



MYVEGAN

Valentine's Day 2021

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# The Brief

**Valentine's Day is an international event that is relevant to Myvegan's target audience, therefore we want to build a social-first mini campaign around this calendar date to celebrate Valentine's Day with our audience and hero some of our existing best-selling products in relevant creative.** Valentine's Day has previously performed well on Myvegan organic social channels, and the brand is relevant during this time as it sells sweet yet healthy vegan food options for plant-based gifting! We require a bank of brand-aligned and fun assets to drive awareness that Myvegan is celebrating Valentine's Day and that we offer a great range of Vegan gifting options for people's loved ones. Campaign launch dates: 8th — 14th; Valentine's Day 14th Feb

We require a Bronze tier campaign for Valentine's Day. The campaign needs to be fun and playful, and incorporate UGC assets, which show our products in themed backgrounds.

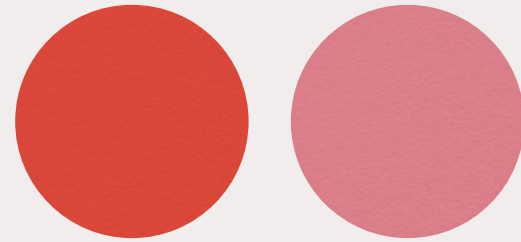
## Key Objectives

Use existing UGC - <https://hutgroupnorthwich.sharepoint.com/:f:/s/myvegan-assets/EIGZT24weexGprp18Vs7VmEBsV1BGfcWifbRfTbdXRUAaCw?e=SUbuRJ> • Use stock images/creative elements where required • Use colours & themes associated with Valentine's Day e.g. pinks, flowers, gifting, breakfast in bed, hearts etc. Campaign messaging to be fun & playful — open to suggestions! Lucidpress — select number of assets to be editable.

MyVegan Valentine's Day Day 2021 / **Colours**



Primary



Secondary

Using bright and light colours to reflect positivity, freshness and vibrancy.

MyVegan Valentine's Day Day 2021 / Moodboard

Bold styling to pull campaign away from the usual BAU Artwork

Light Rose pinks supplementing Brand Green, Stone and Orange-Red

Treat THE ONE YOU 

Combining Guest typeface with Champion Outlined & Onlined Apple Glyphs

Two tone backgrounds  
with family mark 62° angle



Use UCG / Influencer imagery, cut out and  
locked on Stone colour



### Example Teasers

Pink and red used on 62° angle

Instagram Like symbol (included)

Guest font in green (O kerning) with white block cutout

Champions bantomweight outlined (centered stroke) with key points pulled out in solid



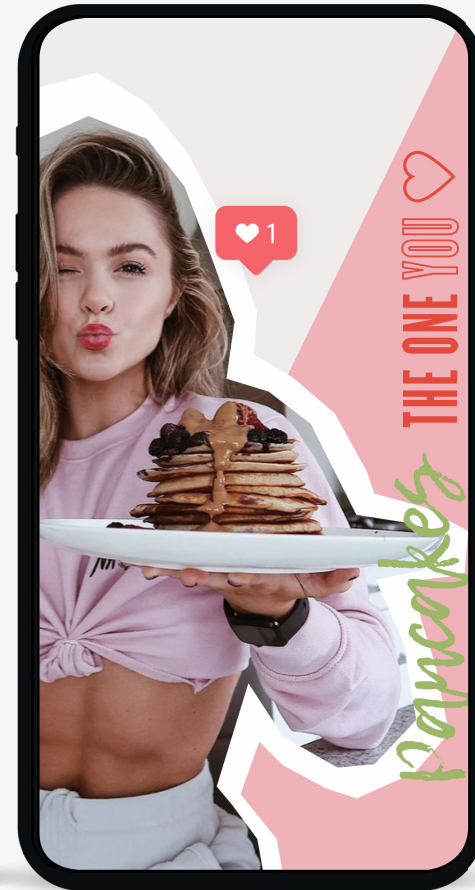
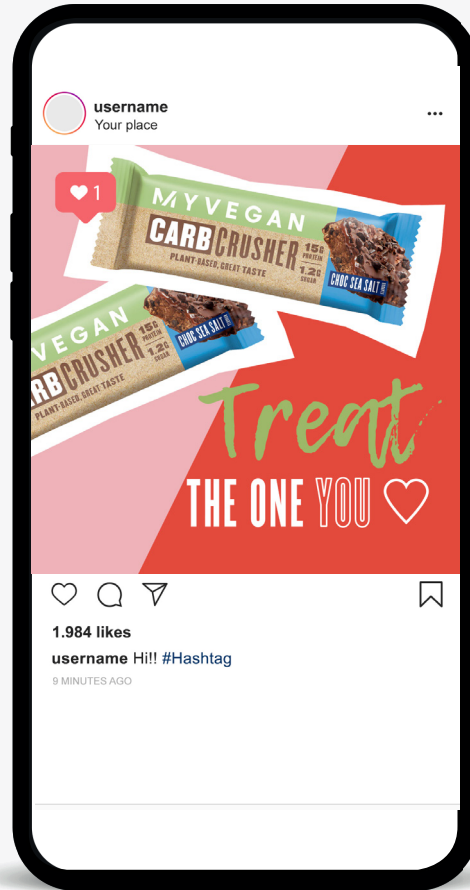
**Examples of both messaging for main launch;**

