

MISFIT MARKETING

The DTC static ad **system**

12 proven formats, 5 brand teardowns, and the production framework behind high-converting image ads on Meta

Includes an analysis of 67,852 ads across 106 brands

Curtis Howland

misfitmarketing.co | Marketing Misfits Podcast

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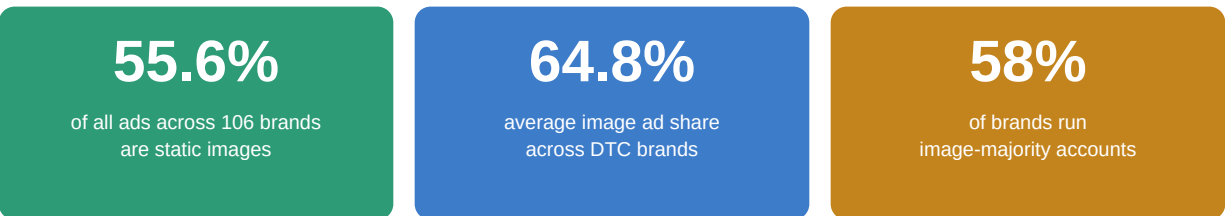
SECTION 01

Why static ads are a **high-leverage** creative asset

What 67,852 ads across 106 brands tell us about the role of static creative.

There is a common assumption in performance marketing that video is the only format worth investing in. Reels, TikToks, UGC clips. If you are not making video, you are falling behind. Video is powerful. But it is only part of the picture.

Misfit Marketing pulled every active ad from 106 brands across DTC, ecommerce, and consumer categories. We classified each ad by format (image, video, carousel) and analyzed the mix. The results show that static images play a much larger role than most teams realize.



Across 67,852 total ads, 37,753 are static images. More than half. The brands spending the most on Meta are not going all-in on video. They are running a balanced mix where statics carry significant weight. Brands running 1,000+ ads average 60% image creative.

The DTC numbers are even more notable. Across 32 DTC and ecommerce brands in our dataset, the average image ad share is 64.8%. Brands like SHEIN (96.6%), Calvin Klein (93.4%), On Running (85.1%), Obvi (82.1%), and Fabletics (82.5%) run heavily image-weighted accounts.

BRAND	TOTAL ADS	IMAGE %	VIDEO %
SHEIN	2,355	96.6%	3.4%
Calvin Klein	1,616	93.4%	6.6%
On Running	565	85.1%	14.9%
Obvi	346	82.1%	17.9%
SKIMS	515	75.9%	24.1%
True Classic	926	68.5%	31.5%
Huel	174	67.8%	32.2%
Glossier	318	42.8%	57.2%

Source: Misfit Marketing analysis of 67,852 active Meta ads across 106 brands, March 2026

→ [Get your own copy of the full dataset \(106 brands, all formats\)](#)

This does not mean video is less important. Glossier runs 57% video. Honeylove runs 84% video. Both are successful. The point is that static image ads are not a secondary format. They are a critical part of a complete creative system, and most teams under-invest in them.

Why the algorithm rewards creative diversity

Meta's Andromeda algorithm update changed how creative gets evaluated and served. The algorithm now uses visual recognition to assess creative diversity across your account. An image with slightly different text overlays is recognized as essentially the same creative. If the system perceives a lack of genuine diversity, it penalizes your account with higher CPMs. Research from AppsFlyer suggests that creative quality may account for 70-80% of Meta ad performance, more than budget or targeting alone.

The old approach of taking one winning image and testing it with 20 different headlines no longer works. Under Andromeda, that is not 20 creatives. It is one creative with text variations that the algorithm sees through. Creative diversity now means genuine visual, format, and messaging variation. Static images are where you can produce that diversity fastest and cheapest, which is why they play such a large role in most high-performing accounts.

The production math

	STATIC IMAGE	VIDEO
Production time per asset	30-60 minutes	4-8 hours
Variations per week (small team)	15-25	3-5
Cost per asset	\$30-100	\$200-500
Time to first test	Same day	3-5 days
Iteration speed	Hours	Days

Need a good partner for static ad production? Reach out. I keep an updated list of recommended creators and agencies I trust.

The brands winning on Meta in 2026 are running both video and static. But the thing that allows them to test fast, iterate daily, and maintain genuine diversity is a systematic static ad production process. Our data shows it: across 106 brands, the average ad account is 55.6% static images. Among DTC brands specifically, that number climbs to 64.8%.

Creative diversity matters more than creative volume. When you find a winner, the job is not to crank out 20 more iterations of the same thing. It is to repurpose that winning messaging across genuinely new creative formats. A winning video hook becomes a static headline. A winning static becomes a

carousel. A winning testimonial becomes a data callout.

This guide gives you the system for the static side of your creative engine. Twelve distinct formats, mapped to funnel stages, with real brand examples and a production workflow you can deploy this week. No fluff. No theory. Just the frameworks behind accounts spending \$50K-500K+ per month on Meta, backed by data from 67,852 real ads.

SECTION 02

The 12 static ad formats

Every DTC brand needs these in rotation. Each format serves a different psychological function and funnel stage.

