

PATEET

Communications
Strategy

Concept & Objectives

Define and enhance Patet's communication parameters, strategies and aesthetics

- Highlight core, key audience
- Increase brand awareness, appeal and community
- Create consistent brand voice that resonates with its spirit of originality, connection and luxury
- Develop framework for communication and marketing
- Define founder persona and brand differentiators
- Curate visual content to match voice and tone
- Present frameworks and templates for implementing strategy
- Patet as a brand is a personal for customers; curating human connections and fostering a sense of comfort and indulgence in a time of uncertainty and over-practicality

Table of Contents

Section 1 — Brand Voice

— Messaging	5
— Brand Story	11
— Positioning	17
— Competitor Comparison Positioning	22
— How Patet Stands Apart	26

Section 2 — Marketing Overview

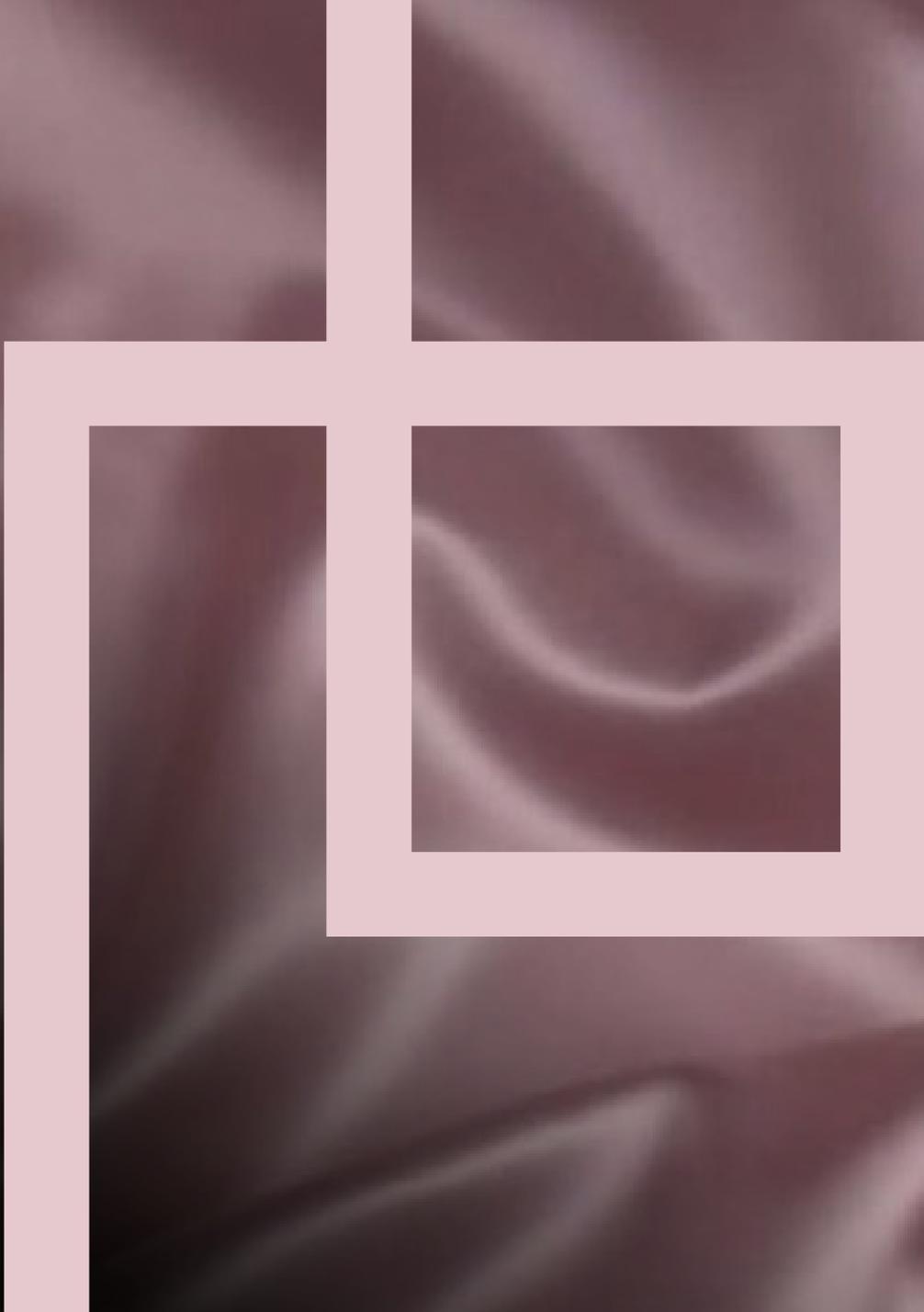
— Campaigns	30
— Customer Touch Points	48
— Social Media – The Basics	54

Section 3 — Social Media

— Instagram	68
— Facebook	77
— Youtube	81
— Pinterest	88

Section 4 — Assets

— Content Library	98
— Content Calendar	114



1

Brand Voice



Messaging

Concept & Objectives

What is Messaging?

Messaging encompasses the tone, the content, the story, the ideals and the differentiators of the brand. By exploring voice, structure and execution, Patet can more effectively target and capture key audiences. Infusing emotional language will build an audience that is inspired by Patet and will seek out the brand for connection and attainable luxury.

Voice is **What** Patet Says / Tone is **How** Patet Says it

Voice

- Patet talks** about creating a bubble of happiness made up of relationships, joyful micro-moments and gifting.
- Patet shares** narratives of human connection
- Patet talks** about the power of gifting to create experience
- Patet describes** a lighter side of luxury and paints a portrait of exciting, attainable opulence
- Example:** The party follows wherever the Patet girl goes. Our latest box, bursting at the seams with all things decadently sweet, envy-inducing shiny and a lil hint of mystery. Bring your own sparkle and customize it – or trust us (really trust us!) to curate the right warm toned gems and lush scents.

Tone

- Descriptive words and lush imagery:** Patet should not shy away from painting a vivid picture with lots of adjectives
- Conversational and accessible:** Patet talks like the consummate host of the best parties, never too serious and always just the right amount clever - speak directly to your consumers as a friend would, with anecdotes, jokes and the occasional wink
- Emotional points** should be highlighted with language that conjures up social vibes, connection and intimacy
- Keywords:** whimsical, revel, bask, free-spirited, connected, experiential, luxuriate, palatial, lavish

Voice & Tone **Don'ts**

Don't:

- Get “too corporate”:** Patet is friendly and approachable, not overly structured and cold – skip the professional tone for one that’s more conversational
- Be afraid to play around with structure:** Make lists, asks questions, include gifs
- Be overly formal:** No need for “dear” or “sincerely”, no need for a thesis-type paragraph and no need for overused business buzzwords
- Stick to the facts:** Patet is building stories and emotions, so forgetting to infuse playfulness and imagery won’t stick with your audience
- Take your audience too seriously:** They aren’t looking for heavy discussions or professional formalities, they are here to have fun
- Example of what NOT to do:** We at Patet are pleased to announce our newest gift selection, for you family and office gifting. With five or seven items that are priced reasonably, the latest Patet gifting option is our best yet.

