

## #CreateWithFrelan - Fitted Furniture Brief

Welcome to Frelan Hardware! We are a company with a rich history in providing high-quality hardware and architectural ironmongery to customers for over 50 years.

As a company that values innovation, we understand the importance of staying relevant in a constantly evolving world. That is why we are excited to launch our 'Fitted Furniture social media campaign, aimed at inspiring and highlighting the benefits of tailored, space-saving designs for modern living.

### Brief

Our goal is to showcase the versatility and functionality of our bespoke fitted furniture solutions. We would like you to create a video, optimized for Instagram Reels or TikTok, and 5-6 images showcasing our products in your fitted furniture project. We encourage you to showcase your unique style and creativity!

Products available for use: Please find attached photos of our hardware products available for use in your content.

[HOXTON](#)

### Deliverables:

- 1 x video, optimized for Instagram Reels or TikTok (up to 30 seconds in length)
- 5-6 images (minimum size of 1080 x 1080 pixels) showcasing our products in your project
- [EXAMPLE](#)

Video and image specifics:

- The video and images should be high quality and well-lit
- The video should include text overlays and/or music to make it engaging and shareable
- 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.
- The images should showcase the fitted furniture with our hardware products in focus
- We encourage the use of natural light and colourful backgrounds to make the content visually appealing
- Please submit the content in the format of your choosing, but high-resolution images are required

## Promotion

- 1 x Instagram Reel or TikTok post (to appear on your main feed, not just in your Reels feed), showing your Fitted Furniture project. On Instagram, this should be published as a collaborator post with @frelanhardware, 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

We're confident that your creativity and influence will help inspire others to use our products in new and innovative ways. If you have any questions or concerns, please don't hesitate to reach out to us at [marketing@frelan.co.uk](mailto:marketing@frelan.co.uk), We look forward to seeing your content!