second vertical lifestyle story with an Instagram Story action layer.

01 OBJECTIVE

Build awareness and product discovery without making the content feel like a catalog.

02 AUDIENCE

Home, food and routine-driven viewers who respond to useful, familiar content.

03 CORE ASSET

One 54-second vertical “Cook & restock with me” video.

04 PLATFORMS

Instagram, TikTok, YouTube Shorts and Facebook.

05 ACTION LAYER

Instagram Stories added product discovery and clickable links.

06 MY ROLE

Brief translation, concept, shot plan, editing, adaptation, publishing and reporting.

THE BRIEF

Many products. One piece of content.

The challenge was to preserve product clarity, cross-platform flexibility and a shopping path without losing the viewer.

54 SEC

CORE VERTICAL ASSET

01

FEATURE THE RANGE

Give several everyday essentials a clear role inside one story.

03

TRAVEL ACROSS FEEDS

Design one core idea that could be recut for four platforms.

02

KEEP IT WATCHABLE

Lead with a familiar task instead of brand or product exposition.

04

CREATE ACTION

Use Stories and links after the in-feed content earns attention.

THE STRATEGIC TENSION

A product catalog is easy to deliver - and easy to scroll past.

The creative decision was not what to show. It was how to make the products belong inside a story.

CATALOG-FIRST

Items lead.
The viewer follows.

- Product-by-product listing
- Brand language before audience value
- Repetitive demonstrations
- CTA arrives before interest



ROUTINE-FIRST

The task leads.
Products solve.

- Recognizable everyday setup
- Products appear at the moment of need
- Progress keeps the edit moving
- CTA feels earned after the payoff

AUDIENCE INSIGHT

The viewer is not shopping a list. They are borrowing a routine.

A useful sequence helps people picture the products inside their own kitchen, home and schedule.



USEFUL

A task with an obvious purpose: cook, reset and restock.



FAMILIAR

A setting and rhythm that already belong in the creator's content world.



SATISFYING

Visible progress from ingredients and supplies to a finished routine.



SHOPPABLE

Product discovery appears after the story establishes value.

THE CREATIVE JOB: MAKE A BROAD ASSORTMENT FEEL LIKE ONE USEFUL MOMENT.

THE STRATEGIC ANSWER

Make the routine the container for the products.

The brand does not disappear. It earns a more natural role inside the viewer's experience.

COOK & RESTOCK WITH ME

A routine-led vertical story that lets food, household products and storage essentials enter exactly when they become useful.

EVERYDAY TASK

+

PRODUCT UTILITY

+

VISIBLE PAYOFF

01

STOP

Familiar task



02

STAY

Visible progress



03

BELIEVE

Useful proof



04

ACT

Story link

CREATIVE PRINCIPLES

Four decisions kept the campaign useful, native and measurable.

01 UTILITY FIRST

The audience receives a routine, not a sales pitch.

03 ONE IDEA, MANY CUTS

The story is adapted to each platform instead of copied blindly.

02 NATIVE PACING

The 54-second edit carries detail while still feeling social.