Terminology

- Whimsy** – Reinforces a free-spirited, life-of-the-party feel
- Elevated** – Patet is never basic or boring
- Luxuriate** – Celebrate beauty and spoiling others – and yourself
- Bask** – Especially in today’s climate, reiterate that it is OK to enjoy life – revel in it, bask in it
- Emote** – Patet doesn’t shy away from wearing its heart on its sleeve and happily (and purposefully!) radiates sunshine vibes
- Connection** – Fosters the ideals of human connection and family
- Experience** – It’s not a gift, it’s a full journey to be shared
- Lush** – Patet is desirable and a kind of seductive in its luxury; it is tangible yet #goals, accessible yet fanciful
- Lavish** – Celebrate in style, even when you can’t get out to do so
- Curation/Hand selected** – Gift offerings are held to a higher standard and are made to feel special and unique to the receiver
- Narrative/journey** – Patet invites the consumer into its story, almost like a “choose your own adventure (aka gifting experience)” narrative where the main character is the customer and the narrative options are various physical manifestations of idealized whimsy

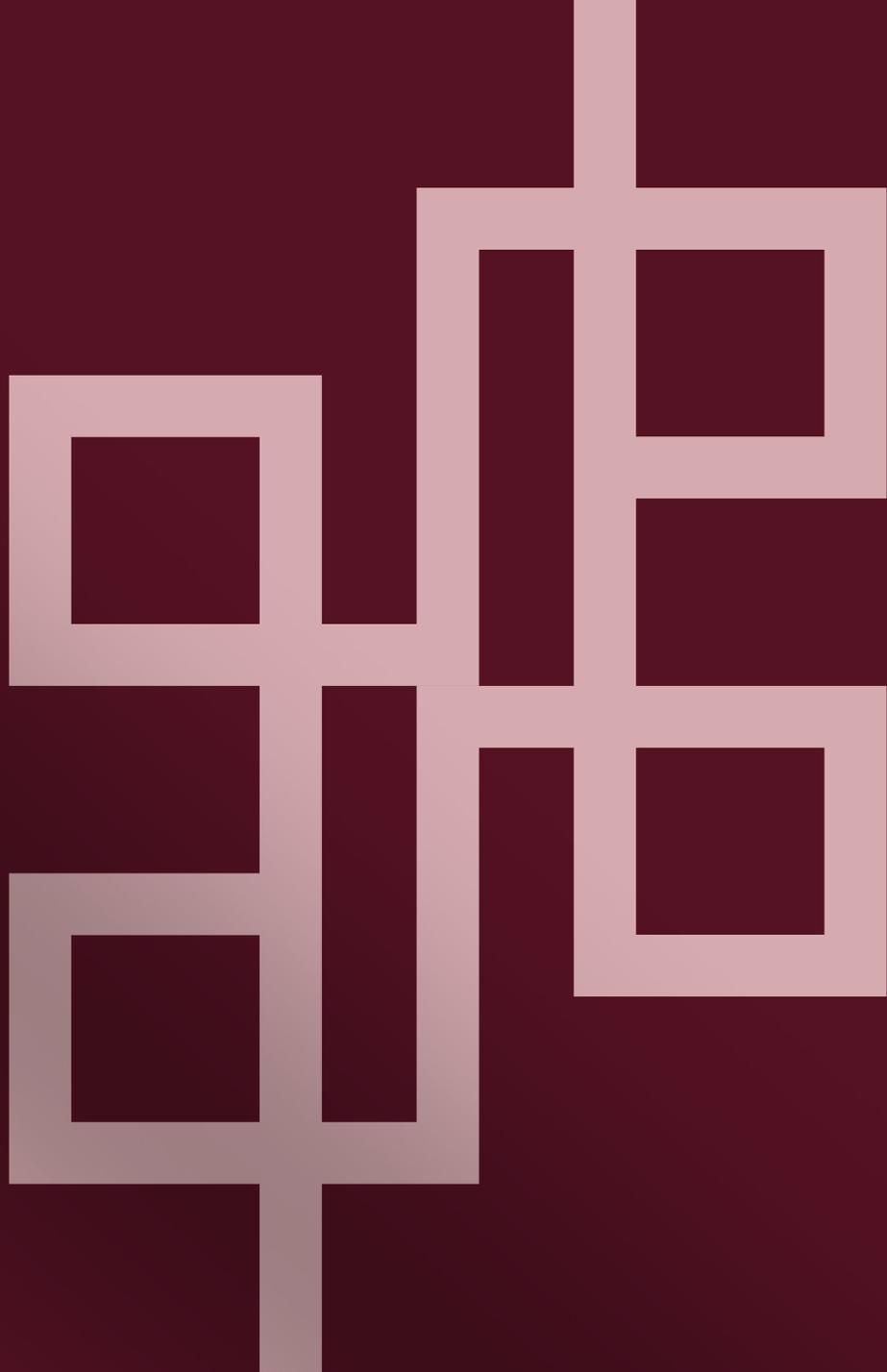
Opulence unwrapped

The art
of packaging

Curated
micro-moments

Gifting, elevated.
Connection, ignited

Connections
elevated



Brand Story

Concept & Objectives

Patet, from packaging to offerings to the very act of sharing, is itself a story. It is important to hone in on narrative attributes of the brand story to create that journey and emotional connection for customers.



Brand Attributes

Brand attributes are the foundations of Patet as a brand and a community. These define key Patet emotional factors and point of view.

- **Elevated luxury** – Patet’s offerings are luxurious but not typical
- **Free-spirited revelry** – The Patet girl is optimistic and lighthearted; she finds the beauty in the lighter side of life.
- **Accessible refinement** – Patet allows customers to indulge in a luxury experience without feeling overwhelmed or outside of a comfort zone
- **Modern** – Subscription and curated boxes are very ‘now’ (and so will be the main marketing competition); Patet takes that in a forward-thinking direction and moves beyond traditional premade and generic offerings by allowing customers to ‘live in the moment’, curate boxes on demand for important occasions and one-offs, and savor the decadence that can be created in everyday life. Even though Patet is not a subscription model, it will encounter many of the same marketing overlaps of demographics, searches and customers.
- **Lush** – From products to imagery (language and pictorial), Patet is rich and vibrant
- **Gifted** – To give and get Patet is to experience being gifted in two ways: the act of both giving and receiving a Patet box is an experience and immersion in a journey of love
- **Personal** – The act of giving is a personal one and Patet’s offerings feel custom
- **Unique** – The Patet experience cannot be replicated by a more basic alternative
- **Premium** – The products, the experience, the emotional journey is not mass-produced or commonplace
- **Whimsical** – Luxury is not exclusively serious and Patet brings magic and a lighthearted touch to every experience
- **Escapism** – Looking at 2020 and beyond, the Patet customer is looking for lightness: Patet offers a story and a moment of escape into a more fanciful world, pairing opulence aside the everyday
- **Quirkiness** – Patet doesn’t conform but instead infuses sunshine and levity into the everyday - it is the magic in the mundane and the escapism in the everyday
- **Elevated wit** – Patet is calculated irreverence, using one-liners and knowing winks in conversation, but still grounded in fashionable elevation

Core Values



- Marking personal fulfillment and deriving purpose from human connection, spiritual fulfillment, meaningful relationships and a life lived with intention
- Self-care is an act of service you owe to yourself - in uncertain times, you cultivate positivity by giving yourself permission to care for yourself and creating healthy coping mechanisms
- Thoughtfulness is the greatest gift we can give one another
- The concept of micro-moments: Making the most of and celebrating smaller, everyday moments of joy

