



faith 

2023

Organic Crew 2022-2023

ROAS November 2022

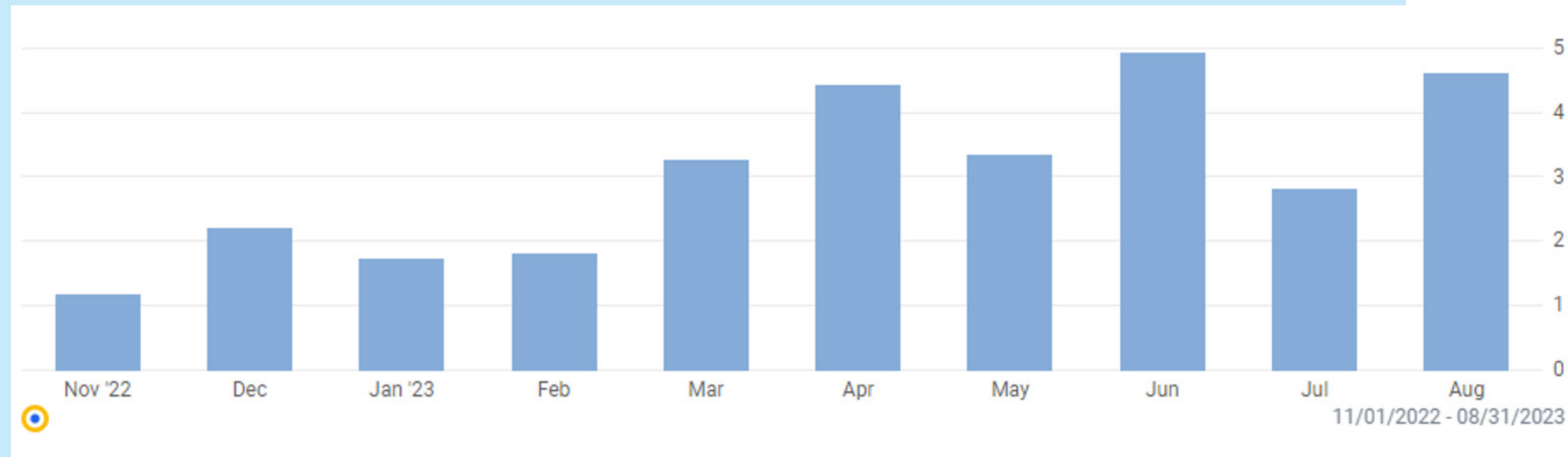
ROAS June 2023

1.14:1 → 4.97:1

Organic Crew is an ethical, sustainable and organic women's apparel brand based on the Mornington Peninsula in Victoria. Their blend of premium shapes with simple yet effective designs make them a popular choice in the burgeoning "elevated basics" sub-category.

Towards the end of 2022, Faith began working with Organic Crew with a simple goal to improve return on ad spend (ROAS). A critical measure of digital activity and its effectiveness, ROAS balances the total advertising expenditure against the revenue generated as a result of sales, typically measured as a ratio. A useful metric for any eCommerce business, when we commenced working with the brand, Organic Crew's ROAS was languishing at a little over 1:1.

Beyond this key metric, we were briefed to enhance and streamline their media buy, along with developing any marketing materials required for the campaign. We worked closely with brand founder Mel Lechte, marketing manager Chelsea Hinde, social media manager Lydia Garth and managing director Michael Sonand.



2023

Our Approach

When we began our campaign, advertising expenditure was split roughly 65:35 between Google Ads and Meta Advertising (across both Facebook and Instagram). While we typically don't like to drastically change a brand's approach in the first few months, we did immediately note that Meta Advertising was already performing better than Google Ads. Therefore, we swapped the advertising split between the two channels.

