

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.

Strategic pivots

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

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 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	Madafocus	B2B Lead Generation Campaign · Meta · 2026
04	KitchenPark	Social Video Campaign · Meta · 2025
05	Redwood	B2B Debt Recovery Campaign · LinkedIn · 2025
06	FritsJurgens	Sketch Contest Campaign · Meta · 2024–2026
07	Vantage Developments	Format Comparison Campaign · Meta · 2025

T.One Kitchens

Showroom Visit Campaign · Meta + Google · 2024

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

01

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 Quooker tap is the visual focus, a trending product reinforcing the offer in both copy and image. Dual CTAs ("Book Now" / "Get Offer") lead 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

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.

CASE STUDY 02

ARN Business Club

Sponsorship Campaign · Meta to LinkedIn Pivot · 2025

02

ROLE

Ad Copywriting
Creative Direction
Performance Collab.

BRAND

ARN · Arab Radio Network
UAE's #1 Radio Network

CHANNELS

Meta (initial)
LinkedIn (pivot)

DURATION

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

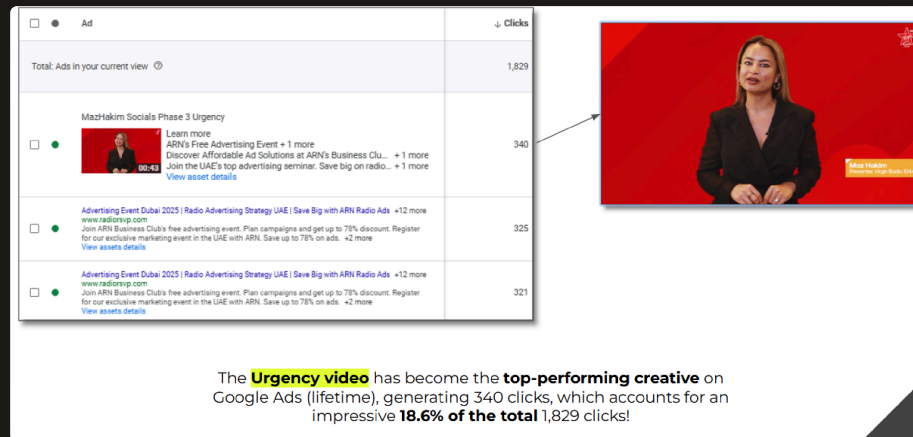
“The insight wasn't just about channel, it was about audience. Once we stopped optimising for engagement and started optimising for seniority, the quality of conversations changed entirely.”

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 themselves. CTA: Register Now. Urgency phase, video script: offering limited-time discount for sign-up (video available upon request).



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.

Madafocus

B2B Lead Generation Campaign · Meta · 2026

European DMC operating across all nine regions of Madagascar, partnering with tour operators and travel agencies across the UK and Benelux markets.

03

ROLE	BRAND	CHANNELS	DURATION
Ad Copywriting	Madafocus	Meta (Facebook + Instagram)	Ongoing: copy rewrite delivered July
Audience Research	Madagascar DMC · Travelife Certified ·		2026, 30-day results confirmed August
Strategic Diagnosis	10+ Years On The Ground		2026
Performance Collaboration			

CREATIVE APPROACH

Diagnosis before execution

The campaign was already running across three markets. BE/NL was hitting benchmark. The UK was not, despite using the same images, audience profile, and offer, the variable was the copy.

Before rewriting a single line, the focus went to the audience. UK tour operators and travel designers being asked to pitch Madagascar to clients face a specific, named problem: they cannot vet a ground partner they have never worked with, from the UK, on a destination they may never have sold. The original copy never acknowledged that. It opened on the product: the itinerary, the DMC, the day-by-day breakdown and assumed the reader was already sold on the premise.

The reframe: every ad opens on the operator's trust problem, not the product's features. Credentials buried in the original copy: Travelife certification, 10+ years of ground operations, own fleet with trained drivers, were brought to the fore as the answer to an objection the original copy had never named.

A secondary finding during research: the English-language creative lacked the explicit trade qualifier the Dutch version carried on-image ("Touroperatoren"), contributing to B2C pixel pollution. Copy was written to filter for trade professionals from the first line, reducing consumer noise without changing the targeting setup.

THE CREATIVE

Four ads, same creatives, new copy strategy

Four primary texts rewritten across distinct strategic angles: trust gap (PAS), operator credentials (authority), operator scenario (narrative), and first-mover urgency. Each hook names a trade-specific moment or concern, filtering B2C readers before the click and addressing the operator's real objection before presenting the download. Headlines, descriptions and CTAs rewritten to spec across Meta's character limits, with rationale provided per ad. Two shown here.