Pink/ grey / rred used on 62° angle

Instagram Like symbol on Valentines (included)

Guest font in green (O kerning) with white block cutout

Champions bantomweight outlined (centered stroke) with key points pulled out in sold



### Examples of SKUs + UGC Banners

Pink/red Grey/Pink used on 62° angle

Instagram Like symbol (included with psd files)

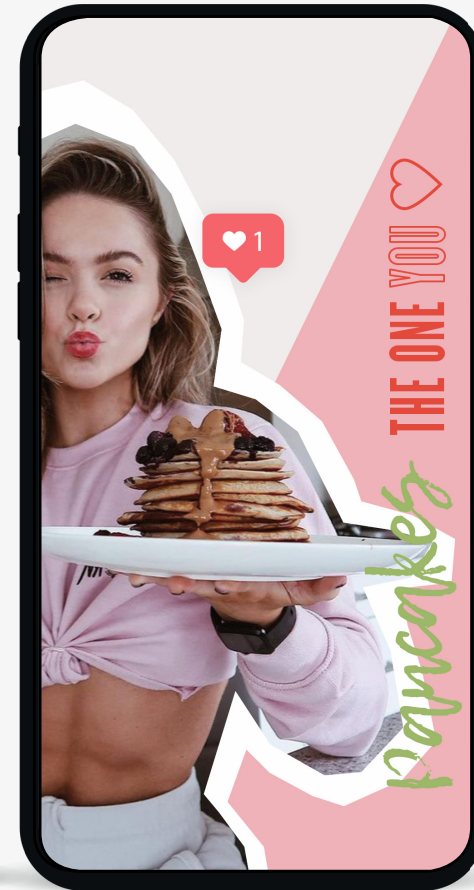
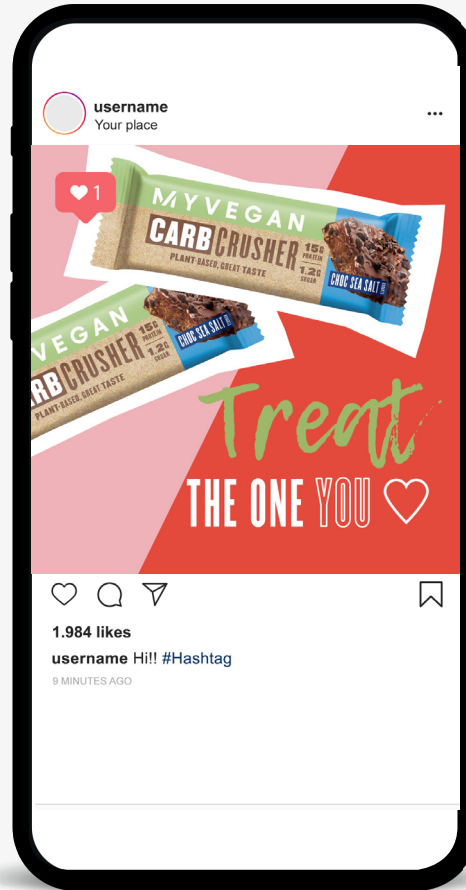
Guest font in green (O kerning)

Champions bantamweight outlined (centered stroke) with key points pulled out in solid

Outlined heart symbol (included with psd files)

SKU imagery; path cut and white blocks added behind ( 4 pre-made up and included in pack))