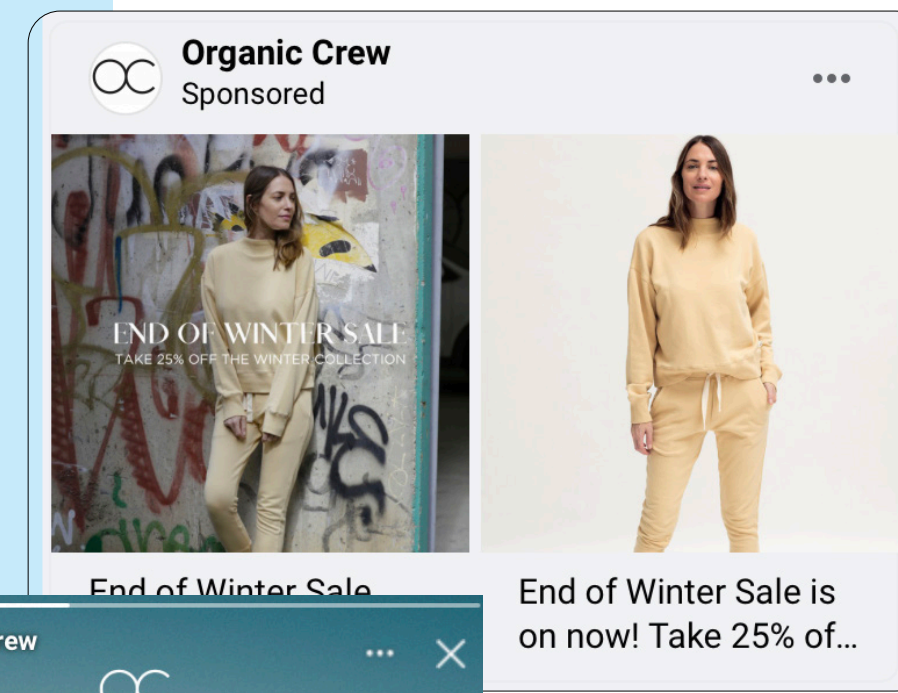
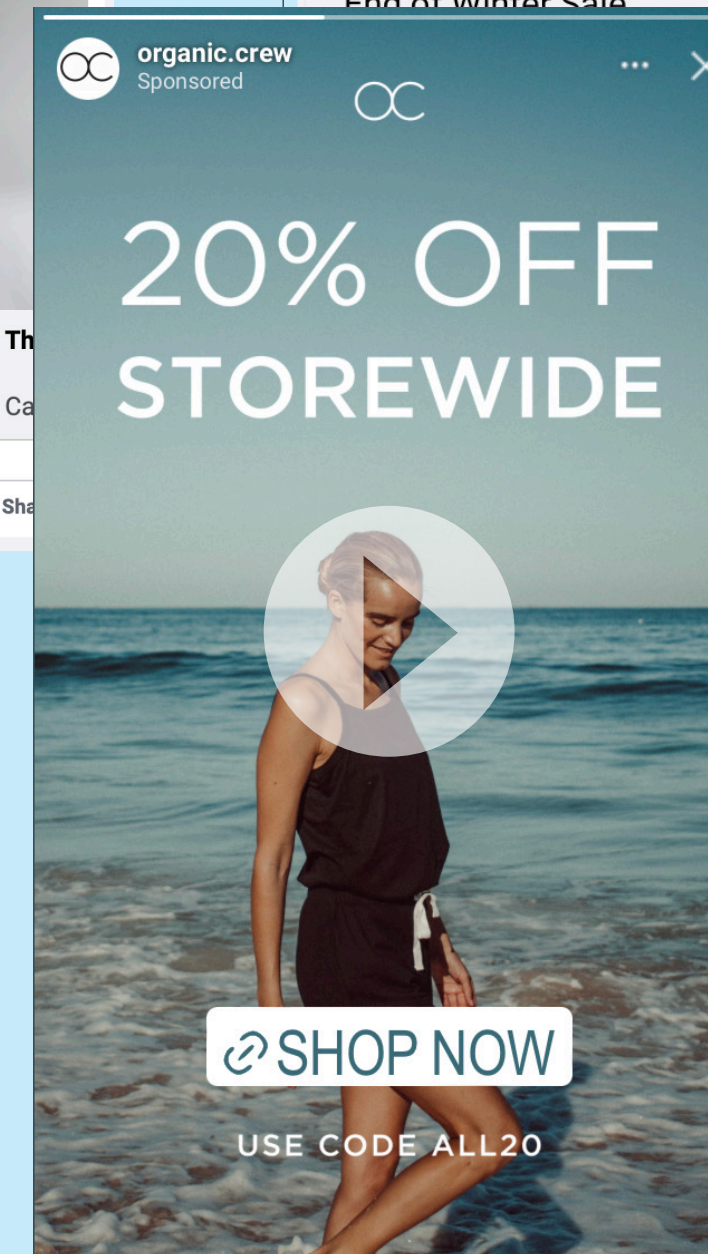
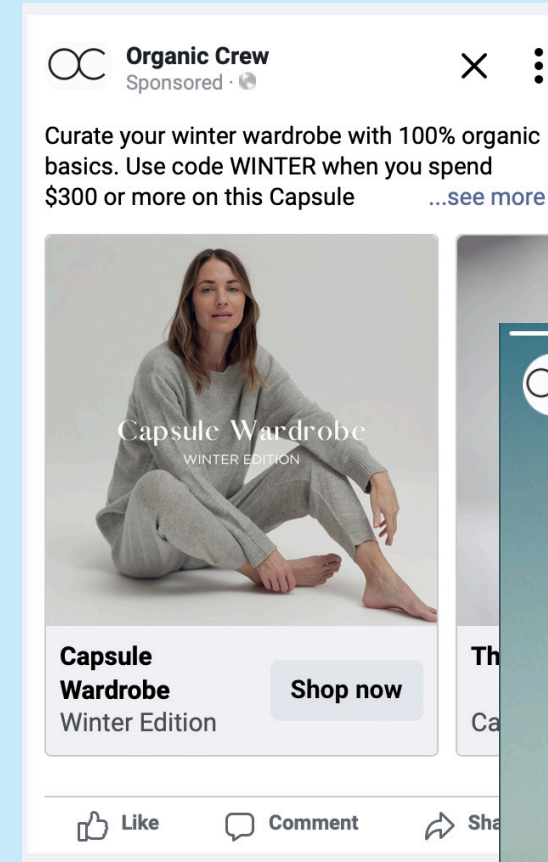
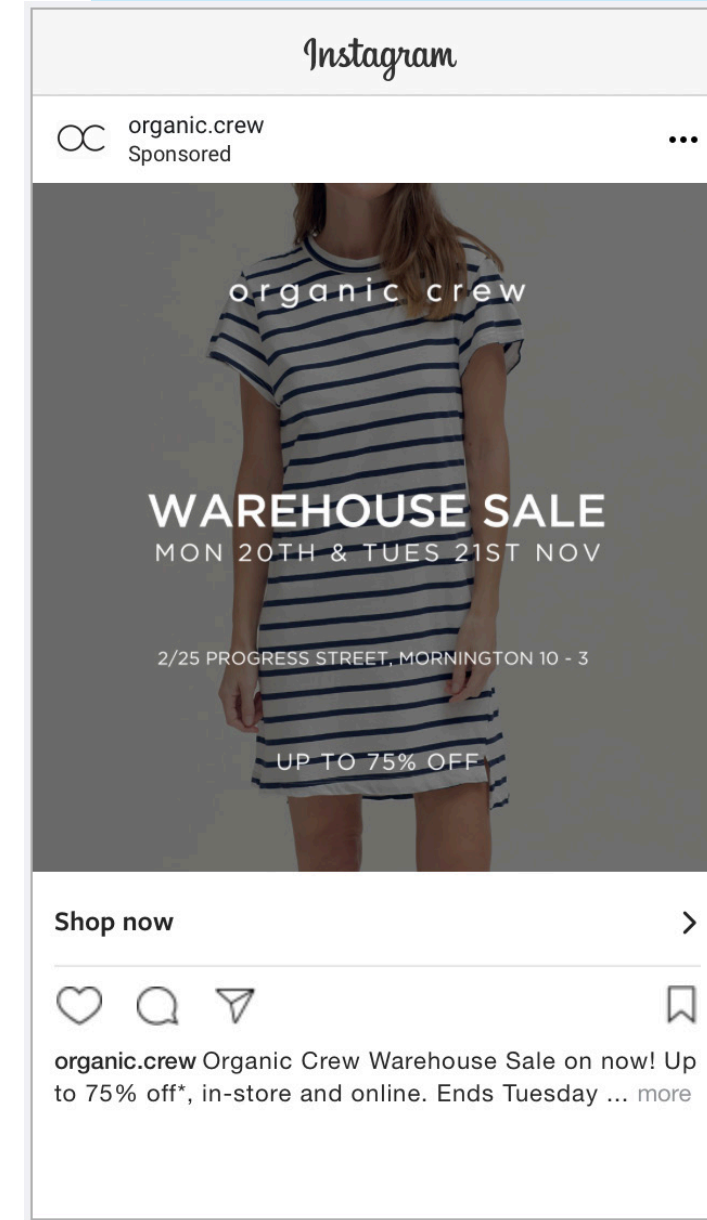
Utilising photography taken at recent photo shoots for the brand, along with behind the scenes videos (simply captured on iPhones), we created compelling ads for our Meta campaign, aligning closely with the brand's positioning and guidelines.

After the first three months of the campaign, we noticed gradual improvement on ROAS. However, the consensus was that Google Ads was holding back the effectiveness of the campaign. As their product offering is more simple than others, yet still quite expensive, it was felt that a more visceral campaign exclusively on Meta was the way to proceed.

By the end of six months, we hit a ROAS of 4:1 and two month later nearly hit 5:1, focusing exclusively on Meta Advertising.

VIDEOS & CAROUSELS

1080x1080, 1080x1920, 1200x630



Client Testimonial

Mel Lechte, Organic Crew Founder, had this to say about Faith's performance:

"When we appointed Faith, we were out of ideas, frustrated with a previous agency that simply couldn't deliver on their promises. Ultimately, the hard work that Faith performed paid off, with terrific results in a short period of time! We're really excited about where we can take our business together."

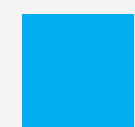


Key Insight:

Identifying and testing different audience targeting strategies as well as trialing campaigns focused on a different mix of Facebook and Instagram placements allowed us to continue to grow the ROAS as the campaign progressed.

For more information about Faith's creative, digital or media credentials, please get in touch!

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