AD 01 · THE TRUST GAP

Pitching Madagascar to clients means trusting a DMC you've never worked with and can't vet from the UK. One bad experience and that client, and everyone they tell, goes elsewhere.

So don't just take our word for it. Download the free sample itinerary we actually run and judge for yourself.

See how you can use our local expertise from 10+ years on the ground to inspire your clients' next dream trip.

AD 02 · THE CREDENTIALS

Here's the standard that every Madagascar trip we build for travel agents is held to.

Forget concepts or dull brochures. Show your clients exactly how their actual trip can unfold with our free, detailed sample itinerary.

Our trained drivers have driven our fleet on every route and transfer time. We're here on the ground every day as a Travelife-certified DMC. Download it and set the scene for their Madagascar trip today.

HEADLINE	Judge Our Madagascar Itinerary Yourself (39)
DESCRIPTION	Real routes, lodges & timings (29)
CTA	Download
RATIONALE	Built around the pain point that UK operators aren't overwhelmed by workload, they're exposed by trust. Pitching an unvetted DMC risks the client relationship and the referrals that follow. The original ads never named this. Here it is the entire premise, and the CTA invites scrutiny instead of asking for trust on faith.

DESCRIPTION	Travelife-certified DMC (23)
CTA	Download
RATIONALE	Leads with a hook that filters for the exact reader by name. The originals leaned on soft, generic reassurance. This version replaces every adjective with a fact: ten years, own fleet, trained drivers, Travelife certification. The same underlying claim the originals were reaching for, earned with evidence.

PERFORMANCE

30-day results

2.91%

UNIQUE CTR (UK) · FROM 0.43%

€3.84

COST PER LEAD (UK)

39

TOTAL LEADS (30 DAYS)

Improved

LEAD QUALITY · FROM B2C POLLUTED

UK unique CTR improved from 0.43% to 2.91%: sustained over 30 days and 39 leads, not a first-week anomaly. Lead quality improved alongside volume, with the client confirming a reduction in B2C noise despite no change to targeting settings.

BE/NL benchmark for context: 4.99% unique CTR, €1.54 per lead, 127 leads, a more mature pixel on a longer-running campaign. The UK gap narrowed significantly.

INSIGHT + LEARNINGS

What the diagnosis produced

Trust gap, not awareness gap

The instinct was to blame destination awareness. Research ruled it out: the UK webinar had outperformed BE/NL on sign-ups. The real problem was trust in an unvetted ground partner, a different diagnosis requiring a different fix.

Copy as audience filter

In the absence of a targeting fix, copy can do real filtering work. Naming the operator's professional context in the first line makes the ad self-select: consumer readers disengage, trade readers recognise themselves.

Credentials are conversion material

Travelife certification, ten years of ground operations, own fleet and trained drivers all existed before the rewrite and none of it appeared in the original ads. Proof points only work where the objection lives.

Diagnosis earns the brief

The most useful work happened before writing started: ruling out wrong hypotheses, identifying the actual objection, finding the credentials the original copy ignored. Without it, a rewrite would have been better execution of the wrong strategy.

KitchenPark

Social Video Campaign · Meta · 2025

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

04

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



New Kitchens in the UAE's Highest-Demand Zones

Now live across:
Rasheidiya - Jumeirah Centre
Dubai - Deira - Al Qud

Go Live On Apps In Days
Talabat | Deliveroo | Careem
Noon Food | Splice

Build an internet, rider zones and aggregator onboarding support

Plug In Your Equipment And Start Cooking

Every unit includes:
Gas, drainage, exhaust
Licensing support
24/7 access + support

Run One Brand Or Five
Use your kitchen to test menus, launch virtual brands, or scale what's working

Book your kitchen tour today!

Headline:
Built for Delivery

Description:
Launch faster across the UAE

Headline:
Prime Delivery Zones

Description:
Now live across key areas

Headline:
Go Live in Days

Description:
Talabat. Deliveroo. Careem.

