







# WHO I AM

Gabriella Lucano, but you can call me Bella  
French advertiser from Paris with 8+ years of experience  
Based in Lisbon, working with clients worldwide  
Worked with prestigious brands including Galeries Lafayette  
and Hermès

# What You'll Learn

## TABLE OF CONTENT

1

WHAT MAKES LUXURY ADS  
FEEL DIFFERENT

2

HOW TO APPLY IT TO  
YOUR OWN ADS

3

A CLEAR FRAMEWORK & AD  
SETUP YOU CAN REUSE



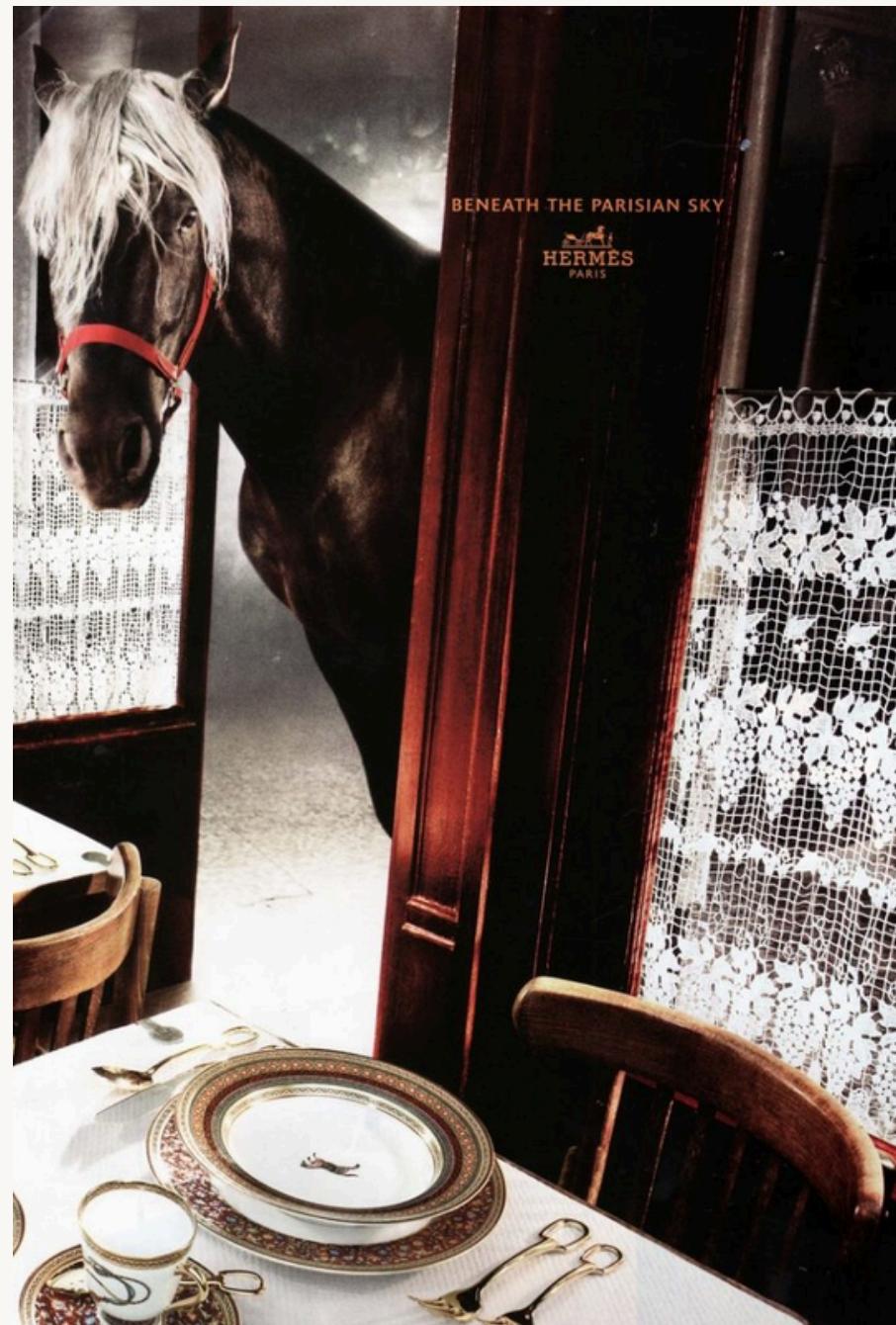
# Luxury Ads as an Invitation

1. They don't use advertising to sell; they use it as an invitation to awaken **emotions**, display **values**, and **discover** their universe.
2. They don't make you feel targeted or pressured to buy anything.
3. They offer an experience that makes you feel **seen**, almost **honored to be invited** into their world.

