

FEASTbox Ad Copy: Facebook & Instagram

Copywriter: Samantha Volk

Facebook Static

TOP OF THE FUNNEL

Fun: family/groups, bonding, togetherness

Headline = Party time?

Primary Text = We want to be at your next party! Or at least our food does... (an invite would be cool too.)

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **BE THE HOST WITH THE MOST**



**BE THE HOST
WITH THE MOST**

Headline = Get back to the dinner table

Primary Text = Families that eat together, stay together by sharing stories from “back in the day.” That’s how the saying goes, right?

CTA = SEE MENU

Display Link = FEASTbox.com/Menus

On-image copy = **IT’S FAMILY CHOW TIME**



**IT’S FAMILY
CHOW TIME**

Headline = Bring the fam back together

Primary Text = Did ya know we’re the #1 sponsor of device-free dinners? Ditch the tech and bask in the beautiful sound of sibling bickering.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **BONDING NEVER TASTED SO GOOD**



**BONDING NEVER
TASTED SO GOOD**

Flavor: freshness, goodness

Headline = We’re anti-fakeness

Primary Text = Our grub isn’t mass-produced by machines. It’s clean and prepped by hand. So when robots take over, we’ll be good.

CTA = LEARN MORE

Display Link = FEASTbox.com/About-Us



**THE ROBOT-FREE
ZONE**

On-image copy = **THE ROBOT-FREE ZONE**

Headline = Chef-made, sealed fresh

Primary Text = Our family meals are sealed to preserve freshness and shipped overnight. Just reheat each dish to a feast-worthy temp.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **STORE. HEAT. FEAST.**



Convenience: low stress, save time, no clean-up, easy set-up, shipped to you

Headline = Easy setup, easy cleanup

Primary Text = It tastes delish, brings the fam together, AND requires minimal cleanup? Guess there is such a thing as Heaven on earth.

CTA = SEE MENU

Display Link = FEASTbox.com/Menus

On-image copy = **SO EASY AN 8-YR-OLD CAN DO IT**



Headline = End the dinner madness

Primary Text = We love our kids, but we hear the same question every. single. day... wHaT's FoR dInNeR? End the madness with FEASTbox.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **WHAT'S FOR DINNER?**



MIDDLE OF THE FUNNEL

Pricing: cheaper than doordash, groceries, fast food

Headline = More money in your pocket

Primary Text = Join the cool kid club and get chef-quality food at a fraction of traditional pricing. It's a good kinda peer pressure.

CTA = LEARN MORE

Display Link = FEASTbox.com/About-Us



On-image copy = **SAVE BIG IN THE COOL KID CLUB**

Headline = Don't be lame

Primary Text = It's Sunday and the line is 15 people deep. Be your true introverted self and order FEASTbox meals instead.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **GROCERY LINES ARE SO 2022**



Options: variety, changing menu, weekly

Headline = Weekly rotating cuisine

Primary Text = You take care of kids, we take care of taste buds. Still not sure which job is more important...

CTA = SEE MENU

Display Link = FEASTbox.com/Menus

On-image copy = **DROOLING YET?**



Headline = So many options, dude!

Primary Text = We refuse boredom. It doesn't exist in our world. Our menu rotates weekly so you can always choose from new yummy grub.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

On-image copy = **WHAT'S IN THE BOX?!**



Charity: feed families

Headline = Do good eat good

Primary Text = Our passion is to feed those in need. By purchasing a FEASTbox, you contribute to the cause! Every order feeds another.

CTA = LEARN MORE

Display Link = FullofHope.org

On-image copy = **1 BOX PURCHASED = 1 MEAL DONATED**



Headline = Every order feeds another



Primary Text = Because we all deserve to drool over dinner.

CTA = LEARN MORE

Display Link = [FullofHope.org](https://fullofhope.org)

On-image copy = DO GOOD, EAT GOOD

Headline = Feed yours & theirs

Primary Text = When you order a delicious FEASTbox for your family, we donate a meal to a family in need. Talk about eating selflessly!

CTA = LEARN MORE

Display Link = [FullofHope.org](https://fullofhope.org)

On-image copy = EVERY ORDER FEEDS ANOTHER



BOTTOM OF THE FUNNEL

Urgency: menu change

Headline = Our menu rotates weekly

Primary Text = Our menu rotates, so snag ya box before your faves disappear, although we're sure you'll always find something you love.

CTA = ORDER NOW

Display Link = [FEASTbox.com](https://feastbox.com) *[send them back to their cart if they abandoned]*

On-image copy = SO MANY CHOICES

Headline = Mmhmm, time to grub

Primary Text = Don't make the food wait any longer. It's ready. It wants you. And you're making it feel bad. 😞

CTA = ORDER NOW

Display Link = [FEASTbox.com](https://feastbox.com) *[send them back to their cart if they abandoned]*

On-image copy = IT'S WAAAAAITING

Headline = It could be gone

Primary Text = Our menu rotates weekly. Order now or have mad FOMO that your weird neighbor scored your fave meal and you didn't.