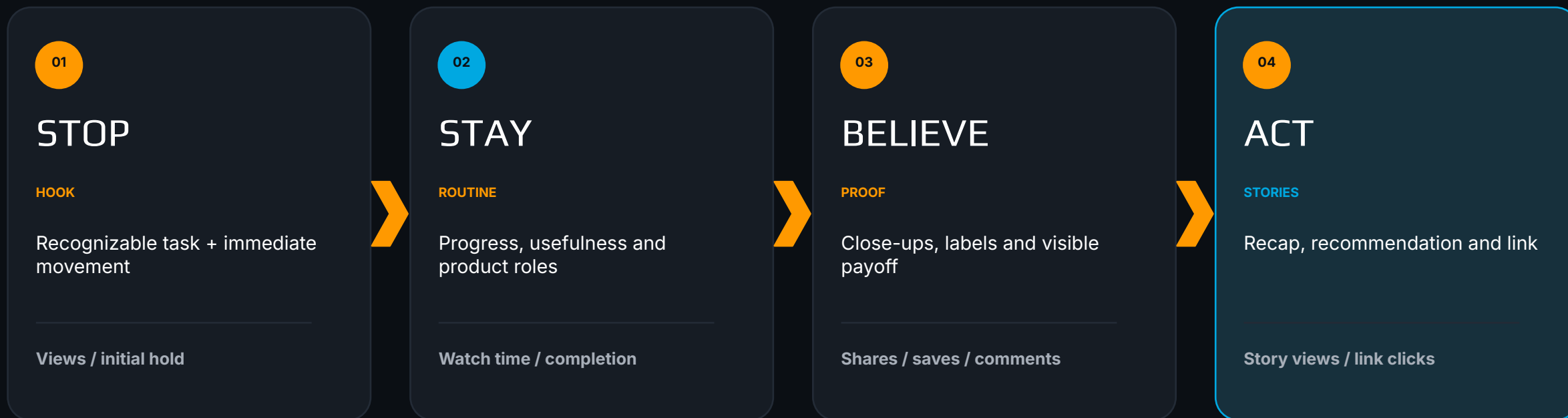
04 ACTION LAYER

Stories provide the direct-response path after awareness.

THE CONTENT SYSTEM

Awareness earns attention. Utility holds it. Stories convert it.

Every stage has a different creative job and a different signal of success.



PRODUCTION PLAN

Shoot once. Build enough coverage for every cut.

The filming plan protects the story, product clarity and cross-platform flexibility.

01

WIDE ENVIRONMENT

Establish the kitchen, countertop and task.

02

OVERHEAD ACTION

Cooking, unpacking and restocking movement.

03

PRODUCT CLOSE-UPS

Clean label visibility and texture details.

04

TRANSITION SHOTS

Cabinet doors, box flaps, pans, containers and hands.

05

PAYOFF SHOTS

Finished meal, organized supplies and reset space.

06

STORY EXTRAS

Vertical stills and clips reserved for direct response.

CAPTURE STANDARD: 9:16 • 4K WHEN AVAILABLE • CONSISTENT WHITE BALANCE • NO CLIPPED LABELS • NO EMPTY DEAD TIME

EDITING SYSTEM

The edit should feel like a routine, not a commercial.

Every edit choice should preserve movement, context and product clarity.

01

HOOK FAST

Show the task immediately; avoid a long setup.

02

PRODUCT EARLY

Place a product naturally within the first 3-5 seconds.

03

CUT ON ACTION

Use movement to hide transitions and keep momentum.

04

CAPTION CLEANLY

Support silent viewing without crowding the frame.

05

SOUND WITH PURPOSE

Blend natural sounds with platform-appropriate music.

06

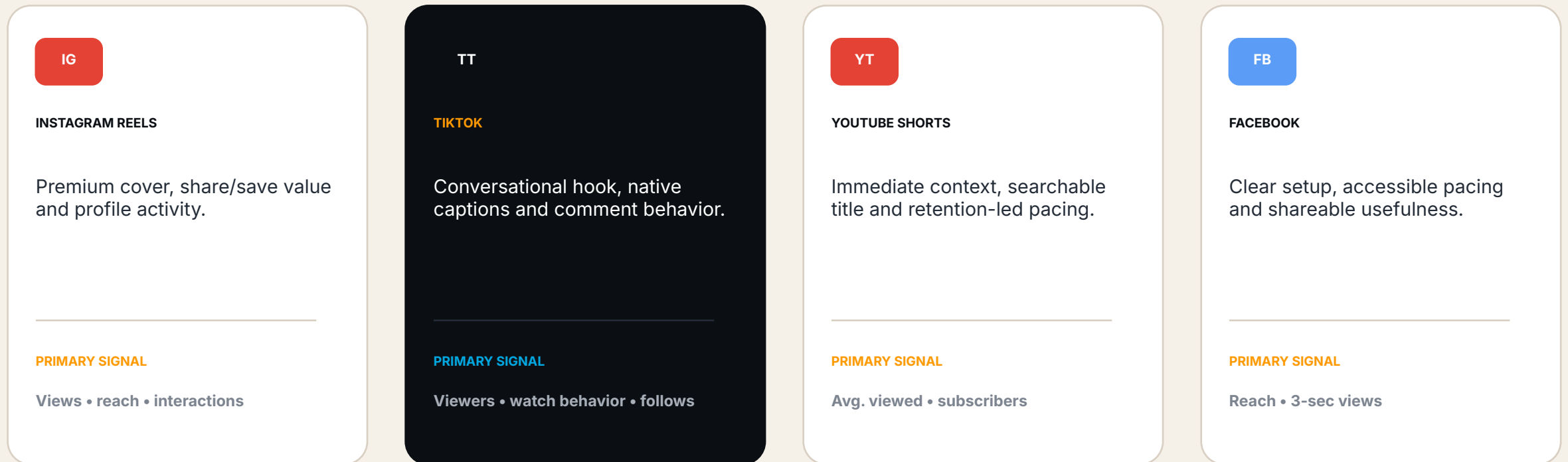
CTA AFTER VALUE

Ask for action only after the routine earns attention.

