

PREPARED FOR

Sawyer Twain

Triple the Revenue. Double the ROAS.

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ACCOUNT SNAPSHOT

INDUSTRY

Luxury Game Room Furniture

BUSINESS MODEL

National Pool Table + Shuffleboard Retailer

PLATFORM

Meta Ads

WEBSITE

sawyertwain.com

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1. The Client

Sawyer Twain is a national online retailer of luxury game room furniture -- pool tables, shuffleboards, and matching pieces from the design-led brands that anchor the category (Plank & Hide, Doc & Holliday, American Heritage Billiards, and more). The business is positioned at the design-led end of the market: rooms that read as furniture first, furniture that plays as well as it looks.

Sawyer Twain's buyer is the kind of buyer who designs a space before they shop for a piece in it. The table is going into a finished room with finishes that match an aesthetic, into a delivery and white-glove install experience that comes with a five-figure purchase. Marketing's job for this business is to put the right table in front of the right buyer at the right design moment -- and to carry the buyer through a long-consideration purchase journey on a high-design canvas.

At a glance

- Category: Luxury game room furniture (pool tables, shuffleboards, matching pieces)
- Brands carried: Plank & Hide, Doc & Holliday, American Heritage Billiards, Brunswick, Nixon and others
- Geographic reach: National (US-wide, with white-glove delivery)
- Buyer profile: Design-conscious homeowners and interior designers specifying for finished rooms
- Ad channel: Meta (Facebook + Instagram), paid + organic

BrandRocket runs Sawyer Twain's Meta program as one integrated creative production engine across both paid and organic. Every word and every image on the account is custom-built.

2. The Integrated Creative Engine

Sawyer Twain's Meta program runs on one production system that feeds both paid and organic. The same voice frameworks generate paid ad copy and organic captions. The same image-composition system produces hero imagery for paid campaigns and organic posts. Paid and organic are not two separate operations -- they are two outputs of the same engine.

Custom copywriter voice frameworks

Every line of copy on the account is written through one of six distinct copywriter voice frameworks, each modeled on a master copywriter's approach: Sawyer Twain Native (the brand's house voice), Ogilvy (rigorous fact-based reframing), Sullivan (bold personality, conversational), Abbott (cinematic restraint), Hegarty (cultural touchstones), and French (counterfactual / reader-insult mode). For every product, BrandRocket generates a multi-variant pack -- typically eighteen variants spanning the six voices, three per voice -- and selects the strongest for deployment. The unused variants stay reserved for the next round.

Nano Banana scene composites

Hero imagery is built by combining the real Sawyer Twain product photo with an AI-generated decorative room environment via Google's Nano Banana image system. The decorative scene is chosen to match the copy voice and the product's design positioning -- a country house library for the Scholar, a Hill Country great room for the Hepburn, a Hamptons summer house for the Paula Parsons shuffleboard. The product is real and accurate; the room is custom-built to give the table a finished context the buyer can place themselves into.

Paid + organic from the same engine

The same voice frameworks and the same image-composition system feed both tracks. A high-performing paid concept can become an organic post the same week; an organic post that resonates can become the basis for the next paid creative test. The two tracks share a voice, a brand standard, and a creative production pipeline.

This is what differentiates the Sawyer Twain program. Most agencies stop at running ads on supplied creative. BrandRocket runs the program as a creative shop layered on top of a paid media operation -- with the organic feed treated as an editorial product, not an afterthought.

3. The Paid Track — Two BrandRocket Campaigns, Outsized Returns

In March and April 2026, BrandRocket built and launched two new Meta campaigns from scratch for Sawyer Twain. They have been running for approximately four months. In that window, their combined return on ad spend has been approximately **21x** -- roughly twenty-one dollars of revenue for every dollar spent. They are responsible for the majority of Sawyer Twain's Meta-driven revenue across the BrandRocket engagement to date.

