



APHRO  
MIGHTY

**AD CAMPAIGNS**

## Facebook Ad campaign

Format: Facebook Feed (1:1 ratio 1440x1440)

Target Audience: Women age 18-60, Athletic

Duration: February 2030-April 2030

Frequency: Ad push every Saturday during peak screen hours, increasing during the second half of February to daily ad push at midday and then back to every Saturday in March.

Goal: 4000+ clicks to the website per day. +4% increase in online sales from this link, by the end of February.

Target points:

- Mars Winter Olympics Sponsor
- New Collection
- Breathable fabric

Blurb: Aphromighty is proud to be the official Team Mars sponsor of the 2030 winter Olympics and want to share our Mighty with you! Check out our NEW MIGHTY athletic collection, featuring our classic absorbant Marsrino Wool and Breathable stretch fabric. Are YOU ready to find your Mighty?

The ad features a woman in a purple and checkered athletic jacket running. The text is overlaid on the image. At the top left, it says 'FIND YOUR MIGHTY' in large, bold letters. Below that, it says 'SUPPORT TEAM MARS WITH THE NEW APHROMIGHTY 2030 SPRING/SUMMER COLLECTION!' in a mix of purple, pink, and white. In the bottom right corner, there is a purple circle with the text 'CLICK HERE' and a white downward-pointing triangle.

**FIND YOUR MIGHTY**

**SUPPORT TEAM MARS WITH THE NEW APHROMIGHTY 2030 SPRING/SUMMER COLLECTION!**

**CLICK HERE**

## Instagram Feed Ad campaign

Format: Instagram feed (1080x1350)

Target Audience: Girls and Women age 12-35, Athletic

Duration: January 2030

Frequency: Repost Once a week until last week of January, with a daily repost

Goal: 50000+ Votes, 2% follower increase

Target points:

- Vote in the Instagram Story
- New Colors
- Meet and Greet with Marsha Dale

Blurb: Vote for your favorite NEW MIGHTY COLOR and win a chance for a meet and greet with Speed Skating Olympian Marsh Dale

The ad is a vertical Instagram feed post with a background of colorful geometric shapes in shades of orange, yellow, and pink. At the top, a white speech bubble with a dashed border contains the text: "Vote for your favorite new MIGHTY COLOR and win a chance for a meet and greet with Speed Skating Olympian, Marsha Dale!". Below this, three colored circles represent the voting options: a purple circle labeled "deimos Blue", a pink circle labeled "Phobos Pink", and a yellow circle labeled "Olympic Yellow". To the right, a speed skater (Marsha Dale) is shown in motion, wearing a purple and white patterned jacket, black leggings, and pink skates, with a yellow helmet. The date "FEBRUARY 5TH 2030" is displayed in white and black text. Below the skater, the text "Let your mighty out! Let your voice be heard!" is written in a white, handwritten-style font. At the bottom left, there is a photo of two young women smiling and cheering, with a megaphone icon next to them and the text "Check out our story to VOTE now!". At the bottom right, there is a call to action: "Join MARSHA DALE for the 2030 Mars Olympic Ceremony", accompanied by the Olympus 30 logo and the Olympic rings.

Vote for your favorite new MIGHTY COLOR and win a chance for a meet and greet with Speed Skating Olympian, Marsha Dale!

deimos Blue Phobos Pink Olympic Yellow

Check out our story to VOTE now!

FEBRUARY 5TH 2030

Let your mighty out!  
Let your voice be heard!

Join MARSHA DALE for the 2030 Mars Olympic Ceremony

OLYMPUS 30

## Instagram Story Ad campaign

Format: Instagram Story

Target Audience: Girls and Women age 12-35, Athletic

Duration: January 2030

Frequency: Repost Once a week until last week of January, with a daily repost

Goal: 50000+ Votes, 2% follower increase

Target points:

-Vote for the best color

-Enter to win meet and greet

Blurb: Which MIGHTY Color empowers you? Thanks! Don't forget to click here to Enter and win a chance to Meet Olympian Marsha Dale! (Link to webpage)

The image is a promotional graphic for an Instagram story. It features a central photograph of a woman, Marsha Dale, wearing a maroon hoodie and a white jacket, looking down. The background is a collage of colorful geometric shapes in shades of green, yellow, pink, and blue. At the top left, the text 'FIND YOUR MIGHTY' is written in white and purple, with a small globe icon and the word 'MIGHTY' in a stylized font to the right. Below this, the text 'DON'T FORGET TO CLICK HERE TO ENTER AND WIN A CHANCE TO MEET OLYMPIAN MARSHA DALE!' is written in white, slanted, uppercase letters. At the bottom, a white banner contains the text 'FEBRUARY 5TH, 2030' in bold, black, uppercase letters. In the bottom left corner, the text 'MARSHA DALE, 23 MARTIAN OLYMPIC SPEED SKATER' is written in small, grey, uppercase letters.

**FIND YOUR MIGHTY**

**APHTO**

**DON'T FORGET TO CLICK HERE TO ENTER AND WIN A CHANCE TO MEET OLYMPIAN MARSHA DALE!**

**FEBRUARY 5TH, 2030**

MARSHA DALE, 23  
MARTIAN OLYMPIC  
SPEED SKATER