## WHY LUXURY ADS FEEL SO DIFFERENT?

*“In a loud and busy world,  
quiet becomes luxury.”*

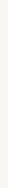
## SO WHAT IS LUXURY REALLY SELLING THROUGH ADVERTISING?



QUIETNESS. LIFESTYLE. CULTURE. FREEDOM. ART.

# Luxury Ads vs Regular Ads

Luxury ads say: “This world exists. You may enter.”



Dreamy, abstract, emotional

Lifestyle-driven

Focus on intention and identity

Designed to create a feeling of belonging and harmony

Inviting you to pause, breathe, and reflect

Playing with time

Regular ads say: “You don’t have this. Buy it.”



Commercial, sales-driven

Product-focused

Built on comparison and urgency

Designed to create a feeling of lack

Pushing you to buy now

Often playing with envy



# The 3C Method

## CLEAR COPY

One idea = One ad  
Simple structure: Hook  
+ one-sentence main  
message

## CLEAN DESIGN

One key visual per ad  
Limit color palette  
Calm > Busy

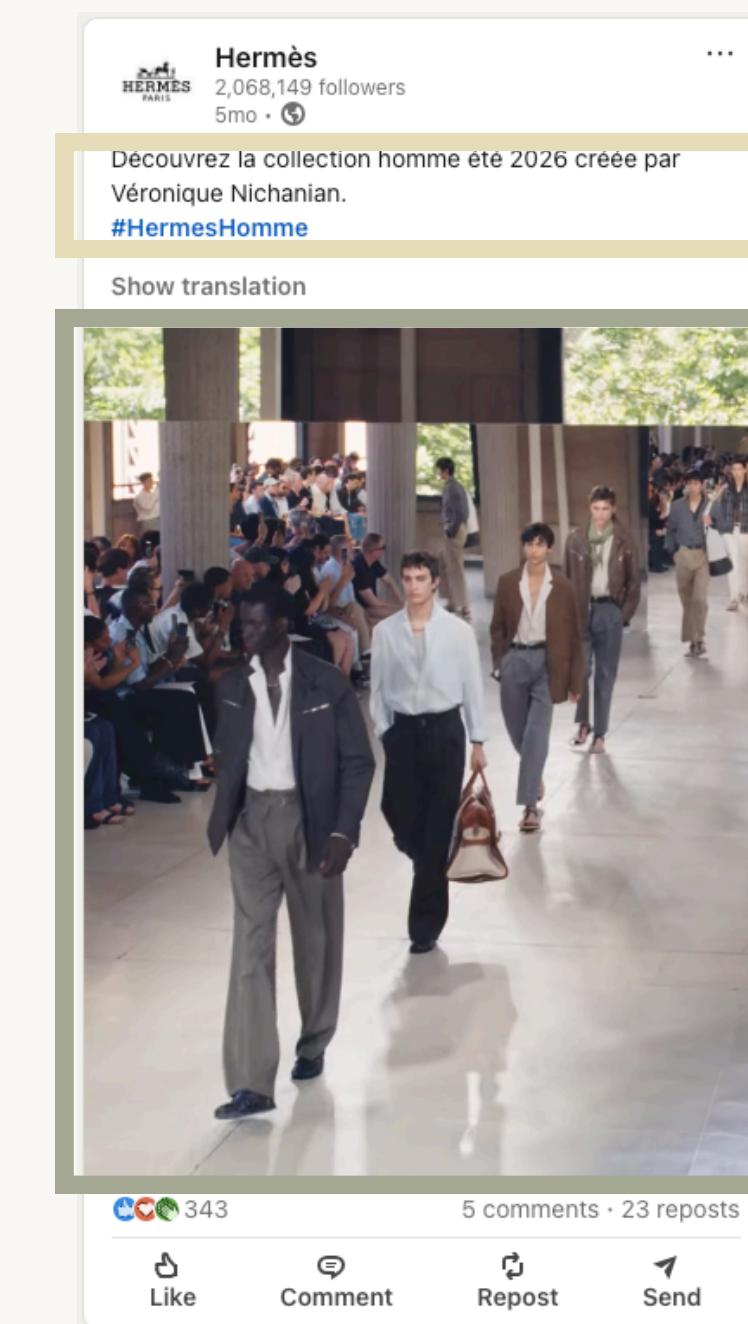
## CALL TO ACTION

CTA = invitation  
Ex: “Discover”,  
“explore”, “Step inside”

