

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:

KITCHEN SOS - on a budget 💰

We're of a mind that, if something ain't broke, fix it. Perhaps you've got kitchen cabinets that have perfectly good bones, but they look a little dated? Rescue them! Save yourself the hefty investment of a brand new kitchen scheme and instead opt for a couple of weekends' worth of DIY. Sugar soap, sanding, priming, painting and fresh new hardware — that's all it will take. And some elbow grease. And some vision.

Are you up for the challenge?

What we want you to do:

We're looking at you to help us demonstrate the get-up-and-go energy that's required to take on a kitchen refresh on a budget. Choosing from our collection of recently launched hardware, we'd like to see you transform the heart of your home, with our meticulously-made hardware offering the finishing touch.

Showcasing your step-by-step process, we want you to take our community on your journey, concluding with high-end, transformational results ✨

This project is all about showing your creative process, including the nitty-gritty; preparation, measuring-up, drilling, screwing in hardware, touching up paint. The whole lot.

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What we're looking for:

Ultimately, we want to see you work on a transformative kitchen refresh, working to a modest budget.

- **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 trending 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.
- **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.

1) 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 A-Z process; step-by-step, including the tools needed and how you approached it.

[This](#), for showing how your hardware (the "finishing touches") are applied.

[This](#) for, well, the same things.

What we're offering:

- Gifted Plank Hardware products for your project.
- Compensation in the form of an agreed fee (subject to individual applicant).
- Content promoted on Plank's digital channels, credited wherever possible.

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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 newest lines.

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 a kitchen large or small, we want to show how you can elevate it on a modest budget.

Timings:

We know kitchen projects are often reliant on handiwork performed by other professionals therefore your content delivery date may vary. Please do your best to give us a realistic idea for the deadline, if you're ready to send the content even earlier, we can schedule you in no problem.

Interested?

Glad to hear it. We would need to have visibility of the following:

- Your "before" images.
- A brief outline of your "vision".
- Your Instagram/TikTok account.
- The hardware products that you're interested in, plus the quantities.
- Your project timeline (i.e. when you could submit deliverables).

Please fire any further questions over to marketing@plankhardware.com 🙌