Sean Boyle

Performance Creative · Senior Copywriter

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

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WHAT THIS PORTFOLIO DEMONSTRATES

Performance copy

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

Creative direction

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

Strategic pivots

ARN and Redwood document audience mismatches identified mid-flight and corrected, demonstrating data-led creative thinking. Vantage adds a third proof point: a controlled format test isolating what actually drives lead quality.

Channel expertise

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

CASE STUDIES INCLUDED

01 **T.One Kitchens** — Showroom Visit Campaign · Meta + Google · 2024

02 **ARN Business Club** — Sponsorship Campaign · Meta to LinkedIn Pivot · 2025

03 **KitchenPark** — Social Video Campaign · Meta · 2025

04 **Redwood** — B2B Debt Recovery Campaign · LinkedIn · 2025

05 **FritsJurgens** — Sketch Contest Campaign · Meta · 2024–2026

06 **Vantage Developments** — Format Comparison Campaign · Meta · 2025

CASE STUDY 01

01

T.One Kitchens

01

Showroom Visit Campaign · Meta + Google · 2024

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

ROLE

Creative Direction
Ad Copywriting
Video Scripting
Performance Collab.

BRAND

T.One Universal Studio
GCC's #1 Dutch Kitchen Brand

CHANNELS

Meta (Facebook + Instagram)
Google Search

DURATION

4-week campaign
Ended August 2024

CREATIVE APPROACH

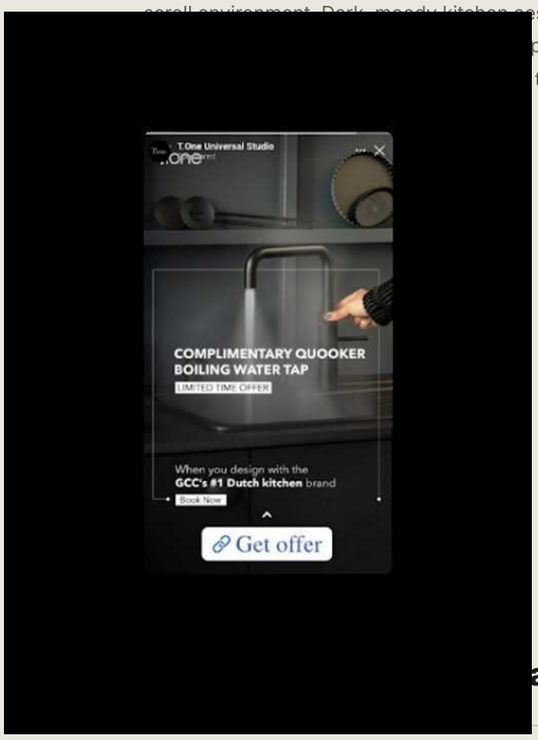
Lead with the offer. Support with credibility.

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 CREATIVE

Meta Story Ad: Quooker Offer

Format: Instagram / Facebook Story Ad. Bold all-caps headline for immediate readability in a fast-scroll environment. Dark, moody kitchen aesthetic positions the brand in the premium tier; the product reinforcing the offer in both copy and image. to the same showroom booking flow.



PERFORMANCE

a 4-week flight

AED 218.81
Cost Per Lead · Meta

1.98%
Click-Through Rate · Meta

2,208
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

Meta outperformed

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

Dual CTA reduced friction

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

CASE STUDY 02

ARN Business Club

02

Sponsorship Campaign · Meta to LinkedIn Pivot · 2025

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

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.

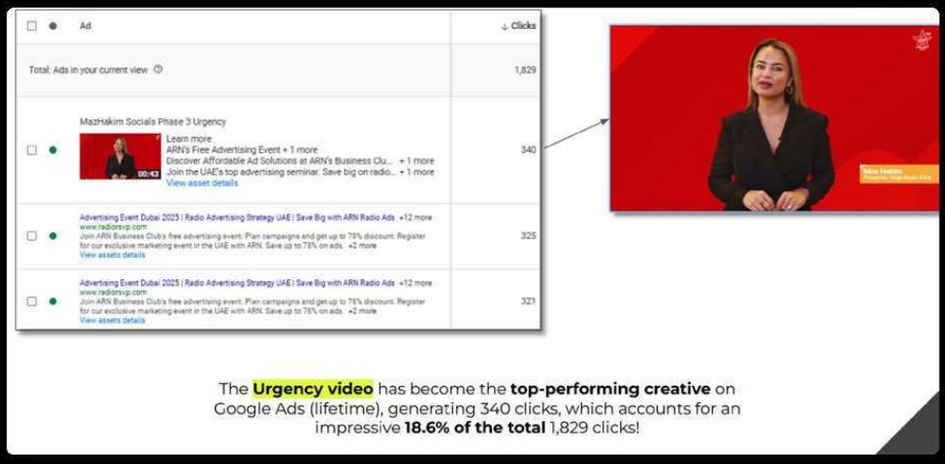
High engagement, low intent	→	**Lower volume, higher qualification**
Fan-driven metrics inflating CPL	→	**Budget-holder targeting by job title & seniority**
Wasted spend on wrong audience	→	**Messaging rewritten for B2B decision-makers**