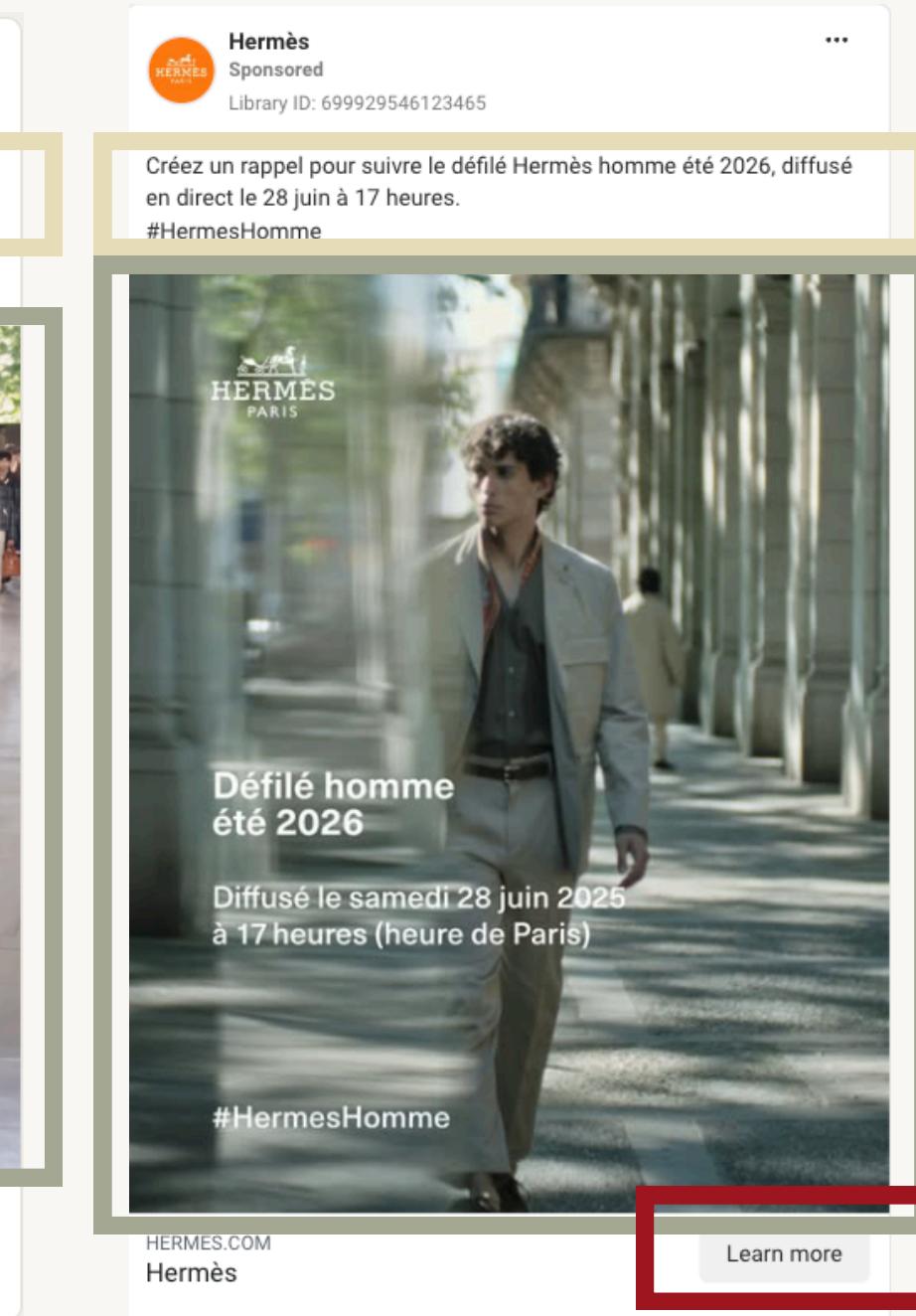
# Example #1

## HERMES MEN FASHION SHOW SUMMER 2026

CLEAR COPY



CLEAN DESIGN



CALL TO ACTION

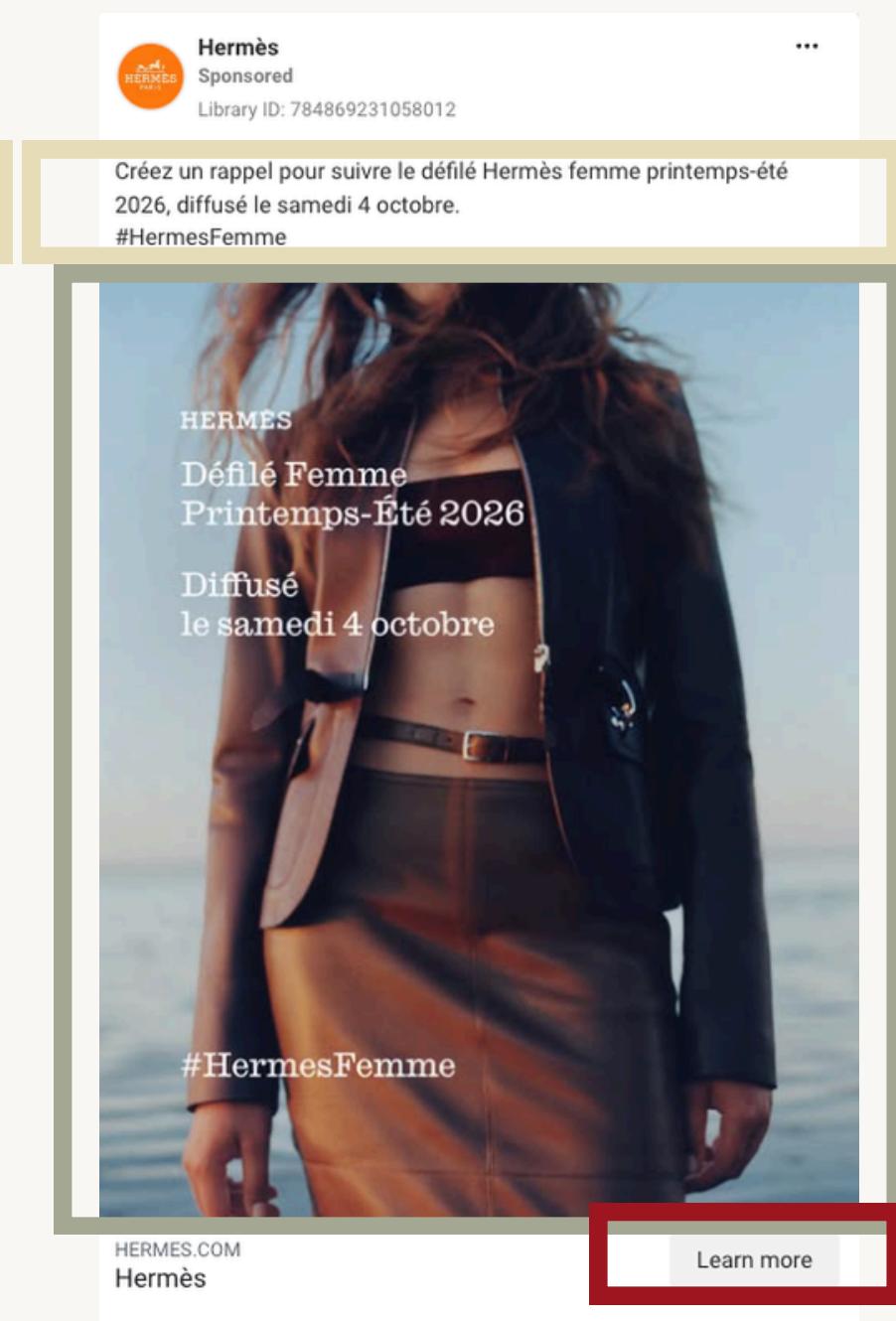