#	FORMAT	FUNNEL	PRIMARY USE
01	Product Hero	BOF	Clean showcase for warm audiences
02	Social Proof	MOF/BOF	Trust-building with reviews & endorsements
03	Before & After	MOF	Transformation visualization
04	Feature Callout	MOF	Benefit education with annotations
05	Us vs. Them	TOF/MOF	Competitive differentiation
06	UGC-Native	TOF	Feed-native social content
07	Grid / Collage	TOF/MOF	Lifestyle & variety showcase
08	Offer / Promo	BOF	Conversion-focused discount creative
09	Ugly / Lo-Fi	TOF	Anti-ad pattern interrupt
10	Data Callout	MOF	Authority through numbers
11	Meme / Culture	TOF	Engagement & shareability
12	Listicle	MOF	Mini landing page in one image

Product Hero

Clean product photography on a neutral or branded background. The product is the entire message.

● BOF

Why it works

Product Hero ads work because they eliminate cognitive load. For warm audiences who already know what you sell, the fastest path to conversion is removing everything between them and the product. No copy to parse, no story to follow. Just the thing they want, looking its absolute best. This format triggers ownership visualization, where the viewer mentally places themselves using the product.

Design principles

- One product, one background, zero distractions
- Use lighting and angles that create desire (lifestyle context optional)
- Brand elements (logo, color) present but not competing with product

Best for

Physical products with strong visual appeal. Fashion, accessories, beauty, home goods, food. Especially effective for retargeting audiences and high-intent prospecting.

What to test

→ Background treatment: solid brand color vs. lifestyle context vs. pure white



Dr. Squatch | High Impression Ad



Ridge Wallet | High Impression Ad

Social Proof / Testimonial

Customer quotes, star ratings, review counts, and expert endorsements paired with product imagery.

● MOF | ● BOF

Why it works

Social proof is the most reliable persuasion lever in advertising. When a prospect sees thousands of five-star reviews or a quote from someone who sounds like them, it short-circuits the evaluation process. The brain defaults to "if that many people trust it, I probably can too." This format is especially powerful for high-consideration products where trust is the primary conversion barrier.

Design principles

- Use specific, emotional customer language (not corporate-sounding quotes)
- Include quantifiable proof: star ratings, review counts, press mentions
- Show the reviewer's face or context when possible for authenticity

Best for

Supplements, skincare, health products, subscription services, anything with a trust gap. Ridge Wallet layers testimonials about durability and quality alongside their 2M+ sold stat and lifetime warranty.

What to test

→ Quote source: customer review vs. expert endorsement vs. press mention



Ridge Wallet | High Impression Ad

Before & After

Split-frame or side-by-side visual showing the problem state versus the result after using the product.

● MOF

Why it works

Before & After ads create a tension loop in the viewer's mind. The "before" image triggers problem recognition ("that looks like me"). The "after" image triggers aspiration ("that's where I want to be"). The product becomes the bridge between the two states. This format works because it makes the transformation tangible and visual rather than requiring the viewer to imagine the outcome from a text description.

Design principles

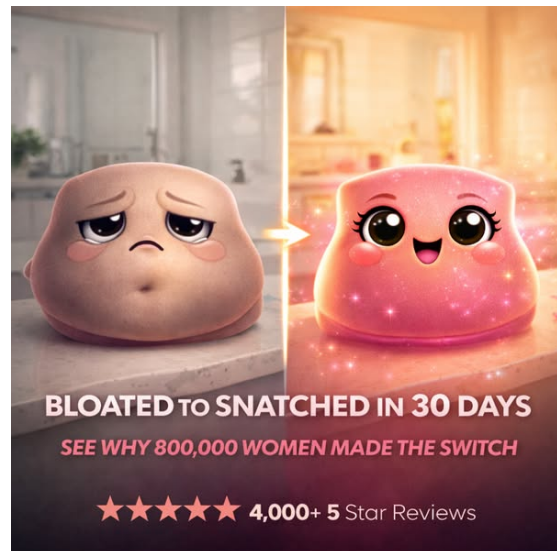
- Make the contrast obvious and immediate. Subtle differences get scrolled past.
- Keep both images visually consistent (same lighting, angle, framing) so the product is clearly the variable
- Add a timeframe when possible ("Day 1 vs. Day 30") for credibility

Best for

Skincare, haircare, supplements, fitness, home improvement, cleaning products. Any category where the product creates a visible transformation. Obvi has built their entire static strategy around bold, vibrant transformation visuals.

What to test

→ Layout: horizontal split vs. vertical split vs. slider-style overlay



Obvi | High Impression Ad

Feature Callout

Product image with annotated benefit callouts pointing to specific features. Visual education in a single frame.

● MOF

Why it works

Feature Callout ads satisfy the "how does it work?" question that sits between awareness and purchase intent. They work because the annotation format feels informational rather than promotional. The viewer processes it more like content than advertising, which lowers resistance. The visual hierarchy of arrows, lines, and callout boxes creates a natural reading path that guides attention across the entire image.

Design principles

- Limit to 3-5 callouts maximum. More than that creates clutter.
- Lead with benefits, not specs. "Deep stretchy pockets" beats "10-inch inseam"
- Use clean annotation style that matches brand (arrows, lines, numbered dots)

Best for

Products that require education before purchase. Tech accessories, supplements with ingredient stories, apparel with functional features, food products with nutritional claims. Huel excels at this with clean, annotated ingredient breakdowns.

