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PORTFOLIO
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LOCATION
Belfast, N. Ireland

PERFORMANCE CREATIVE PORTFOLIO

Sean Boyle

Performance Creative · Copywriter · Creative Director

Copy and creative direction built to perform - from strategy and scripting to execution and iteration with performance teams.

CASE STUDIES INCLUDED

01 **T.One Kitchens**
Showroom Visit Campaign · Meta + Google · Lead Generation

02 **ARN Business Club**
Sponsorship Campaign · Meta to LinkedIn Pivot · B2B

03 **KitchenPark**
Social Video Campaign · Meta · Lead Generation + Awareness

04 **Redwood**
B2B Debt Recovery · LinkedIn · New Market Launch

05 **FritsJurgens**
Sketch Contest Campaign · Meta · Lead Gen + Brand Awareness

06 **Payoneer**
Product Marketing · Web Copy · Global Fintech Brand

WHAT THIS PORTFOLIO DEMONSTRATES

Performance copy

Ad copy written to drive measurable outcomes - leads, registrations, and showroom visits across Meta, Google, and LinkedIn.

Strategic pivots

Three campaigns (ARN, Redwood, FritsJurgens) document audience mismatches identified mid-flight and corrected - demonstrating data-led creative thinking.

Creative direction

End-to-end creative ownership from brief to execution, including video scripting, messaging hierarchy, and visual direction.

Channel expertise

Work spanning Meta, Google, and LinkedIn - with audience-first thinking applied to channel selection, not the other way around.

CASE STUDY

T.One Kitchens

Showroom Visit Campaign · Meta + Google · 2024

Dubai-based premium Dutch kitchen brand targeting high-intent buyers in the GCC market.

ROLE	BRAND	CHANNELS	DURATION
Creative Direction	T.One Universal Studio	Meta (Facebook +	4-week campaign
Ad Copywriting	GCC's #1 Dutch Kitchen	Instagram)	Ended August 2024
Video Scripting	Brand	Google Search	
Performance Collab.			

THE BRIEF

Drive showroom visits for a high-ticket brand

T.One Kitchens needed to convert aspirational audience interest into real showroom footfall - a high-consideration purchase environment where the sales journey begins in person. The campaign needed to cut through a competitive luxury interiors market in Dubai and give prospective buyers a compelling reason to act now rather than later.

CREATIVE APPROACH

Lead with the offer. Support with credibility.

The creative strategy led with a tangible, high-perceived-value offer - a complimentary Quooker boiling water tap - to create urgency without discounting the brand. Supporting copy anchored the offer in authority: "When you design with the GCC's #1 Dutch kitchen brand." Messaging hierarchy: Hook ? Urgency ? Credibility ? CTA. Dual CTAs ("Book Now" / "Get Offer") reduced friction across different intent levels.

The messaging hierarchy followed a deliberate structure:

01	Hook	High-value gift offer — stops the scroll
02	Urgency	Limited time — creates a reason to act now
03	Credibility	GCC's #1 Dutch kitchen brand — earns trust
04	CTA	Book Now / Get Offer — low friction entry point

THE CREATIVE

Meta Story Ad — Quooker Offer



Format: Instagram / Facebook Story Ad

Copy decisions:

Bold all-caps headline for immediate readability in a fast-scroll environment. Underlined 'Limited Time Offer' badge adds urgency without feeling aggressive. Supporting body copy kept minimal — one line, one claim.

Visual direction:

Dark, moody kitchen aesthetic positions the brand in the premium tier. Hero product (the Quooker tap) is the visual focus — reinforcing the offer in both copy and image.

CTA approach:

'Book Now' and 'Get Offer' dual CTAs reduce friction — one for intent, one for curiosity — both leading to the same showroom booking flow.

PERFORMANCE

Meta-led results across a 4-week flight

AED 218.81

Cost Per Lead · Meta

1.98%

Click-Through Rate · Meta

2,208

Total Engagements

PERFORMANCE

Meta-led results across a 4-week flight

1.98%

Cost Per Lead - Meta

2,208

CTR - Meta

Total Engagements

91%

Leads from Meta

Meta delivered 91% of all leads at a CPL 3x lower than Google, demonstrating stronger bottom-funnel performance for this audience. Google contributed lower volume but higher intent traffic, informing channel budget allocation for the next campaign flight.

INSIGHT + LEARNINGS

What the data told us

Gift over discount

Leading with a premium product gift drove engagement without eroding brand perception - key for luxury-tier advertising.