# Example #2

## HERMES WOMAN FASHION SHOW SPRING-SUMMER 2026

CLEAR COPY



CLEAN DESIGN

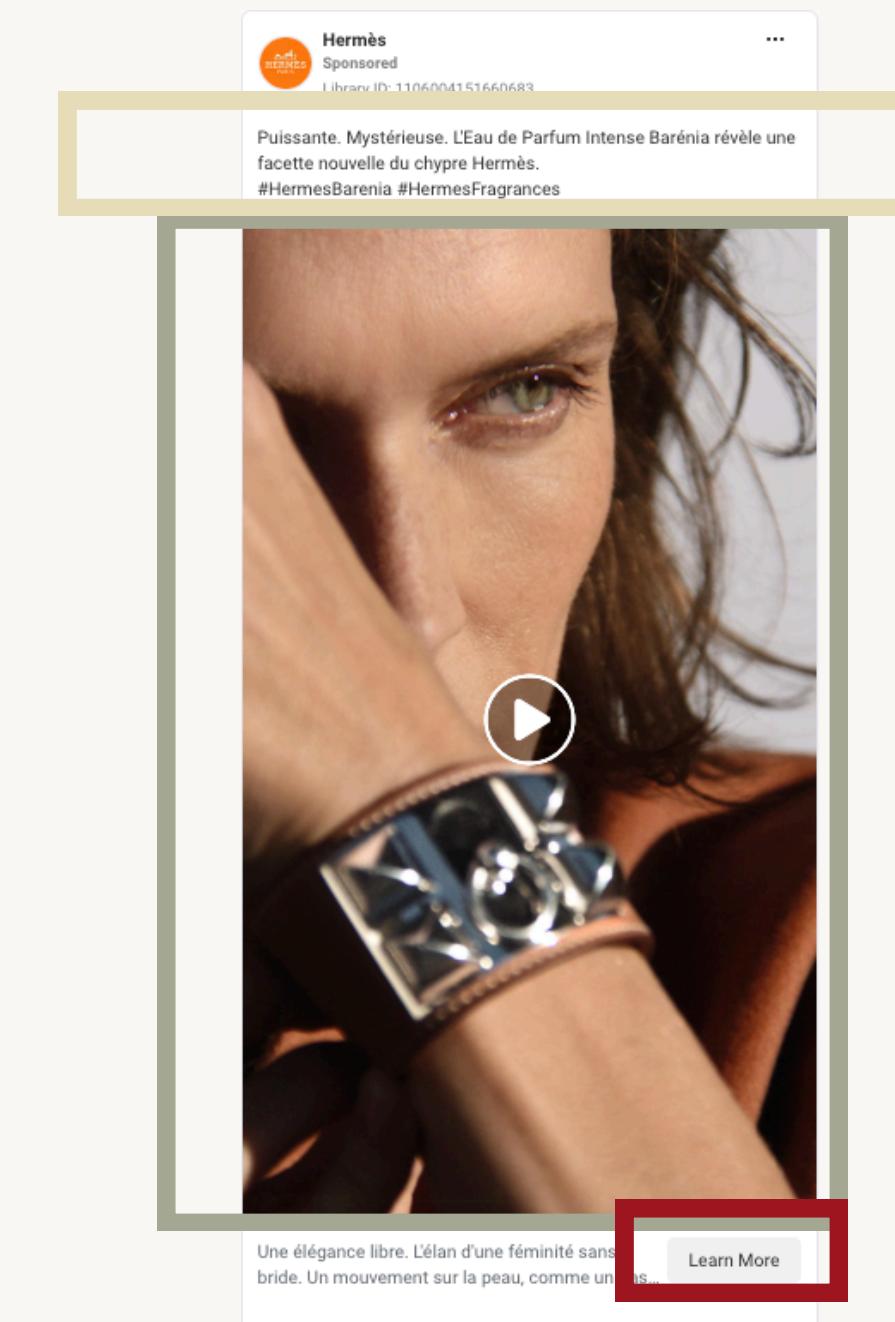


CALL TO ACTION

# Example #3

## HERMES FRAGRANCES: THE BARENIA LAUNCH CAMPAIGN

CLEAR COPY