What to test

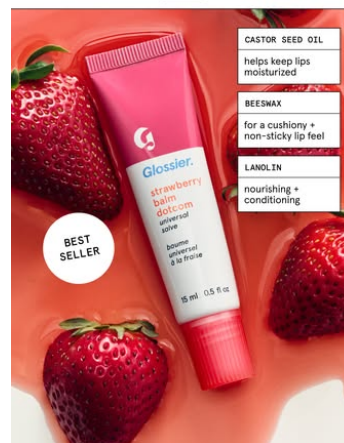
→ Number of callouts: 3 vs. 5 vs. full ingredient breakdown



Dr. Squatch | High Impression Ad

Glossier: balm dotcom
Instant nourishment lip balm

Shop now



Glossier | High Impression Ad

Us vs. Them / Comparison

Side-by-side or chart-style comparison between your product and the competition, the old way, or the category default.

● TOF | ● MOF

Why it works

Comparison ads work by anchoring your product against something the viewer already has a negative opinion about. "Your current wallet" (bulky, falling apart) vs. "The Ridge" (slim, premium) creates an immediate value gap. The viewer does not need to evaluate your product in isolation. They only need to agree that yours is better than what they are currently using. This dramatically simplifies the decision-making process.

Design principles

- Make the comparison visually unfair. Your product should look dramatically better.
- Name the category, not the competitor (unless you are dominant enough to go direct)
- Use a clear visual structure: split-screen, table, or check/X format

Best for

Any product displacing an incumbent behavior. Wallets, razors, supplements, meal replacements, software alternatives. Ridge Wallet built their brand on the "bulky wallet vs. slim wallet" comparison and has never stopped running it.

What to test

→ Comparison target: generic category ("old way") vs. implied competitor vs. direct name



Ridge Wallet | High Impression Ad

UGC-Native / Screenshot

Designed to look like organic social content: selfies, text message screenshots, comment replies, casual phone photos with text overlays.

● TOF

Why it works

UGC-Native ads work by bypassing the viewer's "ad filter." After years of scrolling past polished brand creative, people have developed unconscious pattern recognition for ads. When something looks like a friend's post, a text exchange, or a casual recommendation, it earns an extra half-second of attention. That half-second is often the difference between a scroll and a click. Glossier has mastered this by making their entire brand aesthetic feel user-generated.

Design principles

- Imperfection is the point. Overly polished "UGC" reads as fake.
- Use native platform elements: comment boxes, reply formats, message bubbles
- Pair casual visuals with specific, credible claims (not generic enthusiasm)

Best for

Beauty, skincare, fashion, food, lifestyle products. Any category where peer recommendation is a primary purchase driver. Also effective as a format shift when polished brand ads are fatiguing.

What to test

→ Format: selfie + text overlay vs. screenshot of texts vs. comment reply



Glossier | High Impression Ad



Glossier | High Impression Ad

Grid / Collage / Mood Board

Multiple images arranged in a grid layout. Pinterest-board energy combining product shots, lifestyle images, UGC, and textures.

● TOF | ● MOF

Why it works

Grid ads are psychologically pleasing because they trigger completeness. The brain wants to scan every cell of the grid, which means higher dwell time per impression. The format also communicates "this brand has range" without requiring any text to say it. Each cell can target a different objection or desire, making the single image do the work of multiple ads. Grids also signal community and social proof at scale.

Design principles

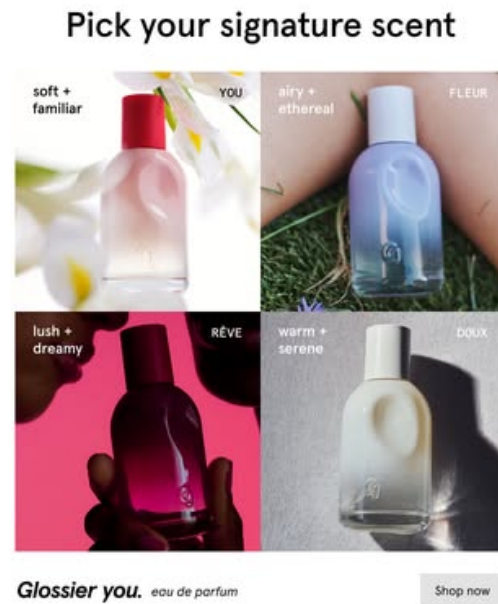
- 4-9 cells is the sweet spot. Less feels sparse, more feels chaotic.
- Mix content types: product, lifestyle, UGC, texture, text
- Center the product or logo to ground the visual. Use consistent color treatment across cells.

Best for

Fashion, jewelry, home goods, beauty brands with diverse product lines. Especially effective for showing skin tone diversity, use cases, or "how our customers style it" social proof.

What to test

→ Content mix: all product vs. product + lifestyle vs. product + UGC



Glossier | High Impression Ad

Offer / Promo

Bold typography, discount codes, urgency language, and clear CTAs. The conversion closer.

● BOF

Why it works

Offer ads work through loss aversion. "30% OFF ends tonight" triggers a fear of missing the deal that is often stronger than the desire for the product itself. The bold typography and urgency elements create a sense of event, making the ad feel time-sensitive even in an always-on feed. This format converts best when layered on top of awareness built by other formats.

