

HelloFresh puts *10 free meals* on nearly every Meta ad, across hundreds of brand-new ones

HelloFresh has 264 ads live on Meta in the US. We read the 200 Meta lists first, and all 192 creatives in them started between 21 and 23 October. 97% carry free meals in the ad's text, 90% carry a sign-up code, and a number opens 40% of Meta's top 20 against 8% of all creatives: "4 reasons", "5 reasons", "10 free meals".

THE SHORT VERSION

One offer, *a brand-new set of ads*, and a number in the first second

264

ads live on Meta in the US

Ad Library, 26 Oct 2026

97%

of creatives carry free meals in the ad's text

the text of all 192 creatives

100%

of creatives started in the last week

142 on 21 October alone

90%

carry a sign-up code in the ad text

122 different codes

01 The deal barely changes

"10 FREE meals + FREE breakfast for life!" is on 133 creatives in 9 near-identical wordings. The variations add a free STAUB baking dish #53 or free steak #51; one ad offers 11 free meals instead #31.

02 The lineup is brand new

All 192 creatives started 21 to 23 October, so Meta's order here reflects a few days of delivery. 90% of creatives carry a sign-up code (122 different ones), which lets HelloFresh count sign-ups by ad or creator #2 #5.

03 Meta's top 20 lean on numbers and plain photos

A number opens 40% of the top 20 against 8% of all creatives #3 #6. Several images or cards make 45% of the top 20 though only 15% of the creatives we read #4.

THE ADS META SHOWS MOST

Meta's top three: *a myth-buster*, dinner in scrubs, and four reasons for one



Flexible video · running 4 days

Cheaper than takeout

On screen: “Craziest things I've heard about HelloFresh”

Deal: GET 10 FREE MEALS*

Three myths (too expensive, too much work, boring), each answered over a cooking shot. Offer: 10 free meals.



Flexible video · running 5 days · with sophiaroseugc

Healthy eating made simple

“I used to really struggle with eating balanced meals while managing such a busy schedule.”

Deal: 10 FREE meals + FREE breakfast for life!

A creator in scrubs cooks dinner after a long day. It opens on a problem and runs under her own name.



Flexible · running 5 days

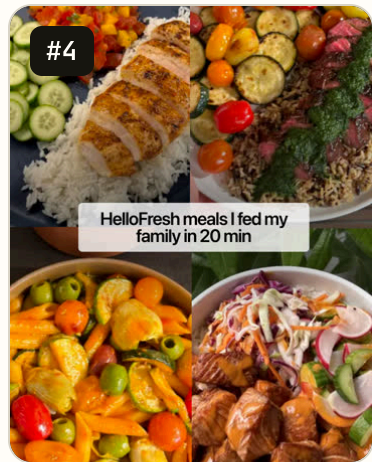
Built for your household

“4 REASONS HELLOFRESH IS FOR US SINGLE GIRLIES”

A four-photo grid aimed at people who cook for one: easy, cheaper than takeout, skip the grocery store. The only top-three ad with no deal in its words.

META'S NEXT SIX

The next six: *photo grids and numbered reasons*, all with free meals

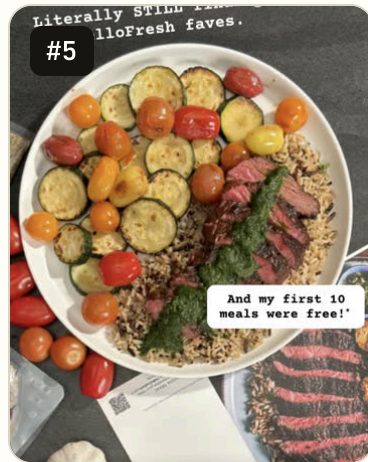


Flexible · 5 days

Quick and easy weeknight cooking

“HelloFresh meals I fed my family in 20 min”

Deal: Sign Up & Get 10 Free Meals

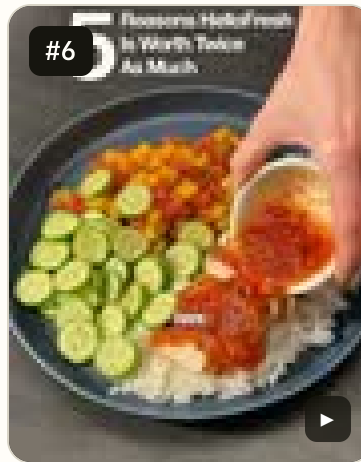


Flexible · 5 days

Break out of dinner ruts

“Literally STILL finding new HelloFresh faves.”

