Away sells *scarcity*, Monos keeps packing videos running for months, Calpak sells the bag for every day

> Three luggage rivals, 751 live Meta ads, 285 of them read. Away's top ads say sold out and back in stock `Away #7` `Away #5`. Monos keeps creator-style videos of its cases on since May and July `Monos #2` `Monos #3`. Two of Calpak's top ads show the bag and where it goes `Calpak #2` `Calpak #6`, and the first version of each of its top 10 carries no deal.

Away
85 live ads · 60 creatives

Monos
315 live ads · 93 creatives

Calpak
351 live ads · 53 creatives

26 Oct 2026
shown in the US, Meta's own order

THE SHORT VERSION

Away leads with restocks, Monos with ads it keeps running, Calpak with the bag itself

Away

Live ads on Meta	85
Distinct creatives read	60
Video, of its top 10	40%
Carry a deal, of its top 10	10%

Monos

Live ads on Meta	315
Distinct creatives read	93
Video, of its top 10	50%
Carry a deal, of its top 10	30%

Calpak

Live ads on Meta	351
Distinct creatives read	53
Video, of its top 10	50%
Carry a deal, of its top 10	0%

01

Away sells scarcity

40% of Away's top 10 say sold out, back in stock or waitlist: "SOLD OUT IN RECORD TIME" `Away #7`, "TOPSIDE IS BACK IN STOCK" `Away #5`, "DISCOVER WHY THERE'S A 4,000 PERSON WAITLIST" `Away #10`.

02

Monos keeps its ads on

6 of Monos's top 10 have run 90 days or more, and at least 30% of its top 10 run under a partner's name, from the New York Post `Monos #8` to BuzzFeed `Monos #9`.

03

Calpak sells the bag, not a deal

0% of Calpak's top 10 carry a deal in the version we read (each runs 2 to 6). A bold claim opens 50% of its top 10: "The bag that goes everywhere you go." `Calpak #2`, "Goes everywhere. Goes with everything." `Calpak #6`.

Creatives = distinct ads after folding copies (same words, same picture). Top 10 = a brand's 10 best-placed creatives in Meta's order. Each cite links to the ad in Meta's Ad Library.

THE AD EACH RIVAL'S META ORDER PUTS FIRST

Their #1 ads: Away's aluminum carry-on, a Monos check-in with its matching duffel, Calpak's three-case set

Away

#1



Catalog · running 108 days · Built to last

The aluminum carry-on on plain white, with the words "A smart investment for all your future memories." Live since July, Away's longest-running creative.

Monos

#1



Flexible video · running 87 days · Goes with your style

Someone slides a matching cream duffel over the handle of a champagne Monos check-in, clips on a pouch and rolls it away. The ad's text reads "Pack with me for my NYC trip!"

Calpak

#1



Catalog · running 76 days · Everyone already loves it

Three black hard-shell cases, small to large, on white; the words say "just ask the thousands of customers who already do."

#1 = listed first in Meta's Ad Library for that brand's page, sorted by impressions, shown in the US, 26 Oct 2026. Meta publishes no counts. Quote = the first words heard, or the words on screen when marked so; a video not heard and with no words on screen is not quoted.

WHAT COMES NEXT IN EACH LINEUP

Below #1: Away's restocks and Series 3, Monos's packing videos and reviews, Calpak's totes and duffels

Away

#2 to #7 of 60



"The way I see it, Away doesn't innovate because it…

Flexible video · 27d · Sm…



Catalog · 47d · Fits more…



On screen: "TOP-LOADING. SPACE-SAVING. LIFE-…

Flexible video · 47d · Ba…



"Back by obsessive demand TOPSIDE IS BACK IN…

Flexible · 77d · Back in …



On screen: "Away just made me rethink what a suitcase…

Flexible video · 27d · Sm…



"SOLD OUT IN RECORD TIME"

Flexible · 47d · Back in …

Monos

#2 to #7 of 93



Video · 160d · Goes with …



Video · 87d · Fits more, …



Catalog · 96d · Other



Catalog · 160d · Everyone…



Video · 58d · Built to la…



"MONOS: CARRY-ON – Midnight Black"

Flexible · 96d · Built to…

Calpak

#2 to #7 of 53



"The bag that goes everywhere you go."