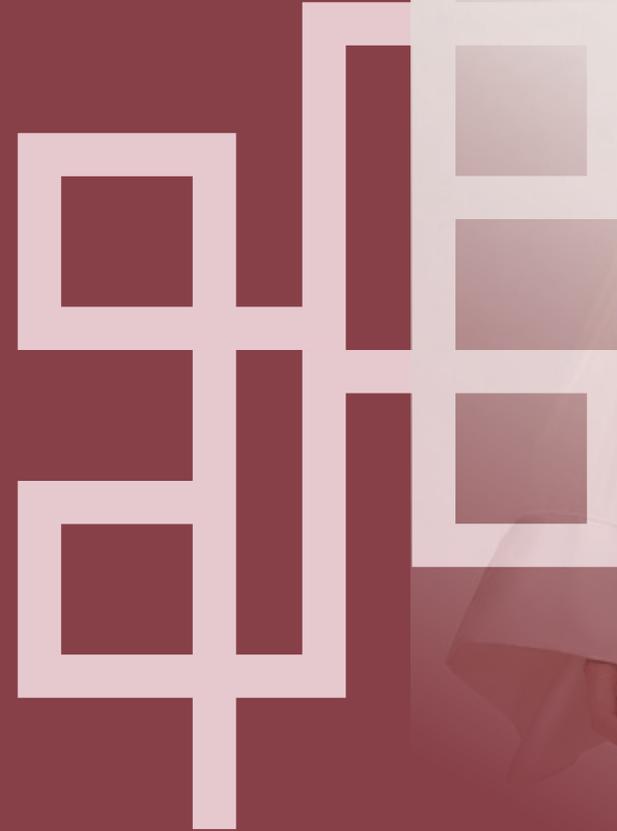
Persona

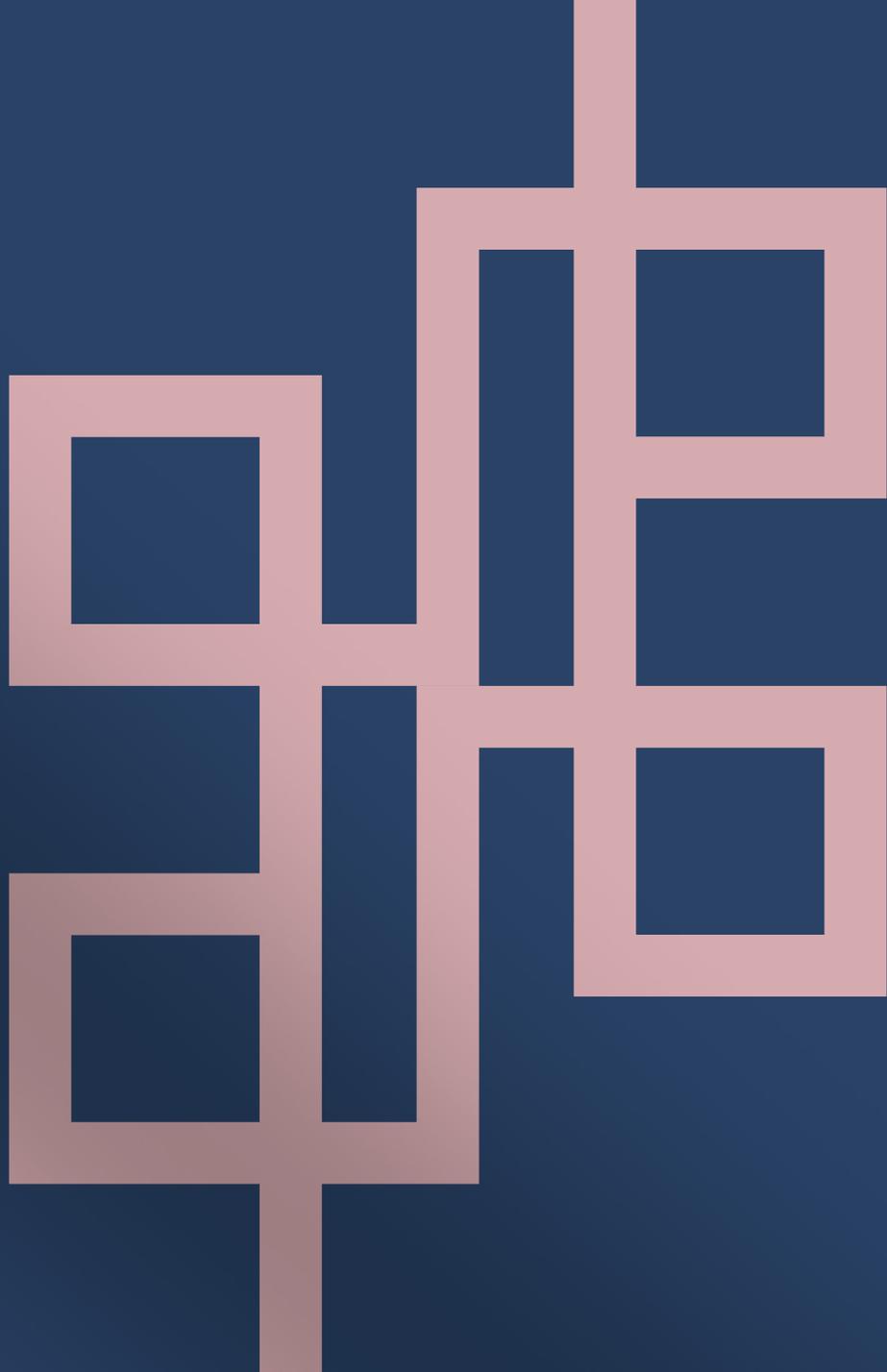
Growing up in a family that prioritized and valued connections to each other, quality time and giving gifts became secondary languages to founder Angela Yeranosian. You can feel her own independent, luminescent, compassionate and socially energetic personality in every box, ad, newsletter, social post and more.



Brand Goals

- Empower people to own meaningful relationships and nurture them
- Create a safe space for appreciating finer things in life
- Elevate the gift giving experience to be a connected and shared experience





Positioning

Positioning sets Patet apart from a crowd of competitors and clarifies its place in the market.

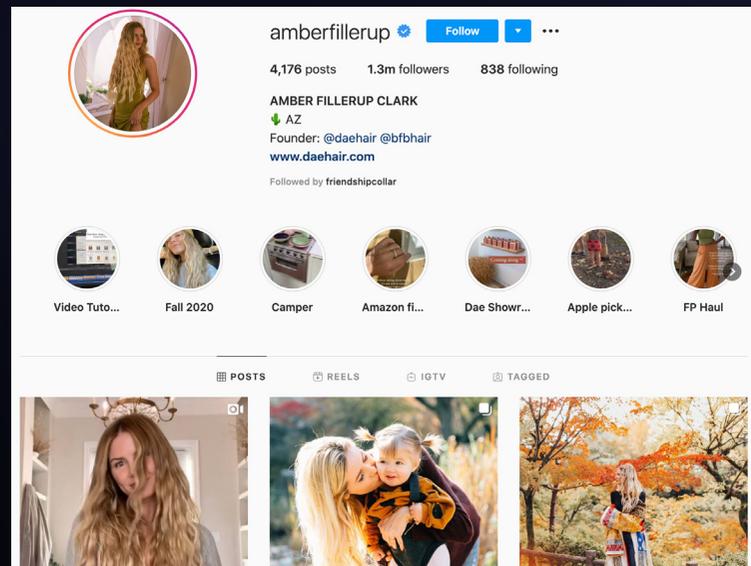
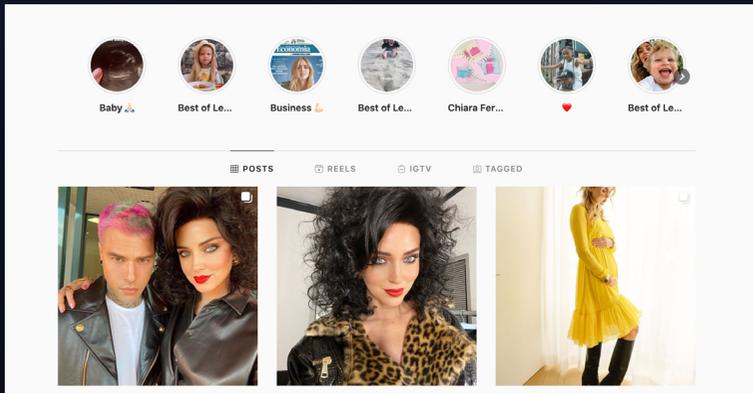
A defined positioning statement and demographic allows for messaging to be more tailored and targeted while increasing brand awareness and establishing Patet as an industry innovator.