Deal: Sign up today and get 10 FREE meals!



Flexible video · 5 days

Quick and easy weeknight cooking

On screen: “5 Reasons HelloFresh Is Worth Twice As Much”

Deal: Get 10 Free Meals + Free Breakfast For Life*

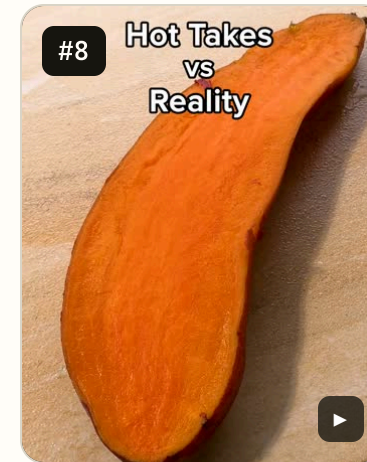


Video · 5 days

Free meals and bonus gifts

On screen: “10 FREE MEALS”

Deal: 10 FREE MEALS Applied as discount on first...



Flexible video · 4 days

Cheaper than takeout

On screen: “Hot Takes vs Reality HelloFresh Edition”

Deal: GET 10 FREE MEALS*



Flexible video · 5 days

Quick and easy weeknight cooking

On screen: “POV: You originally tried HelloFresh to get 10 free meals* but now...”

Deal: 10 free meals*

WHAT THE ADS SAY

Quick dinners fill 42% of creatives; *cheaper than takeout* and healthy eating gain in the early top 20

Six angles across 192 creatives. Grey = share of the 192 creatives we read; red = share of the 20 Meta shows most. Every ad we read is under a week old, so read the red bars as an early signal.

ANGLE	SHARE OF ALL 192 CREATIVES	SHARE OF META'S TOP 20	BEST EXAMPLES
Quick and easy weeknight cooking These ads promise hassle-free home-cooked meals ready in thirty minutes without meal planning or grocery shopping.	<div><div></div></div>	42% <div><div></div></div>	25% <div><div>#4 #6 #9</div><div>81 creatives · best #4</div></div>
Cheaper than takeout These ads position home cooking as a smarter alternative that saves money over expensive takeout and dining out.	<div><div></div></div>	13% <div><div></div></div>	20% <div><div>#1 #8 #15</div><div>25 creatives · best #1</div></div>
Healthy eating made simple These ads highlight high-protein, balanced, and goal-oriented meals that make eating well effortless.	<div><div></div></div>	13% <div><div></div></div>	20% <div><div>#2 #11 #12</div><div>25 creatives · best #2</div></div>
Break out of dinner ruts These ads promise to cure dinnertime boredom with exciting weekly variety, chef-crafted recipes, and international flavors.	<div><div></div></div>	18% <div><div></div></div>	15% <div><div>#5 #13 #20</div><div>34 creatives · best #5</div></div>
Free meals and bonus gifts These ads tempt new customers with promotional sign-up offers including free meals and premium cookware.	<div><div></div></div>	7% <div><div></div></div>	10% <div><div>#7 #17 #31</div><div>14 creatives · best #7</div></div>
Built for your household These ads show how meal kits can be tailored specifically for singles, couples, students, and empty nesters.	<div><div></div></div>	7% <div><div></div></div>	10% <div><div>#3 #10 #25</div><div>13 creatives · best #3</div></div>

Angle = the reason the ad gives to stop and buy, read from each creative's words and pictures (video ads: the top 22 from the video itself, the other 142 from their poster). Each creative sits in one angle. HelloFresh · Ad Library report

THE OFFERS

Free meals in the text of *97% of creatives*: the deal is the constant, the wording barely moves

Every ad we read sends people to hellofresh.com. The fine print ("applied as discount on first box") rides on the picture or in the text, and 90% of creatives carry a sign-up code.

