

## 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.

### 🌟 Introducing: The Aluminium Collection 🌟

It's about time we prioritised the planet when refreshing our spaces. And no, that doesn't mean compromising on aesthetics 🎨

As a recently certified B-Corp, we're proud to introduce a new collection of hardware, in our most sustainable material yet – Aluminium. You read that right. The manufacturing process is the least carbon-intensive, plus the material itself is recyclable. It'll be available in a classic black and a brand new finish – an organic, mottled grey.

We want you to showcase our Aluminium range in its natural element. Style as you please, to really make the pieces shine – whether that's in a rustic bathroom, or a neutral kitchen. Your content will support launch, so we want to see creative, high-quality content 📸

### ALUMINIUM COLLECTION:

#### BRUNO D-Bar Handle & Knob (Mottled Aluminium & Black)



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### SCOOP Pull Handle (Mottled Aluminium & Black)



#### 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. Document the unboxing experience of your Aluminium hardware, highlighting its key features. Consider audio, whether it's a relevant song, or even narration that talks the viewer through your thought process. 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 High-res images** that show your full project process; styled and unstyled, before and after (ideally at the same angle) & 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.

##### 2) Promotion

- **1 x Instagram Reel Or TikTok post** (to appear on your main feed, not just in your Reels feed), showing your full 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

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### References:

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

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

[This](#), for showing the unboxing in a creative way.

### 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 Aluminium range. Try spotlighting their responsible nature, whether that's visually or verbally 🎤

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

**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)