CROSS-PLATFORM SYSTEM

One idea. Four feeds. No blind copy-and-paste.

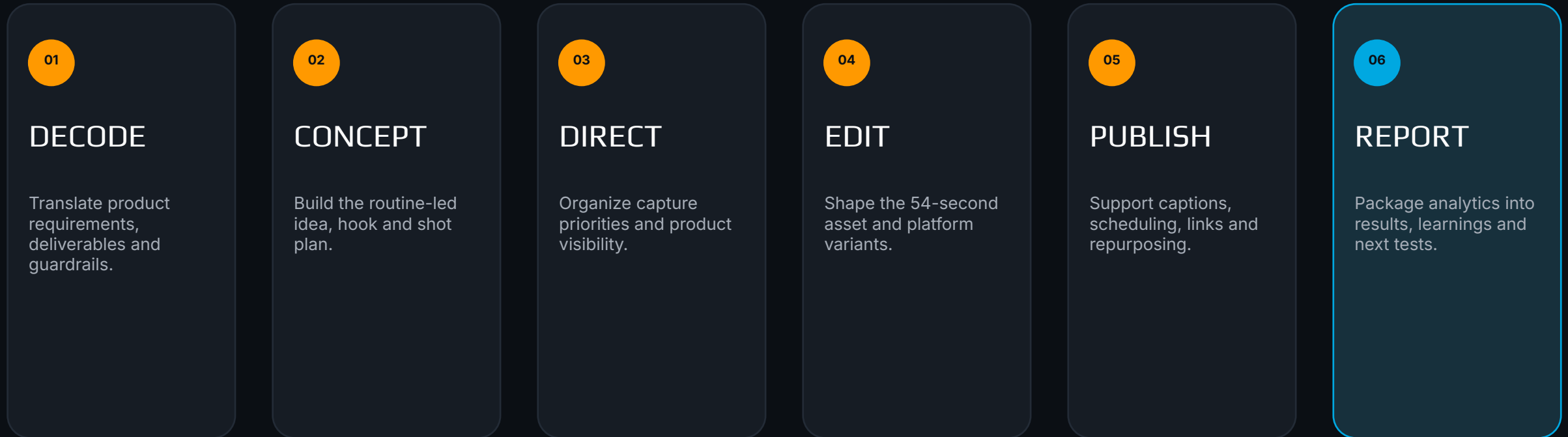
The narrative stays consistent while the opening, packaging and success signal change by platform.



MY ROLE

My work connected the brief to the final performance story.

The value was not only the concept. It was the system that moved the work from requirements to delivery.