CTA = ORDER NOW

Display Link = [FEASTbox.com](https://feastbox.com) *[send them back to their cart if they abandoned]*

On-image copy = NO MO' FOMO

Value: free breakfast/dessert, promos + deals, cancel anytime, charity, gift cards

Headline = Snag free breakfast

Primary Text = Get the most important meal of the day free for a limited time! Yes, we're talking about 2nd dinner. Ok maybe it's breakfast.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = FREE BREAKY

Headline = Gotta love free breakfast

Primary Text = 3 meals, 5 servings each, AND breakfast thrown in?! Lean into the lazy and stop cooking already.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = SUBSCRIBE & FEAST

Headline = Be free, little one!

Primary Text = We never lock you into a subscription. You can cancel anytime. Why you'd want to is beyond me, but still, the choice is yours.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = CANCEL ANYTIME

Headline = Feed a family in need

Primary Text = With every order, a family in need gets a 5-serving meal. So pat yourself on the back and dive into that brisket.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = DO GOOD EAT GOOD

Gifts: gift to others

Headline = Give a friend a FEASTbox

Primary Text = The fastest way to the heart is through the stomach. Not sure how that anatomy works but there it is.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = GIFT EPIC FLAVORS

Headline = Your fam will thank you

Primary Text = Give your family the gift of delicious dinners they'll drool over. And never worry about cooking again.

CTA = ORDER NOW

Display Link = FEASTbox.com

On-image copy = FOOD THEY WANT TO EAT

Facebook Video

Text Recommendations:

Primary Text = 125 characters

Headline = 27 characters

Description = 27 characters

TOFU

Pricing: cheaper than doordash (brown bag ad)

Headline = Cheaper than ordering in

Primary Text = Join the cool kid club and get chef-quality food at a fraction of traditional pricing.

It's a good kinda peer pressure.

CTA = LEARN MORE

Display Link = FEASTbox.com/About-Us

Headline = Save big

Primary Text = Why settle for a greasy brown bag when you can have a sexy brown box? Save big and order a FEASTbox.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

Facebook Carousel

TOP OF THE FUNNEL

Fun, Flavor & Convenience

Primary Text = It tastes delish, brings the fam together, AND requires minimal cleanup? Guess there is such a thing as Heaven on earth.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menus

Headline1 = It's family chow time

On-image copy1 = DROOLING YET?

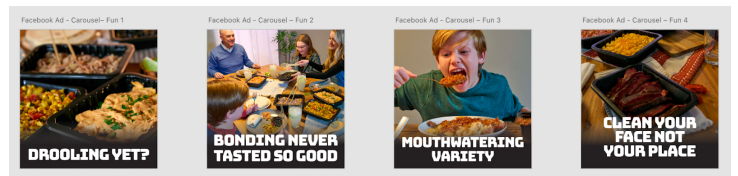
Headline2 = Get back to the dinner table

On-image copy2 = BONDING NEVER TASTED SO GOOD

Headline3 = Five cuisines to choose from

On-image copy3 = MOUTHWATERING VARIETY

Headline4 = Never clean a pan again



On-image copy4 = CLEAN YOUR FACE, NOT YOUR PLACE

MIDDLE OF THE FUNNEL

Variety

Primary Text = We love our kids, but we hear the same question every. single. day... What's for dinner?! End the madness with FEASTbox.

CTA = ORDER NOW

Display Link = FEASTbox.com/Menu

Headline1 = Epic, juicy variety

On-image copy1 = BBQ

Headline2 = 3 meals, 5 servings each

On-image copy2 = ITALIAN

Headline3 = Entrées and sides

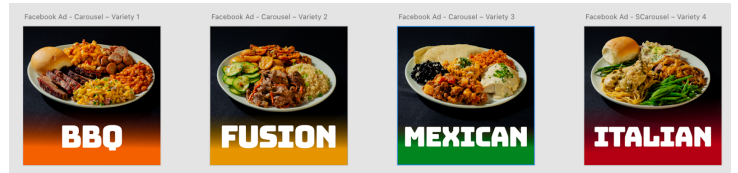
On-image copy3 = MEXICAN

Headline4 = Take a trip around the world

On-image copy4 = FUSION

Headline5 = Unique cuisine, wicked flavor

On-image copy5 = CHEF'S SPECIAL



Instagram Stories

TOP OF THE FUNNEL

Fun: family/groups, bonding, togetherness

Primary Text1 = We want to be at your next party! Or at least our food does... (an invite would be cool too.)

Primary Text2 = Families that eat together, stay together by sharing stories from “back in the day.” That’s how the saying goes, right?

Primary Text3 = Did ya know we’re the #1 sponsor of device-free dinners? Ditch the tech & bask in the beautiful sound of sibling bickering.

Flavor: freshness, goodness

Primary Text1 = Our grub isn’t mass-produced by machines. It’s clean and prepped by hand. So when robots take over, we’ll be good.

Primary Text2 = Our family meals are sealed to preserve freshness and shipped overnight. Just reheat each dish to a feast-worthy temp.

Convenience: low stress, save time, no clean-up, easy set-up, shipped to you

Primary Text1 = It tastes delish, brings the fam together, AND requires minimal cleanup? Guess there is such a thing as Heaven on earth.

Primary Text2 = We love our kids, but we hear the same question every. single. day... wHaT's FoR dInNeR? End the madness with FEASTbox.