EVERY DEAL, WORD FOR WORD, THE MOST-USED FIRST

THE DEAL AS WRITTEN	KIND	CREATIVES	BEST RANK
“10 FREE meals + FREE breakfast for life!”	Free items or meals	133	#2
“Sign Up & Get 10 Free Meals”	Free items or meals	30	#1
“Free STAUB Baking Dish + 10 Free Meals”	Free items or meals	13	#75
“10 FREE MEALS + FREE* STAUB BAKING DISH”	Free items or meals	2	#53
“Order today to get 10 FREE meals!*”	Free items or meals	1	#26
“GET TEN free meals”	Free items or meals	1	#30
“11 Free Meals”	Free items or meals	1	#31
“GET 10 FREE MEALS + FREE STEAK*”	Free items or meals	1	#51

And 5 more deals; every one is listed in the HTML version.

CREATIVES CARRYING A DEAL

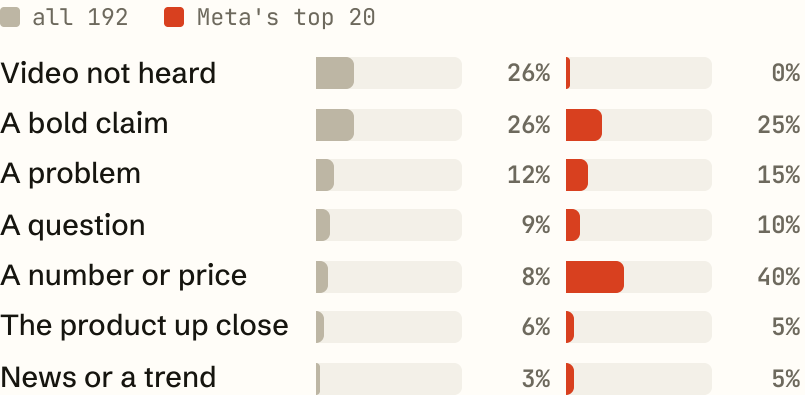


WHERE THE ADS SEND PEOPLE



HOW THE ADS OPEN

A number opens Meta's top ads *five times as often* as the lineup overall



A number opens 40% of the top 20 against 8% of all creatives. Problems and questions open 25% of the top 20 and 21% of all creatives; the 50 videos whose opening we did not hear sit in a bar of their own.

THE FIRST WORDS OF THE TOP ADS



On screen: “Craziest things I've heard about HelloFresh”

#1 · bold claim · Flexible video



“4 REASONS HELLOFRESH IS FOR US SINGLE GIRLIES”

#3 · number or price · Flexible



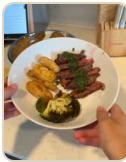
“Literally STILL finding new HelloFresh faves.”

#5 · bold claim · Flexible



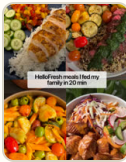
On screen: “10 FREE MEALS”

#7 · number or price · Video



“I used to really struggle with eating balanced meals while managing such a busy schedule.”

#2 · problem · Flexible video



“HelloFresh meals I fed my family in 20 min”

#4 · bold claim · Flexible



On screen: “5 Reasons HelloFresh Is Worth Twice As Much”

#6 · number or price · Flexible video



On screen: “Hot Takes vs Reality HelloFresh Edition”

#8 · news or a trend · Flexible video

FORMATS AND FACES

Most ads we read are creator video, but 9 of Meta's top 20 are *several images or cards*

