



MODESENS

BY SHOPPERS FOR SHOPPERS

2023 Holiday Campaign Influencer Creative Brief

October/November 2023

SAVED.PPT

Mission Statement



VISION:

To be the shopping assistant that makes it easy and stress-free for every customer to discover new items, find the best prices, and purchase anything from any global retailer, whether online or in-stores.

MISSION:

We strive to provide our customers with the easiest and the most stress-free shopping experience where they can do as much or as little as they like and let ModeSens take care of the rest.

WHO WE ARE:

ModeSens is a shopping assistant that partners with 500+ global retailers to help customers find the best prices for products they like through an easy and stress-free shopping experience.

Holiday Campaign Breakdown

This holiday season, we have asked some of our ModeSens influencers to create festive content that can encourage their followers to shop through ModeSens. We approached you because we love your style and aesthetic, and we want to give you creative freedom while adhering to our brief.

Our goal is to build brand awareness and trust so that users can rely on us to find the best deals this holiday season. Stop searching and use ModeSens for all your holiday shopping needs. Users can shop the best holiday sales exclusively at ModeSens because with over 500+ partner stores, ModeSens makes it easy for you to find what you are looking for at the best price. We are experts in finding you the best deals, and trends and we want you to help let users to know that they can always #CheckModeSensBeforeYouBuy this holiday season.

The most important thing is for you to be authentic and focus on:

1. When it comes to holiday shopping, ModeSens is your ultimate shopping companion.
2. With ModeSens, you can conveniently compare prices for any item across 500+ stores all in one place. It's always a smart move to check with ModeSens before making any purchase.
3. To make shopping even easier, you can use our link search and tag scan features.
4. Plus, we've got some great tips on how to use ModeSens to find the best holiday deals and sales. Simply set alerts, favorite your preferred designers to receive new sale alerts, and utilize our link search and tag scan tools.

Required Deliverables

Run Dates: October 2023-November 2023

2 (Minimum 30 seconds/Max 90 seconds) Instagram Reels (posted in-feed)

(1) Reel Posted Between October 20th-October 31st, 2023

(1) Reel Posted Between November 13th-November 30th, 2023

In-Feed Posts may not be removed for 90 days once date posted.

2 Instagram Story Slides with link sticker

(1) Story Posted Between October 20th-October 31st, 2023

(1) Story Posted Between November 13th-November 30th, 2023



Please submit your content drafts to Lex@ModeSens.com for approval 1 week prior to posting. Influencer agrees to unlimited changes if needed. Do not post until your content is confirmed to be approved. Final drafts must be emailed to address above and uploaded in your designated folder provided in the drive [HERE](#). ModeSens is also granted full usage rights of content once approved. ***Please note content submitted not adhering to dates listed above will be rejected.***

Incentive: \$500 ModeSens Credit

Payment for campaign will be deposited once campaign is fully completed.

Guidelines & Required Hashtags

Key Messaging Points: In front of the camera, talk about how effortless it is to complete all your holiday shopping with ModeSens and ensure you highlight our price comparison tool and how this can help users get the best price. Make sure to mention ModeSens within the first 10 seconds! You can mention that ModeSens can serve as your shopping assistant for the holiday season and beyond. With ModeSens, you can easily locate the best deals on in-demand items while remaining well-organized. So, go ahead and shop smarter this holiday season than ever before and share with your users just how!

Example Video: <https://www.instagram.com/reel/Cx6l-ZxPL3J/>

Referral Link: Link to a customized list **YOU** created within **YOUR** ModeSens Closet. For your unique URL please create a wish list of 20 items or more. Please refer to your ModeSens LinkBuilder to share your affiliate link. This link should be included in your Link in Bio via social media for 90 days.

Collaborator: After approval, please invite ModeSens as a “[Collaborator](#)” in order for content to be shared across both social platforms.