Design principles

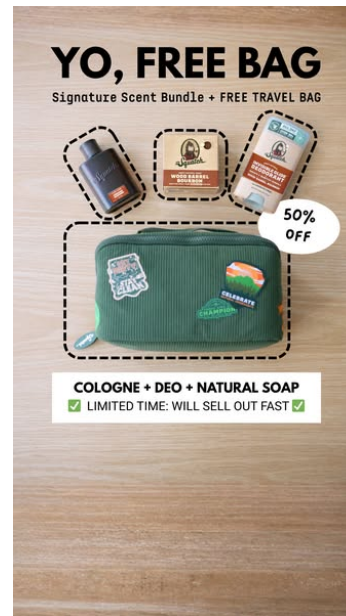
- Make the offer impossible to miss. 40pt+ discount text, contrasting colors.
- Include a deadline or scarcity element (even if it is recurring)
- Product image is secondary to the offer itself. The deal is the hero.

Best for

Any ecommerce brand running promotions. Especially powerful for the "Four Peaks" strategy (4+ major sales events per year). Dr. Squatch runs aggressive offer creative around limited-edition drops and seasonal events.

What to test

→ **Urgency framing:** countdown ("24 hrs left") vs. scarcity ("while supplies last") vs. exclusivity ("members only")



Dr. Squatch | High Impression Ad



Ridge Wallet | High Impression Ad

Ugly / Lo-Fi / MS Paint

Deliberately unpolished creative. Handwritten text, crude drawings, mismatched fonts, screenshot energy. The anti-ad.

● TOF

Why it works

Ugly ads work because they violate expectations. In a feed full of polished brand creative, something that looks like it was made in MS Paint in five minutes creates genuine pattern interruption. The brain registers it as "not an ad," which earns attention. There is also a humor and authenticity signal, where the deliberate ugliness communicates "we care more about the message than looking pretty." This builds unexpected trust.

Design principles

- The ugliness must be intentional and confident, not accidental and sloppy
- The message inside the ugly format must be sharp and clear
- Works best when the brand has established enough credibility that "ugly" reads as self-aware, not amateur

Best for

Brands with a strong, established visual identity who can afford to break it. Also excellent for early-stage brands where authenticity matters more than polish. Farm brands, artisanal food, and humor-forward brands (like Dr. Squatch) execute this well.

What to test

→ Style: MS Paint text vs. handwritten on paper vs. phone notes screenshot



Dirty Dog Farm | High Impression Ad

Data / Stat Callout

One powerful number or data point as the hero of the image. The statistic IS the creative.

● MOF

Why it works

Data Callout ads leverage the authority of numbers. "11,000+ five-star reviews" or "2 million wallets sold" or "800,000 women made the switch" all create instant credibility. The specificity of a number feels more trustworthy than a qualitative claim. The format also satisfies the analytical buyer who needs proof before emotion. Obvi has built an entire creative category around transformation stats and review counts.

Design principles

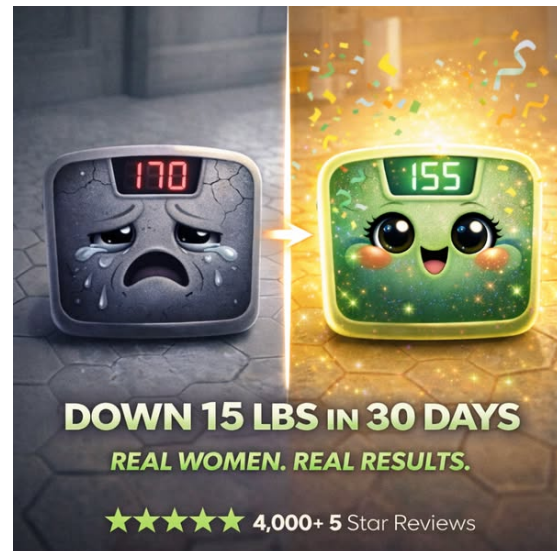
- One number per ad. Multiple stats compete and dilute impact.
- The number must be genuinely impressive in context. "500 reviews" is not a stat ad. "50,000 reviews" is.
- Support the number with minimal context: what it measures and why it matters

Best for

Supplements (ingredient counts), review-heavy brands, subscription services (customer counts), products with clinical backing. Any brand with a genuinely impressive number to put forward.

What to test

→ Number type: social proof (reviews) vs. product spec (ingredients) vs. outcome ("90% saw results")



Obvi | High Impression Ad



Obvi | High Impression Ad

Meme / Culture

Trending meme formats, pop culture references, or humor-forward creative with brand messaging layered in.

● TOF

Why it works

Meme ads work because they borrow the engagement mechanics of organic social content. When someone sees a meme format they recognize, the brain processes it as entertainment first, advertising second. This earns not just attention but engagement: likes, comments, shares. The social signals then feed back into the algorithm, earning cheaper distribution. The key is cultural fluency. A meme that is two weeks late reads worse than no meme at all.

Design principles

- The meme must be current. Stale memes actively hurt brand perception.
- The brand message should enhance the meme, not hijack it
- These ads should generate comments and shares. If the humor does not land, kill it fast.

Best for

Brands with a humor-forward identity and a social team that moves fast. CPG, food, lifestyle, and any brand targeting younger demographics. Dr. Squatch runs meme-adjacent creative consistently and uses it as a TOF entry point.

What to test

→ Meme format: trending template vs. brand-specific recurring joke vs. reaction image



Dr. Squatch | High Impression Ad

Listicle / "Reasons Why"

Text-heavy format listing 3-5 benefits, reasons, or ingredients. A mini landing page in a single image.