UGC imagery, basic block cut of image (no curved anchors), then overlaid on white cut background, white block to be slightly different line to add interest (so the points don't match to the image), keep the same visual distance around image while pathing. (Pancake girl is included in pack)



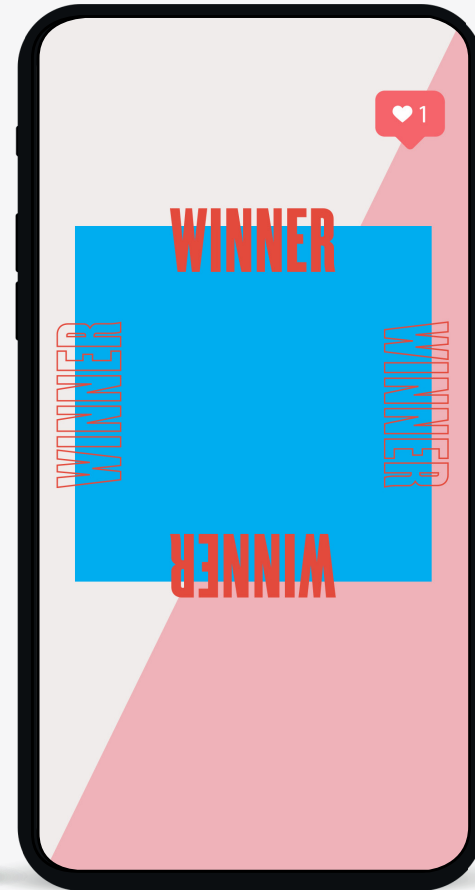
## Giveaway Template

Pink/red Grey/Pink used on 62° angle

Instagram Like symbol (included with psd files)

Champions bantomweight outlined (centered stroke) with key points pulled out in sold

Blue block to show image input





MyVegan Valentine's Day Day 2021 / **Pinterest**

### Full colour and SKU examples

#### SKU Version:

Pink/red Grey/Pink used on 62° angle

Instagram Like symbol (included with psd files)

Guest font in green (0 kerning)

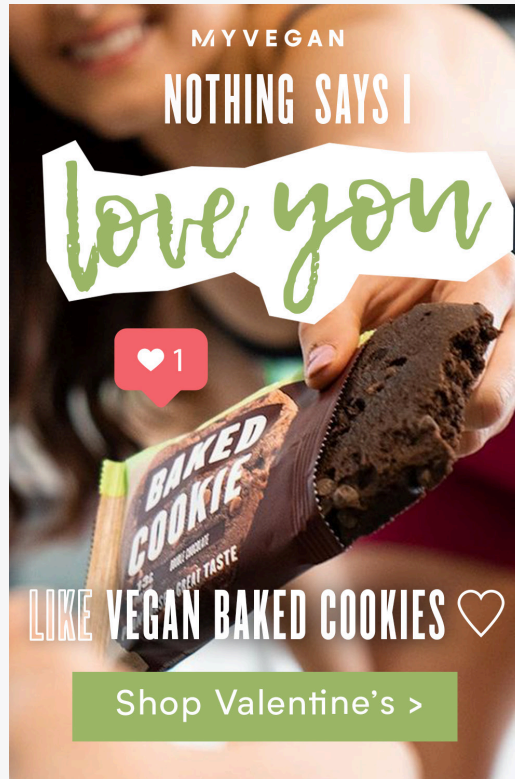
Champions bantomweight outlined (centered stroke) with key points pulled out in solid

Outlined heart symbol (included with psd files)

SKU imagery: path cut and white blocks added behind ( 4 pre-made up and included in pack)

Logo

UGC Version can be used as a full colour image or as a block cutout (as per the sku version)



**Example Instagram Stickers** – Example lockups and illustrations that can be animated in Photoshop

Size: 600 x 600, forever loop, transparent background



1. “You make my” then  
“heart” appears word  
by word

2. “beet” writes in

2. As “beet” finishes, red  
heart appears

4. Illustration “wiggles”  
twice, gif resets to restart

### **Campaign Roundel PNGs**

Champions bantamweight outlined (centered stroke) with key points pulled out in solid

Outlined heart symbol (included with psd files)

Any of the Campaign colours can be used as long as it is a contrast to the background that's being used



**Border Templates - can be used as influencer or internal templates**

Pink/red Grey/Pink used on 62° angle

Instagram Like symbol (included with psd files)

