

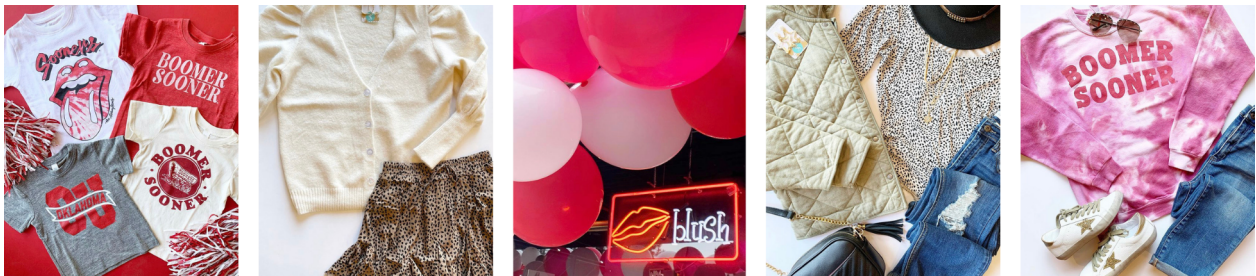


## Blush Norman Campaign Brief

For Winter 2021

### Company Overview

Blush Norman is a Campus Corner boutique on a mission to provide Norman and Oklahoma City residents **trendy clothes** at **affordable prices**. Our products range from clothing to accessories, and we are most well-known for our selection of **University of Oklahoma, Norman, and Oklahoma-specific merchandise**.



### Campaign Brief

**Campaign Goal:** Instagram influencer marketing campaign promoting the use of [blushnorman.com](http://blushnorman.com), as well as increasing Blush Norman's Instagram following and engagement.

**Campaign Message:** Shopping on Blush Norman's website lets you browse and shop for affordable, trendy items without ever having to leave your house.

**Key Words:** Convenience, shop local, online shopping

**Key Objectives:** Engagement, followers, website clicks

**Channel:** Instagram

**Deliverables:** One (1) Instagram feed post, one (1) Instagram story post

**Target Audience:** Women ages 18 - 35

**Deadlines:** Your post/story images and captions are due to Kayla McCullough for review/approval by February 1, 2021. Your Instagram story post will go live on your account one to two days before your feed post. Both will go live between February 3, 2021 and February 10, 2021.

**Campaign Reporting Requirements:** Number of likes, comments, shares, saves, profile visits, and reach

**Content Review Process:** You must receive approval of both the visuals and captions before posting. Please contact Blush Norman's influencer marketing coordinator Kayla McCullough at [kaylamccullough@ou.edu](mailto:kaylamccullough@ou.edu) with your photos and captions by February 1, 2021 in order to receive approval. If you are unsure about the idea for your visuals, reach out to Kayla McCullough to discuss.

**Payment:** The compensation for the above content is an item of your choice from [blushnorman.com](http://blushnorman.com) (pending item availability) for under fifty dollars (\$50.00.) Blush Norman will cover the cost of delivery and/or shipping the product to you. No direct monetary compensation will be given.

## Campaign Deliverables

**Description:** Showcase the Blush Norman product you selected above and create compelling visuals with it, preferably in your home or apartment to go along with the stay-at-home, online shopping vibe.

**Deadline:** Your post visuals and captions are due to Kayla McCullough for review on February 1, 2021. Your posts should go live on your account between February 3, 2021 and February 10, 2021, with the story post coming one to two days before the feed post.

**Inspiration:** We want to show that using [blushnorman.com](http://blushnorman.com) lets you shop online and purchase trendy, affordable items from the comfort of your own home. Think of your usual vibe when online shopping and how you can make that into an appealing visual for your audience.

**Post Caption Description:** The key message is that Blush Norman, a local clothing boutique, has an online shopping feature that makes purchasing trendy and affordable clothing convenient.

**Branded Tag, Hashtags, & Location – Story Post:** @blushnorman in the story so we can repost, #sponsored somewhere in the story text.

**Branded Tag, Hashtags, & Location – Feed Post:** @blushnorman (in the caption and the photo), #shopblushnorman, #sponsored in the first 3 lines of the caption, Instagram location set to Blush Norman.

### Mood Board:



### Influencer Do's and Don'ts

#### Do's:

- Do include the campaign messages in the post captions (as specified above)
- Do submit your content for review on or before the date indicated
- Do include the #sponsored hashtag in your post

#### Don'ts:

- Don't include pictures/references to alcohol or drugs
- Don't use profanity or criticize Blush Norman
- Don't compare Blush Norman to any competitors
- Don't incorporate any other sponsored posts

#### Contact Information:

**Point of Contact:** Kayla McCullough, Blush Norman Influencer Marketing Coordinator /  
kaylamccullough@ou.edu / +1 (214) 794 - 0886