Define: Consumer Personas

- **Millennial and young Gen X women** – Prioritize self-care and quality over quantity when it comes to meaningful spending, ages 21-45
- **Relationship-oriented** – Cares deeply about the relationships in her life and considers her close friends to be as family
- **Curated** – Will find her wistfully browsing trends online, searching her favorite hashtags on Instagram, spending hours cultivating the perfect Pinterest board
- **Seeking** to broaden and solidify a full-scope identity
- **Prioritizes** values of familial connections, relationships and self-care
- **Aesthetics-driven** – Will work to have a perfectly curated Instagram feed and will spend time thinking about the visual she presents to the world
- **Interested** in wellness and self-care
- **Searching** for personalized brand experiences
- **Idolizes** a life of luxury (or as close to luxury as she can get)
- **Instagram users** – Will find a lot of trends and mirror lifestyle aesthetics from visual influencers
- **Willing** to pay more for meaningful products
- **Wants** to create shared moments, and the Patet shared gifting experiences allow her to do so in a unique way
- **Social** – Can have led a socially active / extraverted lifestyle or may have her social sphere more confined to a few select friends, but there is a common thread of fun, shared experiences and lightheartedness
- **Puts care into her image** – It's not vanity, it's value associated with a positive self-image

Insta persona examples

These are the idealized personas – influencers the Patet girl will look up to:



@chiaraferragni – 18.2M followers – Luxury Fashion – Italian fashion influencer, blogger, entrepreneur and designer who has collaborated with fashion brands through her social channels and on her blog: The Blonde Salad. Sept 2017 – ranked first on the Forbes “Top Fashion Influencers” list. Has her own high-end clothing and accessories brand, The Chiara Ferragni Collection highlighting a mix of motifs, prints, glitter and patches, for high fashion whimsy.

@louisnicolasdarbon – 230K followers – Luxury Lifestyle – Based in Los Angeles artist and luxury lifestyle influencer. He shares both his creations and also the luxury lifestyle he cultivates.

@amberfillerup – 1.3M – Hair Care guru, family/fashion/lifestyle influencer – places high emphasis on relationships and sharing quality products/time. Aspirational to the Patet demographic

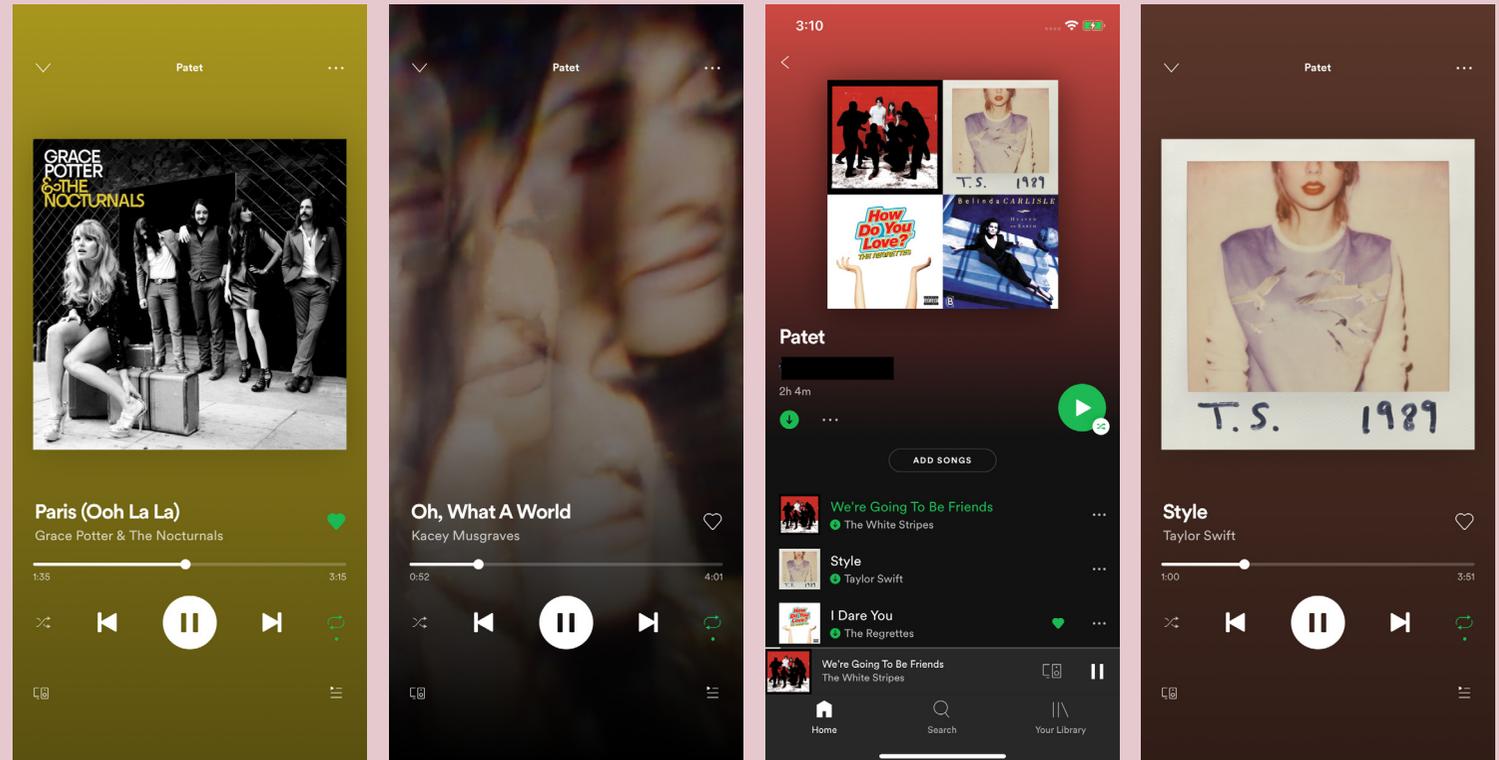
The Patet Girl: Music Emotional Touchpoints

