

Culture that connects

The future of brand building

 Meta



How many choices do you think the average adult makes in a day?

Between:

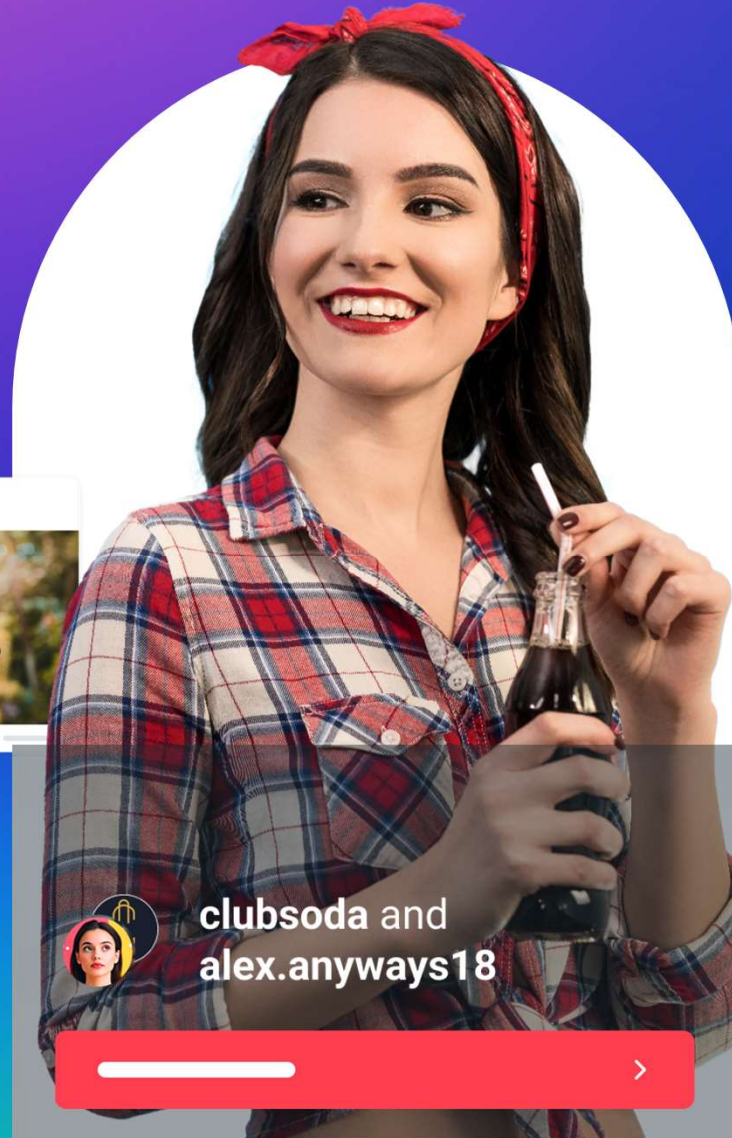
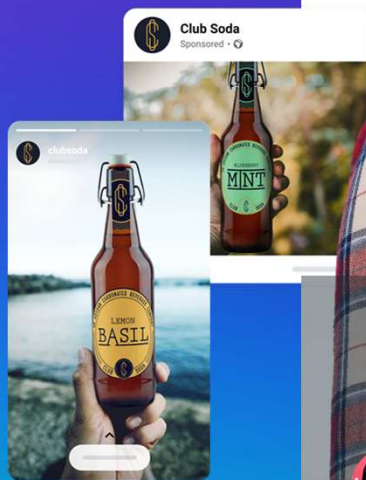
- A** 33 and 35;
- B** 330 and 350;
- C** 3,300 and 3,500; or
- D** Between 33,000 and 35,000?

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How do you
earn
attention..