The two campaigns

Campaign	Launched	ROAS (lifetime)
Sales Objective — Pool Tables — Advantage Catalog	Mar 2026	Approximately 18x
Sales Objective — Pool Tables — Standard	Apr 2026	Approximately 27x
Combined	—	Approximately 21x

Year-over-year comparison — same four months, last year vs this year

Because BrandRocket took over paid in March 2026, the cleanest comparison is the same four-month window in both years. Year-over-year, on roughly the same ad spend, the program is producing materially different results:

Metric	Mar-Jun 2025 (pre-BR)	Mar-Jun 2026 (BR-managed)	YoY change
Revenue	Baseline	Triple the prior year	Approximately +230%
ROAS	Approximately 8x	Approximately 20x	Approximately +155%
Ad spend	Baseline	Modest lift only	Approximately +30%

The growth is not coming from spending more -- ad spend rose only modestly. The growth is coming from the creative, the campaign architecture, and the daily optimization work.

Triple the revenue. Double the ROAS. Same four months, same account, one season into BrandRocket's management.

4. Paid Showcase — Three Top-Performing Ads

Three of the highest-revenue ads currently running on the account. Each was built by BrandRocket -- custom copy, custom hero composition, custom collection framing. All three are still live.



The Honey Ash Collection

The only difficult part is choosing just one.

Four distinct billiard tables in a warm, washed finish with cleaner lines, better manners, and considerably better taste.

— Collection ad — Beaumont, Isaac, Otis, Vancouver



The Room People Walk Toward

It used to be the room people walked through. Good floors. Good light. A shelf with books nobody was going to read again.

Now it's the room people walk toward.

The Kaci by Doc & Holliday. Warm ash wood grain that catches light the way real hardwood should. A pedestal base that reads as architecture.

— Collection ad — The Kaci by Doc & Holliday



The Vancouver in Honey Ash

Most pool tables are designed for pool rooms. The Vancouver was built for the other kind. Rooms with good rugs, deliberate lighting, owners who spent six months choosing the right sofa.

The Honey Ash finish is a Sawyer Twain exclusive, developed with American Heritage Billiards. It does not exist anywhere else.

— Single-image ad — The Vancouver by American Heritage Billiards

5. The Organic Track — A Daily Editorial Cadence

Alongside paid, BrandRocket runs Sawyer Twain's organic Facebook and Instagram feeds as a daily editorial product. Every post is custom-written and custom-composited -- the same voice framework system and Nano Banana imagery that powers paid is the source for organic too.

Daily cross-platform publishing

Most days produce one new product post that runs simultaneously on Facebook and Instagram. The Facebook caption gets the inline product URL. The Instagram caption gets a hashtag pack and 'Link in bio.' Same image, same voice, same brand standard -- adapted for each platform's caption conventions.

Voice rotation by product

Each new product is matched to the voice framework that fits best -- the Hank Shuffleboard's maple butcher block is a natural Ogilvy material reframe; the Hepburn Pool Table in Dark Burl asks for the Sawyer Twain Native 'weekly cadence' arc; the Savant Shuffleboard in Brown Sugar fits the French counterfactual voice. The mix keeps the feed fresh and rewards close readers.

HOUSE RULES editorial series

Layered on top of the product cadence is HOUSE RULES -- an editorial series running on the same feeds, covering five pillars: Heritage & Culture (named players, cultural moments, game history), Craft & Materials (slate, cloth, leather, wood), The Room (real installed customer rooms), Play (technique, rules, maintenance), and Product. The HOUSE RULES posts give the feed editorial depth between product hits and keep the brand reading as a publication, not a catalog.

The organic feed is treated as an editorial product. The cadence is daily. The standard is the same as paid.

6. Organic Showcase — Six Recent Posts

Six recent BrandRocket-built product posts -- one Nano Banana composite paired with a custom-written caption, deployed simultaneously to Facebook and Instagram. Each shows a different voice framework in action.



Savant Shuffleboard in Brown Sugar

French — Counterfactual / Reader-insult • Posted 2026-06-26 • FB + IG

You don't need a shuffleboard table.