Meta outperformed

The target demographic responded significantly better to Meta placements - visual-first storytelling suited a design-led brand.

Dual CTA reduced friction

Offering both "Book Now" and "Get Offer" catered to different intent stages in the same creative, improving overall conversion rate.

ARN Business Club

Sponsorship Campaign · Meta to LinkedIn Pivot · 2024

ROLE	BRAND	CHANNELS	DURATION
Ad Copywriting	ARN · Arab Radio	Meta (initial)	Secure corporate
Creative Direction	Network	LinkedIn (pivot)	sponsorships
Performance Collab.	UAE's #1 Radio Network		

THE BRIEF

Convert senior decision-makers into event sponsors

ARN needed to fill sponsorship packages for the Business Club - a high-value B2B proposition requiring buy-in from marketing directors, heads of brand, and C-suite executives. The campaign needed to reach people with genuine budget authority, not general audiences.

THE STRATEGIC PIVOT

From broad reach to precision targeting

The campaign launched on Meta but early data revealed a core problem: ARN's large consumer fanbase was engaging heavily with the ads - inflating engagement metrics while diluting lead quality. Fans of the radio stations were not the audience that could sign a sponsorship deal. The pivot to LinkedIn, with targeting by job title and seniority, and a full copy rewrite from entertainment-led to business outcome-led, changed the quality of conversations entirely.

High engagement, low intent	→	Lower volume, higher qualification
Fan-driven metrics inflating CPL	→	Budget-holder targeting by job title & seniority
Wasted spend on wrong audience	→	Messaging rewritten for B2B decision-makers

“The insight wasn’t just about channel — it was about audience. Once we stopped optimising for engagement and started optimising for seniority, the quality of conversations changed entirely.”

THE CREATIVE

LinkedIn Ad — ARN Business Club



Format: LinkedIn Sponsored Content

Lead element:

ARN Business Club branding front and centre — event name, dates, and locations (Dubai + Abu Dhabi) visible immediately. Kris Fade’s presence as a known face adds personality and reinforces the media brand’s reach.

Copy approach:

‘A custom-built campaign tailored to showcase your business’ — speaks directly to the sponsorship buyer’s objective. Business outcome language, not fan-facing entertainment tone.

CTA:

Register Now — clear, direct, low friction.

CREATIVE APPROACH

Copy rewritten for the boardroom, not the fanbase

Shifting to LinkedIn required a fundamental rewrite of the creative. Consumer-facing copy that leaned on ARN’s entertainment personality was replaced with business-case messaging — leading with audience scale, reach credibility, and the commercial opportunity of associating with the UAE’s most listened-to radio network.

Tone shift

Entertainment-led → business outcome-led. Copy anchored on ROI and brand visibility, not lifestyle.

PERFORMANCE

Results following the LinkedIn pivot

3x

Impressions increase

2x

Website visits

100k

Total clicks

120%

Registrations vs target

All metrics measured post-LinkedIn pivot. The 120% registration figure reflects sponsorship sign-ups exceeding the original campaign target - a direct result of reaching audiences with genuine budget authority rather than broad consumer engagement.

INSIGHT + LEARNINGS

What made the difference

Engagement can lie

High Meta engagement was masking poor lead quality. The pivot was driven by interrogating the data rather than accepting surface-level metrics as success.

Channel follows audience

LinkedIn wasn't the obvious choice for a radio brand - but the product being sold (a B2B sponsorship) demanded a B2B channel.

Copy must match the room

The same creative that worked for consumer audiences actively undermined credibility with decision-makers. A full copy rewrite was as important as the channel switch.

CASE STUDY

KitchenPark

Social Video Campaign · Meta · 2024

Dubai's cloud kitchen spaces built for food brands who want to move fast.

ROLE	BRAND	CHANNELS	DURATION
Video Scripting	KitchenPark	Meta (Facebook +	Lead generation
Ad Copywriting	Dubai Cloud Kitchens	Instagram)	+ brand awareness
Creative Direction			

THE BRIEF

Make cloud kitchens feel like the obvious choice

KitchenPark needed to reach food entrepreneurs and emerging F&B brands considering their first - or next - kitchen space. The challenge: cloud kitchens are still a relatively unfamiliar concept for many operators, and the messaging needed to make the value proposition immediately clear without feeling like a hard sell.