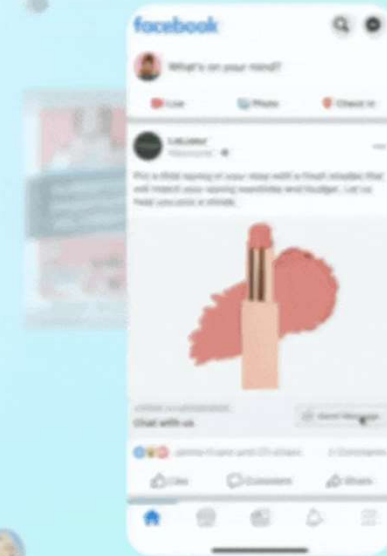
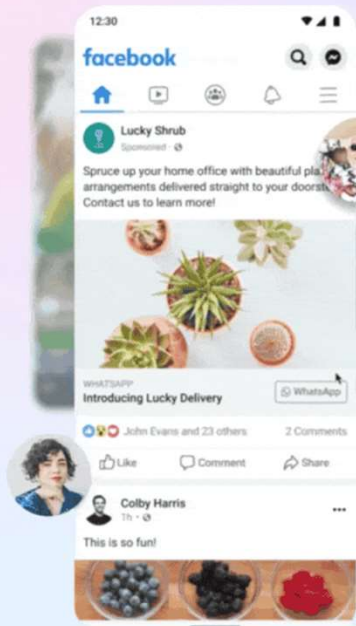


 clubsoda and
alex.anyways18



..in a world
of infinite
choice?

How do you earn attention in a world of infinite choice?





Evolution of consumer choices and new opportunities

Premiumization (est 7.4% CAGR)

“Drink less but better”

Heineken 25H1 Earnings: “In the half year, mainstream beer volume increased 0.5%, premium beer volume rose by 1.8%”

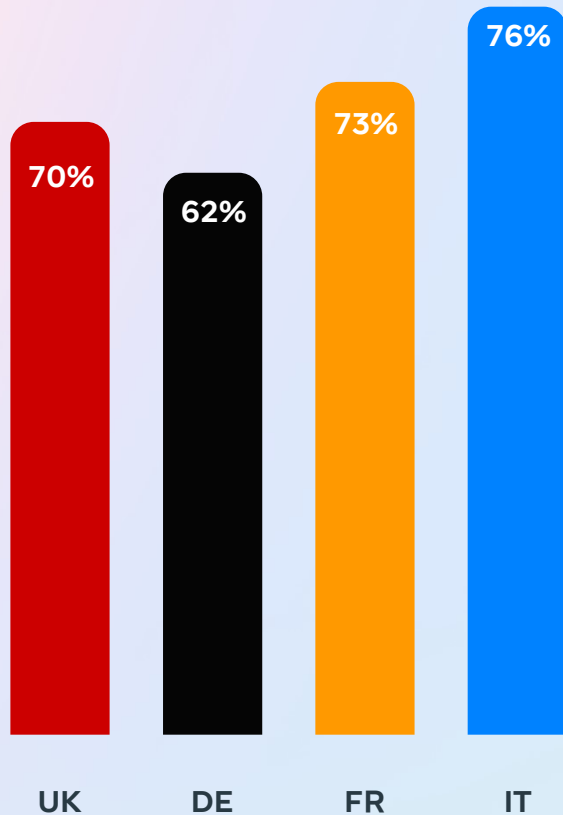
Ready to Drink (est 15.4% CAGR)

Millennials and Gen Z, prioritize convenience and are constantly seeking on-the-go beverage options that fit their busy lifestyles.

Low & No Alc (est 10% CAGR)

Higher trend adoption:
“Dry January”, “Sober”

Across Europe, a considerable number of people are trying to eat more healthily



BEHAVIOUR / LIFE EVENT	Index vs Average
Senior management role	1.77x
'Viral cultural followers'	1.44x
Finding inspiration for things in social media	1.33x
Seeing what's trending in social media	1.22x
High net wealth or income	1.20x
Post about their life in social media	1.18x
Educated to degree or higher	1.12x

Source: Global Web Index, UK, DE, FR, IT, 3.6K sample size, net agree or strongly agree

REACHING NEW & LIGHT CONSUMERS

Today, more people use Meta for food & beverage inspiration, discovery & evaluation than any other platform.