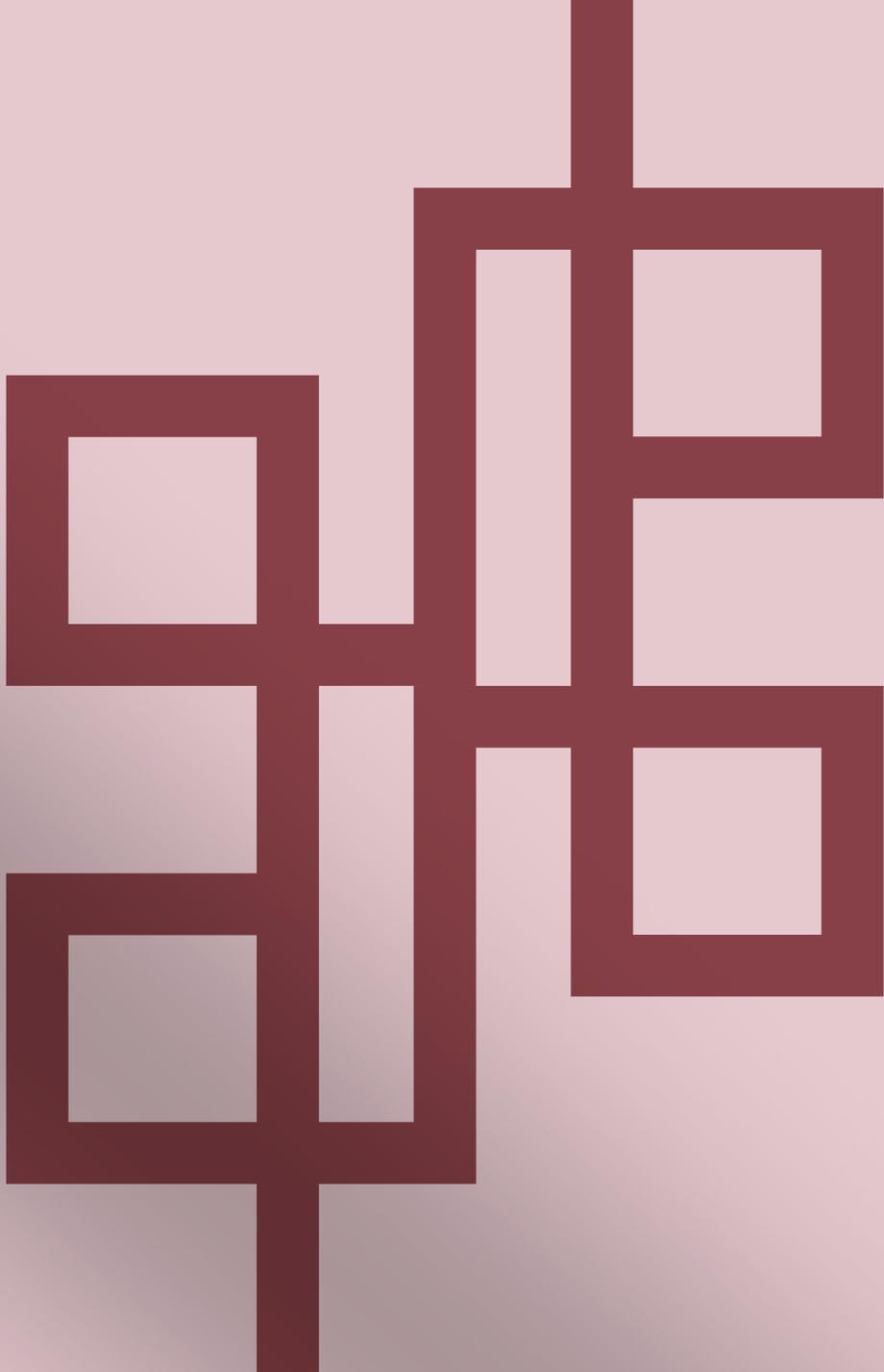
Patet is all of the five senses, and so it only makes sense that the “coolest girl at the party” would have the coolest playlist.

These are a selection of songs that truly embody the mindset, emotions and spirit of the Patet consumer.

Use these songs to guide marketing messaging in emotions and references, and explore the idea of the sense of hearing and the power of music in further marketing, from creating party playlists to playlists for product releases.

/ The Patet Girl Playlist





Competitor Comparison Positioning

Positioning sets Patet apart from a crowd of competitors and clarifies place in the market

Simon Leblanc

Price Range:

Curated boxes: \$50 – \$500

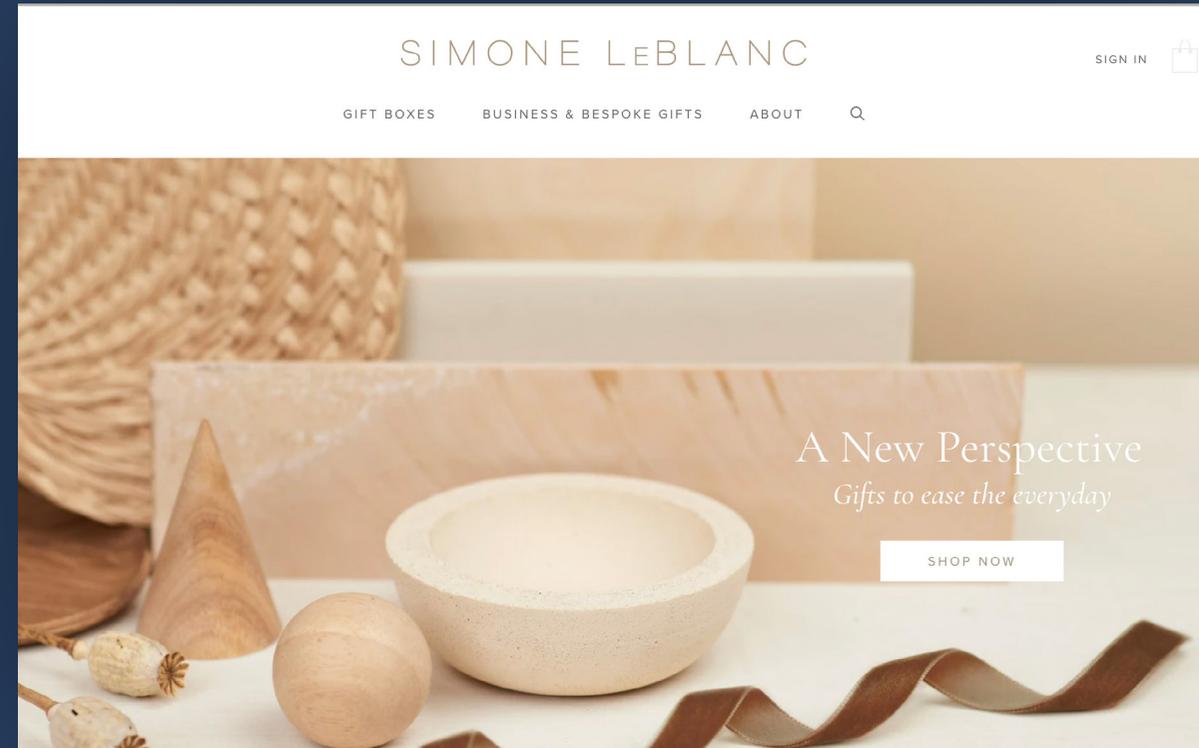
Simone LeBlanc sounds like:

The tone here is more formal, less approachable than Patet. It's pleasant but customers are kept at arm's length – there is an outside ordering experience for the “china patterns and engravings” set. They approach communication from a reserved, more old-fashioned “business first” style, opting for more exclusive and traditional language.