Flexible · 65d · Fits mor…



On screen: "LUKA DUFFEL Now in smooth vegan…

Flexible video · 69d · Ev…



"Transitional Textures From Summer to Fall"

Flexible · 65d · Goes wit…



"The Vault Collection"

Flexible · 69d · Smarter …



"Goes everywhere. Goes with everything."

Flexible · 66d · Goes wit…



On screen: "From Gym to Jetset"

Flexible video · 66d · Fi…

Away: Series 3, back-in-stock and sold-out cards. Monos: its reviews, packing videos (#3's ad text: "pack with me for a 2 week trip"), its Vancouver store. Calpak: totes, the Luka duffel, the Vault suitcase, a gym backpack.

ANGLES, SIDE BY SIDE

Away's top ads sell restocks and features; Monos's split three ways; Calpak's style and room

Money off or a gift is the main angle of none of the three top 10s, though Monos #6's ad text is a sale: "Get up to 15% off sitewide."

ANGLE	AWAY	MONOS	CALPAK	TOP OR LONG-RUNNING EXAMPLES
Smarter features Wheels, brakes, pockets and compartments that make the trip easier.	30% all 40%	20% all 17%	10% all 6%	Away #2 Away #6 Monos #9
Fits more, goes anywhere Room for a longer trip, or one bag for the gym, the office and travel.	20% all 7%	10% all 14%	30% all 32%	Away #3 Away #9 Monos #3
Goes with your style The bag as part of the outfit: colors, textures, finishes.	0% all 12%	20% all 22%	30% all 19%	Monos #1 Monos #2 Calpak #4
Back in stock, or new Sell-outs, restocks, waitlists and new colors.	40% all 15%	10% all 4%	0% all 15%	Away #4 Away #5 Monos #8
Built to last Tough shells, hours of testing, lifetime warranties.	10% all 12%	20% all 14%	10% all 6%	Away #1 Monos #6 Monos #7
Everyone already loves it Reviews, bestsellers, press and customers vouching for it.	0% all 2%	10% all 10%	20% all 19%	Monos #5 Monos #26 Calpak #1
Money off or a gift Percent off, sets on sale, free gifts, giveaways.	0% all 13%	0% all 18%	0% all 4%	

Big number = share of that brand's top 10 creatives; "all" = share of every creative it runs. Angle = the reason the ad gives to stop and buy, sorted into one shared list across the brands.

OFFERS, SIDE BY SIDE

Monos carries a deal in 30% of its top 10; Away 10%; Calpak 0%

Monos offers free shipping and a lifetime warranty, and its ad text adds "Get up to 15% off sitewide." Calpak's few deals sit outside its top 10, in the first version of each ad, the one we read.

Away

10% of top 10 carry a deal

22% of all 60

“SAVE $50”

#14 · Money off · 3 creatives

“SAVE UP TO $100”

#17 · Money off · 1 creative

“$378”

#19 · A price shown · 1 creative

Sends people to: awaytravel.com 95%, fb.com 5%

Monos

30% of top 10 carry a deal

32% of all 93

“Free shipping & Lifetime warranty”

#2 · Free shipping · 3 creatives

“Free shipping”

#5 · Free shipping · 3 creatives

“Get up to 15% off sitewide.”

#6 · Percent off · 1 creative

Sends people to: monos.com 99%, fb.com 1%

Calpak

0% of top 10 carry a deal

4% of all 53

“SAVE 30%”

#15 · Percent off · 2 creatives

Sends people to: calpaktravel.com 100%

A deal = a discount, free item, free shipping, trial, bundle, price or other offer (a prize draw, paying over time) stated in the ad, quoted word for word. Scarcity words or a pack size alone ("limited edition", "back for a limited time", "3-pack") don't count. Deals listed by the best-placed ad that carries them.

