REFERENCE NOTES AND BRIEF

Black Friday gift-with-purchase ads: show the qualifying action
Source page: https://feedbarry.com/creative-research/black-friday-gift-with-purchase

HISTORICAL REFERENCES
A gift offer with a purchase condition
Meta Ad Library record: https://www.facebook.com/ads/library/?id=1175579367349544
Observation: Ultra Violette puts Free Gift with All Facial SPF above the products. The headline names the purchase that qualifies for the gift.
Research question: What must the shopper buy to qualify for the extra item?

A bonus product made visible
Meta Ad Library record: https://www.facebook.com/ads/library/?id=1419367342935943
Observation: REFY shows the products together in an open box, with Black Friday 25% off plus free gift along the bottom. The gift message sits beside the product photo, though the full purchase conditions need the source terms.
Research question: What must the shopper buy to qualify for the extra item?

Shipping and the separate gift condition
Meta Ad Library record: https://www.facebook.com/ads/library/?id=1378596410476121
Observation: Victoria Beckham Beauty shows 2 products above Complimentary Shipping. A day-specific qualifier appears above the headline. The smaller condition text needs closer inspection before quoting a threshold. The retained ad text separately describes a choice of gift on orders of $100 or more and shipping on all orders. That threshold applies to the gift.
Research question: What must the shopper buy to qualify for the extra item?

An extra bag beside a purchase invitation
Meta Ad Library record: https://www.facebook.com/ads/library/?id=1125867732664668
Observation: MERIT shows a bag with cosmetics. Free Signature Bag appears above the image, followed by with every first order. The visible condition makes the gift offer specific.
Research question: What must the shopper buy to qualify for the extra item?

The gift promise underneath the main discount
Meta Ad Library record: https://www.facebook.com/ads/library/?id=1509086360320337
Observation: Charlotte Tilbury puts 25% Off Everything above + unlock FREE Pillow Talk gifts as you shop, with Shop Now below. The gift is an extra reason to shop beneath the main discount. Asterisks mark conditions, but the small terms are not readable enough here to establish the gift threshold or qualifying products.
Research question: What must the shopper buy to qualify for the extra item?

BRIEF. We plan a gift offer for notebook covers. Buying 1 standard cover includes 1 bookmark, chosen from blue or green. The image shows a cover on the left and 2 bookmark options on the

right, with Choose one beneath them. The headline names the gift, and the next line names the qualifying cover. The destination asks for 1 color before adding the bookmark. Shipping receives its own explanation outside the gift promise. A producer checks the photographed items, an offer owner confirms the trigger, and a reviewer verifies that nobody expects both bookmarks.

Review: Verify the real product, actual promotion terms and destination before production. No advertiser results or current availability are inferred.