

Campaign Template

How to use this document:

- Below are key areas to make sure your campaign is communicated effectively to our creator network.
- Copy the formatting/content and **personalize** it to your brand & product(s)
- **Make a copy of or download this document and edit for your preference.** This allows you to have a personalized template for future campaigns. **Either:**
 - **Make a Google Drive copy:** File > Make a copy
 - **Download for Microsoft Word:** File > Download > Microsoft Word
- Any questions? Please email support@trend.io and we'll be happy to help. 😊

PRODUCT

Name your campaign: Product Name - Content Style - Season/Month + Year

- Example: Vanilla MCT Oil Powder Lifestyle Image - Winter 2023
- *Add your own example here:*

Product Image: Use a simple product image. Dimensions are 640x360.

Product Value:

- Add the *retail product value*. This helps them understand the total compensation package (Trend Payout + Product Value = Total Compensation).

CREATORS

Target Gender: You have the ability to filter by gender on Trend for your campaigns

- *Trend Tip:* Don't forget about the partners of the creators. For example, if you're running a male-specific campaign, it's possible to run a campaign where the creators involve their partners.

ACTION!

Content Style (Photo/Video) Requests:

Ensure you put any requirements in the campaign brief. Do's and Don'ts are a great way to provide guidance to the creators.

You can provide scripts to the creators or add must-have talking points to the brief. Need a CTA included in the video? Be sure to add what CTA you'd like and when to place the CTA.

Example:

DO: Include the label in the photo
DO: Take a clear shot of the product
DO: Make sure that the photos are well lit
DO: Send raw images if edits are made to the IG post

DON'T: Blur out the product in the background
DON'T: Take photos with competitive brands
DON'T: take in poorly lit areas

Content Option Examples for different categories 'Photo / Video Style' section:

For Fashion:

- Craft a “look” that includes our piece of clothing as the main piece of the “look”
- Trendy photo of you out and about in the clothing (examples: wandering the city or at a picnic)

For Food:

- Create a dish with our ingredients
- Photo of you sitting down and enjoying our food
- Eating our food on the go (commuting, on a hike, etc.)

For Beverage:

- You enjoying the beverage on the go
- You enjoying the beverage at a specific time (morning during a routine, post-workout, afternoon break)

For Fitness:

- Wearing the clothing during a workout or post workout
- Enjoying the food/beverage before/during/after your workout

For Beauty:

- Take a photo mid-application of the product
- Complete a “look” with our product
- Show off your skills without makeup products