You also didn't need the painting above the sofa, the cocktail glassware that isn't dishwasher safe, or the rug from the trip to Marrakech you remembered to take a photo of. (One assumes.)

What you have, however, is a room that wants something twelve feet long, warm, well-made, and irritatingly easy on the eyes.

The Savant Shuffleboard by Doc & Holliday. Brown Sugar finish. Carpeted alley, polymer-coated maple playfield, the kind of weight that doesn't move when somebody leans on it. Made in the USA.

It's not strictly necessary. Nothing good ever is.



Paula Parsons Shuffleboard in Natural Walnut

Sawyer Twain Native — Movement-first • Posted 2026-06-18 • FB + IG

He's showing her how to hold it. Thumb on the back curve. Two fingers light along the side. No squeeze. The puck should leave the hand like it's deciding to.

She does it. The puck travels twelve feet and stops two inches from the back rail.

He laughs.

The Paula Parsons Shuffleboard in Natural Walnut by Doc & Holliday. Real walnut. Polymer-coated maple playfield, twenty inches wide and three inches thick. Made in the United States.

The lesson is over. The game just started.



Hepburn Pool Table in Dark Burl

Sawyer Twain Native — Weekly cadence • Posted 2026-05-18 • FB + IG

Some traditions start with a table.

Friday's first break.

Saturday's biggest win.

Sunday's easygoing finish.

The Hepburn in Dark Burl — made to last, meant to be passed down.



Hank Shuffleboard in Rustic Silver Brown Oak

Ogilvy — Material reframe • Posted 2026-05-31 • FB + IG

Maple butcher block is what serious kitchens are built on. Hard, fine-grained, predictable under impact, dense enough that a knife edge doesn't print into it.

The Hank Shuffleboard in Rustic Silver Brown Oak uses the same material as its playing surface. Twelve feet of edge-grain maple, the kind that takes the abuse and shows none of it back. Doc & Holliday paired it with a solid oak trestle base, carpeted gutters that quiet the gameplay, and recessed scoring built into the rails.

It plays as honestly as it looks.



Jackies Pool Table in Black

Sullivan — Bold personality • Posted 2026-05-14 • FB + IG

Most pool tables are named after places. The Jackies is named like someone you'd want to sit next to at dinner.

That tells you everything about the table's energy. Column legs that own the floor. A black finish that doesn't ask for compliments. Leather pockets that feel like they've been here before. Mother-of-pearl sights that catch the light because of course they do.

Doc & Holliday built it by hand in the United States. Solid wood. One-inch slate. Championship felt in your choice of color.

Some tables fill a room. The Jackies fills a personality.



Slater Pool Table in Coffee Maple

Sawyer Twain Native — Absence-first cinematic • Posted 2026-06-24 • FB + IG

The corner sat empty for two years. They called it the reading nook. Nobody read there.

The light was right. The proportions were right. The floor was finished. The room was simply waiting for the piece that knew what it was.

The Slater by Doc & Holliday. Hand-built in solid maple. Reeded apron, reeded plinths, a one-inch slate that plays as seriously as the room looks.

The reading nook is gone. The room finally makes sense.

7. What This Means For The Business

In four months of BrandRocket-managed Meta paid, Sawyer Twain's revenue has approximately tripled and ROAS has approximately doubled relative to the same four months a year prior -- on only a modest lift in ad spend. The growth is coming from the creative and the architecture, not the budget.

Alongside that, the daily organic publishing program is producing custom copy and custom hero imagery across both Facebook and Instagram on a near-daily cadence, in six distinct copywriter voices and Nano Banana scene composites built per product. Paid and organic share one voice system, one image system, and one brand standard.

- Triple the revenue, year over year, in approximately four months.
- Approximately 20x ROAS in the current period -- up from roughly 8x in the same months prior year.
- Two custom BrandRocket campaigns are responsible for the majority of Meta revenue across the engagement.
- A daily organic editorial cadence runs in parallel, on the same creative production engine.

This is what a properly tuned Meta program looks like when paid and organic are not two operations but one integrated creative engine -- and the engine compounds.