CREATIVE APPROACH

Deadpan, Gen Z, and deliberately dry

Rather than a conventional product walkthrough, the concept used a deadpan, fast-cut format - a single expert walking through the facility, flatly labelling everything, while cutting to the same person playing the exhausted roles a kitchen operator would otherwise fill: engineer, plumber, cleaner. Every beat named a real pain point before resolving it in a single dry line.

PERFORMANCE

Exceeded targets across all key metrics

772,602

345

54%

\$10,521

Impressions (+43% vs target)

Leads (+20% vs target)

Budget used to hit targets

Spend of \$19,500 budget

Impressions and leads both exceeded targets at just over half the planned budget - indicating strong creative efficiency. The creative itself was doing the heavy lifting, reducing reliance on spend to hit numbers.

INSIGHT + LEARNINGS

What made it work

Tone matched the audience

Food entrepreneurs are practical, fast-moving people. A dry, no-nonsense format felt native to how they consume content - and stood out in a feed full of polished brand videos.

Pain points over features

Every beat addressed a real operational headache - extraction, plumbing, maintenance. Naming the problem before the solution is a core performance copy principle.

Efficiency over volume

Exceeding impression and lead targets at 54% of budget suggests the creative itself was doing heavy lifting - reducing the reliance on spend to hit numbers.

CASE STUDY

Redwood

B2B Debt Recovery Campaign · LinkedIn · 2024

ROLE	BRAND	CHANNELS	DURATION
Ad Copywriting	Redwood	LinkedIn	Generate B2B leads
Creative Direction	Debt Recovery		from UAE businesses
Video Scripting	Specialists UK · UAE		
Strategy Input			

THE BRIEF

Launch an unknown brand into a trust-driven market

Redwood had a strong reputation in the UK but zero brand recognition in the UAE. The brief was to generate qualified B2B leads - specifically business owners and finance decision-makers dealing with unpaid invoices. The challenge: establish credibility in a new market from scratch, and reach the right audience without wasting budget on consumers with personal debt problems.

THE STRATEGIC PIVOT

From broad debt messaging to B2B precision

Early campaign data revealed a critical mismatch: initial ads were attracting consumers with personal debt - credit card arrears, personal loans - rather than business owners with unpaid commercial invoices. Creative and targeting were refined to make the B2B context unmistakable. Specificity in the copy - invoices, outstanding payments, business recovery - filtered the audience more effectively than targeting settings alone.

PERFORMANCE

Campaign results - full report pending client sign-off

TBC

TBC

TBC

TBC

Cost Per Lead

Click-Through Rate

Total Leads

Lead Quality Rate

Key metrics including CPL, CTR, lead volume, and qualification rate pre- and post-pivot to be confirmed. The ratio of qualified to unqualified leads pre- vs post-pivot is the strongest proof point for this campaign's strategic value.

INSIGHT + LEARNINGS

What shaped the campaign thinking

Borrowed credibility works

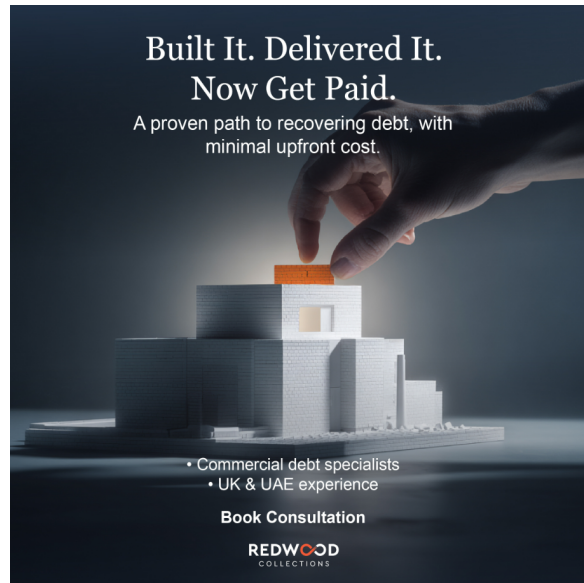
When a brand has no local presence, leaning on an established international track record is a legitimate trust signal - particularly in financial services.

'Debt' attracts the wrong crowd

Generic debt messaging doesn't distinguish between consumer and commercial intent. Specificity in copy - invoices, outstanding payments - filtered the audience, not just the targeting settings.

Industry-first copy outperforms generic

Naming the construction industry directly and speaking to their specific payment culture dramatically improved relevance across all verticals targeted.



