

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**. Calpak's top ads carry no deal at all, only the bag and where it goes **Calpak #2 Calpak #6**.

THE SHORT VERSION

Away leads with restocks, Monos with ads it keeps running, Calpak with style and no discounts

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 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. A bold claim opens 60% of its top 10: "The bag that goes everywhere you go." **Calpak #2**, "Goes everywhere. Goes with everything." **Calpak #6**.

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

“A smart investment for all your future memories.”

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 live ad.

Monos

#1



Flexible video · running 87 days · Goes with your style

“Pack with me for my NYC trip!”

Someone slides a matching cream duffel over the handle of a champagne Monos check-in, clips on a pouch and rolls it away; the words say "Pack with me for my NYC trip!"

Calpak

#1



Catalog · running 76 days · Everyone already loves it

“Meet the styles you’ll reach for every day - just ask the thousands of customers who already do.”

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

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

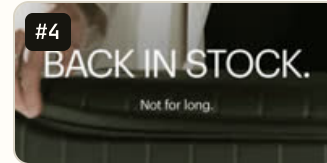
#2 to #7 of 60



"The way I see it, Away doesn't innovate because it..."
Flexible video · 27d · Sm...



"Cooler days, longer trips."
Catalog · 47d · Fits more...



"TOP-LOADING. SPACE-SAVING. LIFE-..."
Flexible video · 47d · Ba...



"Back by obsessive demand TOPSIDE IS BACK IN..."
Flexible · 77d · Back in ...



"Away just made me rethink what a suitcase should do..."
Flexible video · 27d · Sm...



"SOLD OUT IN RECORD TIME"
Flexible · 47d · Back in ...

Monos

#2 to #7 of 93



"Luggage backed by 50,000+ 5-star reviews."
Video · 160d · Goes with ...



"pack with me for a 2 week trip ✈️"
Video · 87d · Fits more, ...



"Visit the Monos Vancouver store to shop our full..."
Catalog · 96d · Goes with...



"Everyone's talking about these favorites."
Catalog · 160d · Everyone...



"Let's talk about my favorite luggage"
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...



"LUKA DUFFEL Now in smooth vegan leather"
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...



"From Gym to Jetset"
Flexible video · 66d · Fi...

ANGLES, SIDE BY SIDE

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

Money off or a gift is the main angle of none of the three top 10s, though the words of Monos #6 are 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
Goes with your style The bag as part of the outfit: colors, textures, finishes.	0% all 12%	30% all 23%	30% all 19%	Monos #1 Monos #2 Calpak #4
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
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%	

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 "Get up to 15% off sitewide." Calpak's few deals sit outside its top 10.

Away

10%22%

of top 10 carry a deal 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%32%

of top 10 carry a deal of all 93

“Free shipping & Lifetime warranty”

#2 · Free shipping or returns · 3 creatives

“Free shipping”

#5 · Free shipping or returns · 3 creatives

“Get up to 15% off sitewide.”

#6 · Percent off · 1 creative

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

Calpak

0%8%

of top 10 carry a deal of all 53

“Returning for a limited time.”

#13 · Limited time · 1 creative

“SAVE 30%”

#15 · Percent off · 2 creatives

“limited time”

#23 · Limited time · 1 creative

Sends people to: calpaktravel.com 100%

A deal = a discount, free item, free shipping, trial, bundle or a price stated in the ad, quoted word for word. Deals listed by the best-placed ad that carries them. Competitor ad teardown

HOW THE ADS OPEN

A bold claim opens 60% of Calpak's top 10 and 50% of Away's; Monos opens most on the product up close

OPENS WITH	AWAY	MONOS	CALPAK
A bold claim	50%	20%	60%
The product up close	0%	30%	20%
News or a trend	10%	10%	10%
A number or price	10%	10%	0%
A demo	0%	20%	0%
Someone talking	10%	0%	0%
A problem	10%	0%	0%
A question	10%	0%	0%

The product up close opens 30% of Monos's top 10.

THE FIRST WORDS OF EACH RIVAL'S TOP TWO



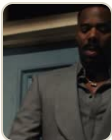
“A smart investment for all your future memories.”
Away #1 · bold claim



“Pack with me for my NYC trip!”
Monos #1 · demo



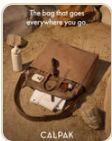
“Meet the styles you’ll reach for every day - just ask the...”
Calpak #1 · bold claim



“The way I see it, Away doesn't innovate because it has to.”
Away #2 · someone talking



“Luggage backed by 50,000+ 5-star reviews.”
Monos #2 · number or price



“The bag that goes everywhere you go.”
Calpak #2 · bold claim

FORMATS AND FACES

Monos runs 30% of its top 10 under partners' names; Away runs none, nor does Calpak

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	0%	30%	0%

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%

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 the Calpak ads we read.

Away			Monos			Calpak		
47	20	1	93	45	26	65.5	14	0
median days, top 10	median days, all 60	live 90+ days	median days, top 10	median days, all 93	live 90+ days	median days, top 10	median days, all 53	live 90+ days
Under a week		9	Under a week		0	Under a week		18
1 to 4 weeks		41	1 to 4 weeks		21	1 to 4 weeks		15
1 to 3 months		9	1 to 3 months		46	1 to 3 months		20
3 months or more		1	3 months or more		26	3 months or more		0
LONGEST RUNNING			LONGEST RUNNING			LONGEST RUNNING		
	“A smart investment for all your future memories.”			“This is my number one comment on all my Monos videos”			“Meet the styles you’ll reach for every day - just ask...”	
	#1 · 108 days · Built to last			#18 · 217 days · Smarter features			#1 · 76 days · Everyone already loves it	
	“Back by obsessive demand TOPSIDE IS BACK IN STOCK”			“Carry-On Pro”			“LUKA DUFFEL Now in smooth vegan leather”	
	#5 · 77 days · Back in stock, or new			#33 · 217 days · Smarter features			#3 · 69 days · Everyone already loves it	

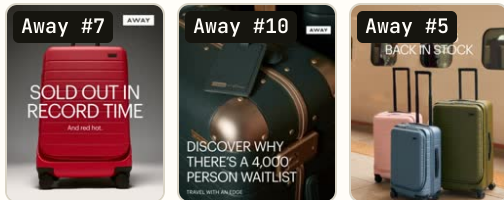
WHAT TO BORROW

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.

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

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 is "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%.

Competitor ad teardown

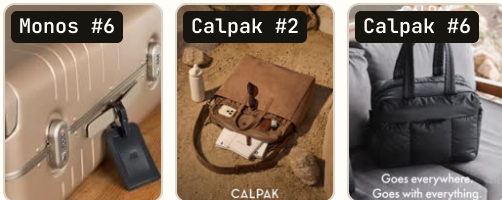
WHAT TO AVOID

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 opens on a creator's review, "Let's talk about my favorite luggage", and leaves "Get up to 15% off sitewide." to the words **Monos #6**. Calpak's top ads sell the bag with no deal **Calpak #2** **Calpak #6**.



AVOID 2

Don't claim "back in stock" unproven

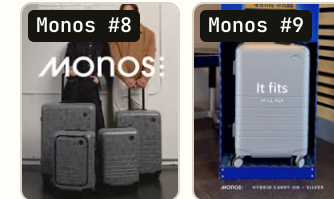
Away's restock ads stand on a fact: a sell-out in record time **Away #7** or a "4,000 PERSON WAITLIST" **Away #10**. A vague restock line will read as Away's.



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 0% of Calpak's top 10 carry a deal, and 10% of Away's.

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

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

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” (883541531681033), 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” (257842028390221), 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” (161586720563649), 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.