> **“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. ARN Business Club branding front and centre: event name, dates, and locations (Dubai + Abu Dhabi) visible immediately. Copy: "A custom-built campaign tailored to showcase your business", speaks directly to the sponsorship buyer's objective, while overcoming the objection that they do not have to handle the production and strategy ... ring limited-time discount for



PERFORMANCE

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 03

KitchenPark

03

Social Video Campaign · Meta · 2025

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

ROLE
Video Scripting
Ad Copywriting
Creative Direction

BRAND
KitchenPark
Dubai Cloud Kitchens

CHANNELS
Meta (Facebook + Instagram)

DURATION
Lead generation + brand awareness

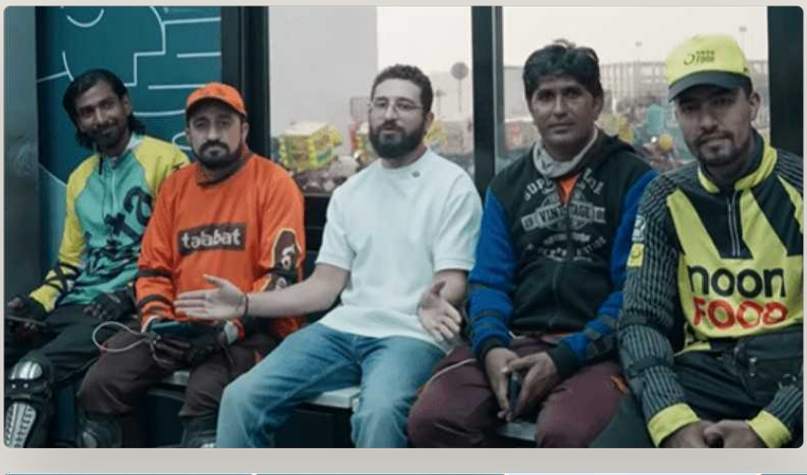
CREATIVE APPROACH

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.

THE CREATIVE

Carousel Ad



Headline:	Headline:	Headline:	Headline:
Built for Delivery	Prime Delivery Zones	Go Live in Days	Cook From Day One
Description:	**Description:**	**Description:**	**Description:**
Launch faster across the UAE	Now live across key areas	Talabat. Deliveroo. Careem.	Fully equipped kitchens

PERFORMANCE

Exceeded targets across all key metrics

772,602
Impressions (+43% vs target)

345
Leads (+20% vs target)

54%
Budget Used to Hit Targets

$10,521
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 04

Redwood

B2B Debt Recovery Campaign · LinkedIn · 2025

04

ROLE

BRAND

CHANNELS

DURATION

Ad Copywriting
Creative Direction
Video Scripting
Strategy Input

Redwood
Debt Recovery Specialists · UK · UAE

LinkedIn

Generate B2B leads
from UAE businesses

THE STRATEGIC PIVOT

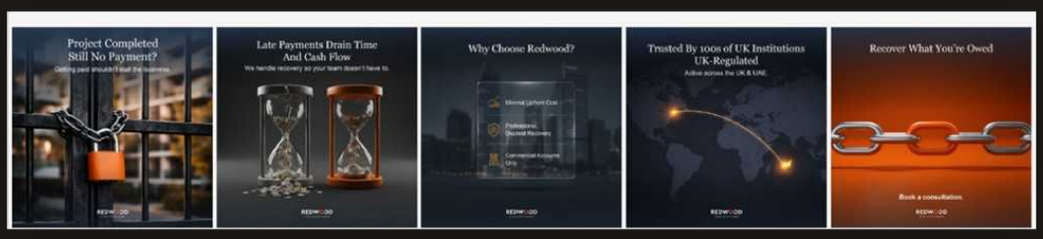
From broad debt messaging to B2B precision

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.

THE CREATIVE

Industry-specific LinkedIn ads

Industry-specific LinkedIn ads targeting construction and related B2B verticals. Copy leads with



PERFORMANCE

Campaign results: pending client sign-off

Pending	Pending	Pending	Pending
Cost Per Lead	Click-Through Rate	Total Leads	Lead Quality Rate

Cost per lead, click-through rate, total leads and lead quality rate are pending client sign-off, figures to follow once confirmed.