Guest font in green (O kerning)

Champions bantomweight outlined (centered stroke) with key points pulled out in solid

Outlined heart symbol (included with psd files)

Logo placement (if needed)

White block image placeholder



**Full image Templates – can be used as influencer or internal templates**

Instagram Like symbol (included with psd files)

Guest font in white (0 kerning)

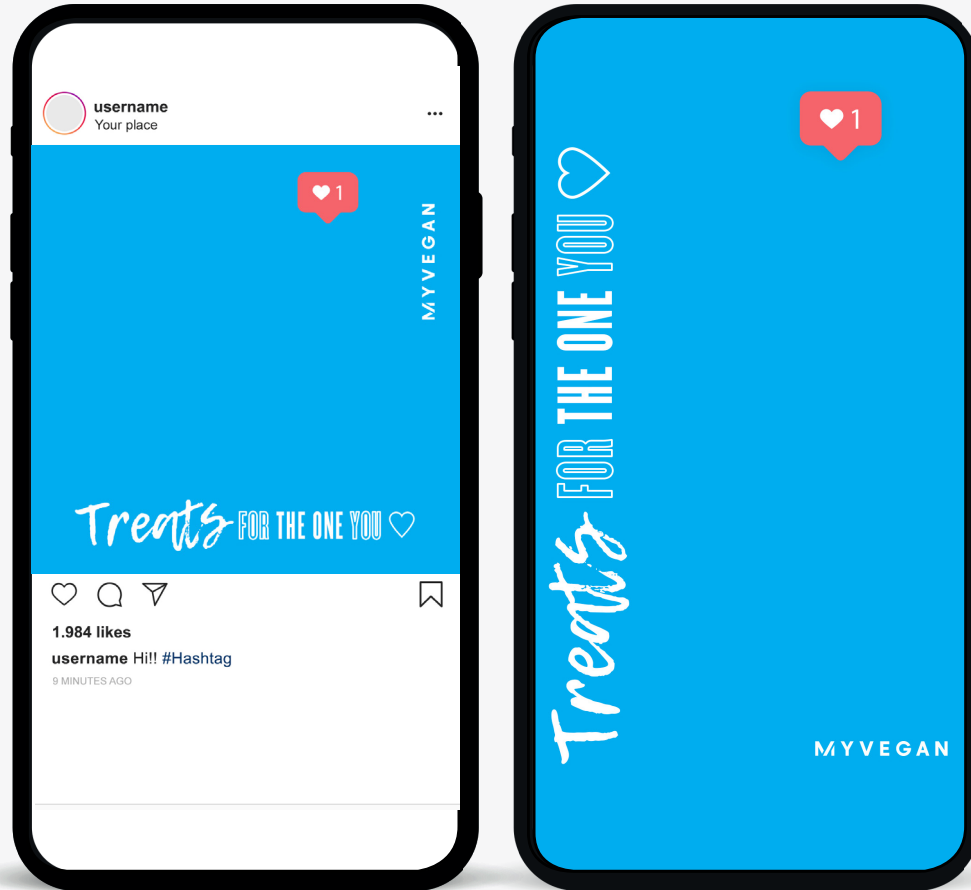
Champions bantomweight outlined (centered stroke) with key points pulled out in solid

Outlined heart symbol (included with psd files)

Logo placement (if needed)

**To be saved out as a transparent png, so artwork can be overlaid over an image.**

\*Blue colour background to represent image



### Example Email

Pink/red Grey/Pink used on **28° angle**

Instagram Like symbol (included with psd files)

Guest font in green (0 kerning)

