

Top performing copy in #KommMit pilot

Aug 8, 2023

Awareness/Reach

1. The Kanne bakery has been baking bread for Lunen since 1850. Ayoub has been baking bread for Lunen since 2017. And on the workers council since 2021.
2. Do you love the smell of fresh bread in the mornings? Ayoub does. And that's why he moved to Lunen. Hungry for more?
3. Ayoub hopes to become a master baker soon. To pass on his beloved craft to succeeding generations

Best in test week

1. Head of pastries Workers Council Rep Training to be Brotmeister Big fan of living in Lunen Check out Ayoub's story here

Engagement

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3. Training at bakery Kanne Responsible for the dough In the Workers Council Learn more about Ayoub here

Traffic/Clicks to KommMit.org

Notes

- Headlines were on the link click button which only appeared in the traffic ads
- Data for headlines is given separate from copy unfortunately. So the headlines and copy order are unrelated!

Headlines

1. A Cheer for German Bread
2. The early baker bakes your bread/ Der frühe Bäcker backt Dein Brot
3. Practice makes perfect
4. How do you become a master baker?

Copy

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