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.

CASE STUDY 05

05

FritsJurgens

Sketch Contest Campaign · Meta · 2024–2026

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

ROLE

Ad Copywriting
Creative Direction
Landing Page Copy
Guide Copy
Competition Collateral

BRAND

FritsJurgens
Premium Pivot Door Systems

CHANNELS

Meta (Facebook + Instagram)

DURATION

Running since Sept 2024
Two full annual cycles complete; 3rd edition live in 2026

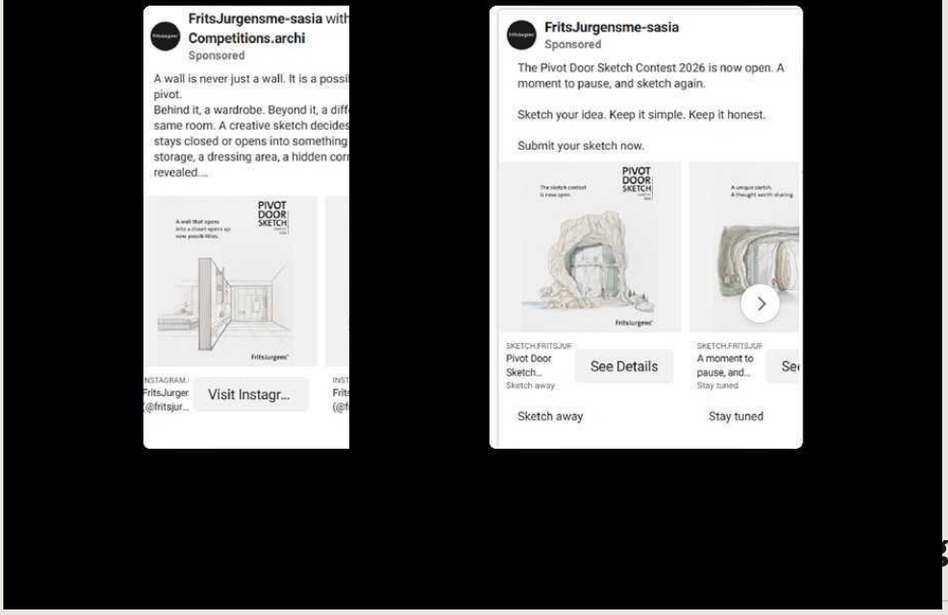
CREATIVE APPROACH

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, the contest landing page, entry mechanics, a downloadable guide, and the full suite of competition collateral, plus dedicated creative driving sign-ups for the brand's associated live sketch events. The same copy framework has now run for two consecutive years and been renewed for a third: longevity in paid media is itself a performance signal.

THE CREATIVE

PERFORMANCE



300+
Entries Received

50
Shortlisted for the Sketchbook

2x
Consecutive Years Run (2024 & 2025)

2026
Third Edition Now Live

300+ entries with 50 shortlisted for the printed sketchbook, repeated in both years the contest has run. The campaign has been renewed for a third consecutive year, now live with a new "Pivot Door Sketch" concept: a strong indicator of sustained client confidence in the format.

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.

Renewal is the performance signal

A campaign renewed for a third year, with entry and shortlist numbers holding steady, is a stronger proof point than any single-flight metric.

LIVE ASSETS

Ad (Meta Ad Library): facebook.com/ads/library/?id=1296495995273368
Contest landing page: sketch.fritsjurgens.com

CASE STUDY 06

Vantage Developments

06

Format Comparison Campaign · Meta · 2025

Off-plan residential developer in Dubai, testing static, carousel and video creative against the same brief and audience.

ROLE
Ad Copywriting
Creative Direction
Format Strategy
Creative Testing
Performance Analysis

BRAND
Vantage Developments
Off-Plan Residential Developer, JVC, Dubai

CHANNELS
Meta (Facebook + Instagram)