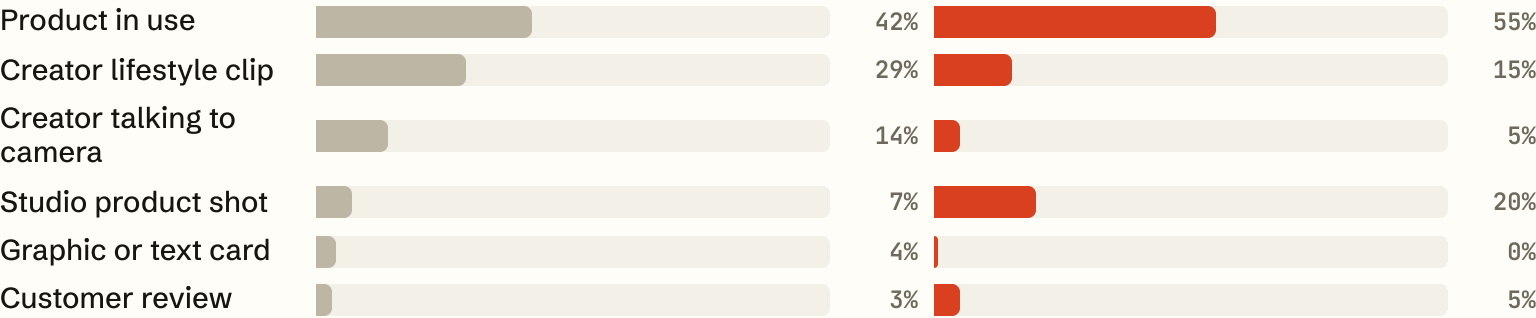
Video is 85% of the 192 creatives we read and 55% of the top 20. Creators and partner pages run 58% of creatives but 35% of the top 20. 33 partners among them, led by So Yummy.

all 192 Meta's top 20

WHAT THE CREATIVE IS



WHAT'S ON SCREEN



58%

run with a creator or partner

top 20: 35%

85%

are video

top 20: 55%

PARTNERS WITH THE MOST CREATIVES (OF 33)

So Yummy	15
Kirsten Schaffer	11
sophiaroseugc	8
Macy Horman	6

WHERE THEY RUN

Facebook 100% · Instagram 100% · Threads 100% · Whatsapp 8%

"Flexible" ads let Meta mix images, videos and lines per viewer; they are counted by what they contain. Partner = the ad runs under a creator's or partner's name with HelloFresh as the advertiser. HelloFresh · Ad Library report

HOW LONG ADS RUN

Every ad we read started in the last five days: *HelloFresh swapped in a new set* last week

142 creatives started on 21 October, 46 on 22 October and 4 on 23 October. With every ad we read this new, Meta's order shows early delivery, so read the top 20 as a first signal, not a settled winner list.

THE DAYS THE 192 CREATIVES WE READ STARTED

STARTED	CREATIVES	IN META'S TOP 20
2026-10-21	142	12
2026-10-22	46	8
2026-10-23	4	0

Oldest of the 192 creatives we read

Launched in the last 14 days

5 days

192 of 192

META'S TOP FOUR AND WHEN THEY STARTED



On screen: “Craziest things I've heard about HelloFresh”
#1 · started 2026-10-22 · Cheaper than takeout



“I used to really struggle with eating balanced meals while managing...”
#2 · started 2026-10-21 · Healthy eating made simple



“4 REASONS HELLOFRESH IS FOR US SINGLE GIRLIES”
#3 · started 2026-10-21 · Built for your household



“HelloFresh meals I fed my family in 20 min”
#4 · started 2026-10-21 · Quick and easy weeknight cooking

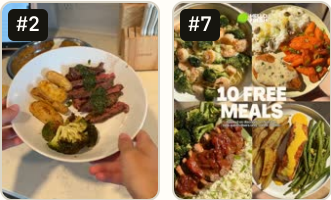
WHAT TO DO WITH THIS

Five things to take from HelloFresh's ads

LESSON 1

Pick one deal and repeat it

Free meals ride on nearly every ad we read, whatever the idea: a creator's dinner #2, a plain free-meals card #7.

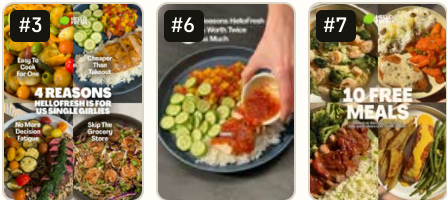


Because: 97% of creatives carry free meals in the ad's text, and 95% of the top 20.