Source: Food & Beverage Consumer Journey Study by Kantar Profiles. Meta-commissioned online survey of 145,552 respondents aged 18-64, October 2023, including UK, Germany, France & Sweden

FROM SCROLLING —
TO CURATING

**AI-enhanced
discovery and
short-form video
are changing how
people connect
with culture and
brands today**



63%

of Meta Gen Z users actively
curate their feeds¹

50%

time spent on Instagram
is with reels²

Source: 1. BMM quant research, Q1 2025, global,
n = 1,519, Q1 2025 2. Meta earnings Q4 2024



FROM MASS TO MICRO

Culture is increasingly shaped by niche passions developed over many micro-moments

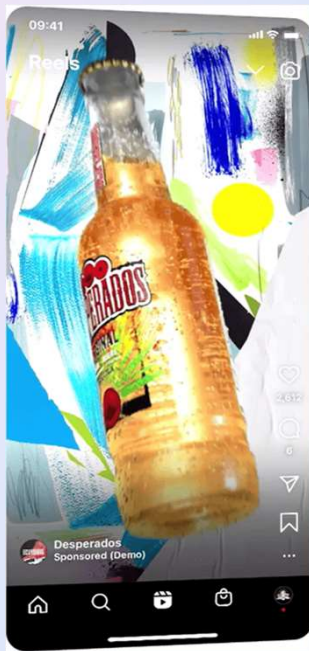
84%

of Gen Z Instagram users say they use it to connect around **personal interests**

71%

of Gen Zs are open to hearing from niche content creators they **don't** follow

Moving at the speed of Culture by using the native language of the platform



Make it entertaining



Make it digestible



Make it relatable



Boosting in-store beer sales with video ads on Meta apps

Heineken's Italian beer brand saw a 6.4% lift in sales at the UK's biggest supermarket chain when it used video ads on Meta apps to drive sales during a new product launch.

