CASE STUDY 01

Madame Tiger

Making an unfamiliar plant milk relevant to everyday coffee drinkers.

FMCG / E-COMMERCE
AUSTRALIA + NEW ZEALAND

Creative strategy
Paid social production
Performance analysis



The challenge: from curiosity to trial

Communicate a distinctive product in a familiar, competitive category.

01 / CATEGORY

An unfamiliar ingredient

Tiger nut milk needs a clear introduction: what it is, how it tastes and how it fits into daily routines.

02 / CUSTOMER

A reason to switch

Translate neutral flavour, creamy texture and barista performance into tangible reasons to try the product.

03 / CHANNEL

Cold audience relevance

Develop paid social creative that makes the product recognisable quickly and builds a clear path to purchase.

From concept to creative delivery

My remit: creative production and performance-informed recommendations.

01	**Ideation**	Consumer angles, creative concepts and scripts
02	**Production**	Voice-over coordination, footage selection and editing
03	**Iteration**	Stakeholder feedback, revisions and market adaptations
04	**Analysis**	Ad-level review and recommendations to the team

Scope boundary: campaign budget, targeting and launch decisions were managed by the wider team.

Six ways into the same product

A concept bank organised around distinct audience motivations and storytelling approaches.

01

Coffee first

Protect the flavour of your morning coffee.

02

Problem → solution

Connect dietary needs with everyday enjoyment.

03

Product education

Explain the ingredient, texture and performance.

04

Founder story

Introduce the people and purpose behind the brand.

05

Product in use

Make the product tangible through coffee rituals.

06

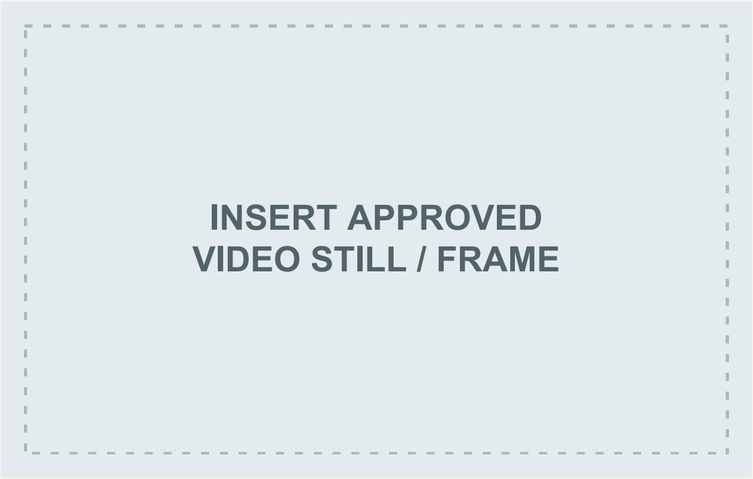
Localisation

Adapt messaging and voice-over for market context.

Concept territories include developed ideas; not all were necessarily published.

Creative in practice

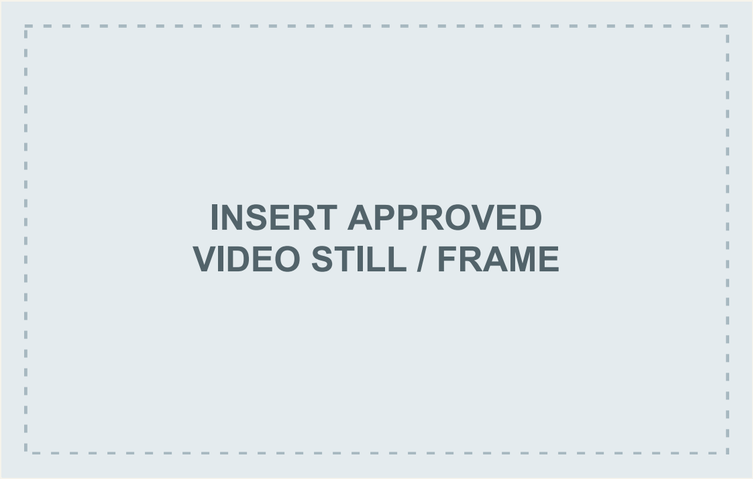
Three representative concept directions — replace the frames with approved work samples.