Industry-specific LinkedIn ads targeting construction and related B2B verticals. Copy leads with the pain point of unpaid invoices, anchored by Redwood's UK track record as a credibility signal in a market where they had no prior presence.

PERFORMANCE

Campaign results — to be updated

<p>[—] Cost Per Lead add figure</p>	<p>[—] Click-Through Rate add figure</p>	<p>[—] Total Leads add figure</p>	<p>[—] Lead Quality Rate add figure</p>
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Stats to be added once final campaign report is confirmed. Key metrics to include: CPL, CTR, lead volume, and qualification rate pre- and post-pivot.

INSIGHT + LEARNINGS

What shaped the campaign thinking

FritsJurgens

Sketch Contest Campaign · Meta · 2024-2025

Dutch manufacturer of premium pivot door systems, targeting architects, interior designers and specifiers globally.

ROLE	BRAND	CHANNELS	DURATION
Ad Copywriting	FritsJurgens	Meta (Facebook +	Running since
Creative Direction	Premium Pivot	Instagram)	Sept 2024
Landing Page Copy	Door Systems		2nd consecutive year
Guide Copy			

THE BRIEF

Build a lead generation campaign for a design-led audience

FritsJurgens needed to reach architects and interior designers - a professional audience that doesn't respond to conventional lead gen copy. The brief was to create a campaign that felt native to how design professionals think: craft, recognition, and creative challenge rather than discount or urgency. The Sketch Contest invited entrants to design with a FritsJurgens pivot door as the centrepiece.

CREATIVE APPROACH

Status and craft over discount

The mechanism was an invitation rather than an offer - a contest that positioned entrants as creatives worth recognising rather than leads worth capturing. Copy spoke directly to the working architect or designer at a specific moment in their creative process. Scope covered Meta ad copy, contest landing page, entry form, and downloadable guide. The same copy framework has now run for two consecutive years - longevity in paid media is itself a performance signal.

Running since September 2024 - now in second year

2nd year Sept 2024 Live TBC

Same copy framework

Campaign launch

Currently active

Entry + reach data

Full entry numbers and reach data pending. The campaign has run continuously since September 2024 and has been renewed for a second consecutive year with the same copy approach - a strong indicator of performance. Detailed metrics to be added on confirmation.

LIVE ASSETS

Ad (Meta Ad Library): facebook.com/ads/library/?id=1296495995273368

Contest landing page: sketch.fritsjurgens.com

INSIGHT + LEARNINGS

What shaped the campaign

Professional audiences need different triggers

Architects and designers respond to recognition and craft, not urgency or discount. Meeting them on their own terms was the strategic foundation.

Copy specificity builds trust

Writing to a specific person at a specific professional moment - not "the industry" - is what separates contest copy that converts from copy that gets ignored.

Longevity validates the approach

A campaign renewed for a second year with the same copy framework is a performance signal in its own right.

CASE STUDY

Payoneer

Product Marketing · Web Copy · Global Fintech

Global payment platform serving over 5 million businesses and professionals across 190+ countries.

ROLE	BRAND	CHANNELS	DURATION
Copy Strategy	Payoneer	Web (site-wide)	Ongoing
Messaging	Global Fintech	Product pages	collaboration
Web Copy	Platform		
Execution			

THE BRIEF

Build a product marketing toolkit for global rollout

Payoneer engaged NEXA to develop a product marketing toolkit covering web copy, messaging frameworks and landing page content as part of a broader site refresh. The work was produced in direct collaboration with Payoneer's head office team, ensuring the copy aligned with global brand standards while being optimised for conversion at a product level.

SCOPE OF WORK

Strategy, messaging and full execution

Contribution covered end-to-end: copy strategy and messaging architecture, product page copy, and execution of content rolled out across the Payoneer site. The brief required balancing global brand consistency with clear, conversion-focused product messaging for diverse audience segments - freelancers, SMBs, and enterprise partners - across a single platform.

LIVE ASSET

Product page - Get Paid by Clients

Live URL: payoneer.com/get-paid-by-clients/

INSIGHT + LEARNINGS

What the project required

Enterprise-level collaboration

Working directly with Payoneer's head office required a level of strategic rigour and brand alignment that goes beyond typical agency briefs.

Audience segmentation in copy

A single platform serving freelancers, SMBs and enterprise partners requires distinct messaging angles within a consistent voice - a core copywriting challenge.

Product copy at scale

Rolling copy out across multiple product pages requires systematic thinking about hierarchy, consistency and conversion architecture - not just strong individual lines.