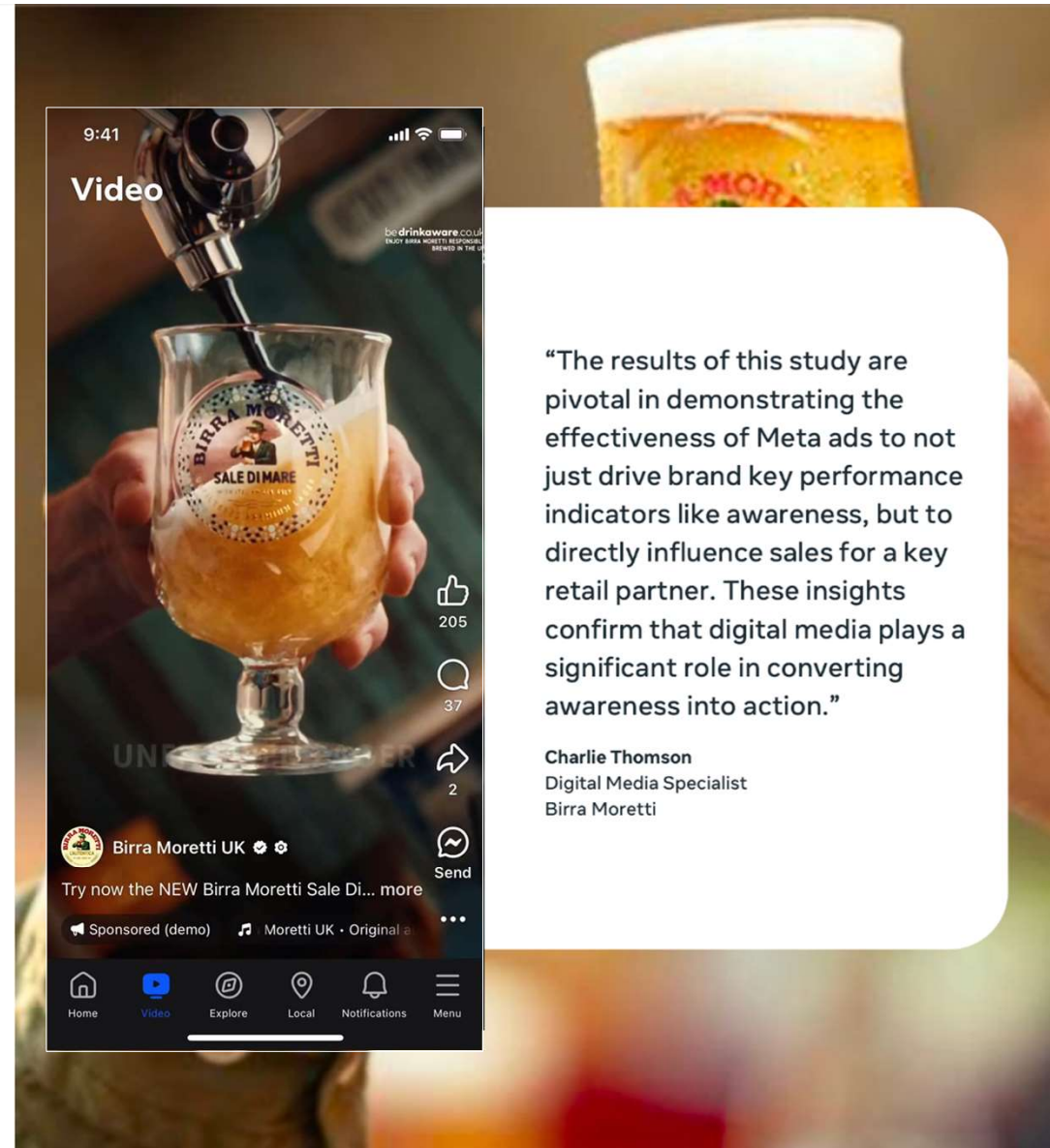
6.4%

lift in in-store sales for Birra Moretti Sale di Mare

0.25%

lift in in-store sales for Birra Moretti flagship brand

Source: <https://www.facebook.com/business/success/2-birra-moretti-uk>



“The results of this study are pivotal in demonstrating the effectiveness of Meta ads to not just drive brand key performance indicators like awareness, but to directly influence sales for a key retail partner. These insights confirm that digital media plays a significant role in converting awareness into action.”

Charlie Thomson
Digital Media Specialist
Birra Moretti

Compound brands embrace the complexity of modern communication to build lasting brand equity



Cultural resonance is a competitive advantage that helps brands drive growth



Aggregate attention can be a force multiplier for driving results



Anchor a **system of ideas** in a strong **brand ethos** to maximize short and long-term impact



CULTURAL RELEVANCE

25% more growth for brands with higher cultural resonance scores¹

AGGREGATE ATTENTION

21% more impact from 5 secs of aggregate attention vs. 5 secs of continuous attention²

SYSTEM OF IDEAS

61% more efficient cost per Ad Recall lift with 5-10 distinct and varied creative themes³

Sources: 1. "Scoring Brands' Standing in Culture," WARC 2023. "Brands with the highest Cultural Resonance Score grew 25% more than their competitors last year, according to TMA, with the top three culturally resonant brands in its study growing at twice the rate of their competition." Cultural Resonance Scores are based on real-time collection, analysis, and measurement of 130+ consumer-based metrics across 4,000+ brands in 200+ sectors globally. Sourced from The Marketing Arm. 2. Internal Analysis by Meta using Offline sales data and (modeled) attention data measured by PlaygroundXYZ, 2024. 0.75Bn user-adset pairs from video adsets (weekly attention) and 1.3Bn impressions (impression level attention) from video impressions, from Reach-optimized campaigns measuring offline purchases. Data collected March 4- March 31, 2024 and April 20-May 10, 2024, and included EMEA, US and CA advertisers from a variety of verticals. Predicted visual attention provided by 3P research vendor PlaygroundXYZ (a GumGum company), and analyzed by Meta. The vendor used eye tracking data from their passive panel as ground truth to build a model predicting how long a user looks at an ad based on behavioral and environmental signals. This model was applied to impression-level inputs from historical Meta campaign data to generate predicted visual attention times. 3. XPLN (2025), research evaluated simultaneously Ad Recall lift and attention time over 35 campaigns run on Meta in 2024 & 25. Average numbers.

