

Kendamil Paid Social

Creative Concept Presentation

Introduction & Strategic Objectives



Bringing the "Wholesome" Brand World to Life

The Brief: Drive brand awareness, cut through the noise in the UK market, and hero our Organic Follow-on Milk (Stage 2) for babies over 6 months.

Core Strategic Challenge: The baby formula category is crowded with clinical jargon and faceless corporations.

My Solution: Ground our paid social in Kendamil's new brand pillar—Wholesome—combining transparency, British heritage (From Farm to Family), and a human, relatable tone of voice.

Static Ad (9:16)



Concept: "What's NOT in it"

Visual Overview: A bold, high-contrast, text-forward static in Kendamil Blue and Whole Milk Cream, featuring a prominent hero pack shot of Organic Stage 2 surrounded by clean, elegant USP icons.

"What we left out matters just as much as what we put in."

Why it Works for Paid Social:

Pattern Interrupt: In a category full of complex clinical claims, leading with ingredient transparency cuts through for time-poor, ingredient-conscious parents scrolling cold feeds.

Carousel "From Farm to Family"

Visual Overview: A sequential visual journey taking the user from the pastures of the Lake District straight to the family kitchen.

Slide 1: Lake District landscape hook ("It all starts here.")

Slide 2: British dairy source ("Creamy organic whole milk from British farms.")

Slide 3: Craft & heritage ("Made in the Lake District by a family-run business since 1962.")

Slide 4: Real family lifestyle moment ("To your family.")

Slide 5: Product Hero & CTA ("Kendamil Organic Follow-on Milk. From Farm to Family.")

Why it Works for Paid Social:

Engagement & Dwell Time: The Meta swipe mechanic naturally increases interaction and algorithm reward.



Short Motion / Reel



Concept: "The Wholesome Difference"

0–2s (The Thumb-Stopper): Extreme close-up of a luxurious, slow-motion milk pour with warm golden-hour lighting. Sound: gentle pour and soft ambient music.

2–5s (The Hook): Pulls back to reveal production context with kinetic typography: "It all starts with creamy whole milk."

5–8s (Provenance): Rhythmic cuts from rolling green hills to grazing cows in the Lake District.

8–12s (Human Connection): Warm, un-staged parent-and-baby moment feeding with a bottle.

12–18s (Product Hero & Resolution): Stage 2 pack shot with animating badge claims, resolving into the Kendamil logo and From Farm to Family lockup.

Why it Works for Paid Social:

Optimized for top-of-funnel awareness under 20 seconds, opening with sensory motion to stop the scroll. Relies on kinetic text so the message lands even with sound off, reflecting our warm, witty, and plainspoken tone of voice.