

## Expand Your Living Space

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Dear dealer

We are glad to share this social media and website content with you and urge you to use it both on your own social media channels, website and in the store of course.

What we will do at Innovation Living is to use the material in the coming months on our own social media channels. We will promote Aslak and Idun towards different target groups, where the text is written with the needs of each target group in mind.

In each document you have downloaded, you will find pages with the materials and text we suggest you use, for each target group. Text and hashtags should be adapted to your local markets, language and normal tone-of-voice.

Besides text we also provide horizontal and vertical images in both low-resolution website format and high-resolution print format. Furthermore, there are videos to be used on Facebook and website, and also videos targeted specific to build Instagram stories in vertical format.

You can see which target audience we will focus on in the coming period this fall. There is also a small description of how we define each target group. When we do the posts and social media ads, we build specific audiences so it's only people in that target group that will be exposed to the ads.

We also use retargeting, so we can promote more product-oriented texts directly to those who has engaged with the promotion posts and ads.

Our posts and ads will have links directly to special build landing pages promoting the specific products, and with visible links to our dealer map - so the user can find a dealer located near them. Along side this we also promote it on the frontpage of our website to ensure a cross-channel experience.

We suggest that you in your promotion posts and ads link to either a product page on your website or the product page at our website, where the user can see the 3D product promotion.

Please don't hesitate to contact [globalmarketing@inno.dk](mailto:globalmarketing@inno.dk) if you experience any problems downloading the the material, or if you need further information on how we distribute the material on our social media platforms.

Best regards  
Jens Ib Søborg  
Digital Director

### **Target Audience: 18-25 years male, single - living in student housing**

The first promotion is towards students that are just starting their "new life" away from home, and often in a small room or single room appartement.

Period: September 2020

### **Target Audience: 20-30+ Couples - living in small flats**

The second promotion is towards young couples that are living in a small appartement, without extra space for guests and sleepovers.

Period: September - October 2020

### **Target Audience: Urban Living - City**

The third promotion is towards design-oriented people with urban living in OneRoomLiving, focusing minimalism, environmental issues and design.

Period: October - November 2020

We will in the periods vary between ASLAK and IDUN to ensure different product reference and design preferences.

