

LinkedIn Ads Design Proposal

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Overview

GOAL:

Design advertising that differentiates Vision On's brand and captures the attention of luxury clients.

- Competitor Research
 Analyzed 21 competitors' LinkedIn advertising
- White Space
 Opportunities for Vision On to differentiate
- Audience Analysis
 What do Creative & Art Directors care about?
- Recommendations
 Ad design concepts and moodboards

Competitor Research: Overall Findings

83%

of direct competitors have no LinkedIn page

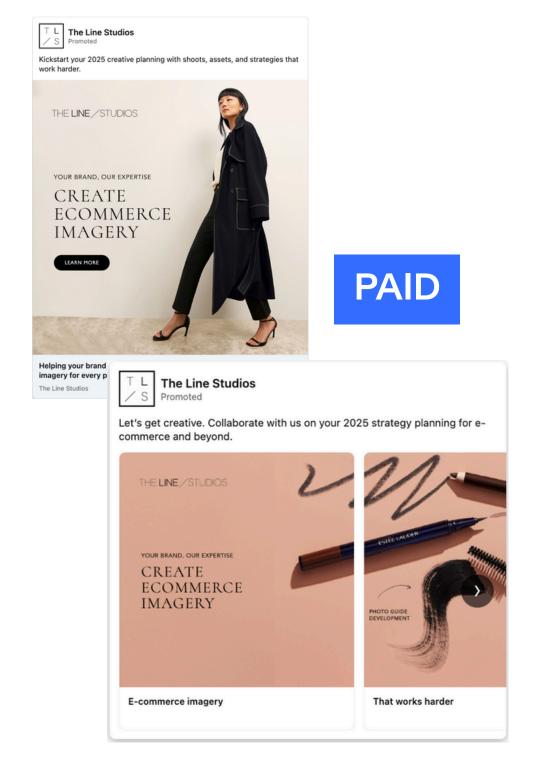
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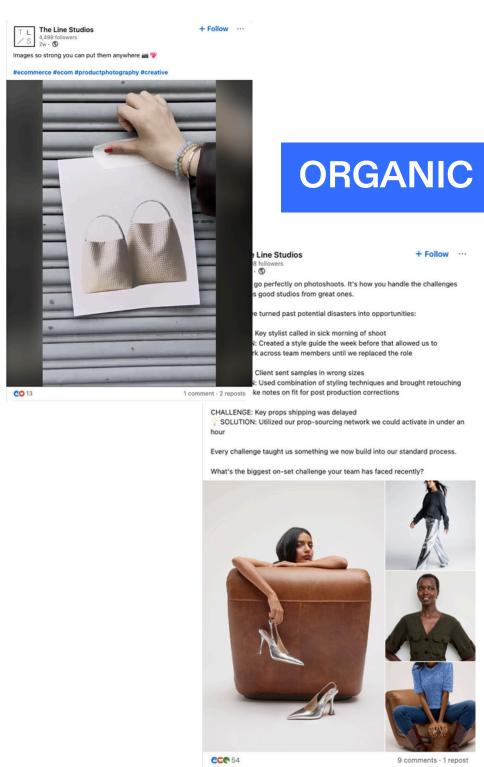
out of 21 competitors are running LinkedIn Ads

VISUAL PATTERNS:

- 1. Majority have a **neutral** color palette
- 2. Minimal, clean aesthetic
- 3. Majority sans serif typography
- 4. Investment in quality design **only from non-direct**, tech-driven competitors
- 5. Direct competitors take an **editorial** approach
- 6. Visual identities index towards dated designs

Direct Competitor: The Line Studios





PROS:

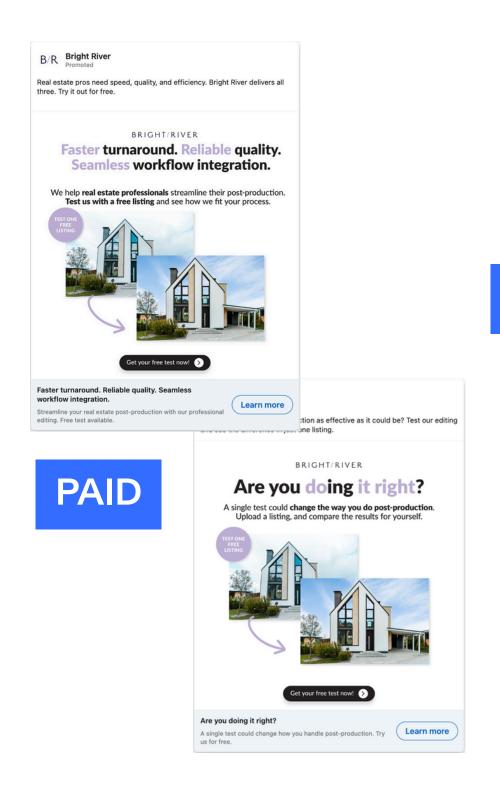
- Consistent editorial, clean, imagery
- Visual hierarchy compatible to messaging
- Good use of different formats: carousel, single Image, video
- Clear CTAs on ads