CLEAN DESIGN



CALL TO ACTION



# How are Ad Campaigns Structured?

LUXURY ADVERTISING ≠ COMPLEX ADVERTISING

CAMPAIGN = THE GOAL

AD SET = THE AUDIENCE

AD = THE MESSAGE

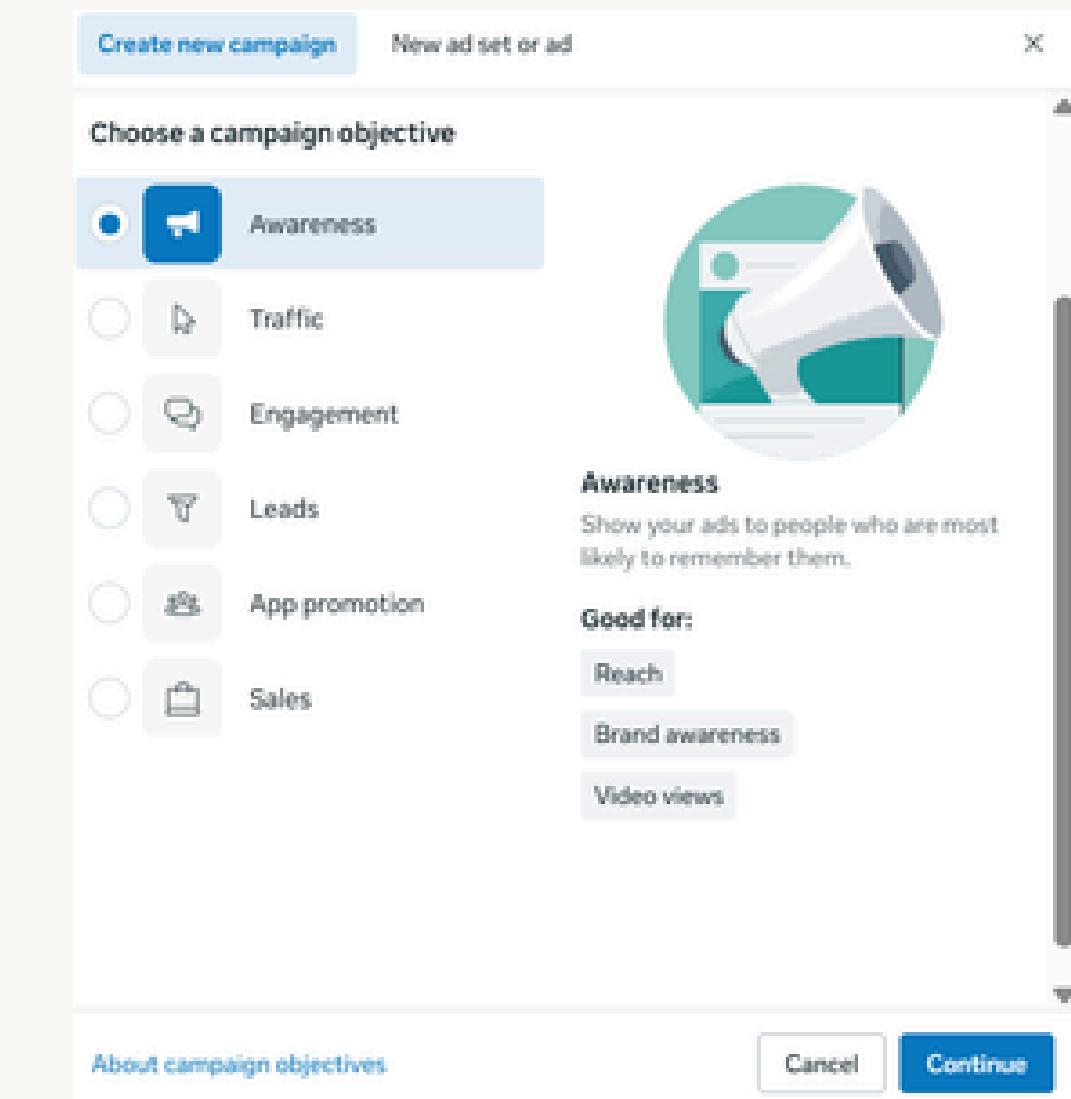
# Campaign Level

## CHOOSE ONE CLEAR OBJECTIVE

**AWARENESS** when your invitation is to establish your brand  
→ reach, video views  
*Most Luxury brands focus on Awareness campaigns.*