Scavenger Hunt

A collage of four advertisements for a scavenger hunt. The top-left ad shows a woman with a Coca-Cola logo on her face, with text: "POUR VOTRE SANTÉ, MÂNGEZ AU MOINS 8 FRUITS ET LÉGUMES PAR JOURS. WWW.MANGERSBOUGER.FR". The top-right ad shows a man holding a Coca-Cola can, with text: "Tente de gagner tes places ou un séjour VIP pour Paris2024". The bottom-left ad shows a man in a white shirt, with text: "Gagne tes places pour Paris 2024" and "Installe l'application Coca-Cola". The bottom-right ad shows a man in a white shirt, with text: "Tente de gagner tes places pour Paris 2024" and "avec Coca-Cola!".

Music Tour

A collage of three advertisements for a music tour. The left ad is a Reel with text: "Coca-Cola Studio présente Coca-Cola Music Tour". The middle ad is a Reel with text: "Coca-Cola Studio" and "SOPRANO & ALZONILE & MALÀ". The right ad is a Reel with text: "Coca-Cola Music Tour" and a list of artists: "MARCELLE et SOPRANO & ALZONILE", "JONAS et ALZONILE & MALÀ", "SANTO ET MONA et SANTA & MARCA COSTA", "PAPA ET MONA", "LA COMEDIE HUMORISTIQUE", and "DOROT".

Community

A collage of two advertisements for a community event. The top ad is a Reel with text: "C'est magique quand le monde se rassemble" and "Learn more". The bottom ad shows a group of people at a community event.



It's magic when the world comes together

Food Fest

A collage of three advertisements for a food festival. The left ad is a Reel with text: "RENDEZ-VOUS À L'ADROUARE DES BIVALVES DU 27 JUIN AU 8 SEPTEMBRE 2024" and "BAO LA - VIETNAM". The middle ad shows a man holding a menu, with text: "tryCoke". The right ad shows a woman eating, with text: "PLATS CHEFS DÉCOUVRIR MOMENTS" and "PARCOURS DÉCOUVRIR MOMENTS".

3X
message
association

+189%
lift in conversation
volume

Digital Fresco

A collage of four advertisements for a digital fresco campaign. The top-left ad is a Reel with text: "Coca-Cola". The top-right ad shows a street scene with a digital fresco. The bottom-left ad shows a man in a white shirt. The bottom-right ad shows a man in a white shirt.

Source: Campaign ran on Meta in 2024, data from AdsManager, Meta Brand lift and Buzz lift study

