

Social Creative Extension

Adoption Highlights



Proprietary and Confidential

H&M

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Columbia

13

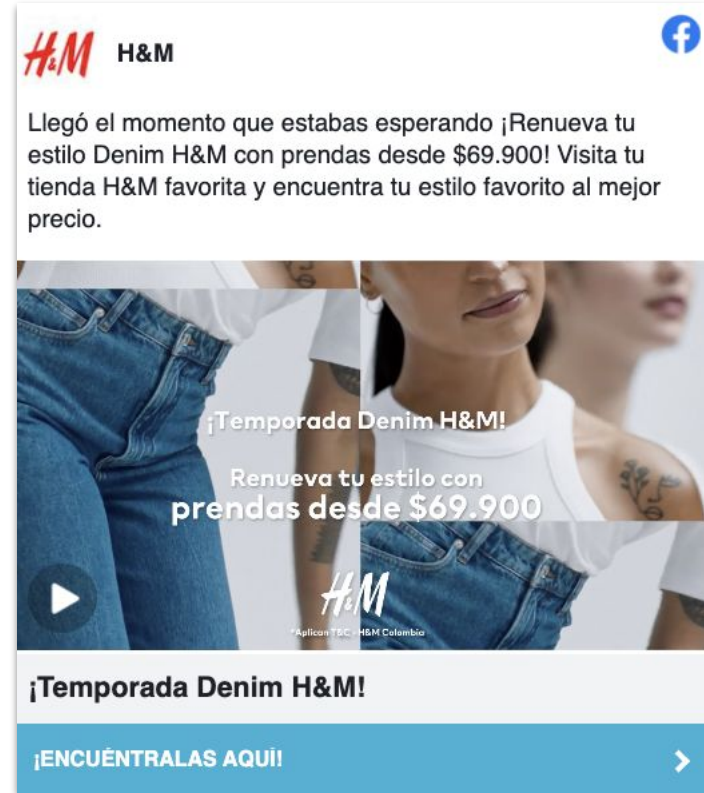
Duration (days)

1

Creatives

Q1-21

Campaign flight



The image shows a screenshot of a Facebook advertisement for H&M. At the top left is the H&M logo, and at the top right is the Facebook logo. The main text of the ad reads: "Llegó el momento que estabas esperando ¡Renueva tu estilo Denim H&M con prendas desde \$69.900! Visita tu tienda H&M favorita y encuentra tu estilo favorito al mejor precio." Below the text is a video player showing a woman wearing denim overalls and a white t-shirt. Overlaid on the video is the text: "¡Temporada Denim H&M! Renueva tu estilo con prendas desde \$69.900". At the bottom of the video player is a play button icon and the H&M logo with the text "Aplicación H&M Colombia". Below the video player is a white banner with the text "¡Temporada Denim H&M!" and a blue banner with the text "¡ENCUÉNTRALAS AQUÍ!" and a right-pointing arrow.

H&M

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Carousel
- Market: Portugal

16

Duration (days)

1

Creatives

Q4-20

Campaign flight



H&M

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Carousel
- Market: Portugal

13

Duration (days)

1

Creatives

Q4-20

Campaign flight



The image shows a Facebook post from H&M. The post features a carousel of images, with the first image showing a cozy living room decorated for Christmas. A large, lit Christmas tree stands in the center, surrounded by a fireplace, a wreath, and a sofa. The text of the post reads: "Entre no espírito natalício com H&M HOME. Decorações, presentes, loiças, velas e brinquedos: temos tudo o que precisa para uma época feliz e aconchegante. 🎄📺 #HMHome". Below the image, the post is titled "H&M HOME" with the subtitle "Decorações perfeitas". A blue button labeled "WATCH MORE" with a right-pointing arrow is visible at the bottom of the post.

H&M

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Portugal

1

Duration (days)

1

Creatives

Q4-20

Campaign flight



H&M

Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook, Twitter
- Creative Format(s): Photo
- Market: United States

11

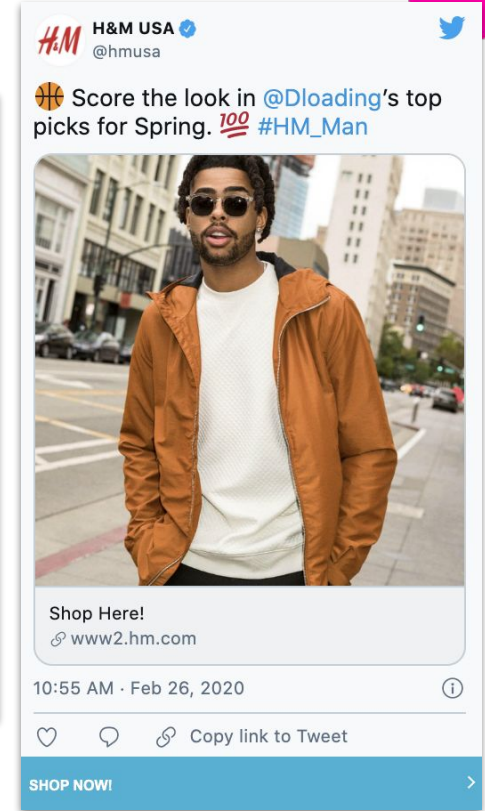
Duration (days)

5

Creatives

Q2-20

Campaign flight



Thank You.

KINNESSO

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