

@SunnyDayUK X @MyTravelLife

CAMPAIGN OVERVIEW

Introducing the new 'Watermelon Sugar' sun cream from SunnyDay!

Our latest product not only provides top-notch protection from harmful UV rays, but also leaves you smelling sweet and fresh. 😊

Our campaign focuses on promoting the watermelon scent and the fun, vibrant energy that comes with using it. 🍉

We aim to engage with our audience by encouraging them to share their summer memories and experiences with our product, using our campaign hashtags; #WatermelonSugar and #SunnyDaySunscreen.

Through influencer collaborations, social media advertising, and engaging organic social content, we hope to create a buzz around our new product and establish it as a must-have for any summer adventure...and that's where you come in! 🙌

CAMPAIGN DETAILS

Platform: Instagram (Stories and Reels)

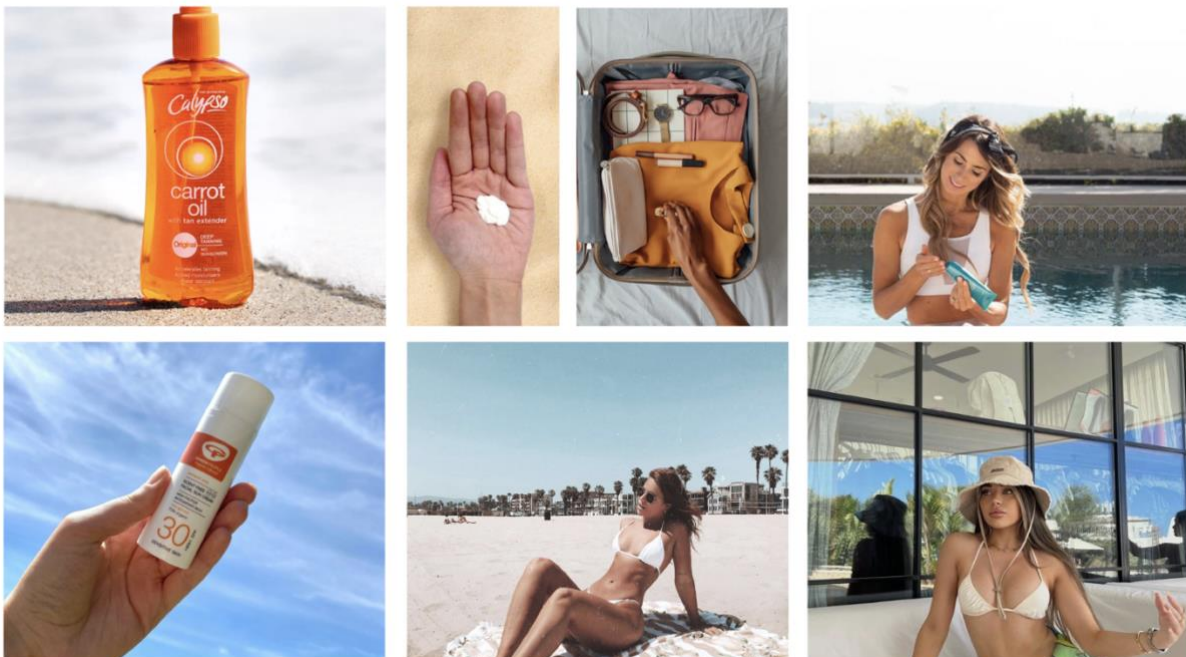
Campaign Period: July 1st to 31st

Key Message: A scent is so good, you don't need perfume!

Deliverables: 1 x Instagram Reel and 3-5 x Instagram Story Frames (all 9:16)

Hashtags: #WatermelonSugar #SunnyDaySunscreen

INSPIRATION MOODBOARD



CONTENT GUIDELINES

Showcase the product in your own unique way, while staying true to your personal brand and style. As you're off to Dubai in July, we can't wait to see what content you can produce to share your Insta-worthy summer memories and experiences! 🌴🌊

All content should be original and created specifically for this campaign.

- **Highlight USPs:** unique scent, 5* UVA, anti-aging properties, aesthetic packaging
- **Stories call to action:** *tap the sticker link and use TRAVEL50 for 50% off*
- **Link:** Use your bespoke UTM URL, as originally provided
- **Hashtags:** Use both campaign hashtags as above, in your Reel caption
- **Compliance:** ensure all sponsored posts are clearly labelled as such (#ad or #sponsored) and adhere to ASA guidelines for influencer marketing

HOUSE RULES

The only boring bit of our campaign, so we promise to keep it short and sweet!

- **Do** maintain in contact with your agency lead, and flag any changes to dates
- **Do** note your analytics along the way as we'll require these for our report
- **Do** promote inclusivity with the use of any skin-coloured emojis
- **Don't** publish content anywhere prior to the scheduled date
- **Don't** reference or compare the product to other sunscreen brands, including – but not limited to – Hawaiian Tropic, Malibu, Piz Buin (see full list in appendix)
- **Don't** use profanity, or make any references to tobacco, alcohol or drugs

Most importantly...safe travels and have fun! 🤪