We're placing brands at the center of cultural conversations

KraftHeinz

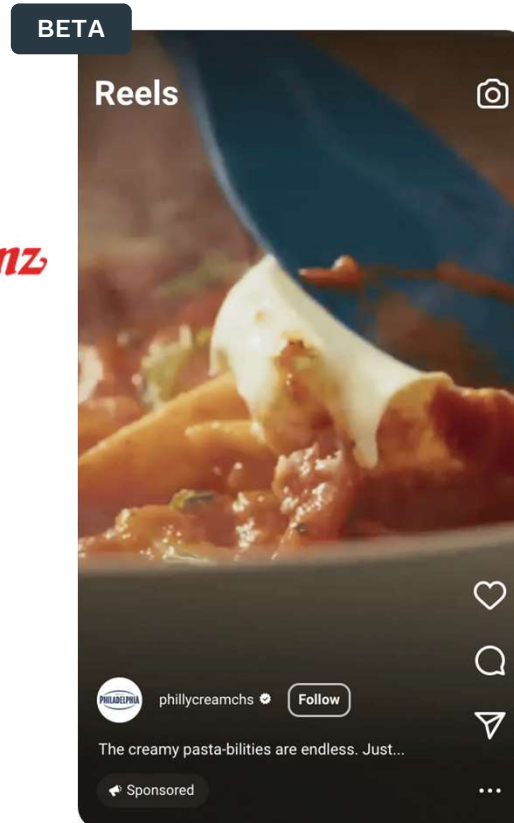
+20%

total unaided brand awareness¹

+4.4pts

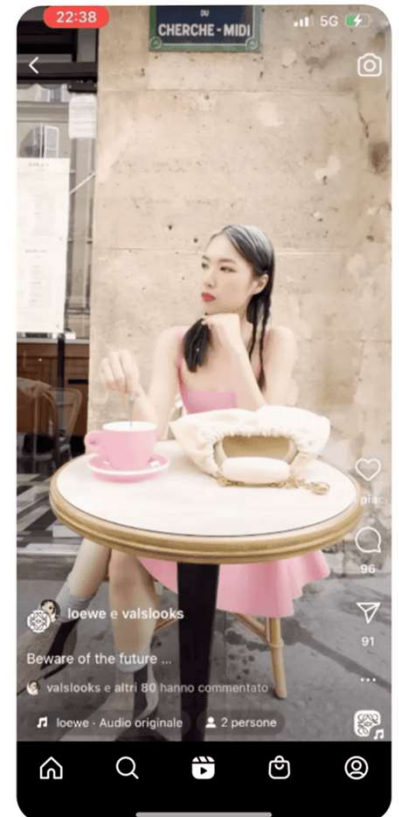
median ad recall lift on top of concurrent media²

Source: 1. Kantar Context Lab study (N=623) 2. Cross-vertical statistical meta-analysis across 8 lift studies that ran between April - May 2025 by North America advertisers that participated in Reels trending ads product alpha testing.



Reels trending ads

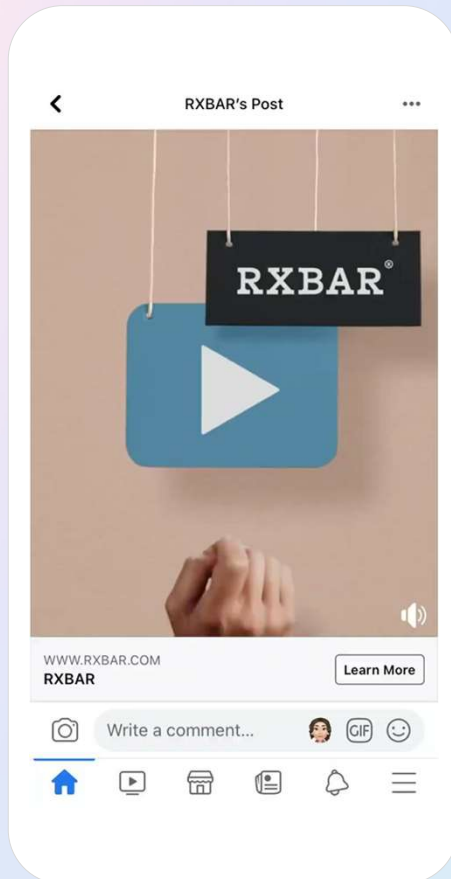
Your brand at the center of culture



Place your Brand immediately after the most trending and culturally relevant content for your brand

Bridging the omni-channel experience

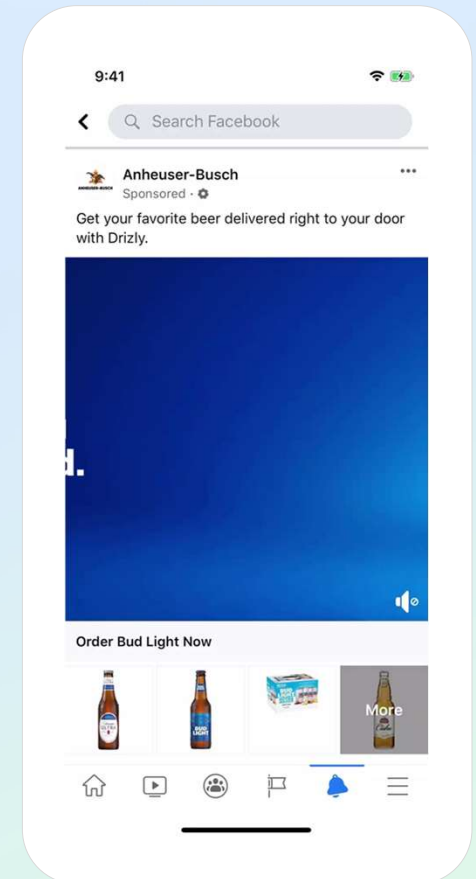
DRIVE ONLINE SALES



GENERATE NEW LEADS / COUPONS



OPTIMIZE FOR LOCAL DELIVERY





WhatsApp: drive conversations that add value

Boost performance by creating a seamless in-thread experience customized for your business.

