

DSW Fall Campaign

BRAND OVERVIEW:

Highlight the latest fall trends at DSW. We have all the latest trends and styles for any outfit this season. Trends like animal print, kitten heels, ballet flats, metallics, court sneakers, clogs, shades of red, hardware details, etc.

IDEAL CREATOR:

- Age: 18-24
- Gender: Female
- Location: United States
- Language: English
- Outgoing and comfortable speaking to camera
- Fashion-forward

PRODUCT DETAILS:

[PLEASE CLICK HERE TO SEE PRODUCT LOOKBOOK](#)

CAMPAIGN DELIVERABLES:

- 4 TikTok Videos (no social post)
- Video Length:
 - :15 second minimum, :30 second maximum
- MUST send creative concepts for review and approval
- MUST send **content** drafts for review and approval
- MUST send fully edited video with transitions, text overlays, royalty free music (use [Commercial Music Library](#)), voice overs, original sounds, etc. for us to use.
 - **Please note, creators may not use copyright music in their content so we recommend music from one of the platform approved libraries or via our partnership with Assemble Sounds.**
- Final video must be in the following format:
 - 9:16 ratio
- Expect one round of edits

Please use upbeat music from the [Commercial Music Library](#) as these come royalty-free.

This brief will include a kick-off call. If you cannot attend the call, watching the recording is MANDATORY!

**This campaign requires a creative concept to be submitted and approved prior to filming content*

**Be prepared for up to ONE round of post-production edits on your content at the brands discretion (updates to text overlays, music, transitions, etc.)*

CREATIVE CONCEPTS:

All accepted creators will be required to share 4 unique creative concepts for their 4 videos. The focus of these concepts should revolve around promoting the audience to place orders through Grubhub. You will be required to submit written concepts for approval:

Concept 1: Styling shoes with different pant silhouettes

Concept 2: Shoe love

Concept 3: Try-on hauls

Concept 4: Product reviews

Hook

- How are you going to grab the viewer's attention in the first 1-3 seconds of the video?
- The hook needs to be delivered via text overlay or voiceover in the first 1-3 seconds of the video.
- Mention DSW within first 1.5-3 seconds of your video
- We want your hook to be authentic to yourself! We don't want them to come off as too scripted or ad-like. Please be creative and come up with authentic hooks to your content creation style
- Example Hooks:
 - "If you're ready for spooky season but your closet isn't, DSW has got you covered"

Middle

- Include a short description of what your video will show.
- What's the setting in which you're going to film?
- How are you going to incorporate required messaging - via selfie video, voiceover, or text overlay?

Call-to-action

- CTAs you will be using:
 - “If you’re ready for fall fashion, shop now!”
 - “The best shoe season is right around the corner...order now!”

Overall Objective & Thought Starters

- We want creative content that feels genuine.
- Content should be highly relatable, and even comical at times, since a large majority of people can relate to the experience.
- Examples we like:
 1. [Example 1](#) - Showcases shoes clearly but also fully styles
 2. [Example 2](#) - Styling various shoes and outfits in quick, upbeat manner.
 3. [Example 3](#): Related to personal experience with shoes, calling out benefits
 4. [Example 4](#) - Engaging, comfortable speaking to camera
 5. [Example 5](#)- Love the beginning of this video, very engaging & showcases a wide assortment.
- Examples we dont like:
 1. [Example 1](#): This video turned out great but the shoes were too low on the screen so they were covered by overlays once turned into an ad

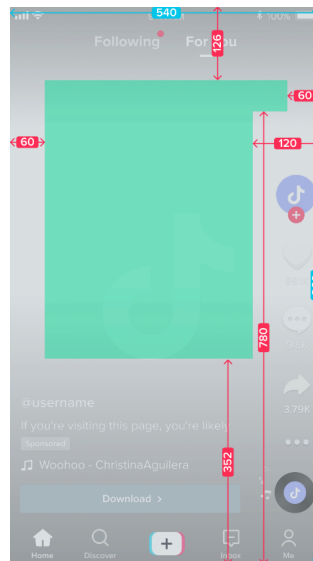
Talking Points/Product Benefits:

- Styling shoes with different pants silhouettes.
 - Thought starters: Wide-leg jeans with boots, wide-leg jeans with kitten heels, jorts and boots, cargo pants, and court sneakers
- Shoe love - Assortment of shoes (lots of shoes pictured on the ground or elsewhere) - See attached example [HERE](#). The beginning portion of the video with the shoes laid out is how we are thinking of “shoe love”
- Try-on hauls - try-on/style a few different shoes
- Product reviews - Speak to things like comfort, style, versatility, color, etc.

MESSAGING REQUIREMENTS:

- **DO**
 - DO: Use the full name of the brand
 - DSW

- DO: Play on current trends ie) pov: you thought you were sad but really just needed a new pair of shoes
- DO: Make it personal and creative
- DO: Shoot in proper, natural, bright light - no low-light settings
- DO: Ensure the camera is stable. Please set up the camera so we can see both you and the product steadily and clearly in the frame.
- DO: Shoot in a clear, plain background that does not distract from the video
- DO: Upload videos without the TikTok watermark
- DO: Leverage native text or fonts that are specific to TikTok if you include overlays. Please be sure the text overlay is easily read and not “typing” out as it distracts from the video.
- DO: Shoot vertically with resolution no lower than 1080X1920
- DO: Ensure your text overlays are not obstructed by elements such as captions, CTA buttons, etc. within the TikTok app
 - [TikTok Safety Zones](#)
 - Use TikTok’s [Preview Tool](#) to ensure your overlays are not obstructed
 - Select “in feed ads” from top left dropdown menu → upload video



● DON'T

- DON'T: filter or retouch the video
- DON'T: Submit a horizontal video
- DON'T: Use copyrighted music. Only use music from the Commercial Music Library
- DON'T: Include TikTok watermark or editing tools on the video
- DON'T: Use profanities, crude language, or promote drug and alcohol use
- DON'T: make ads...make TikToks. Videos should feel more like a facetime session with a friend vs. someone trying to sell you something at the mall
- DON'T use overtly promotional language

- DON'T pair DSW with “discount” or “dupe” language