

PAID MEDIA • CREATIVE SET V1 • NL + DE • Q4 2026 LAUNCH

Ad creative set v1: shipper acquisition and driver recruitment

Every format Kestrel runs in November, the copy that goes on it in Dutch and German, which variants are tested against which, and how the files are named and handed over. Two audiences, two funnels, one set of brand rules from the brand book v1.0.

ClientKestrel Freight B.V. / GmbH

AudiencesShippers (SHP) • C+E drivers (DRV)

Channels7 • 11 formats • 40 creatives per language

Flight3 Nov – 1 Dec 2026 • budget €18,400

OwnerTechsy growth lead • Kestrel marketing manager

01 What is in the set

COUNTS ARE PER LANGUAGE • 80 EXPORTS IN TOTAL • ALL STATICS ALSO DELIVERED AS LAYERED SOURCE

CHANNEL	FORMAT	SIZE	CREATIVES	LANGUAGE	AUDIENCE	PLACEMENT NOTES
LinkedIn	Single image, landscape	1200 × 628	6	NL • DE	Shippers	Sponsored content, lead gen form; job titles logistics / supply chain manager, companies 50–500 staff, NL + NRW
LinkedIn	Single image, square	1080 × 1080	4	NL • DE	Shippers	Mobile feed; same audience, headline variants A and B only
Meta / Instagram	Feed, square	1080 × 1080	6	NL • DE	Drivers	Advantage+ placements off; interest "truck driving" + job title; 40 km around Venlo and Duisburg
Meta / Instagram	Story / Reel, vertical	1080 × 1920	6	NL • DE	Drivers	Static plus a 6 s motion cut of the same layout; swipe-up to WhatsApp
Google Search	Responsive search ad	15 H • 4 D	4	NL • DE	Shippers Drivers	Two ad groups per language: "transport venlo / duisburg" and "chauffeur c+e vacature / lkw fahrer job"
Google Display	Standard banners	300 × 250 • 728 × 90 • 320 × 50	6	NL • DE	Drivers	Retargeting only: visitors of the careers page without an application, 30 days
YouTube	Pre-roll, 15 s	1920 × 1080 • 25 fps	2	NL • DE	Drivers	Skippable in-stream; yard footage, headline card at 0:02, CTA card from 0:11
Job boards	Listing header + text	1200 × 628 + copy	2	NL • DE	Drivers	Indeed, Jobbird (NL), StepStone (DE); pay band printed in the title
Google Business	Update post	1200 × 900	4	NL • DE	Shippers	One per week for both depot profiles; on-time figure refreshed monthly
Total			40 per language; file list in section 05			

02 Mock-ups

SCALED • SLATE #1B2430 • AMBER #E39A2B • MANROPE 800 HEADLINES • NO PHOTOS IN V1 STATICS

94,2%

op tijd.
Elke rit live te volgen.

Dagelijks Venlo • Duisburg • Ruhrgebied

Vraag een tarief aan

Kestrel

SHP-A1 • NL

1080 × 1080 • LinkedIn square

Hook proof • headline A, body 1. The on-time figure is the hero; the amber wedge is the only decoration.

Kestrel

SAFE 250 PX

18:10

Elke avond thuis.

C+E, regionale dagritten vanuit Venlo of Duisburg. Planning een week vooruit.

Bekijk de routes

SAFE 340 PX

DRV-A1 • NL

1080 × 1920 • Story

Hook offer • the clock is the promise; dashed lines mark the Meta UI safe zones.

SHP-B1 • DE

1200 × 628 • LinkedIn landscape

Hook pain • the tracking panel answers the headline without a screenshot.

TECHSY • SAMPLE DOCUMENT • KESTREL FREIGHT IS A FICTIONAL CLIENT

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03 Copy variants

VARIANT ID = HEADLINE LETTER + BODY NUMBER • SHP-A1 = HEADLINE A, BODY 1 • EVERY CELL IS FINAL COPY, NOT A DRAFT

Numbers in the copy come from Kestrel's own data: 94,2 % on-time is the Sept 2026 figure from the dispatch system (rolling 90 days, refreshed monthly); 18:10 is the median end-of-shift time on the regional lanes; pay bands are the published ranges on the careers page; the € 750 referral is paid after the referred driver's third month.