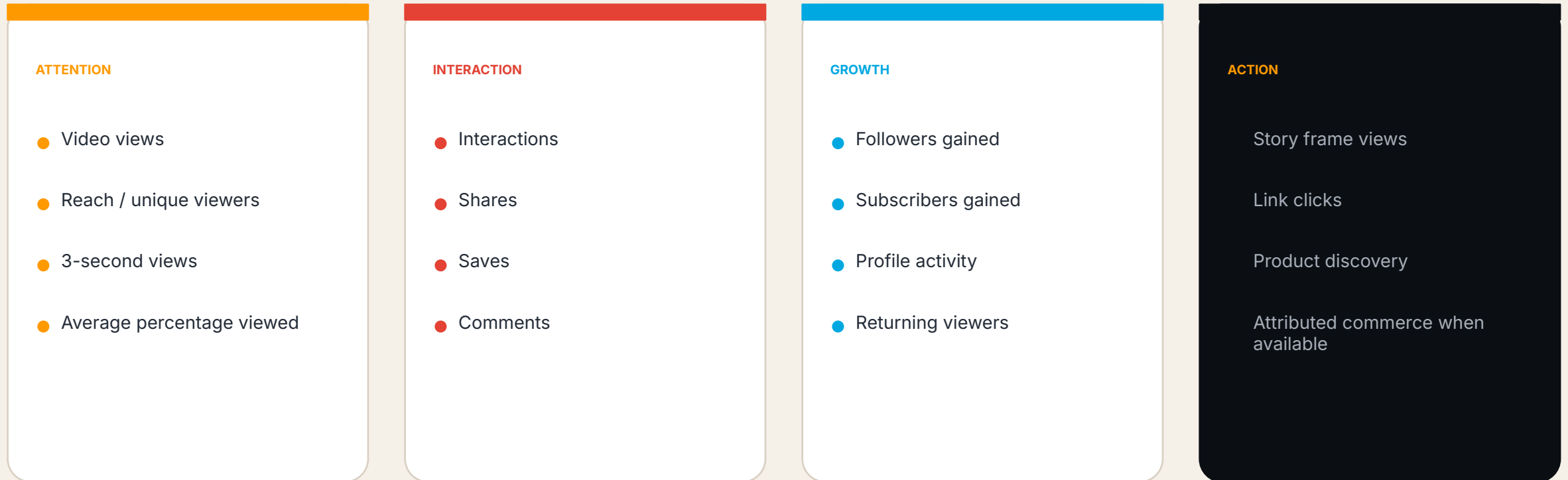


BRIEF → IDEA → CAPTURE → CUT → DISTRIBUTION → EVIDENCE

MEASUREMENT FRAMEWORK

Measure the job each piece of content was built to do.

The campaign was evaluated across attention, interaction, growth and action not views alone.

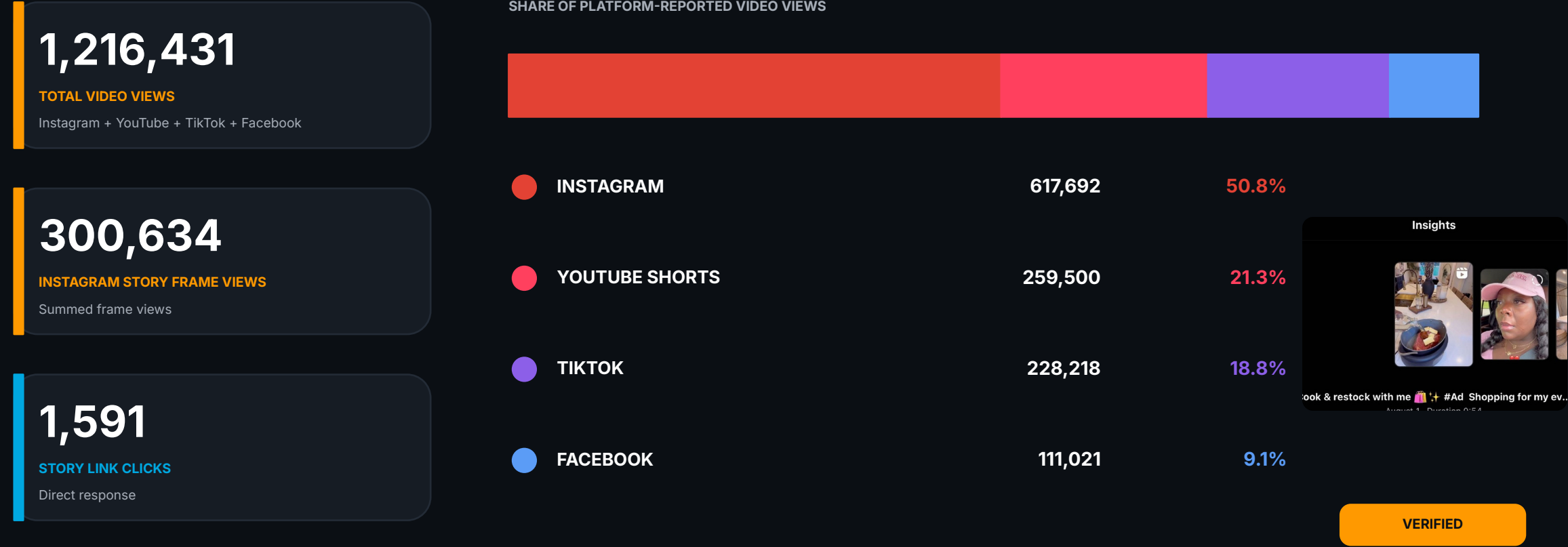


Platform metrics are reported using each platform's native definitions; they should be interpreted together, not treated as perfectly identical.

