

# WELCOME TO THE FLEX METAVERSE!

Flex is a 5-on-5 strategy basketball game—like you’ve never seen before—with stunning artist-drawn acrylic tiles of your favorite NBA players who come to life in augmented reality.

Flex is perfect for collectors, gamers and NBA fans alike. There’s something for everyone. So find what you love and share it with our incredible community.

## CAMPAIGN REQUIREMENTS

### DATE

posts to go live by {{due Date | "}} (if you need an extension, please let us know)

### DELIVERABLES

1 Instagram feed post, 1 Instagram Story (with swipe up to shop flexnba.com),  
1 TikTok or Instagram Reel (:15-:30 second video length)

### POSTING GUIDELINES

Instagram Feed Post: one photo or video showcasing Flex product

Instagram Stories Post: one Instagram Story (2-3 frames) with a vertical frame (1080x1920)

1 TikTok or Instagram Reel (:15-:30 second video length) with vertical (1080x1920)

Be sure to tag every post with @flex\_meta and @flex\_nba using #FlexPartner and #FlexNBA

### POSTING TIPS

Now that a vast majority of content will be created at home, we ask that you adhere to the following as you adjust to creating inside, at home!

- Please ensure that the background of your photos are minimal  
If you are taking mirror shots, be sure that your photos have clean/minimal background and do not show distracting content (i.e. making sure what's reflected in the mirror is not busy to the eye and the focus is on you and your Flex product.
- If you are taking game play shots, we recommend, if possible, utilizing areas of your space that offer more neutral backgrounds, some examples may including a simple table in your home, a simple seated area, etc.

As always, make sure your Flex NBA is the main focus of the content!



@Flex\_Meta #FlexNBA

# PHOTO AND VIDEO POSTING TIPS

## DO'S & DON'TS

- **DO NOT** - Use any discriminatory remarks, harassment, and threats of violence in your posts.
- **DO NOT** - Display or mention any competing brands in your post image or caption
- **DO NOT** - Display third-party logos in your post (including the background) and avoid posing in front of walls with graffiti.
- **DO NOT** - Use copyrighted music without permission.
- **DO NOT** - Engage in the practice of buying followers or engagement
- **DO** - Please ensure that the Flex NBA product is the focal point of your image.
- **DO** - Talk about our Flexagons and the gameplay but avoid comparing our apparel to other brands by name

## EXAMPLE VIDEO SCRIPT

1. Listen up NBA fans.
2. The future of sports collecting is here at Flex NBA.
3. Check out the [insert product].
4. With artist-drawn acrylic tiles, known as Flexagons.
5. Featuring great NBA starts like, [speak to tiles in hand]

**WE ARE EXCITED TO SEE YOUR POST—  
PLEASE FEEL FREE TO REACH OUT WITH  
ANY QUESTIONS!**



@Flex\_Meta #FlexNBA



# FLEX POSTING MOODBOARD



**PHOTO TIP!**  
 Don't stand in front of a window. Your camera will underexpose and you will look dark



For best AR experience, avoid light glare on your Flexagon



**VIDEO TIP!**

- Talk directly into camera
- Keep the camera the same distance from your face as you speak
- Move around or stay still, either is good.
- Shoot in a quiet space



@Flex\_Meta #FlexNBA