04 Testing plan

TECHSY · SAMPLE DOCUMENT · KESTREL FREIGHT IS A FICTIONAL CLIENT 2 / 3

Budget split		€18,400 · 4 WEEKS	
SHIPPERS	€ 9,200: LinkedIn 5,600 · Search 3,000 · Business posts 600 (boost)		
DRIVERS	€ 9,200: Meta 5,000 · Search 1,400 · Display 1,200 · YouTube 1,000 · boards 600		

Tracking		BEFORE 3 NOV	
SHIPPERS	LinkedIn lead form → CRM "Ad lead" pipeline, UTM <code>utm_content=SHP-A1</code> on every link		
DRIVERS	WhatsApp click = start; application form submit = completion; both as GA4 events		

Reporting		WEEKLY · MONDAY 10:00	
FORMAT	One page per audience: spend, metric per cell, decision taken, next change		
SIGN-OFF	Kestrel marketing manager approves cuts above € 1,000 per cell		

05 Specs and handover

LAYERED SOURCE + FLAT EXPORTS · ONE FOLDER PER CHANNEL · CHECKED AGAINST PLATFORM SPECS ON 21 OCT 2026

File naming and location		SHARED DRIVE
PATTERN	KF_<AUD>-<VAR>_<channel>_<WxH>_<lang>_v<n>.<ext>	
EXAMPLES	KF_SHP-A1_li_1200x628_nl_v1.png KF_DRV-A1_meta_1080x1920_de_v1.jpg KF_DRV-RSA_gsearch_text_de_v1.csv	
CHANNEL CODES	li LinkedIn · meta · gsearch · gdisplay · yt · jobs · gbp	
FOLDER	Shared drive > Kestrel Freight > 04 Ads > v1 > <channel> ; sources in _src , exports in _export	
VERSIONS	v1 is locked on 31 Oct. Edits during the flight become v2 files; nothing is overwritten.	

Safe zones and export settings		PER PLATFORM
STORY 1080 × 1920	Keep text and CTA out of the top 250 px and bottom 340 px; logo at 54 px from the safe edge	
SQUARE AND LANDSCAPE	60 px inner margin; headline no wider than 80 % of the canvas; text under 30 % of the area	
STATICS	LinkedIn PNG-24 under 5 MB; Meta JPG quality 85 under 30 MB; sRGB; no transparency	
DISPLAY	PNG under 150 KB per size; 320 × 50 derived from the 728 × 90 layout, headline only	
VIDEO	H.264 1920 × 1080, 25 fps, AAC 128 kbps, 15 s; captions burnt in; 1080 × 1920 cut for stories	
RSA	Headlines at most 30 characters, descriptions at most 90; delivered as CSV for Google Ads Editor	

Rights and licences		NOTHING IN THE SET NEEDS A THIRD-PARTY LICENCE RENEWAL	
ASSET	SOURCE	LICENCE	NOTE
Manrope, JetBrains Mono	Google Fonts	SIL Open Font License 1.1	Embedded in exports; no web-font licence needed for ad statics
Yard and cab footage	Shot by Techsy at Venlo depot, 8 Oct 2026	Kestrel owns the footage; Techsy keeps portfolio use	Three drivers on camera, signed model releases on file; no stock photos anywhere in the set
Mark and wordmark	Brand book v1.0, mark.svg and lockup-h.svg	Kestrel	Amber triangle on slate or white only; mono version on amber panels
Map and tracking panel	Drawn by Techsy	Kestrel	Illustrative; shows no real customer address
Music, 15 s pre-roll	Licensed library track	Paid-media licence, 12 months, NL + DE	Renew before 1 Nov 2027 or replace the track