HOW THE ADS OPEN

A bold claim opens 50% of Calpak's top 10 and 30% of Away's; Monos's openings are split

OPENS WITH	AWAY	MONOS	CALPAK
A bold claim	30%	10%	50%
A picture, no words	30%	20%	10%
Video not heard	0%	40%	0%
News or a trend	10%	10%	10%
The product up close	0%	10%	20%
A number or price	10%	0%	0%
A question	10%	0%	0%
Someone talking	10%	0%	0%
Something else	0%	0%	10%

Monos's #1, #2, #3 and #6 are videos we couldn't hear, so we describe them by what they show; the table gives the rest.

THE FIRST WORDS OF EACH RIVAL'S TOP TWO



Away #1 · picture, no words



Monos #1 · video not heard



Calpak #1 · picture, no words

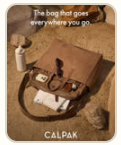


“The way I see it, Away doesn't innovate because it has to.”

Away #2 · someone talking



Monos #2 · video not heard



“The bag that goes everywhere you go.”

Calpak #2 · bold claim

Share of each brand's top 10 creatives. Opening = the first spoken line or on-screen words in a video's first 3 seconds, or the biggest words on an image.

FORMATS AND FACES

Monos runs at least 30% of its top 10 under partners' names, from the New York Post to BuzzFeed

Product in use fills 60% of Calpak's top 10; studio product shots fill 50% of Away's.

TOP 10 CREATIVES THAT ARE	AWAY	MONOS	CALPAK
Several images or cards	60%	50%	50%
Video	40%	50%	50%
Still image	0%	0%	0%
Run with a creator or partner	not recorded	30%+	not recorded

WHAT'S ON SCREEN	AWAY	MONOS	CALPAK
Product in use	40%	40%	60%
Studio product shot	50%	40%	30%
Creator lifestyle clip	0%	10%	10%
Celebrity	10%	0%	0%
Customer review	0%	10%	0%

Share of each brand's top 10 creatives. Partner = the ad runs under a creator's or partner's name with the brand as the advertiser. This pull did not record partner ads on a brand's own page: a share is the partner-page ads we found ("30%+"), "not recorded" where we found none.

HOW LONG ADS RUN

Monos's top 10 have run a median 93 days; Away's 47; Calpak's 65.5

6 of Monos's top 10 have run 90 days or more, against 1 of Away's and none of Calpak's 53 creatives.

Away

47	20	1
median days, top 10	median days, all 60	live 90+ days, 1 of them in its top 10

Under a week	9
1 to 4 weeks	41
1 to 3 months	9
3 months or more	1

LONGEST RUNNING



#1 · 108 days · Built to last



"Back by obsessive demand TOPSIDE IS BACK IN STOCK"

#5 · 77 days · Back in stock, or new

Monos

93	45	26
median days, top 10	median days, all 93	live 90+ days, 6 of them in its top 10

Under a week	0
1 to 4 weeks	21
1 to 3 months	46
3 months or more	26

LONGEST RUNNING



"This is my number one comment on all my Monos videos"

#18 · 217 days · Smarter features



"Carry-On Pro"

#33 · 217 days · Smarter features

Calpak

65.5	14	0
median days, top 10	median days, all 53	live 90+ days, 0 of them in its top 10

Under a week	18
1 to 4 weeks	15
1 to 3 months	20
3 months or more	0

LONGEST RUNNING



#1 · 76 days · Everyone already loves it



On screen: "LUKA DUFFEL Now in smooth vegan leather"

#3 · 69 days · Everyone already loves it

Days running = from the start date Meta shows to 26 Oct 2026. An ad still live after months is one the advertiser keeps paying for: the nearest public sign that it works.