VERIFIED RESULTS

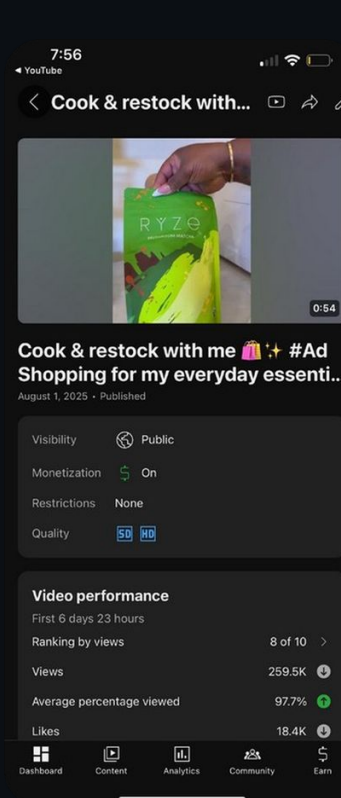
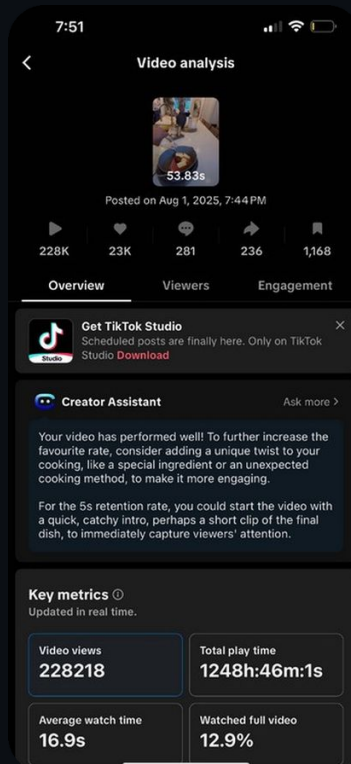
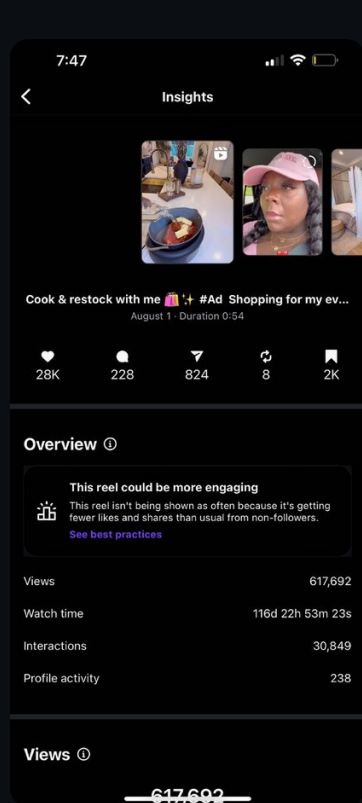
One vertical idea generated 1.216M platform-reported views.

The strongest proof is not only scale, it is the ability to adapt one sponsored story across four different feeds.



NATIVE ANALYTICS EVIDENCE

The result is strongest when the creative decision and the platform signal sit together.



01

INSTAGRAM

Highest scale and 30,849 interactions, but platform feedback flagged weaker-than-usual non-follower likes and shares.

02

YOUTUBE SHORTS

97.7% average viewed suggests the routine structure held attention unusually well.

03

TIKTOK

228,218 views translated into +185 followers, showing discovery plus account growth.

04

FACEBOOK

111,021 views and 98,755 reach extended the campaign beyond the creator's primary feeds.

ANALYTICAL TAKEAWAY: KEEP THE ROUTINE. TEST A MORE SHAREABLE FIRST-SECOND PAYOFF.

CREATIVE LEARNING

Keep the system. Improve the first seconds.

The next iteration should preserve the routine-led engine while sharpening non-follower engagement.

KEEP

- Routine-led narrative instead of a product list
- Natural product roles inside one task
- Platform-specific adaptations
- Stories as the direct-response layer

TEST NEXT

- A stronger product payoff in the first second
- A shorter 30-40 second cut
- On-screen checklist designed to earn saves
- Cover and CTA variants built for non-followers

THE WINNING IDEA IS NOT "MORE PRODUCTS." IT IS "MORE REASONS TO KEEP WATCHING."

CASE STUDY

ONE ROUTINE. FOUR FEEDS. MEASURABLE ACTION.

This campaign shows how I translate a broad brief into platform-native content, manage cross-platform execution and connect creative decisions to verified results.

1.216M VIDEO VIEWS

1,591 LINK CLICKS

4 PLATFORMS

Dominique Bacon

Social Strategy • Creator Campaigns • Performance Storytelling

Brand name identifies campaign context. Work was completed through Operation Niki; no direct employment is implied.