ALP CONTENT BRIEF

Home From College platform

Concept & Overview

The **21+ only. Creators and 50% of their audiences must be of legal age to purchase nicotine products.**

The idea

Show us a real day in New York, the way you'd spend it with a friend. Somewhere in that day, you stop by **ALP Saloon**, our pop-up at **433 Broadway**.

About ALP

ALP is a nicotine pouch brand. Our matra is "A Better Time". Think Old West saloon meets New York: bold, witty, unapologetic. The pop-up is a place where you can pick up a tin and meet the brand.

ALP's first dedicated branded retail pop-up in New York City, intended to be positioned as **the first nicotine pouch branded store in the United States.** At the Saloon you'll find:

- **Nicotine pouches in a range of flavors and strength levels**
- **Caffeine pouches, also in a variety of flavors.**
- **An exclusive merch collection, only available at the Saloon.**

What you'll do

1. **Plan your day.** Pick 3-4 stops. Put the Saloon at the beginning or middle of the day, not the end.
2. **Visit ALP Saloon** (433 Broadway). Show the exterior and walk in and take a look around.
3. **Say it your way.** Tell your audience, in your own words, what you thought of the Saloon and mention the flavors/strength variety and exclusive merch.
4. **Encourage people to stop by.**
5. **Tag @alppouch in captions**

Deliverables

- 1 hero Reel (vertical), 45-90 seconds, with the ALP Saloon visit running at least 15 seconds.
- 2 Stories from the day.
- Raw footage

Must include

- The Saloon address (433 Broadway) mentioned in your reel (VO + captions) and @alppouch tag
- A paid partnership label (#ad or the platform's branded content tool).
- Caption copy: "21+ only."
- The FDA warning should appear in the beginning of the video for 2-3 sec. "WARNING: This product contains nicotine. Nicotine is an addictive chemical."

  WARNING labels

Do not

- Make any health, wellness, performance or "better than smoking" claims.
- Show a tin being opened or a pouch being used.
- Mention or compare other nicotine brands.
- Show the product to or alongside anyone who looks under 21.
- Post anything that has not been approved.

Who we're looking for

- 21+ creators who live in or travel to New York in the upcoming weeks.
- Audiences that are mostly 21+ (see the application requirement below).
- A style that is personal, lived-in and funny without trying too hard.

Application requirement: audience breakdown (required)

To be considered, submit native analytics screenshots from your main platform, taken within the last 30 days. They must show:

- Age split, including the **percentage of followers aged 21 and over**.
- Top countries and top US cities.
- Gender split.
- Average views per post and engagement rate.

We can only work with creators whose audience is at least **[50%] aged 21+**. We'll verify the creator's age with ID before the shoot. Applications without an audience breakdown won't be reviewed.

Examples of Posts

References we should mimick the style of:

1. https://www.instagram.com/reel/Dct6_7MEXnA/?avpt=bW1hNTVxODBsNnlz
2. "Come with me to see the first branded nicotine store ever" https://www.tiktok.com/t/ZTPHKAmWd/
3. The classic "if you like nicotine/are a nicotine user, you HAVE to go to this store. It's the first branded nicotine store ever.