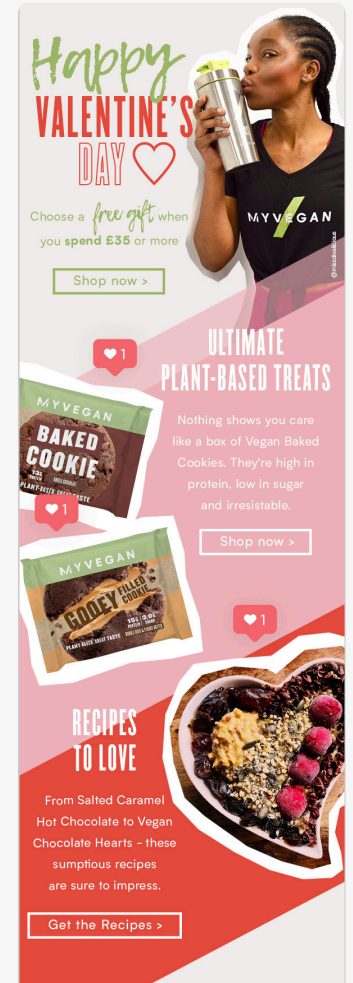
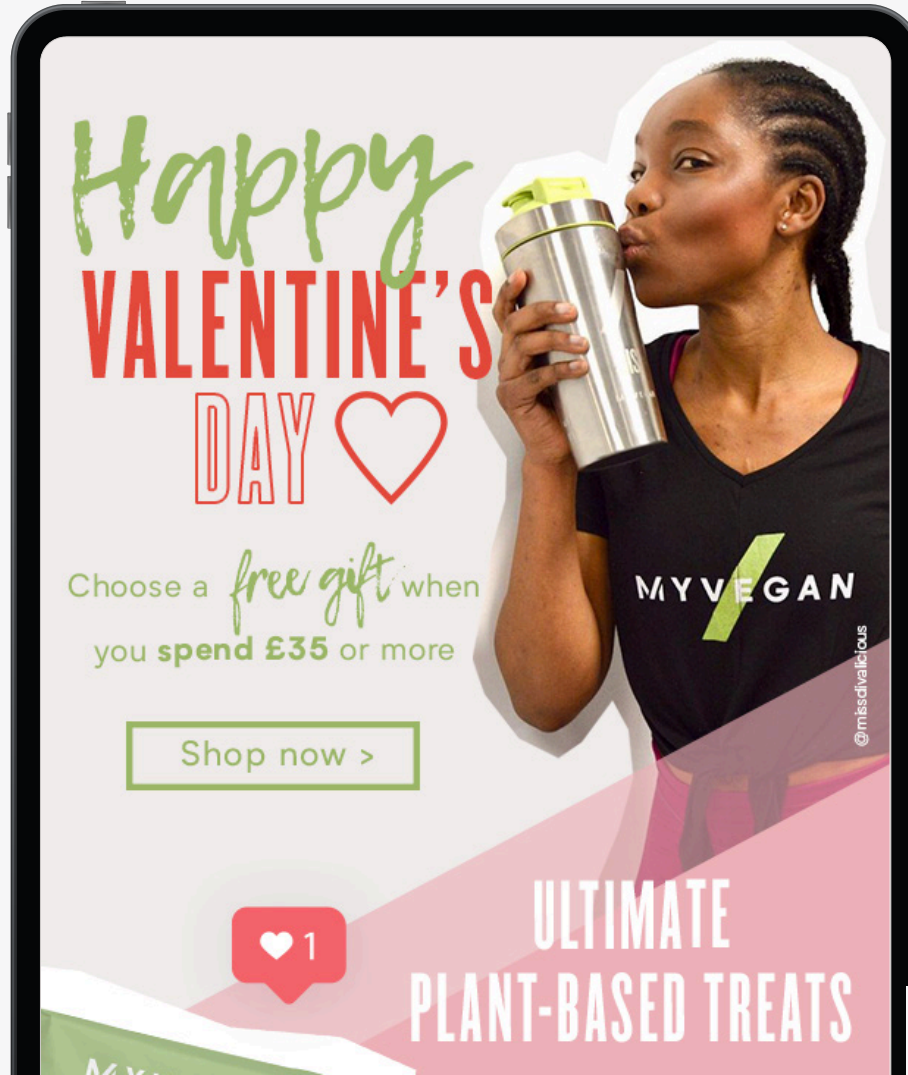
pions bantomweight outlined (centered stroke) with key points pulled out in soild

Outlined CTAs with Biotif Regular copy (see brand guidelines)

Outlined heart symbol (included with psd files)

SKU imagery; path cut and white blocks added behind ( 4 pre-made up and included in pack))

UGC imagery, basic block cut of image (no curved anchors), then overlaid on white cut blackground, white block to be slightly different line to add interest (so the points don't match to the image), keep the same visual distance around image while pathing. (Pancake girl is included in pack)



## Generic Blog Posts

Pink/red Grey/Pink used on 62° angle

Instagram Like symbol (included with psd files)

Guest font in green (O kerning)

White block image placeholder with image