WHAT TO BORROW

Three things to borrow, each from ads the rivals keep running or Meta shows first

BORROW 1

Sell the restock, with a number behind it

Away gives proof with its scarcity: "SOLD OUT IN RECORD TIME" `Away #7` and "DISCOVER WHY THERE'S A 4,000 PERSON WAITLIST" `Away #10`, then "TOPSIDE IS BACK IN STOCK" `Away #5`.







Because Back in stock, or new is 40% of Away's top 10.

BORROW 2

Let a packing video do the selling

Monos's #2, live since May, shows a case being packed beside a bed `Monos #2`; its #3's ad text reads "pack with me for a 2 week trip" `Monos #3`.





Because both are in Monos's top 3, and its #2 has run 160 days.

BORROW 3

Name every place the bag goes

Calpak's top ads sell one bag for the whole day: "Goes everywhere. Goes with everything." `Calpak #6`, "From Gym to Jetset" `Calpak #7`, "Everyone in their 20s needs this office bag" `Calpak #8`.







Because Fits more, goes anywhere is 30% of Calpak's top 10 and Goes with your style another 30%.

Every ad cited here is in its brand's top 10 or has run 90+ days.

WHAT TO AVOID

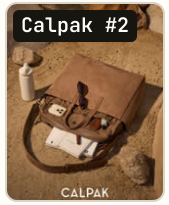
Three things to avoid: leading with the discount, unproven scarcity, and press you didn't partner with

AVOID 1

Don't lead with the discount

Monos's one top-10 sale ad carries "Get up to 15% off sitewide." in its ad text `Monos #6`. Calpak's top ads sell the bag, with no deal in the first version of each `Calpak #2` `Calpak #6`.







Because 0% of Calpak's top 10 carry a deal in the version we read, and 10% of Away's.

AVOID 2

Don't claim "back in stock" unproven

Away's restock ads stand on a fact: a sell-out in record time `Away #7` or a "4,000 PERSON WAITLIST" `Away #10`. A vague restock line will read as Away's.





Because 40% of Away's top 10 already run Back in stock, or new.

AVOID 3

Don't fake the press partner

Monos's New York Post `Monos #8` and BuzzFeed `Monos #9` ads run as partnership ads, with the outlet named as the partner. A press logo in your own ad isn't the same thing.





Because at least 30% of Monos's top 10 run under a partner's name.

Avoid steps cite only ads in a rival's top 10 or live 90+ days, and the numbers on slides 5 to 9.

HOW WE MEASURED

Where the ads came from, what Meta's order means, and what we can't see

The pages. Away: Meta page “Away”, found by searching the Ad Library for the site: 81 of the 81 ads this page showed in that search link to it. Monos: Meta page “Monos”, found by searching the Ad Library for the site: 84 of the 85 ads this page showed in that search link to it. Calpak: Meta page “CALPAK”, found by searching the Ad Library for the site: 119 of the 119 ads this page showed in that search link to it.

The ads. Every ad Meta's Ad Library showed as live for each page on 26 Oct 2026, shown in the US, read in Meta's order up to each brand's top 100. Near-identical copies (same words, same picture) count as one creative. Monos has 315 live ads; we read Meta's top 100. Calpak has 351 live ads; we read Meta's top 100.

Meta's order. The Ad Library sorted by impressions, highest first, within each brand. Meta publishes no counts, so #1 means "listed first", and one brand's #1 can't be compared with another's in size. 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 each brand's top video ads, the video itself: the angle, the deal word for word, the opening line word for word, what is on screen. One shared list of angles was then drawn across the brands so they compare side by side.

Borrow and avoid. Only ads in a brand's top 10 or live 90+ days are cited as evidence: the ads Meta shows most, or the ones the advertiser keeps paying for.

What we can't see. Spend, clicks, sales and audiences are private to each advertiser. A high place or a long run is a sign an ad is worth paying for, not proof it sells.