CONS:

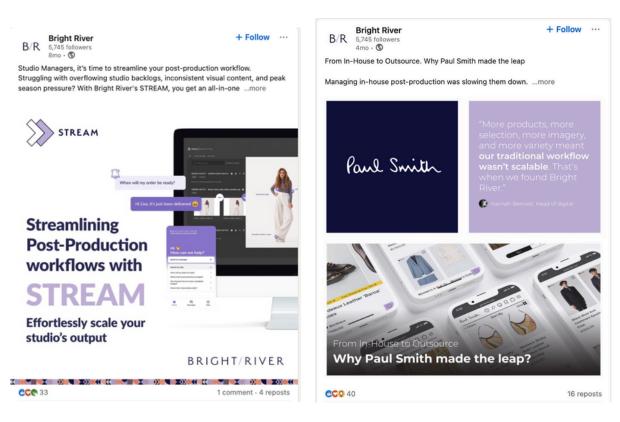
- Clear personality in organic posts, doesn't translate over to paid
- Ads focus on service, not much info about the company or brand
- All caps type can be hard to read

Direct Competitor: Bright River

ORGANIC







PROS:

- Design is consistent across paid & organic
- Ads are templated, therefore recognizable
- Organic focus on Thought Leadership

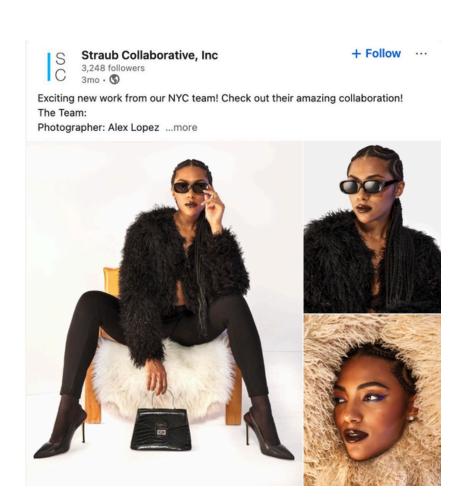
CONS:

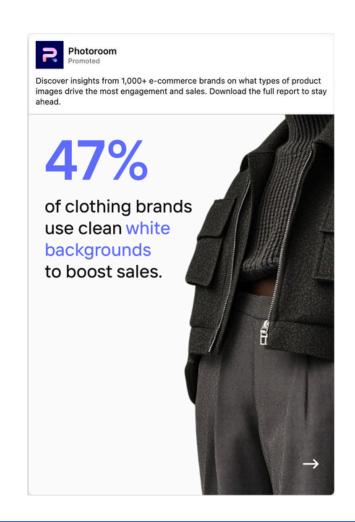
- Low contrast & accessibility:
 lavender color is hard to read
- Colors & photos do not stand out visually
- Too many words on the ad graphic
- No diversity in ad formats

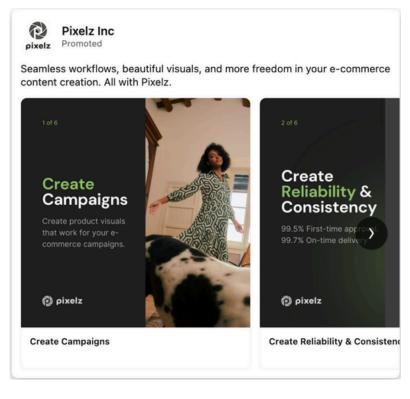
Non-Direct Competitors

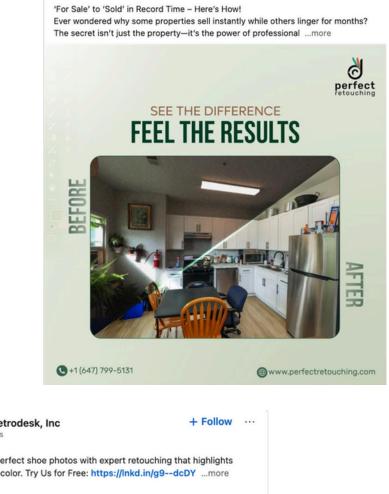
TAKEAWAYS:

- Basic Before/Afters
- Standard e-commerce shots
- Feature-Heavy Copy: Technical capabilities, service lists
- Missing the Human Element: No personality or story

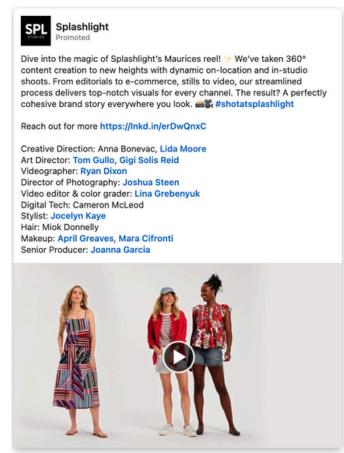


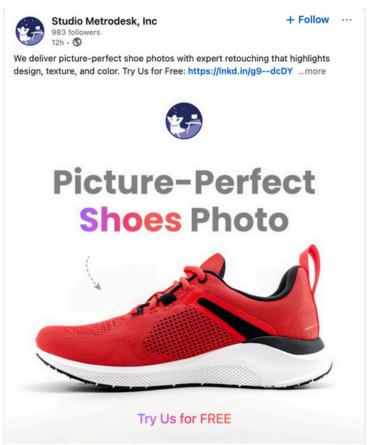




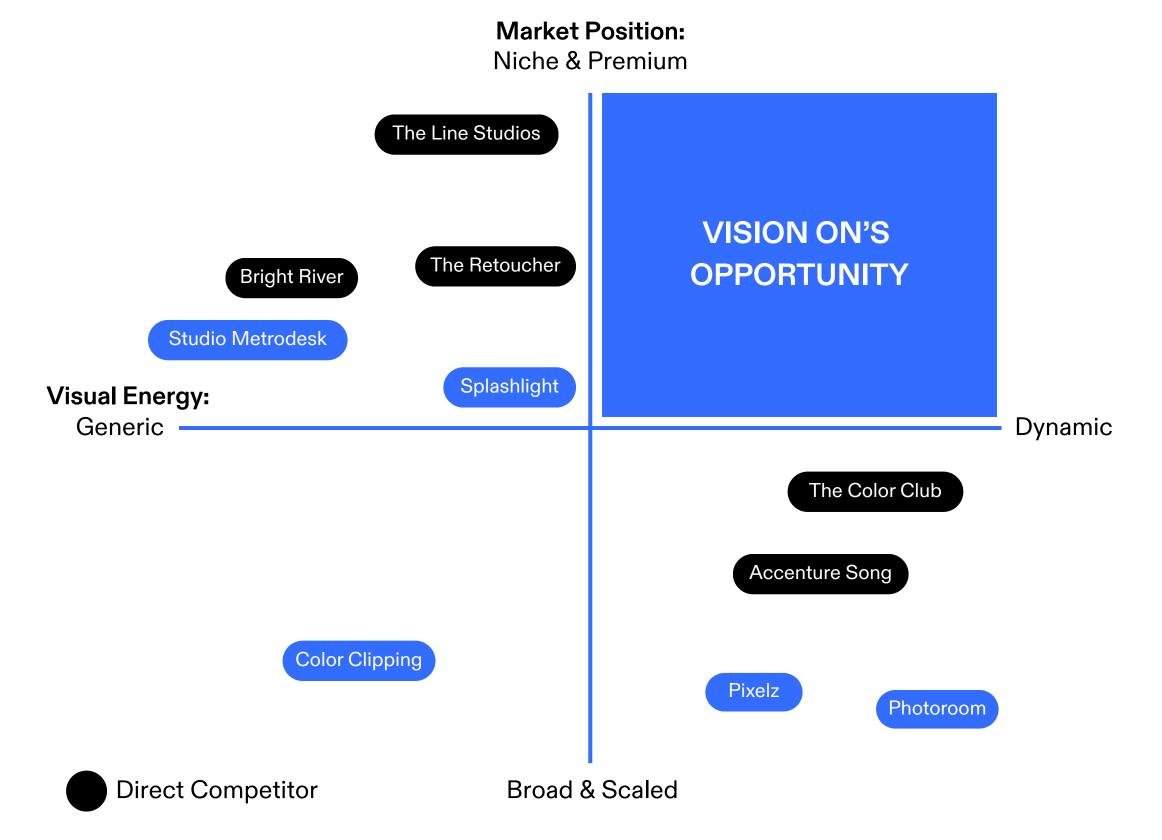


Perfect Retouching Inc.