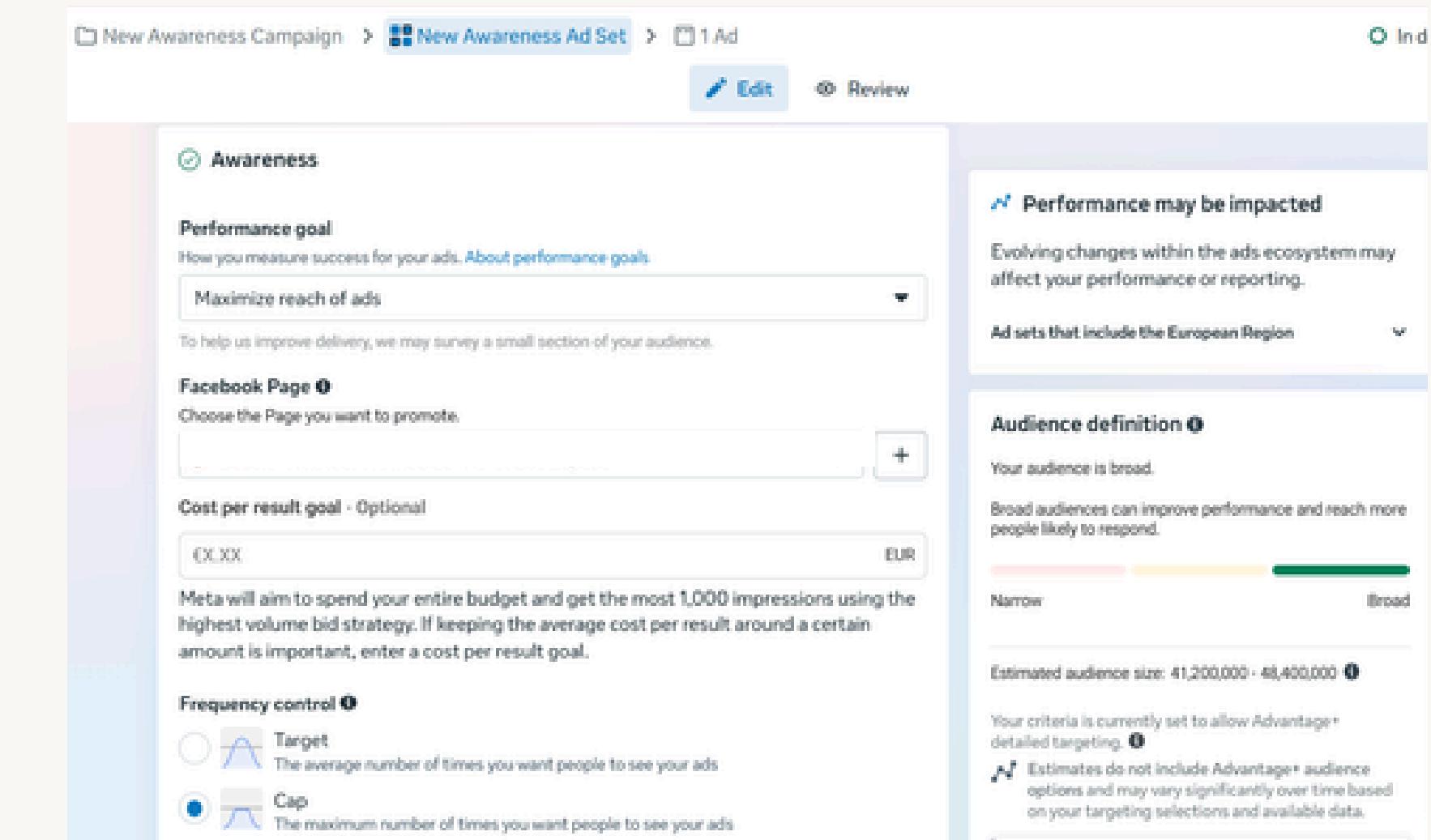
**CONSIDERATION/TRAFFIC** when the invitation is to land on your website to read, watch, or explore something  
→ clicks, landing page views

**CONVERSION** when your invitation is to take specific action (to book, subscribe, buy, download, register, etc)  
→ leads, purchases



# Ad Set Level

## CHOOSE WHO YOU'RE TALKING TO



The screenshot shows the 'New Awareness Ad Set' configuration screen in the Meta Ads Manager. The main sections include:

- Awareness:** Performance goal (Maximize reach of ads), Facebook Page (Choose the Page you want to promote), Cost per result goal (Optional: (XX, XX) EUR), and Frequency control (Target: The average number of times you want people to see your ads; Cap: The maximum number of times you want people to see your ads).
- Performance may be impacted:** Evolving changes within the ads ecosystem may affect your performance or reporting.
- Ad sets that include the European Region:** A dropdown menu.
- Audience definition:** Your audience is broad. Broad audiences can improve performance and reach more people likely to respond. A slider shows the audience range from Narrow to Broad, with the current setting at Broad. Estimated audience size: 41,200,000 - 48,400,000.
- Notes:** Your criteria is currently set to allow Advantage+ detailed targeting. Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

### Here, we define:

- The **audience** (who this message is for)
- The **optimization goal** (what action the platform should prioritize)
- The budget