Headline:
Cook From Day One

Description:
Fully equipped kitchens

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.
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CASE STUDY 05

Redwood

B2B Debt Recovery Campaign · LinkedIn · 2025

05

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

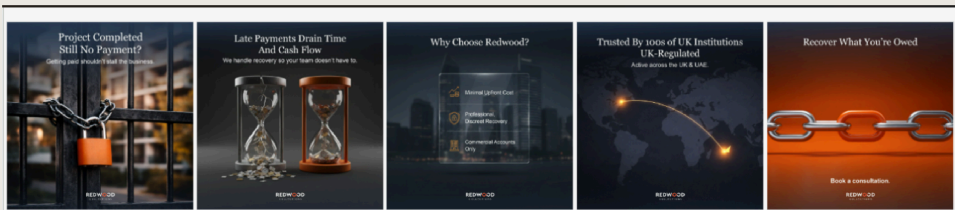
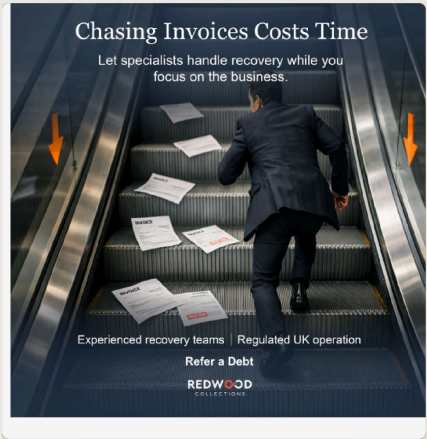
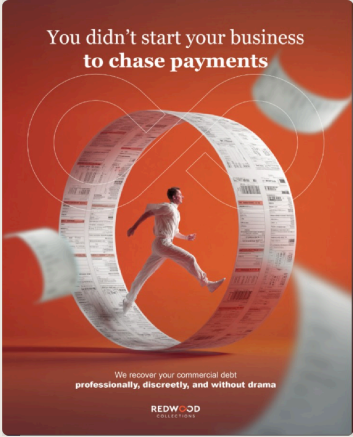
From broad debt messaging to B2B precision

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 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: 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	'Debt' attracts the wrong crowd	Industry-first copy outperforms generic	
	When a brand has no local presence, leaning on an established	Generic debt messaging doesn't distinguish between consumer and	Naming the construction industry directly and speaking to their	

international track record is a legitimate trust signal, particularly in financial services.

commercial intent. Specificity in copy: invoices, outstanding payments, filtered the audience, not just the targeting settings.

specific payment culture dramatically improved relevance across all verticals targeted.

CASE STUDY 06

FritsJurgens

Sketch Contest Campaign · Meta · 2024–2026

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

06

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

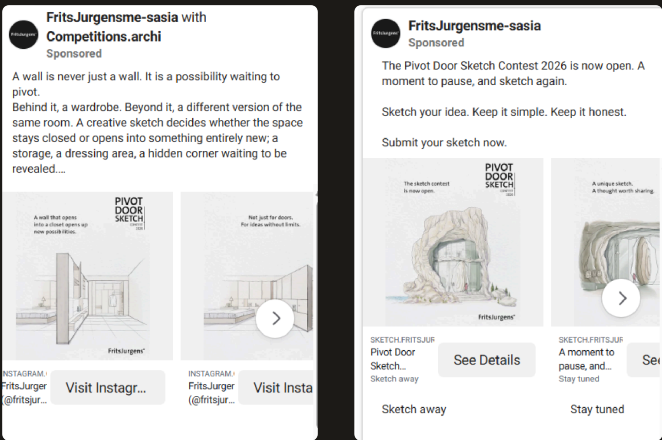
CREATIVE APPROACH

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

2026 Contest Creative: "Pivot Door Sketch" / "The Rock"



PERFORMANCE

300+ entries and 50 shortlisted, two years running

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 07

Vantage
Developments

07

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)

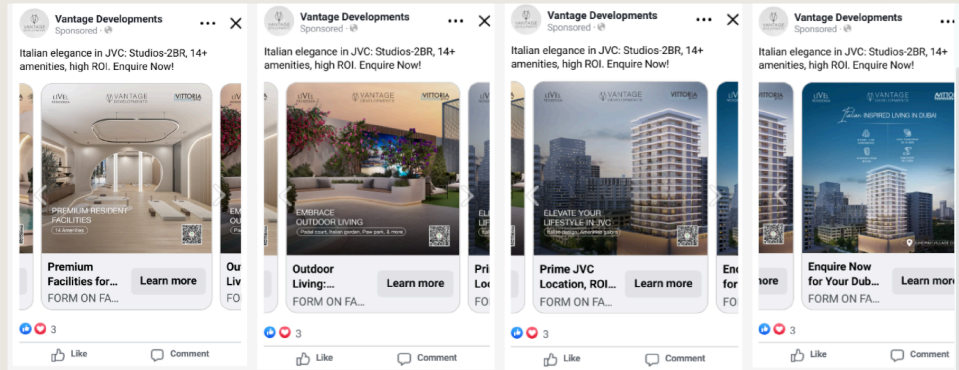
DURATION

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.



INSIGHT + LEARNINGS

What the format test showed

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.

Got a question?

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