The Opportunity for Vision On



NICHE/PREMIUM + DYNAMIC:

Focus on retouching services with premium clients with fresh, modern designs

NICHE/PREMIUM + GENERIC:

Focus on retouching services with premium clients but common or dated design.

BROAD/SCALED + GENERIC:

Multiple solutions/services with a range of clients but common, or dated design

BROAD/SCALED + DYNAMIC:

Multiple solutions/services serving a wide range of clients with fresh, modern designs



02/Opportunity 06

^{*}Primarily analyzed competitors with a LI presence

Creative/Art Directors: Speak Their Visual Language

WHO THEY ARE

The visual stewards of the company's brand identity.

WHAT THEY NEED

Fast creative assets that *still meet* their aesthetic standards.

WHAT THEY CARE ABOUT

- Visual consistency Vision On's ads need to feel as polished and intentional as their own campaigns.
- Authentic polish Demonstrate texture, detail, and restraint to signal quality services.
- Creative fluency Demonstrate an understanding of current design and beauty trends.
- Scalability & clarity Visuals should read clearly everywhere.
- Creative chemistry They want collaborators, not just vendors; your design needs to speak their visual language.

RECOMMENDATION

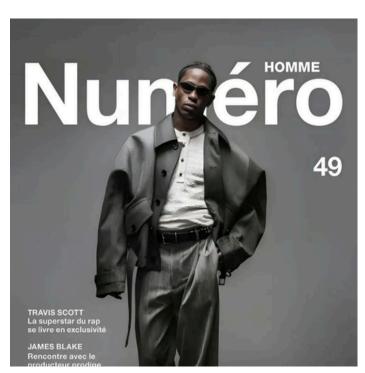
If the brand promise is to help others stand out, Vision On's advertising should reflect that — *distinctive and unmissable*.

Look & Feel: Bold Editorial













VISUALTRAITS:

- Bold, oversized typography
- Clean, minimalist grids
- Monochrome with a bold accent color
- Editorial-style image cropping
- High-fashion, type-led feel

COMPETITOR DIFFERENTIATION:

- Visually distinct from templated competitor ads
- Feels premium and editorial, not corporate
- Bold type stands out in-feed
- Speaks directly to design-savvy art & creative directors
- Designed, not commoditized

Ad Concept: Typographic & Copy Driven

BOLD HEADLINES



Clever headlines & bold type that stop the scroll

PAIN POINT FIRST



Questions that hit art/creative directors where it hurts

RELEVANT CAMPAIGN THEMES:

- Brand Awareness
- Al Generated Images
- Beauty Skincare Expertise
- Brand Consistency

BRAND BENEFIT:

This concept distills Vision On's positioning into bold, memorable statements — ideal for making a strong first impression. Great for scroll-stopping awareness ads, it reinforces brand authority and clarity before diving into deeper proof points.

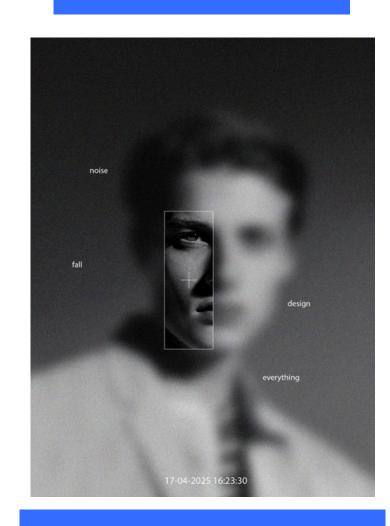
Ad Concept: The Proof is in the Details

BEFORE/AFTERS



Visualize clear, visible improvements and retouching consistency

ZOOM/CLOSEUPS



Showcase pixel-level craftsmanship — reinforcing quality and detail

RELEVANT CAMPAIGN THEMES:

- Skincare/Beauty Expertise
- Consistent Quality
- Brand Look & Reliability

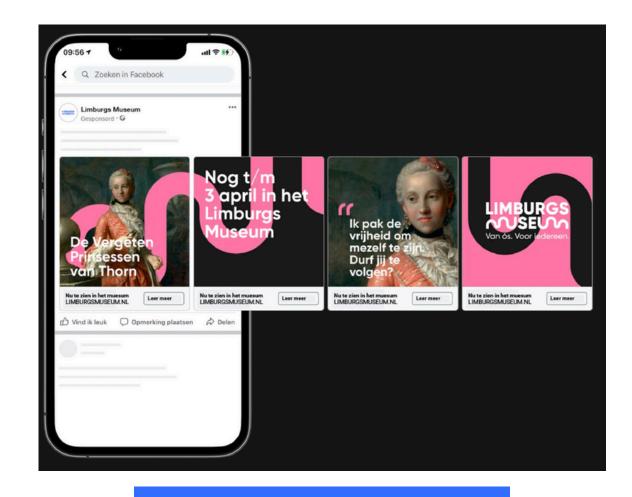
BRAND BENEFIT:

Brands trust Vision On to elevate imagery without over-processing. This ad concept proves that Vision On delivers not just beauty — but technical precision at every scale.



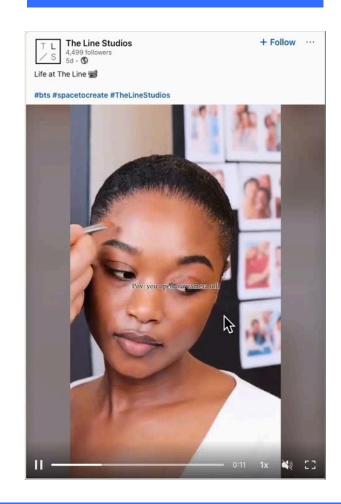
Ad Concept: Revealing the Journey

CAROUSELADS



Multi-image ad with each slide as a different step in the process

GIFS/VIDEOS



Videos/GIFs behind the scenes of the retouching process

RELEVANT CAMPAIGN THEMES:

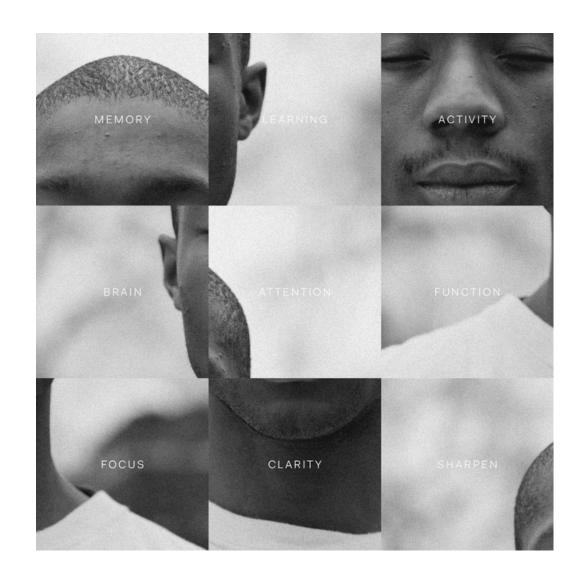
- Exceptional Service
- Beauty Skincare Expertise
- Al Generated Images

BRAND BENEFIT:

Revealing the editing journey step-by-step builds transparency and trust. It showcases Vision On's technical depth and reinforces the value of expert, process-driven retouching — not just outcomes, but craftsmanship.



Ad Concept: Texture Stack



Artistic compositions that showcase the emotion and mood behind each image — positioning retouching as creative expression

RELEVANT CAMPAIGN THEMES:

- Beauty/Skincare Expertise
- Brand Consistency
- Al Generated Images
- Brand Look & Reliability

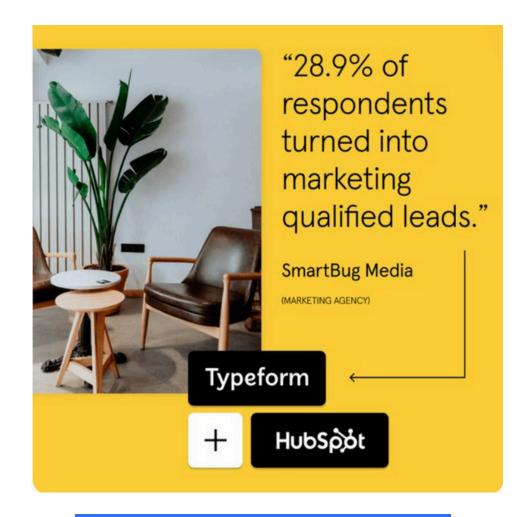
BRAND BENEFIT:

By presenting work as artistic moodboards and textural studies, this concept elevates Vision On beyond technical service to creative partnership.