COFFEE FIRST

Keep the Coffee Standard

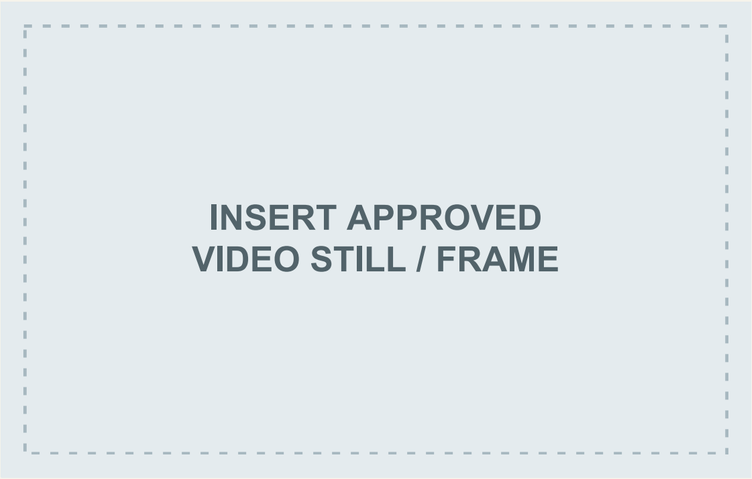
Product benefit-led narrative



PRODUCT EDUCATION

The Secret to a Silky Latte

Demonstration-led explanation



FOUNDER STORY

Sister-in-Law Story

Brand origin and human connection

A repeatable creative workflow

Built around brand consistency, fast iteration and a clear consumer message.

01

Brief

Audience + benefit

→

02

Script

Hook + proof + CTA

→

03

Edit

Footage + voice-over

→

04

Review

Feedback + refinement

→

05

Learn

Performance signals

Creative principles

Early brand recognition / authentic product use / accessible benefits / direct purchase messaging

Creative is one part of the conversion system

The ad-level review identified substantial differences in attributed efficiency between funnel stages and ad sets.

01	**Attention**	Hook, hold rate
02	**Persuasion**	Outbound CTR, CPC
03	**Delivery**	Audience, budget, CPM
04	**Conversion**	Website, offer, checkout
05	**Economics**	CPP, ROAS, margin

Key observation

Identically named ads showed different purchase efficiency across ad sets. Delivery context must be considered alongside creative.

Observational data, not a controlled test.

Source: internal ad-level review, 20 Oct–18 Nov 2026. Confidential figures omitted; no causal or uplift claim.

Beyond the first purchase

Customer cohort insights informed a broader view of acquisition and retention.

01 / ACQUISITION

Trial economics

A trial offer must attract customers who return. Test acquisition messaging against repeat purchase value.

02 / RETENTION

The second order

Early reordering and subscription were associated with higher customer value. Support onboarding and product-use education.

03 / ADVOCACY

Beyond paid media

Referral and lifecycle opportunities suggested additional routes to growth beyond paid creative.

Source: October 2026 customer insights report (AU). Qualitative interpretation; proposed actions, not delivered outcomes.

What I would build next

A more measurable creative experimentation framework.

01 / STRATEGY

Distinct hypotheses

Link each concept to a defined consumer motivation, a clear message and agreed evaluation criteria.

02 / EXECUTION

Dedicated filming

Build a more varied product-use library and test meaningful differences in opening, proof and visual storytelling.

03 / MEASUREMENT

Comparable tests

Align creative review with delivery conditions, funnel metrics and regular feedback from media buying.

The takeaway: connect creative judgement with evidence, and accountability with meaningful decision-making authority.