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Commodity Insight Campaign

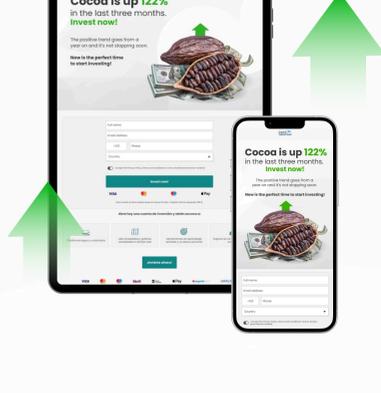
“Cacao is Up 122%”

Brand:

Industry
Forex Trading

Project Type
Marketing campaign

- Deliverables**
- Landing page design
 - Social media banners (Facebook & Instagram)
 - Google display ads
 - Email marketing campaign



PROJECT OVERVIEW

The campaign highlighted the dramatic 122% increase in cacao prices over a three-month period, using the market movement as **an opportunity to attract interest from potential traders.**

The goal was to position the brand as a source of trading insights and education, while encouraging users to explore trading opportunities through the platform.

CAMPAIGN GOAL



The campaign aimed to:

- attract users interested in market trends
- educate potential traders about commodity trading opportunities
- drive traffic to a dedicated landing page
- encourage users to learn more about trading through the platform

CHALLENGE

Commodity trading topics can feel complex for beginners.

The design challenge was to:

- make the information visually engaging
- communicate the market opportunity clearly
 - build credibility and trust
- maintain visual consistency across all digital channels



MY ROLE

Web & Graphic Designer

Responsibilities included:



designing the campaign landing page



creating social media and display banner visuals



designing the promotional email campaign



maintaining visual consistency across all campaign assets



collaborating with marketing and content teams to align messaging with the campaign strategy

DESIGN APPROACH

The campaign visual language focused on market movement and financial insight.

Key design decisions included:

Data-driven storytelling

The 122% price increase was used as the main visual hook, emphasizing the scale of the market movement.

Clear hierarchy

Strong headlines and clear CTAs guided users toward learning more about the trading opportunity.

Financial credibility

Clean typography, structured layouts and data-inspired graphics reinforced the professional tone of the campaign.



CAMPAIGN ASSETS

Landing Page

Purpose:

Provide deeper context about the cacao market trend and encourage users to explore trading opportunities.

Key sections included:

- hero section highlighting the 122% price increase
 - explanation of the market trend
- educational insights about commodity trading
- call-to-action guiding users to the trading platform

Social Media Campaign

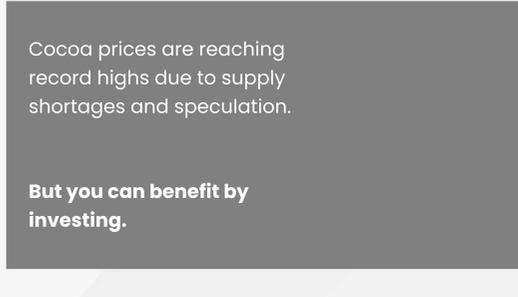
Platforms:

Facebook
Instagram

Social visuals were designed to capture attention in fast-scrolling feeds and drive traffic to the landing page.

The messaging emphasized:

- the 122% market increase
- the potential trading opportunity
- a call-to-action to learn more.



Google Display Ads

Display banners were created in multiple sizes to support online advertising placements.

Focus:

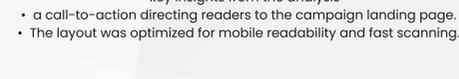
- strong headline
- clear percentage highlight
- brand recognition
- click-driving CTA.

Email Campaign

The email campaign targeted subscribers interested in trading insights.

It highlighted:

- the cacao market movement
 - key insights from the analysis
- a call-to-action directing readers to the campaign landing page.
• The layout was optimized for mobile readability and fast scanning.



Cocoa is up 122%
in the last three months.
Invest now!

[Deposit](#)

Profit from cocoa's record price

Global cocoa prices have hit a fresh record high as dry weather hurls crops in West Africa and this is the perfect opportunity for you to make some extra income on the trading market.

The poor weather conditions in Ghana and Ivory Coast, which are the world's two biggest producers of cocoa beans, are causing cocoa prices on the New York commodities market to reach a **new all-time high of \$5,874 (£4,655) a ton at the beginning of February.**

The cost of the key ingredient for making chocolate has now roughly doubled since the start of last year. Soaring cocoa prices are already filtering through to consumers and squeezing major chocolate makers like Hershey and Mondelez. While overall inflation for UK supermarket food and drink eased **in November to 8.3%, the rise in the chocolate prices was significantly higher at 15.3%.**

This is the perfect example, how news, current events and natural disasters can affect the markets, **and how you can profit.**

Stay tuned for more!

[Deposit](#)

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OUTCOME

The campaign helped increase awareness of commodity trading opportunities and supported the brand's goal of attracting new users interested in financial market insights.

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