● MOF

Why it works

Listicle ads work because lists are one of the most scannable content formats. The numbered or bulleted structure promises the viewer a specific amount of information ("5 Reasons Why") and creates a completeness loop where the brain wants to read all five. This format bridges the gap between awareness and purchase intent by stacking multiple proof points into a single impression. It is especially effective for products with complex value propositions.

Design principles

- 3-5 items maximum. More than 5 becomes too dense for a static image.
- Each list item should be a standalone benefit, not a feature spec
- Use clear visual hierarchy: numbered items, consistent formatting, readable font size

Best for

Supplements, meal replacements, tech products, subscription services. Any product where the value proposition has multiple dimensions. Huel uses this format effectively to stack nutritional benefits into a single frame.

What to test

→ List length: 3 reasons (cleaner) vs. 5 reasons (more comprehensive)



Huel | High Impression Ad



Huel | High Impression Ad

SECTION 03

The funnel-to-format **matrix**

Screenshot this page. Use it every time you brief new creative.

FORMAT	TOF Awareness	MOF Consideration	BOF Conversion
Product Hero			●
Social Proof		●	■
Before & After		●	
Feature Callout		●	
Us vs. Them	■	●	
UGC-Native	●		
Grid / Collage	●	■	
Offer / Promo			●
Ugly / Lo-Fi	●		
Data Callout		●	
Meme / Culture	●		
Listicle		●	

● = Primary use | ■ = Secondary use | Blank = Not typical for this stage

Quick Audit: If 80% of your static ads are Product Hero and Offer, you are under-serving top-of-funnel. If everything is UGC-Native, you are missing bottom-funnel conversion creative. A healthy account has active ads in at least 6-8 of these 12 formats.

The creative diversity framework

Format diversity is necessary but not sufficient. Here are the 5 axes that define genuine creative diversity on Meta.

Axis 01: FORMAT

Which of the 12 formats are you running? Most brands default to 2-3. Top performers maintain 6-8 in active rotation.

Axis 02: VISUAL STYLE

Are your ads polished brand creative, lo-fi UGC, editorial photography, or something else? Running the same visual treatment across every format is still a form of creative sameness.

Axis 03: MESSAGING ANGLE

Pain point, aspiration, social proof, curiosity, humor, education. Each angle attracts a different segment of your potential audience. One angle = one segment.

Axis 04: OFFER TYPE

Free gift with purchase, percentage discount, dollar-off, BOGO, no offer (just value). Dr. Squatch leads promos with free bags and limited drops. Other brands never mention price. Test both.

Axis 05: AUDIENCE PERSONA

Ridge runs the same wallet targeted at minimalists, travelers, tech workers, and gift-givers with completely different creative for each. Same product, different person in the ad, different context. This is how one SKU becomes 20+ distinct ads.

The 5-minute diversity audit

Run these 10 questions against your current ad account. If you answer "no" to more than 4, your creative diversity is likely holding back performance.

- 01 Are you running ads in at least 6 of the 12 static formats?
- 02 Do you have both polished and lo-fi visual styles active?
- 03 Are you testing at least 3 different messaging angles?
- 04 Do you have ads running with AND without a promotional offer?
- 05 Are you targeting at least 2 distinct audience personas with different creative?
- 06 Have you refreshed your oldest running static in the last 4 weeks?

- 07 Do you have at least one "ugly" or meme-format ad in rotation?
- 08 Is your static-to-video ratio at least 50/50 by ad count?
- 09 Are you launching 5+ genuinely new statics per week?
- 10 Can you name the top-performing format in your account right now?

8-10 Yes: Your creative diversity is strong. Focus on iteration speed. | **5-7 Yes:** Gaps exist. Use the format matrix to identify what is missing. | **0-4 Yes:** Creative diversity is likely your biggest performance bottleneck.

SECTION 05

Brand teardowns

Five DTC brands. How they build their static ad systems. What you can steal.

Dr. Squatch

The Volume Machine

Brand Snapshot

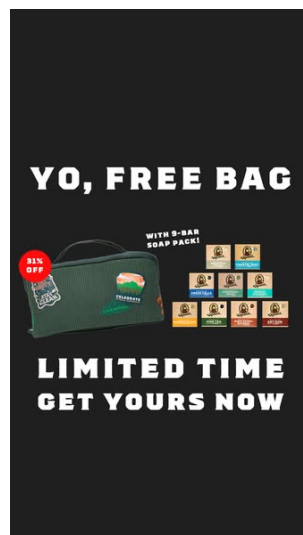
Category: Men's personal care (soap, deodorant, hair care). Revenue: estimated \$220-280M (2024). Acquired by Unilever in 2025. Creative volume: 5,800+ total creatives tested. They handle static creative production in-house while outsourcing video editing to agencies. Their founding insight was that natural soap could be sold through humor and entertainment.

Static Ad Format Mix

Dr. Squatch leans heavily on Meme/Culture, Offer/Promo, and Ugly/Lo-Fi formats for top-of-funnel, then shifts to Product Hero and Social Proof for conversion. Their limited-edition drops (seasonal scents, celebrity collaborations) drive a constant cycle of Offer/Promo creative. They maintain a 3-way split: humor-driven TOF, education-driven MOF, and urgency-driven BOF.