It speaks to art directors and creative teams who value aesthetic vision as much as technical precision — showing that Vision On doesn't just perfect images, they understand the artistic intent behind them.

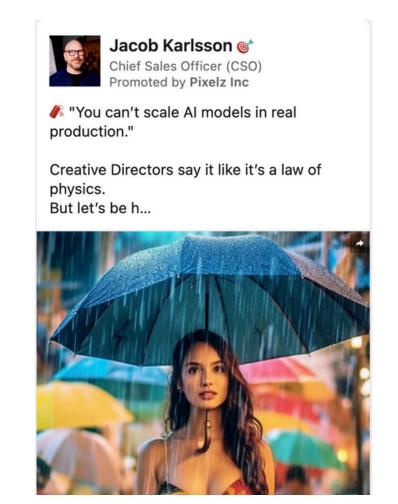
Ad Concept: Humanizing Retouching

TESTIMONIALS



Case studies & testimonials from key customers

LEADERSHIP VOICES



Company leadership shares thoughts on industry trends

RELEVANT CAMPAIGN THEMES:

- Exceptional Service
- Business Savvy
- Beauty/Skincare Expertise

BRAND BENEFIT:

Putting real voices behind the work builds emotional connection and credibility. It not only reframes retouching as a relationshipbased service, but positions Vision On as an industry expert.

The Marketing Funnel

Awareness

Grab attention and peak interest

Ad Concepts:

- Typographic & Copy Driven
- Texture Stack
- Humanizing Retouching

Campaign Themes:

Brand Awareness, Al Generated Images, Creative Positioning

Consideration

Help them make decisions with credibility & Trust

Ad Concepts:

- The Proof is in the Details
- Revealing the Journey
- Humanizing Retouching

Campaign Themes:

Beauty/Skincare Expertise,
Consistent Quality, Exceptional
Service

Lead Generation

Drive conversions with proof & partnership

Ad Concepts:

- Humanizing Retouching
- The Proof is in the Details
- Revealing the Journey

Campaign Themes: Brand
Reliability, Exceptional Service,
Business Partnership

Appendix

LinkedIn Creative Best Practices

FORMATS

- Multi-Image Posts: Highest engagement rate at 6.60% on LinkedIn
- Video Content: Growing at 2x rate of other formats, ideal for showing transformation
- Vertical format 31% more engagement

CREATIVE BEST PRACTICES

- **Be context aware** Create content for LinkedIn's specific professional communities, not generic "one-size-fits-all"
- Make an impact Use striking visuals and vertical formats (31% higher engagement) to stand out
- Show up distinctively Be uniquely memorable, not just different (only 19% of ads are noticed and attributed correctly)
- Unify Keep consistent brand DNA across all touchpoints to boost recognition and profitability
- **Get emotional** Use humor and shared workplace experiences (65% higher engagement)
- **Give, then take** Provide value before asking for attention; share disruptive industry insights
- **Experiment** Test through organic content first, then amplify what works with paid ads

Funnel Stage	Ad Concept	Recommended Formats	How Long to Run	Why This Format Works
Top: Awareness	Typographic & Copy- Driven	Single Image Ad (bold type)Video Ad (text motion)Document Ad (quote slides)	3–6 months (always-on)	Clean, high-impact visuals stop the scroll and build distinct brand recall.
	Texture Stack	Carousel Ad(textures/moodboards)Single Image (art composition)Document Ad	3–6 months (always-on)	Feels premium and editorial — appeals to design-savvy audiences with aesthetic depth.
Middle: Consideration	Proof is in the Details	Carousel Ad (before/afters)Video/GIF (zoom on detail)Document Ad	6–8 weeks per campaign burst	Highlights retouching precision and technical mastery with visible proof.
	Revealing the Journey	Carousel Ad (step-by-step)Video Ad (BTS/process)Lead Gen Ad (guide CTA)	6–8 weeks per campaign burst	Builds trust and transparency by showing the process behind the polish.
Bottom: Decision	Humanizing Retouching	Video Ad (leadership voice/testimonial)Document Ad (case study)Lead Gen Ad	3–4 weeks per push or promo	Builds emotional connection and credibility — ideal for converting warm audiences.