Individual companies report:

+72%

average revenue per order.

+194%

conversion uplift vs. mobile web.

+49%

more appointment bookings.

Source: Third-party supplied data.

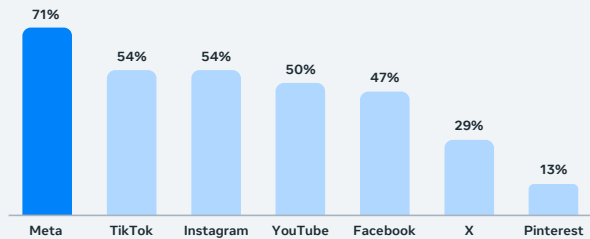
Results are self-reported and not identifiably repeatable. Generally expected individual results will differ

We're bridging the gap between culture and connection

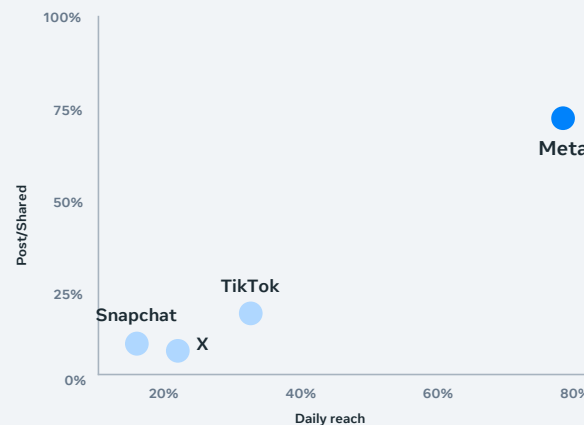
Culture happens here because people are here¹

Which of the following services do you think has the most influence in shaping cultural trends?

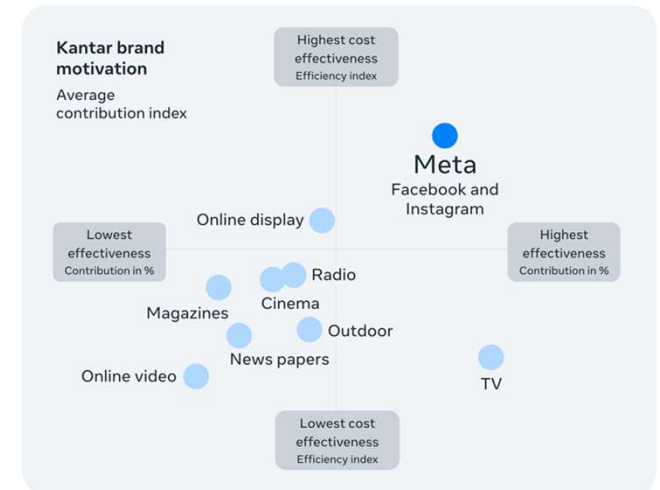
(e.g. fashion, viral culture, and what people like, share or talk about)



Connection is our superpower²



We're the most cost-effective channel for building brands³



Sources 1 and 2: Global Web Index (2025) H2 2024 surveys in 52 markets (excl. China and Russia). Global Panel sample = 958k people. Global Web Index data is based on online surveys by GWI among internet users aged 18-64. These surveys include a wide range of questions about respondents' digital lives, lifestyles, behaviors and attitudes, with all answers being self-reported by respondents. To ensure the results are representative of the online population aged 18-64, GWI set appropriate quotas on age, gender and education. To set these quotas, GWI conducted research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. GWI works with 1,077+ organisations worldwide, it supports numerous global fortune 500 brands as well as most of the largest network agencies and social media companies, including but not limited to: Publicis Group, Dentsu, WPP and Omnicom, LinkedIn, TikTok, Snapchat, Reddit, X, Microsoft, Google, Spotify, Electronic Arts. 3. Source: Kantar's global LIFT+ (CrossMedia) database, 2019-2024, based on 1001 global campaigns.

Every connection is an opportunity.
It's Your World.

