

## 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.

### Pamper your rental 🏠

Long gone are the days where we settle for bog-standard rentals 🙄

With a tool kit in-hand, the sky's the limit when adding personality to your rented space. That includes applying peel-and-stick vinyl before wallpapering, introducing statement decor and upgrading hardware.

We'd like to see you pampering your rental home. Whether it's your entire kitchen or just a bathroom vanity, document the entire process, including tips n' tricks to help keep the landlord happy. A budget breakdown could help show how you spared your wallet, too 💰

### NEW PRODUCTS:

Check out a variety of our newness, or tell us what other options you've been eye-ing up.

#### PLANE Handle (Brass, Stainless Steel, Matte Black)



#### BEZEL Knob (Brass, Antique Brass)



## Plank Partners: Briefing document

### SEARLE Swirled Door Lever Handle (Brass, Stainless Steel, Matte Black)



#### What we're looking for:

##### 1) Instagram-first deliverables:

- **1 x Video**, optimised for Instagram Reels, which demonstrates your full project process; before, during and after. Document the unboxing experience of your hardware, highlighting how it suits your rental-friendly project. Provide a budget breakdown, to showcase how you spared some cash along the way. 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.
- **1 x Shorter video**, optimised for Instagram. This can be a creative transition video to show the transformative impact of your hardware. Or, a rundown of your project's rental-friendly hacks, including our hardware. Between 15 and 20 seconds is recommended.
- **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.

#### 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) Instagram-first promotion

- **1 x Instagram Reel** (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 TikTok

## Plank Partners: Briefing document

### OR, if TikTok is your main social media channel:

#### 1) TikTok- first deliverables:

- **1 x Video**, optimised for TikTok, which demonstrates your full project process; before, during and after. Document the unboxing experience of your hardware, highlighting how it suits your rental-friendly project. Provide a budget breakdown, to showcase how you spared some cash along the way. Consider audio, whether it's a trending 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 30 and 60 seconds is probably the sweet spot.
- **1 x Shorter video**, optimised for TikTok. This can be a creative transition video to show the transformative impact of your hardware. Or, create an unboxing video with a voiceover. Show the delivery to our door, unravelling each piece of hardware and remember to highlight key features, i.e. finish, quality, fast delivery. Between 15 and 30 seconds is recommended.
- **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.

#### 2) TikTok-first promotion

- **1 x TikTok post**, 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 Repost** our TikTok post showing your project.
- **1 x Repost** on Instagram, tagging @plankhardware.
- **1 x Instagram Story**, sharing your published feed content and explaining our partnership.

### References:

[This](#), for showing the full how-to process.

[This](#), for a creative transition video.

[This](#), for showing a variety of rental-friendly hacks.

### 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-in hardware.

**Professional:** Whilst the process may be fun, the quality of your content should mean business!

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

## Plank Partners: Briefing document

### 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)