What They Do Better Than Almost Anyone

Volume and iteration velocity. Dr. Squatch tests more creative than almost any brand in DTC. Their internal creative team produces statics at high speed while maintaining a consistent brand voice that is humor-forward, masculine, and self-aware. They also excel at using celebrity partnerships (Sydney Sweeney, Mike Tyson, Alan Ritchson) as static creative fuel, turning one partnership into dozens of format variations. Their creative diversity ethos is explicit: they prioritize making content that feels fresh across platforms and placements rather than repeating the same wallpaper.



Ad Breakdown

Look for their split-screen comparison ads. They often run a "your current soap vs. Dr. Squatch" format that combines the Us vs. Them and Product Hero formats in a single image. The left side shows a

generic bar soap (boring, chemical), the right side shows a Squatch bar (natural, textured, premium-looking). The visual contrast is immediate and the copy in the primary text does the selling. The image just needs to stop the scroll. Also note their seasonal promo creative, which uses bold typography and product shots that feel more like a streetwear drop than a soap ad.



What We'd Test if We Were Running This Account

Dr. Squatch is extremely video-heavy. The opportunity is in scaling their static production to match their video velocity. Specifically: more Data Callout formats leveraging their ingredient story, more Grid/Collage formats showing their expanding product line, and more UGC-Native formats since their audience skews young and social-native. Their humor translates well to Meme formats but they could push harder on educational statics that explain why natural ingredients matter.

Ridge Wallet

The Premium Product Showcase

Brand Snapshot

Category: EDC (everyday carry) accessories. ~\$200M annual revenue, \$300M+ in cumulative wallet sales. Expanded from wallets into rings, backpacks, and luggage. Seeded 2,000+ creators in Q1 2025 alone. Pioneered YouTube creator sponsorships (5,000+ creators, 544M+ views). Their creative strategy is built on product-first visuals and relentless comparison framing.

Static Ad Format Mix

Ridge runs primarily Product Hero, Us vs. Them/Comparison, and Feature Callout formats. Their static creative leans on premium product photography against clean backgrounds, side-by-side comparisons (slim Ridge vs. bulky traditional wallet), and material/color showcases. They also run strong Offer/Promo creative around new product launches, which they have discovered drives incremental ROAS above 4x, significantly exceeding their targets.

What They Do Better Than Almost Anyone

Ridge excels at making a simple product category feel premium and diverse. A wallet is a wallet, but Ridge sustains creative diversity through materials (aluminum, titanium, carbon fiber, Damascus steel), colors (20+ options), and use cases. Their comparison ads are best-in-class because the visual contrast is immediate: a bulky, overstuffed leather wallet next to a slim, sleek Ridge. No copy needed to understand the value proposition. They also run sophisticated creative testing, launching 100+ ads in a single day and identifying winners quickly by which ones sustain spend.



Ad Breakdown

Their longest-running ads tend to be split-screen product comparisons and clean product shots on solid backgrounds. Look for ads featuring the wallet on a textured surface (concrete, wood, leather) with minimal text. The primary text and headline do the selling while the image does one job: make the product look desirable. Their new product launch ads have become a core strategy, with controlled incrementality testing proving that launch creative drives measurably higher returns than business-as-usual ads.



What We'd Test if We Were Running This Account

Ridge is very product-focused, which is their strength, but also their ceiling. The opportunity is in testing more Social Proof formats (leveraging their 2M+ wallets sold stat and massive review count), UGC-Native statics showing real people using the wallet in context, and Listicle formats ("5 reasons men are switching"). Their brand is strong enough to support Ugly/Lo-Fi formats as a pattern interrupt. Also: more aggressive Data Callout ads with their most impressive numbers front and center.

Glossier

The Community-Driven Approach

Brand Snapshot

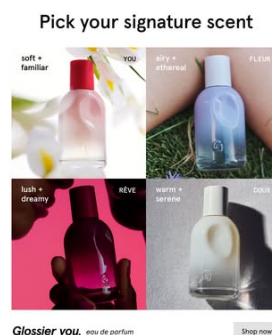
Category: Beauty and skincare. Built their brand on the "skin first, makeup second" philosophy. The brand that proved community-generated content could outperform traditional beauty advertising. Interestingly, our data shows Glossier is one of the more video-leaning DTC brands at 42.8% image (136 image vs. 182 video out of 318 total). This makes them a useful contrast: they invest heavily in video but still maintain a strong static foundation for conversion-focused creative.

Static Ad Format Mix

Glossier's static mix centers on UGC-Native, Grid/Collage, and Social Proof formats. They run unfiltered selfies, community mood boards, and customer review statics that feel indistinguishable from organic Instagram posts. Their Product Hero ads exist but are secondary to people-first creative. They also use Grid/Collage formats to showcase skin tone diversity and product versatility without needing multiple separate ads.

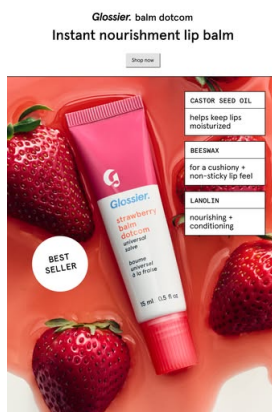
What They Do Better Than Almost Anyone

Glossier builds campaigns around customer content. Their static ads feature real users sharing unfiltered selfies. This is not accidental. It is a deliberate creative strategy that accomplishes three things at once: social proof (real people trust us), diversity representation (the product works for everyone), and feed-native formatting (it looks like a friend's post, not an ad). Their visual identity is so consistent that even "unbranded" UGC immediately reads as Glossier. That is the mark of a brand system working correctly.