Required Hashtags: #ModeSensPartner #CheckModeSensBeforeYouBuy

Tag ModeSens on Instagram: [@ModeSens](#)



Important DOs & DON'Ts Checklist

- **DO** include holiday messaging in your videos
- **DO** show functionality screen recordings of the ModeSens site
- **DO** send your video for approval before posting to Lex@ModeSens.com
- **DO** film 9:16 (vertical)
- **DO** film with natural light or indoors in a well lit area (no light above you as to not cast shadows)
- **DO** make your reel video at least 30 seconds long
- **DO** show and say ModeSens in the first 10 seconds of your video
- **DO** include **with and without text** to the videos (many people watch video with no sound)
- **DO** integrate key brand messaging touchpoints for each video
- **DO** explain the benefits of using ModeSens during users shopping research phase
- **DO** be authentic
- **DO** use Commercial Use music **ONLY**

- **DON'T** hide likes, comments, views on your published post
- **DON'T** show site screen recording where items are sold out
- **DON'T** make sure formatting is not cut off on Instagram Reels (i.e. Copy/screen recording)
- **DON'T** wear visible logo clothing and/or revealing clothing
- **DON'T** show competitive brands or products in your video
- **DON'T** make your video over 90 seconds long
- **DON'T** include any vulgar or offensive language
- **DON'T** show other trademarked materials or recognizable brand marks
- **DON'T** make the video too staged and artificial, should feel authentic

Learn More About Our ModeSens Mobile App

Download the ModeSens mobile app to scan any product tag to search ModeSens any time, any place! This makes searching this holiday season easy!

Download The ModeSens App

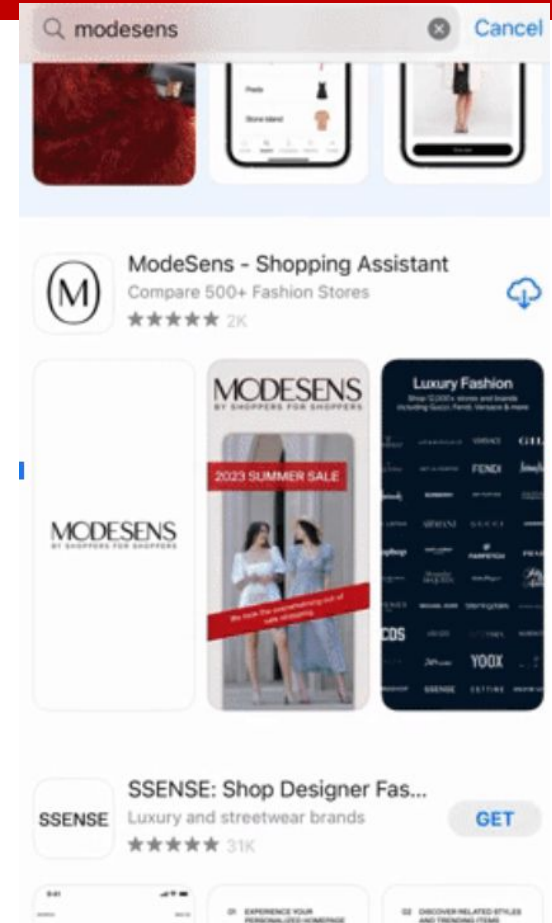
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IOS APP



ANDROID APP



Messaging You Can Spotlight During Your Video Creation!

Concerned about getting all your holiday shopping search done? Use ModeSens to **get it all done in ONE place!**

- 1. Brand Awareness:** Compare prices from 500+ stores to find the best value and shop confidently. ModeSens allows you to stop endless scrolling and find everything you need in one convenient location!
- 2. Check ModeSens Before You Buy:** Price comparison, link search, product tag scan, browser extension, notes)
- 3. Key features for holiday shopping** (Set alert, fave designers, subscribe to our newsletter for daily exclusive offers from 500+ stores)
- 4. Optional:** Focus on any of our other key features they like: list and save search.

With your reels, you can also:

- B-roll shots of you using various ModeSens tools to shop holiday sales (Browser extension, product scan)
- B-roll shot of ModeSens screen searching items/designers
- B-roll shot of
- B-roll shot of you searching on ModeSens via the link search OR using the Chrome extension
- B-roll shot of finding exactly what you wanted at the best prices with ModeSens
- End shot of how you recommend ModeSens and to check ModeSens before you buy this holiday season!