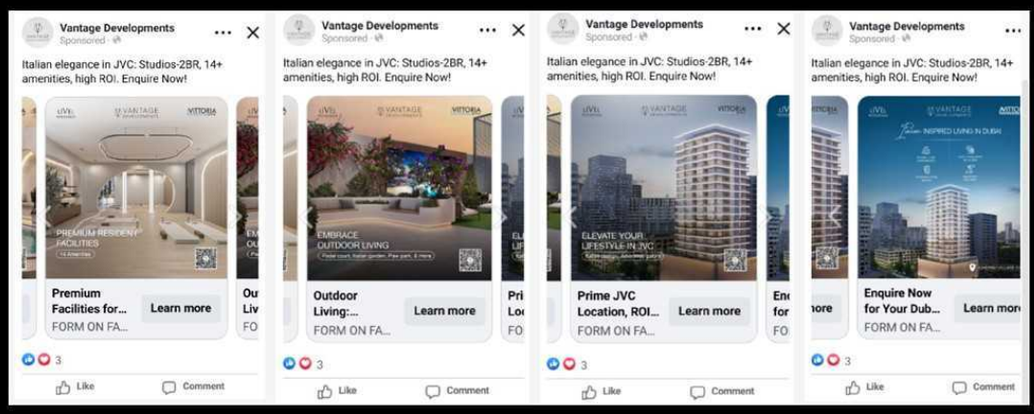
DURATION
Controlled format test
static vs. carousel vs. video

CREATIVE APPROACH

A controlled test, not a guess

Every execution used the same messaging: Italian-elegance positioning, JVC location, ROI and amenity proof points, with only the format changing. That isolated format as the single variable, rather than mixing format and message changes together and muddying the read on what actually moved performance.

THE CREATIVE



INSIGHT + LEARNINGS

Quality over quantity

Static creatives and the lifestyle carousel consistently brought better-qualified leads, while high-volume video drove stronger lead counts at a lower qualification rate.

Messaging matters

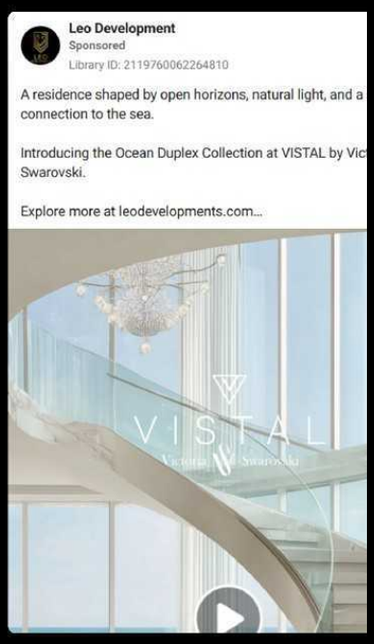
Lifestyle and investment-oriented messaging outperformed generic "Dubai property" ads, specificity beat category-level claims.

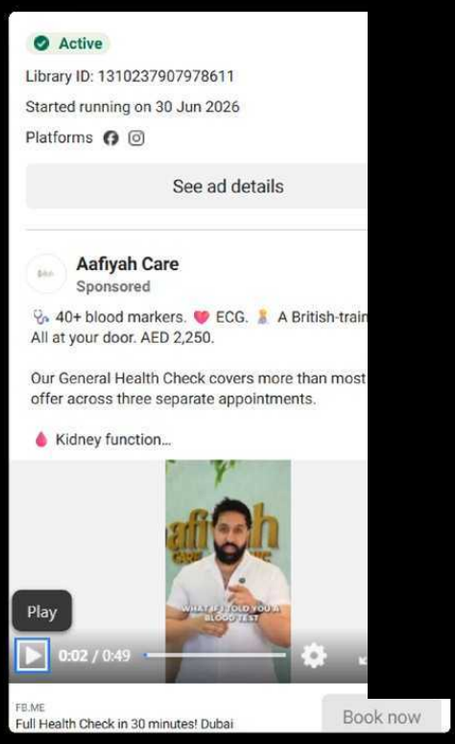
Format balance

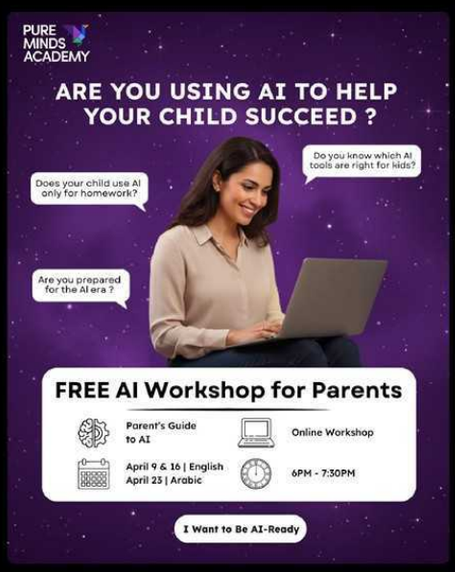
Static creative outperformed video on lead quality, suggesting clearer, more direct visuals convert better than motion for this audience.

SWIPE FILE

Additional range







Pegasus Airlines: offer-led carousel promoting new routes

Got a question?

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