

TRADEDOUBLER

BRIEF



IMPORTANT INFO

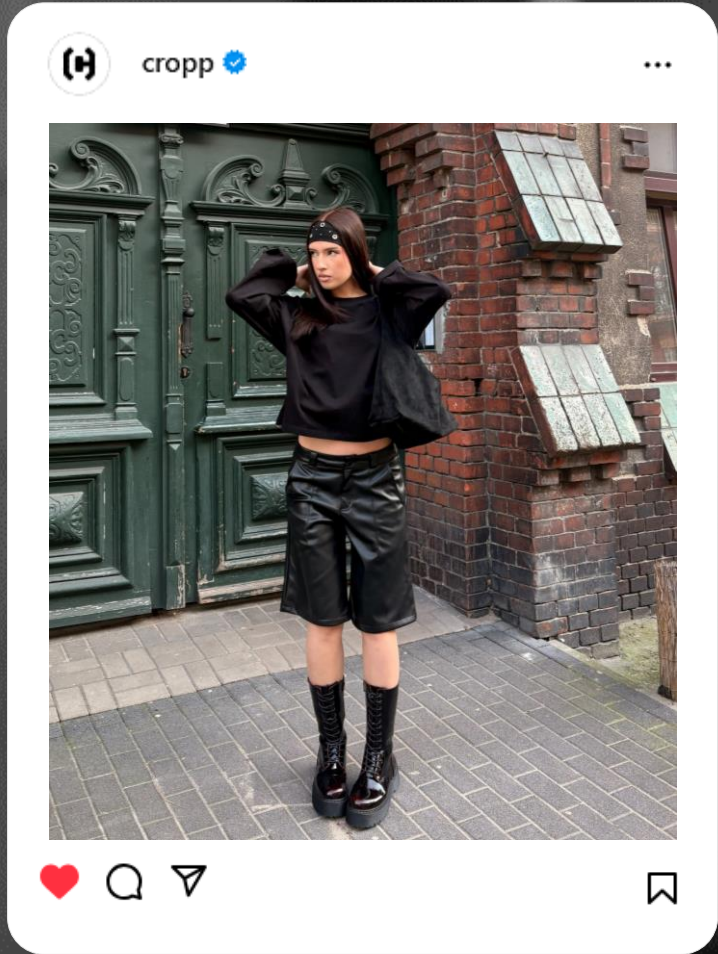
MAIN CHANGES **VS** FLOWBOX CONTESTS:

- YOU CAN GET PRIZE ALL YEAR ROUND
- NOW PRIZE IS REAL MONEY

ADDITIONAL INFO:

- RECEIVE THE REAL MONEY FOR APPROVED PUBLICATIONS
- EACH PUBLICATION WHICH IS APPROVED BY CROPP GETS 50PLN OR EQUIVALENT IN LOCAL CURRENCY
- NO CASH LIMIT YOU CAN GET A MONTH
- CROPP HAS RIGHT TO **SUBJECTIVELY APPROVE PUBLICATIONS**

INSTAGRAM POST



←→
SWIPE



PHOTOSHOOT:

You can rent the clothes from your store to make photos in Cropp outfit or use your own Cropp clothes if available in store.

Carousel photos should have at least one photo with whole silhouette visible. You can also take photos with visible close ups for shoes accessories or clothing details.

Please make photos outside of store, especially in urban spaces and show us yourself!

POST PUBLISHING:

Publish a post in option A or B

A: 1 outfit – 1 photo post

B: 1 or 2 outfits, carousel post (example on the left)

Tag a post with [@cropp](#) and use [#wearecropp](#) and [#croppcrew](#) in your caption.

DO'S

LOCATION AND PHOTOS TAKEN:

- # Take photos in urban spaces, streets etc, we prefer places with character
- # Take close ups of shoes, accesories and/or clothing details
- # Take photos with your entire outfit visible

CLOTHES:

- # Iron your clothes before the session
- # Use entire Cropp outfits in your photos
- # Pose naturally in your outfits

PUBLICATION:

- # Tag [@cropp](#) in post, add the hashtags [#wearecropp](#) and [#croppcrew](#)
- # Use descriptions under posts referring to products, brand or theme of photoshoot

03 DO'S



DON'TS

LOCATION OF PHOTOS:

- # Don't take photos in store or with visible store area
- # Don't take photos on in poorly lit spaces
- # Don't take photos with other brand's logos in the background

CLOTHES:

- # Don't take photos with products from other brands
- # Don't wear wrinkled or dirty clothes
- # Don't use men's clothes in a feminine outfit and vice versa

PUBLICATION:

- # Don't post photos that may seem offensive to others, e.g. offensive descriptions or gestures
- # Don't show cigarettes, alcohol, drugs or similar substances in your materials



INSPIRATION

INSPIRATION FOR POSING OR PHOTO VIBE



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THANK YOU!