Ad Breakdown

Look for their "top-rated" product statics. They combine a clean product shot with a prominent star rating and a short, specific customer quote. The layout is minimal: product, proof, done. Also study their collage-style ads showing multiple skin tones using the same product. These ads do the work of 5 separate ads in a single frame. The grid format creates an aspirational "I want to be part of this" feeling that a single product shot cannot achieve.



What We'd Test if We Were Running This Account

Glossier is heavy on TOF and MOF but lighter on BOF conversion creative. The opportunity is in testing more direct Offer/Promo formats with their seasonal sales, Feature Callout ads explaining ingredient science (they have credibility to go deeper), and Comparison ads (Glossier's natural approach vs. heavy makeup). They could also push harder on Data Callout formats with their review counts and bestseller stats.

Obvi

The Bold Transformation Play

Brand Snapshot

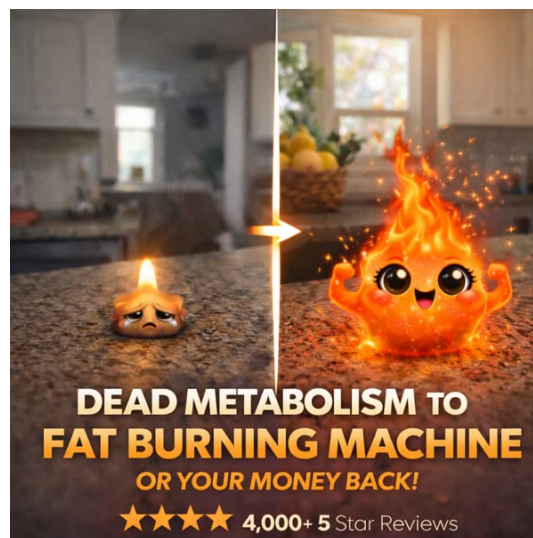
Category: Collagen and weight management supplements. Known for vibrant, bold, high-energy creative. Targets a predominantly female audience with confidence, beauty, and weight loss messaging. In our analysis of 106 brands, Obvi runs 82.1% image ads (284 image vs. 62 video out of 346 total), making them one of the most static-heavy supplement brands on Meta. One of the few DTC brands openly leveraging AI-generated imagery in their static ads.

Static Ad Format Mix

Obvi leans heavily on Before & After, Offer/Promo, and Data Callout formats. Their transformation ads are central to their strategy: bold, colorful, and emotionally charged. They also run Social Proof statics with high-energy customer testimonials and seasonal promotion creative with strong urgency elements. Their visual style is immediately recognizable with bright pinks, purples, and bold typography.

What They Do Better Than Almost Anyone

Obvi has made the Before & After format their own by keeping it fun, flashy, and aspirational rather than clinical or shame-based. Their transformation ads feel like celebrations rather than critiques. The "before" state is treated with empathy, not embarrassment, and the "after" state is framed as confidence, not just physical change. This tonal choice is critical in a category where transformation messaging can easily become problematic. They also iterate at high velocity, rotating hooks and offers constantly to combat creative fatigue.



Ad Breakdown

Look for their product + social proof statics. A common format is a vibrant product shot paired with a bold "30% OFF" callout, a star rating, and a customer quote about results. They stack 3-4 proof elements into a single frame. Also study their AI-enhanced product imagery, which creates lifestyle contexts that would be expensive to photograph but can be produced rapidly through AI generation tools. Their use of bold color and energy makes every ad feel like an event.



What We'd Test if We Were Running This Account

Obvi's boldness is their strength, but it can create ad fatigue faster because everything is high-energy. The opportunity is in testing contrasting quiet formats: clean, minimal Product Hero ads, educational Feature Callout statics about collagen science, and UGC-Native formats that feel more intimate and less produced. They could also benefit from more Listicle formats that stack ingredient benefits for the analytical buyer segment they are likely under-serving.

Huel

The Education-First Native

Brand Snapshot

Category: Nutritionally complete meal replacement. Available as powder, ready-to-drink, bars, and hot meals. Built on the premise that every meal should be nutritionally complete, convenient, and affordable. Our data shows Huel at 67.8% image (118 image vs. 56 video out of 174 total), running leaner than many competitors but with highly systematized static creative that does heavy lifting across formats.

Static Ad Format Mix

Huel centers on Feature Callout, Listicle, and UGC-Native formats. Their annotated ingredient breakdowns are some of the cleanest in DTC. They also run a distinctive "reply to comment" UGC-Native format that addresses common objections ("is it actually worth the money?") in a native, authentic-feeling way. Product Hero and Offer/Promo formats appear in their mix but are secondary to educational creative.

What They Do Better Than Almost Anyone

Huel excels at making education feel native. Their reply-to-comment format takes a real customer question and answers it in accessible, non-corporate language. This addresses objections while feeling like organic social content rather than advertising. Their Feature Callout ads are also best-in-class: clean product shots with benefit annotations that lead with outcomes ("complete nutrition in 2 minutes") rather than specs. They have found the balance between informing and persuading that most supplement brands miss.



Ad Breakdown

Look for the reply-to-comment format. The ad shows a user comment asking something like "Is Huel actually worth it?" with a response that uses accessible language, specific proof points, and a casual tone. The format disarms skepticism because it acknowledges the objection rather than pretending it does not exist. Also study their ingredient annotation ads where the product is shown with 3-4 clean callouts pointing to specific nutritional benefits.