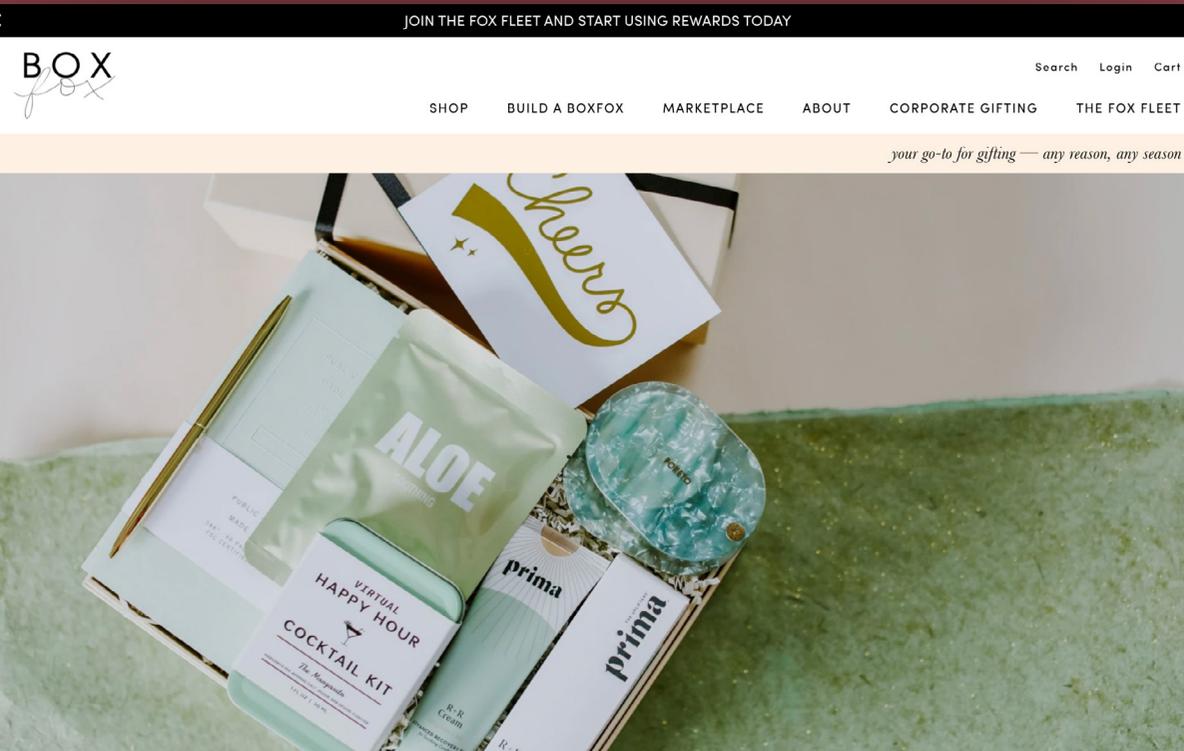
Refinement without the fun; more preppy. They don't build a community, but rather cultivate a client list in the more traditional sense. Every communication is formal.

Patet sounds like:

Patet's tone is far more approachable, using emotional language: Patet doesn't treat its customers as traditional customers, but as friends always welcome to hang out, share stories, create their own journeys. All the senses are engaged, from music taste to color explosions to literal flavors. There is no 'gatekeeping' to not being posh or preppy enough to join the Patet party.



Competitor Comparison Positioning



Box Fox

Price Range:

Buildable boxes: \$10 and up
Curated boxes: \$32 – \$180

Box Fox sounds like:

Box Fox is more approachable than Simone LeBlanc, but not quite so cool as Patet. For them, the journey begins and ends with the boxes. Because they also offer office and corporate gifting, their tone is more professional than Patet. They are personal but only to an extent - the tone is still more “corporate trying to be relatable”: less familiar, less anecdotes.

Patet sounds like:

A warm hug for all. Patet doesn’t have a corporate arm they have to maintain, so the tone can get way personal. Patet offers beyond the basics in terms of personalized experiences; rather than just basic, boring categories of friend/client/coworker, Patet delves deeper on the emotional scale offering best friend/boyfriend/going-out friends/childhood friend and so on, allowing the personalization to go many layers deeper.

Competitor Comparison Positioning

Marigold & Gray

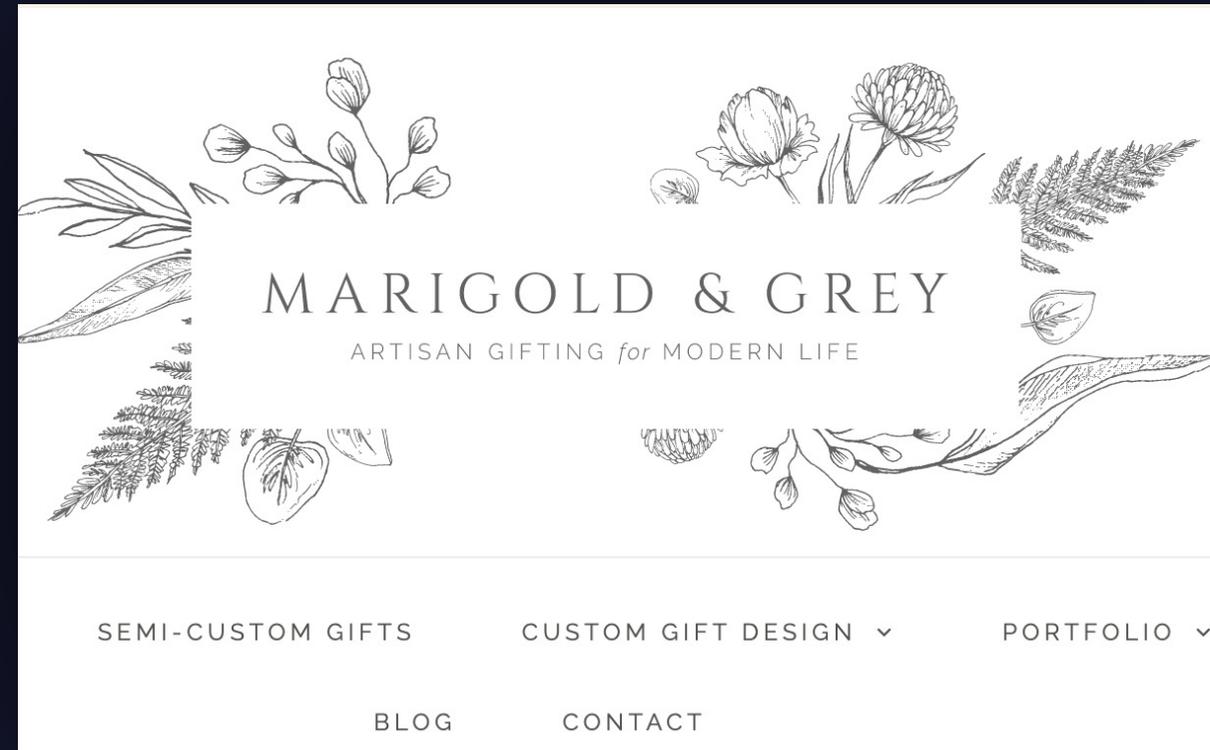
Price Range:

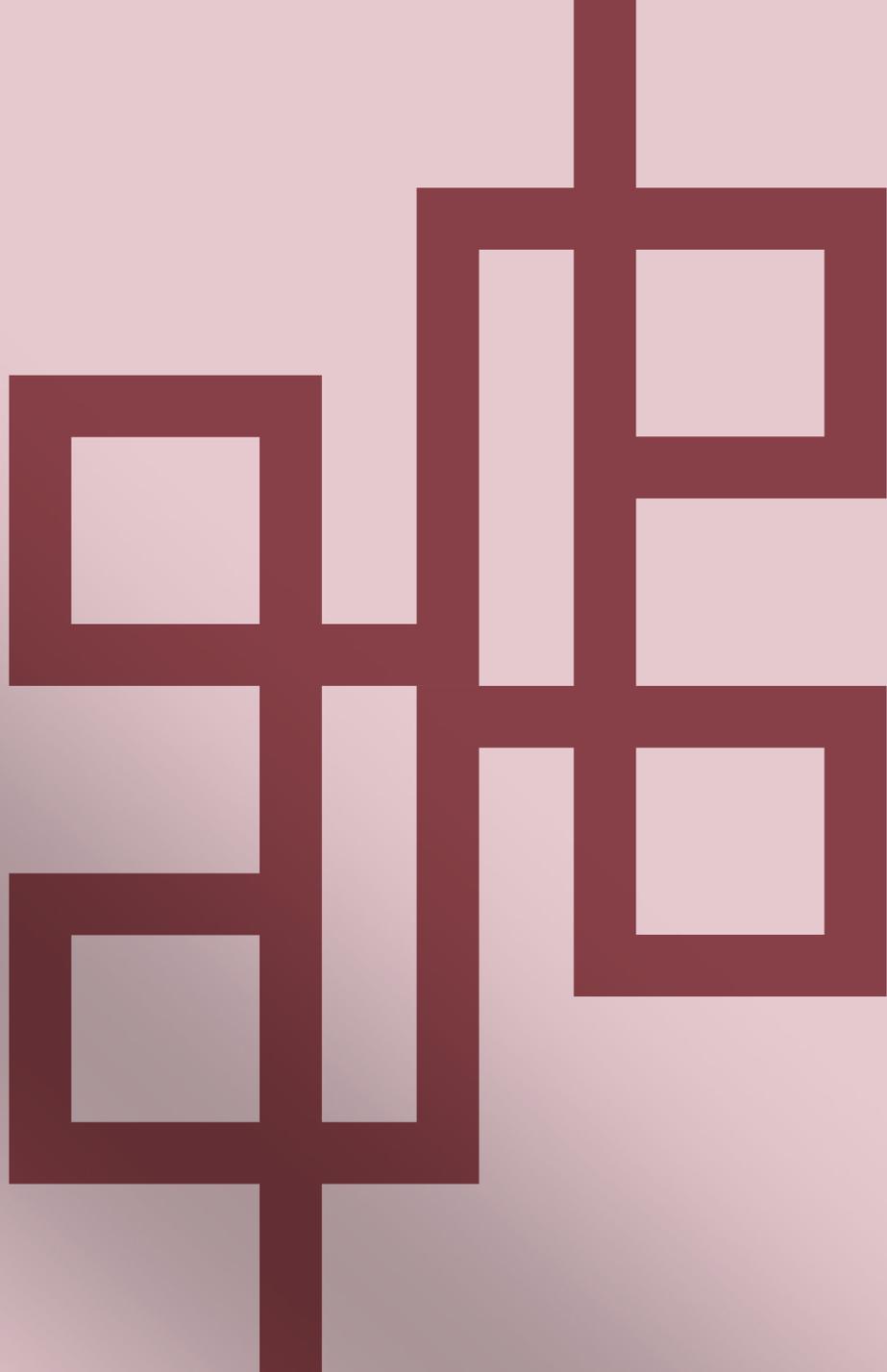
Curated boxes: \$70 – \$500

Marigold & Grey sounds like:

Marigold & Gray's tone is more staid and guarded. They are the shrinking violet to Patet's bloom. Think cotillion versus the cool parties of Patet. They emphasize clients just as much as friends, making their experience far less personal. They are concerned with a perfectly polished veneer, so their language is calculated and clearly follows PC buzzwords, lending an air of practiced customer service to them. They are more like the nice and well put together but distant aunt rather than the best friend.

Patet sounds like: Quite literally the best friend. Patet is not a catered customer service experience, it is a shopping experience that is presented as a community and a party first, so the purchasing feels like a natural extension of being welcomed and excited. Patet feels less practiced and more authentic – rather than an omnipotent brand voice, Patet's messaging is written from a first person perspective as a friend.





**How Patet
Stands Apart**

Key Differentiators



- Focused on quality and spirit of whimsical luxury – by truly leaning into the whimsy and party atmosphere, Patet packages its boxes as events and high fashion, apart from the ‘Live Laugh Love’ crowd
- Elevated packaging: Literally, the art of packaging, as the unboxing experience itself is as much a part of the gift
- Customizable options: Really diving into the personalization aspect, further than just “office gifts/men/women” – can personalize every item or explore pre curated options – covering the full spectrum of custom and premade
- “Gift one for yourself” to create shared experiences – this elevated take on BOGO enhances connection
- Unique offerings that can’t be replicated or found ‘cheaper’

Key Differentiators

Breakdown by:



Founder

Angela 's personal experiences growing up and valuing a social lifestyle can be felt in every option. Patet is a deeply personal brand and offers only items that pass the 'Angela test' for quality and desirability.



Values

Patet prioritizes self-care along with caring for others and encourages its customers to indulge in happy moments whenever and wherever they can find them - and, more importantly, to take active ownership in creating their own moments.



Product

There is nothing common, boring or able to be found other places: Patet gifts are unique to the sender and the receiver. The experience is elevated a step further with packaging that is as luxurious and as much a part of the experience as the products themselves.



2

Marketing Overview



Campaigns

Structured and focused campaigns will allow Patet to create a content strategy that is goal-oriented and quantifiable via a unified focus and planned promotions

Themes

Omni-Channel Campaigns

Content to be promoted across multiple channels with one CTA, purpose or message.

These can include:

Product Launches

Tease the drop, talk about how used and why you like the product you're adding to the collection.

Sales & Promos

Putting things on a "for no reason" sale, bc everyday should be celebrated and everyday is a gift in and of itself.

Publications & Press

Highlighting media mentions with clips of the article, links out on social media, publication tags on IG – include why this is an exciting mention

Contests

Curate and collect customer images by using Patet hashtag collections – or collect emails to build a subscriber list. Winner can get a free add-on item or a newly added collection item or even a free (smaller) box.

Collaborations

Releasing a seasonal packaging design with a local designer, influencer or artist.

Events

Host virtual events such as digital dinner parties, unboxings, etc.