LESSON 2

Open with a number

"4 reasons", "5 reasons", "10 free meals": a count in the first frame #3 #6 #7.

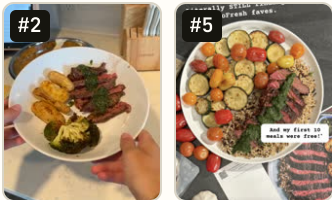


Because: a number opens 40% of the top 20 against 8% of all creatives.

LESSON 3

Put a code in every ad

A sign-up code in the ad text ties sign-ups to the ad or the creator who ran it #2 #5.



Because: 90% of creatives carry a code, 122 different ones.

LESSON 4

Test photos beside video

Simple four-photo grids sit among the top ads next to the creator videos #3 #4.



Because: ads with several images or cards are 15% of creatives but 45% of the top 20.

IF YOU COMPETE

Answer the price question head on

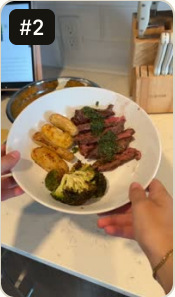
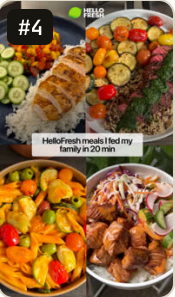
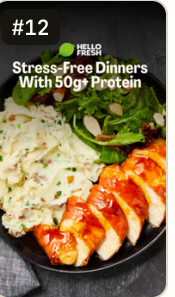
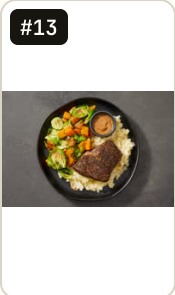
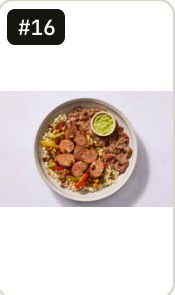
HelloFresh's top ad argues it costs less than takeout #1; the dinner-out ad names a \$120 bill #23.



Because: cheaper-than-takeout ads are 13% of creatives and 20% of the top 20.

META'S TOP 24

Meta's top 24 HelloFresh creatives, in order

											
Cheaper than... Flexible vid...	Healthy eati... Flexible vid...	Built for yo... Flexible · 5d	Quick and ea... Flexible · 5d	Break out of... Flexible · 5d	Quick and ea... Flexible vid...	Free meals a... Video · 5d	Cheaper than... Flexible vid...	Quick and ea... Flexible vid...	Built for yo... Flexible vid...	Healthy eati... Flexible vid...	Healthy eati... Flexible · 5d
											
Break out of... Catalog · 4d	Healthy eati... Flexible vid...	Cheaper than... Catalog · 4d	Quick and ea... Catalog · 4d	Free meals a... Flexible · 5d	Cheaper than... Flexible · 4d	Quick and ea... Flexible vid...	Break out of... Flexible vid...	Quick and ea... Flexible · 3d	Quick and ea... Flexible vid...	Cheaper than... Flexible · 5d	Cheaper than... Flexible · 5d

HOW WE MEASURED

Where the ads came from, what Meta's order means, and how to read it

The page. HelloFresh (Meta page 320774061283785). We found it by searching the Ad Library for the site: 67 of the 67 ads this page showed in that search link to it.

The ads. Every ad Meta's Ad Library showed as live for this page on 2026-10-26, shown in the US: the top 200 of 264 in Meta's order, because the order puts the ads Meta shows most first. Near-identical copies (same words, same picture) count as one creative: 200 ads made 192 creatives.

Meta's order. The Ad Library sorted by impressions, highest first. Meta does not publish impression counts for these ads, so #1 means "listed first", not a number of views. The order mixes how long an ad has run with how hard it is pushed.

Reading the ads. Each creative was read from its picture, its words and, for the top 22 video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen, and who is in it.

What we can't see. Spend, clicks, sales and audiences are private to the advertiser. Where an ad runs long or ranks high, that is a sign it is worth paying for, not proof it sells.

The evidence. Every #number links to the ad in Meta's Ad Library. Meta keeps these pages up while the ad is live and for some time after.