What We'd Test if We Were Running This Account

Huel plays it safe visually. Everything is clean, branded, and on-template. The opportunity is in testing more Ugly/Lo-Fi formats, Meme/Culture creative (meal prep humor, "what I eat in a day" parodies), and bolder Before & After formats showing the convenience transformation (messy kitchen + 15 supplements vs. one Huel shake). Their audience skews analytical, so Data Callout formats with cost-per-meal comparisons could also perform well.

SECTION 06

The production workflow

How to brief, batch, and ship 50+ statics per month with a small team.

The weekly sprint

The best static ad systems run on a weekly sprint cadence. Every Monday, the team briefs new creative. By Wednesday, the first batch is in design. By Friday, new ads are live in the testing campaign. This rhythm ensures you are shipping 12-15 new statics per week (50-60 per month) while maintaining quality and strategic intent.

DAY	ACTION	OUTPUT
Monday	Review last week's performance. Identify winning formats, angles, and messaging.	Performance brief: what worked, what to iterate
Tuesday	Brief new creative. Use format matrix to ensure diversity across all 5 axes.	12-15 creative briefs with format + angle + persona
Wednesday	Design batch 1. Production team builds first round of statics from briefs.	6-8 finished statics ready for review
Thursday	Design batch 2 + QA. Second round of statics. Review all for brand consistency and specs.	12-15 total statics QA approved
Friday	Launch. Upload to testing campaign. Set naming conventions for tracking.	New ads live in testing campaign

Naming convention system

Consistent naming is what allows you to analyze performance by format, angle, and persona over time. Without it, you have a pile of ads. With it, you have data.

COMPONENT	VALUES	EXAMPLE
Client	Brand abbreviation	GRUB
Format	One of the 12 formats	SOCIAL-PROOF
Angle	Messaging approach	PAIN-POINT
Persona	Target audience	DOG-OWNER

Date	Launch date	2026-03-27
Version	Iteration number	V1

Example: GRUB_SOCIAL-PROOF_PAIN-POINT_DOG-OWNER_2026-03-27_V1

Specs cheat sheet

PLACEMENT	SIZE	RATIO	NOTES
Feed (square)	1080 x 1080 (1440 x 1440 ideal)	1:1	Works across 80% of placements
Feed (vertical)	1080 x 1350 (1440 x 1800 ideal)	4:5	More screen real estate, ~1% higher CTR
Stories / Reels	1080 x 1920 (1440 x 2560 ideal)	9:16	Safe zone: top 14%, bottom 20-35%, sides 6%
All placements	Under 30MB	--	JPG or PNG. Higher res survives Meta compression better

The testing framework

How to structure tests, read results, and make kill/iterate/scale decisions.

The 3-dimensional testing matrix

Every static ad exists at the intersection of three dimensions: Format, Angle, and Offer. The mistake most brands make is changing all three at once. You learn nothing because you cannot attribute the result. Test one dimension at a time while holding the other two constant.

DIMENSION	VARIABLES TO TEST	HOLD CONSTANT
Format	Product Hero vs. Social Proof vs. Feature Callout (same message, different visual structure)	Same angle, same offer
Angle	Pain point vs. aspiration vs. social proof vs. humor (same format, different message)	Same format, same offer
Offer	Free gift vs. 20% off vs. no offer (same format, same angle)	Same format, same angle

The kill / iterate / scale decision tree

SIGNAL	ACTION	TIMEFRAME
No spend after 72 hours	KILL. Meta has decided this creative will not compete in the auction.	Day 3
Spend but CPA above 1.5x target	KILL or ITERATE. If the hook is strong (high CTR) but CPA is weak, iterate the landing page or offer.	Day 5-7
Spend with CPA at 1.0-1.5x target	ITERATE. The creative has signal but needs refinement. Test a new headline, background, or proof element.	Day 7-10
CPA at or below target, scaling spend	SCALE. Graduate to evergreen campaign. Create 2-3 format variations of the winning message.	Day 7+

Format-level performance expectations

Not all formats perform the same on the same metrics. Understanding the expected performance profile of each format prevents you from killing a TOF winner because it did not convert like a BOF ad.

FORMAT TYPE	CTR	CVR	CPA	ROLE
TOF (Meme, UGC, Ugly)	Higher	Lower	Higher	Cheap traffic, audience building
MOF (Social Proof, Feature, Data, Listicle)	Medium	Medium	Medium	Education, trust building
BOF (Product Hero, Offer)	Lower	Higher	Lower	Direct conversion, revenue

Key takeaways

1. Static images make up 55.6% of ads across 106 brands we analyzed. Among DTC brands, it is 64.8%. They are not a secondary format. They are a critical part of every creative system.
2. Creative diversity beats creative volume. Meta's algorithm penalizes visual sameness. Run 6-8 of the 12 formats in active rotation.
3. One product can become 50+ ads through the 5 axes of diversity: format, visual style, messaging angle, offer type, and audience persona.
4. Production velocity is a competitive advantage. 12-15 new statics per week on a Monday-to-Friday sprint cadence.
5. Test one dimension at a time. Format, angle, or offer. Never all three. And know what 'winning' looks like for each funnel stage.

Curtis Howland

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→ [Download the full 106-brand dataset behind this guide](#)

This is how we think about static creative at Misfit Marketing. If it helped you build a better system for your ad account, share it with someone who needs it.