

#CreateWithFrelan – Kitchen Makeover 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 40 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 'Kitchen Makeover' social media campaign, aimed at inspiring kitchen makeovers showcasing our products across social media.

Campaign Brief:

The aim of this project is for you to create content that focuses on remodelling, redesigning, or updating a kitchen using and highlighting Frelan Hardware products. Provide unique and engaging content that highlights the process of transforming a kitchen into a more modern and functional space. This can include sharing before and after transformations, providing design inspiration, offering DIY tutorials, and providing product reviews and recommendations.

Products available for use: Please find relevant codes of our hardware products available for use in your content.

- [Burlington](#)
- [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 DIY project

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
- The images should showcase the Kitchen Renovation project with our hardware products in focus
- We encourage the use of natural light and colourful backgrounds to make the content visually appealing

- 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 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 Kitchen Renovation 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, We look forward to seeing your content!