

## Plank Partners: Briefing document

### Our story:

[Plank Hardware](#) was created for those who won't compromise on their Pinterest #InteriorGoals. We design stylish hardware products in high quality materials, and offer them to you for a pretty fair price — premium, grid-worthy finishing touches that don't cost a fortune.

What's more, we're on a mission to inspire a generation of new home owners and kick-ass DIYers. Sick of that hand-me-down wardrobe? Hack it. Unhappy with your kitchen hardware? Tweak it. Say no to mediocre metalwork — roll up your sleeves, dial up your creativity and make that moodboard you've manifested a reality.

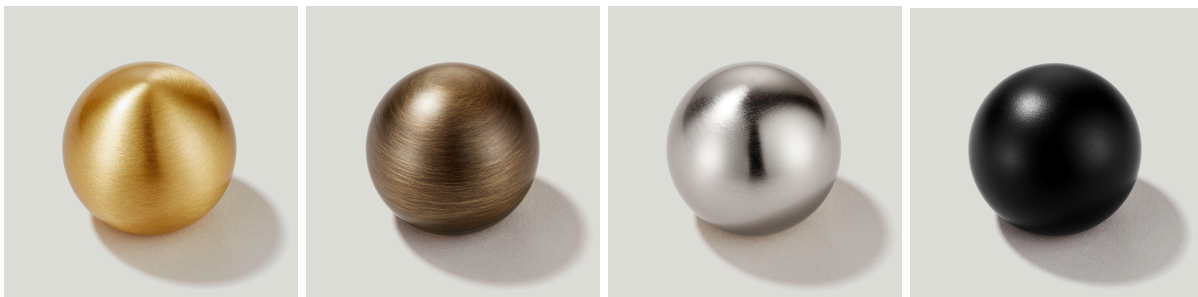
### Brief:

We're all feeling the pinch right now. That said, the desire for home improvements can't easily be pushed to one side. You know what's great about quality hardware? It can offer transformative results with minimal effort. Rather than commissioning those bespoke built-in wardrobes, you could update the hardware.

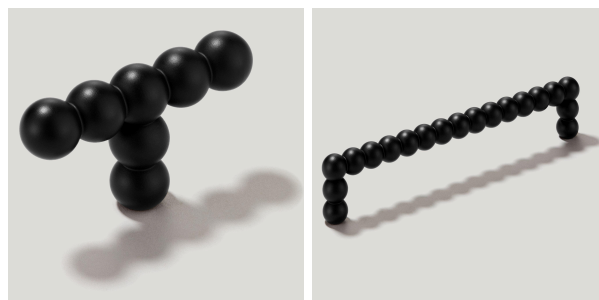
We would love you to give a cabinet or set of drawers a facelift by simply replacing your hardware with some of our newest pieces.

### NEW PRODUCTS:

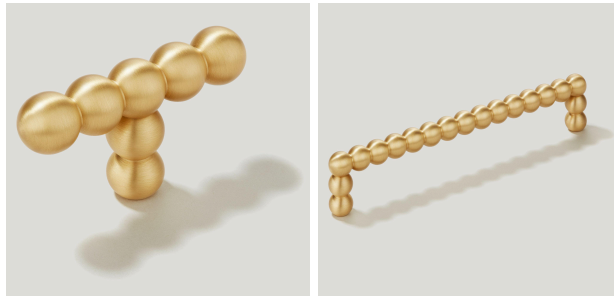
#### **NEW KOJI Knob** (Brass, Antique Brass, Satin Nickel, Black)



#### **Bobbin T-Bar Handles** (Brass, Black)



**Plank Partners: Briefing document**



**OLMO Collection**

**OLMO Oval + Round Ring Pull (Brass, Aged Brass, Black)**



**ALBANY Cup Pull 102mm + 155mm (Brass, Aged Brass)**



**Plank Partners: Briefing document**



**Familiar families, new faces 🌟**

**KEPLER L-Bar (Brass, Antique Brass, Black, Stainless Steel)**



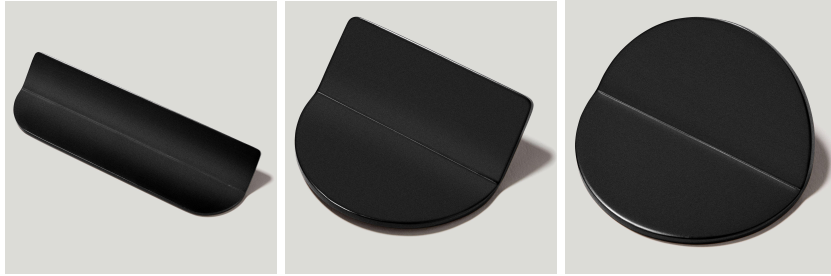
**BECKER Closet Bar (Brass, Antique Brass)**



**FOLD Front Attachment Pulls + Edge Pulls (New Aged Brass, Black) ❤️🖤**



## Plank Partners: Briefing document



### What we're looking for:

#### 1) Deliverables:

- **1 x video, optimised for Instagram Reels or TikTok**, which demonstrates your full project process; before, during and after. Along with receiving your Plank Hardware with the unboxing experience. Consider audio, whether it's a relevant song, or even narration that talks the viewer through your step-by-step approach. Alternatively, text overlay could make your video content really dynamic and engaging. Between 40 and 60 seconds is probably the sweet spot.
- **5 to 6 images** that show your full project process; styled and unstyled, before and after (ideally at the same angle) & the close ups details.

**Performance- How can you best reach a wider audience? Consider audio and visual transitions that you think the algorithm will pick up.**

### Note for instagram reels

As a business account, we cannot post licensed music on our collaborative reels, it needs to be an original track. You will be able to use it if it says 'original.' in the title of the audio. Please factor this into your decision making when editing.

## Plank Partners: Briefing document

### 2) Promotion

- **1 x Instagram Reel Or TikTok post** (to appear on your main feed, not just in your Reels feed), showing your hack/upcycling project. On Instagram, this should be published as a collaborator post with @plankhardware, on an agreed date and with a pre-approved caption.
- **1 x Instagram Story**, sharing your published feed content and explaining our partnership.
- **1 x Repost** on the secondary platform

### References:

[This](#), for showing the process; the tools needed and how you approached it.

[This](#), for showing the before and after transformation.

### What we're offering:

- Gifted Plank Hardware products for your project
- Content promoted on Plank's digital channels, credited wherever possible

### Things to consider:

**Personality:** We want this to be representative of you and your design aesthetic. Don't be shy.

**Product focus:** We'd ideally like you to make a product selection from our new ranges.

**Professional:** Whilst the process may be fun, the quality of your content should mean business! We're looking for Insta-ready stills and videos.

**Place:** Be it kitchen, bedroom or bathroom, feel free to consider any room within your home for this project.

### Timings:

- After receiving your hardware, all assets must be returned to Plank **within two weeks**.
- Publishing of content, on both parties channels, will be at an agreed date.

### Interested?

Glad to hear it. Please fire any further questions over to [marketing@plankhardware.com](mailto:marketing@plankhardware.com)