### To avoid overwhelm:

- Start with **one audience only**
- Don't over-segment, **keep it broad**
- Let the platform learn

Screenshot from the Meta Ads Manager

# Ad Level

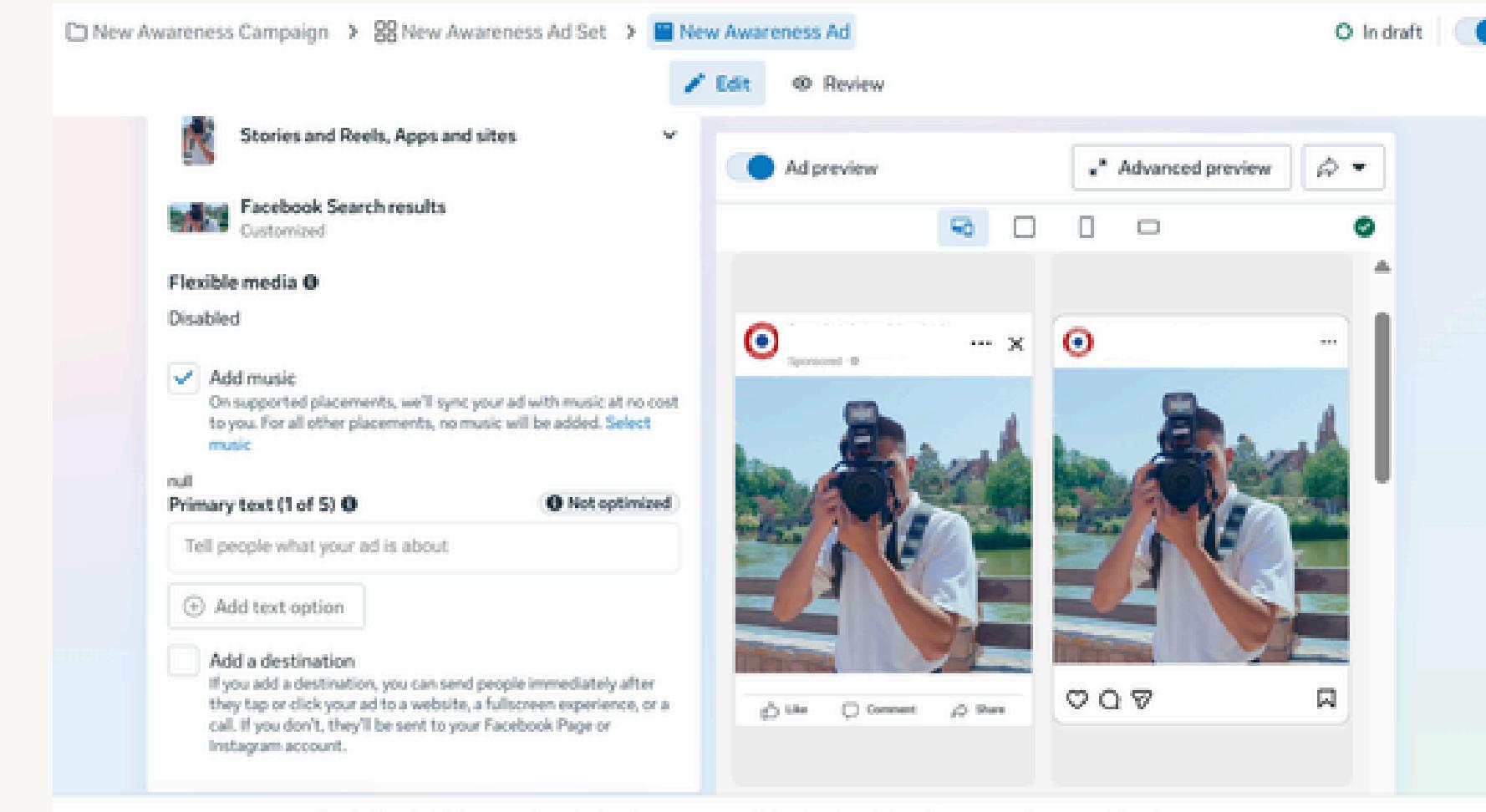
## DELIVER ONE CLEAR MESSAGE

This is the part your audience sees and where your brand voice truly lives.

### At the ad level, we define:

- visual
- copy
- outbound link (to your website or else)
- call to action

This is where the **3C Method** can be applied.



Screenshot from the Meta Ads Manager

