

Example Campaign Briefing from Second Hand Platform »Vintbay«

We're excited to have you on board for our upcoming Vintay Winter Campaign on Instagram and TikTok!

Please consider the key Do's and Talking Points outlined below as you craft your creative contributions.

1. Campaign Overview

The campaign launches on 01.01.2025, aiming to position our platform as the most human-centered marketplace in the secondhand sector.

In the main campaign, you, our brand ambassador, humorously demonstrate how our platform simplifies life across five key categories:

- Real Estate
- Fashion
- Electronics
- Family & Baby
- Home & Garden

2. Objectives

The focus is on humanity - highlighting real, meaningful connections and stories.

You should convey this message in the primary campaign and bring it to life through **authentic, creative social media content**.

Showcase the human side of the platform by sharing compelling Stories on Instagram and TikTok, such as:

- Meeting people with similar interests on Vintbay.
- Learning something new about our secondhand platform.
- Memorable moments from sharing or rehoming items on Vintbay.

The ultimate goal is to **position the platform as the marketplace for genuine human-to-human interactions**. Be creative, authentic, and inspiring!

3. Clarifying Commitments

a. Hashtags & Mentions

Mandatory:

- Mention the brand handle @vintbay (both on IG and TT).
- Use the campaign hashtag #vintbay_winter (same for IG and TT).

Example Caption:

"Sponsored | It's not just about buying or selling - it's about the stories behind the items. What's your favorite moment from our #vintbay_winter?"

b. Timings & Workflow

- **Script Submission by 16.12.2024:** Share your video idea as a script.
- **Draft Video & Caption by 04.01.2025:** Submit your video draft and caption so we can provide feedback, which should be incorporated promptly.
- **Video Release from 06.01.2025:** After our approval, you can post your asset, and we will boost it via Spark Ad. Please send us the TikTok Spark Ads ID immediately after uploading the video for a duration of 30 days.

c. Talking Points

Focus on these core messages:

- **Show Humanity:** Create authentic, charming, and humorous content.
- **Inspire Action:** Highlight how simple and effortless it is to use the platform, motivating others to get involved.
- **Tell Real Stories:** Share emotional or funny moments related to the categories. Emphasize that every listing has a story behind it.
- **Cover Key Verticals:** Ensure your content ties into one of the five themes:
 - Home & Garden
 - Electronics
 - Family & Baby
 - Fashion
 - Real Estate

d. Do's

- Be authentic and showcase why the platform is the right choice for you.
- Show actual Vintbay classified ads: Use actual items found on the platform or simulate a secondhand purchase process.
- Maintain a unified and positive tone.
- Encourage your audience to explore the platform themselves.
- Submit scripts and drafts promptly for review and feedback.
- Have us approve the video design and caption before publication and incorporate feedback if necessary.

- Always include the campaign hashtag #vintbay_winter and mention the brand (@vintbay).

e. Don'ts

- Do not refer to previous brand names or competitors.
- Do not speak negatively about the platform.
- Do not collaborate with competitors within three months of the campaign's end.
- Do not display competitor logos or other protected trademarks prominently.
- Do not use copyrighted music in your content.

We look forward to seeing your creative ideas and contributions!