Seasonal Campaigns

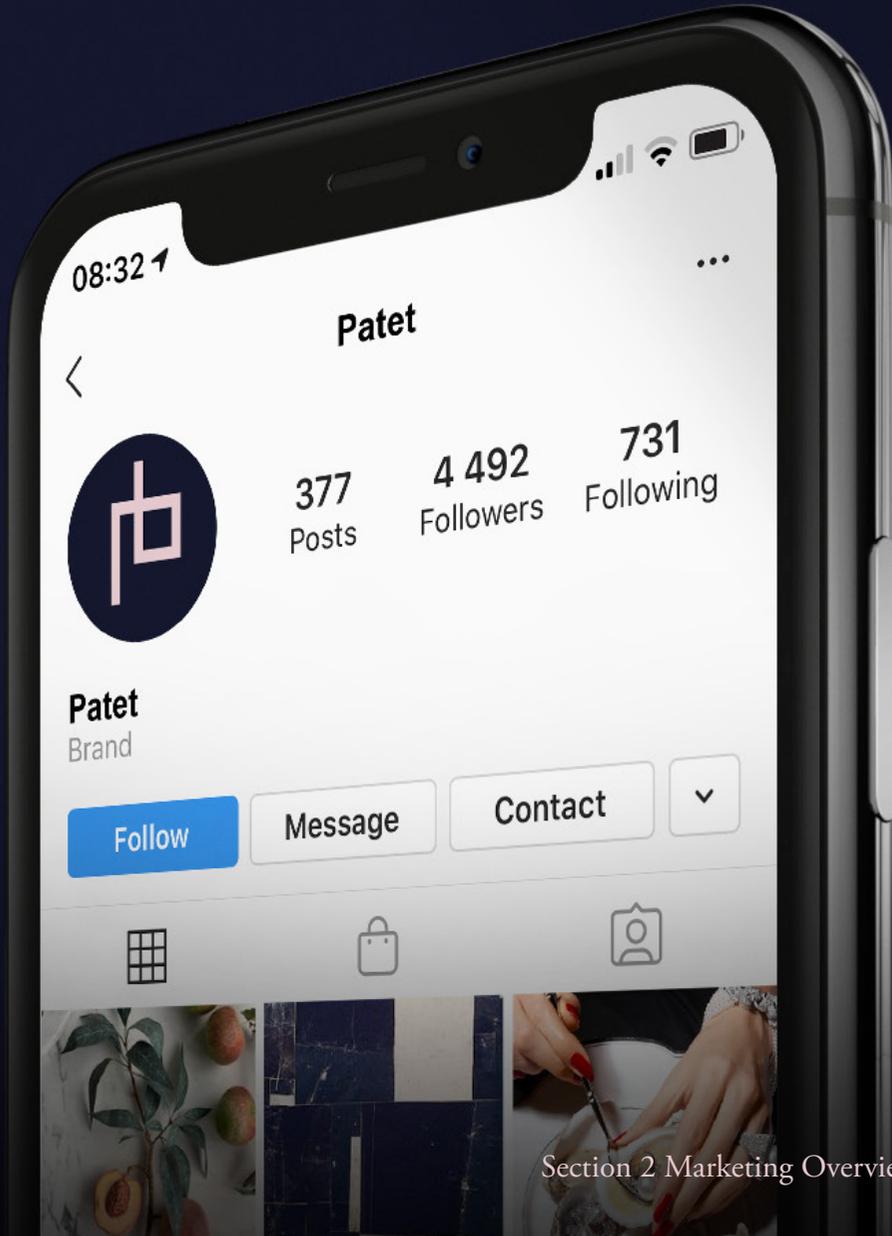
Content that is not tied to a Patet-initiated event but is inherently seasonal in nature. Can be used in conjunction with sales, new products or just general content promotion

Examples:

- **Winter** – Holidays and New Years – the biggest party season! The idea of creating shared hygge (Danish: “coziness and comfortable conviviality”)
- **Spring** – Bright and welcoming florals, outdoor parties and events – perfect for socially distant get togethers
- **Summer** – BFF vacations, birthdays, beach and pool parties
- **Fall** – Reconvening of friends at school, fall activities and coziness, Halloween movie marathons.



Campaign Activations (How To)



Instagram

A few days ahead of time, generate excitement by teasing a forthcoming announcement in Instagram story [video clip, “Coming Soon” graphic, swipe up CTA to sign up]



Day of, post graphic to grid highlighting collection or cause; write a longform caption detailing announcement and direct audience to “link in bio”



Be sure to tag partners or influencer



Add link to bio



Continue to post about announcement: daily for collection launches, every other day for collabs and utilize IG stories to further highlight promos

Short, image-focused post to generate excitement about something coming soon



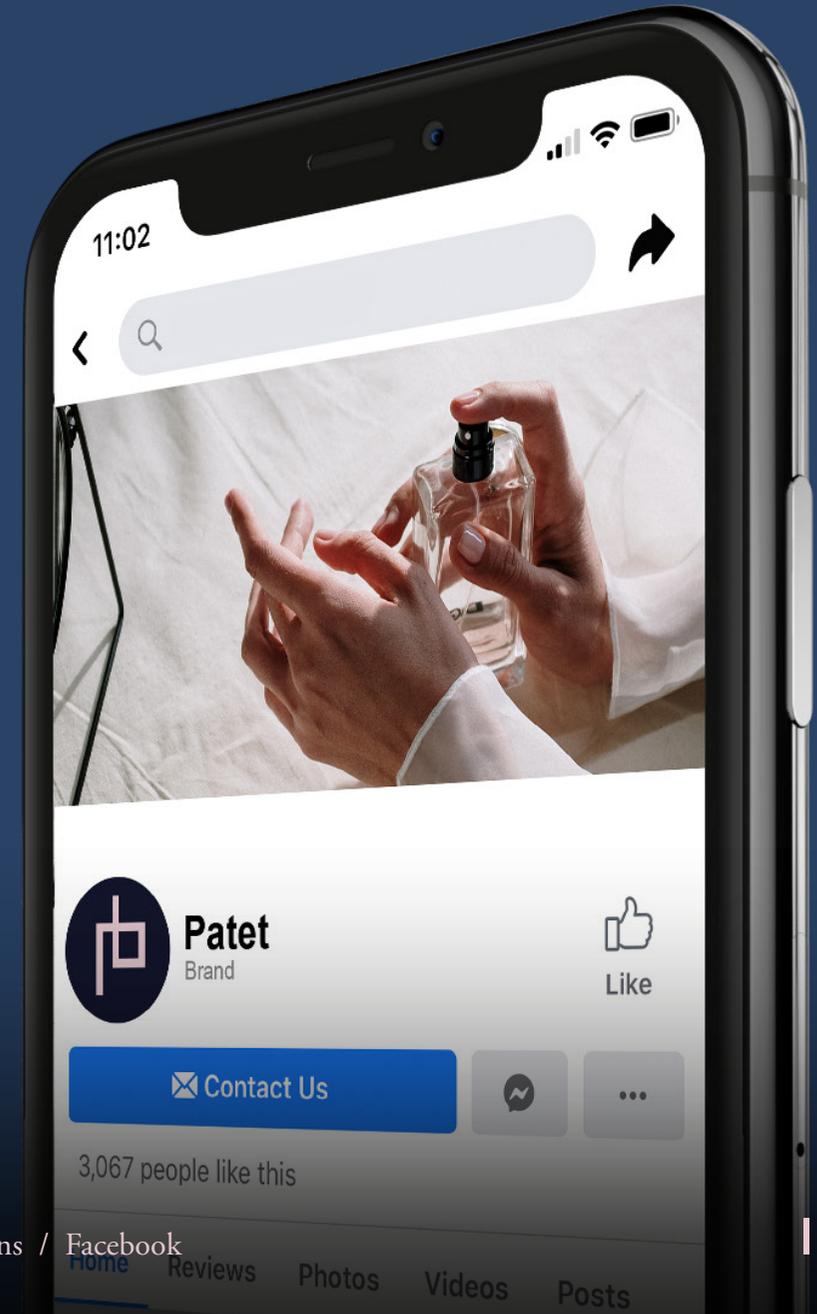
Be sure to include a CTA: Sign-up to stay tuned



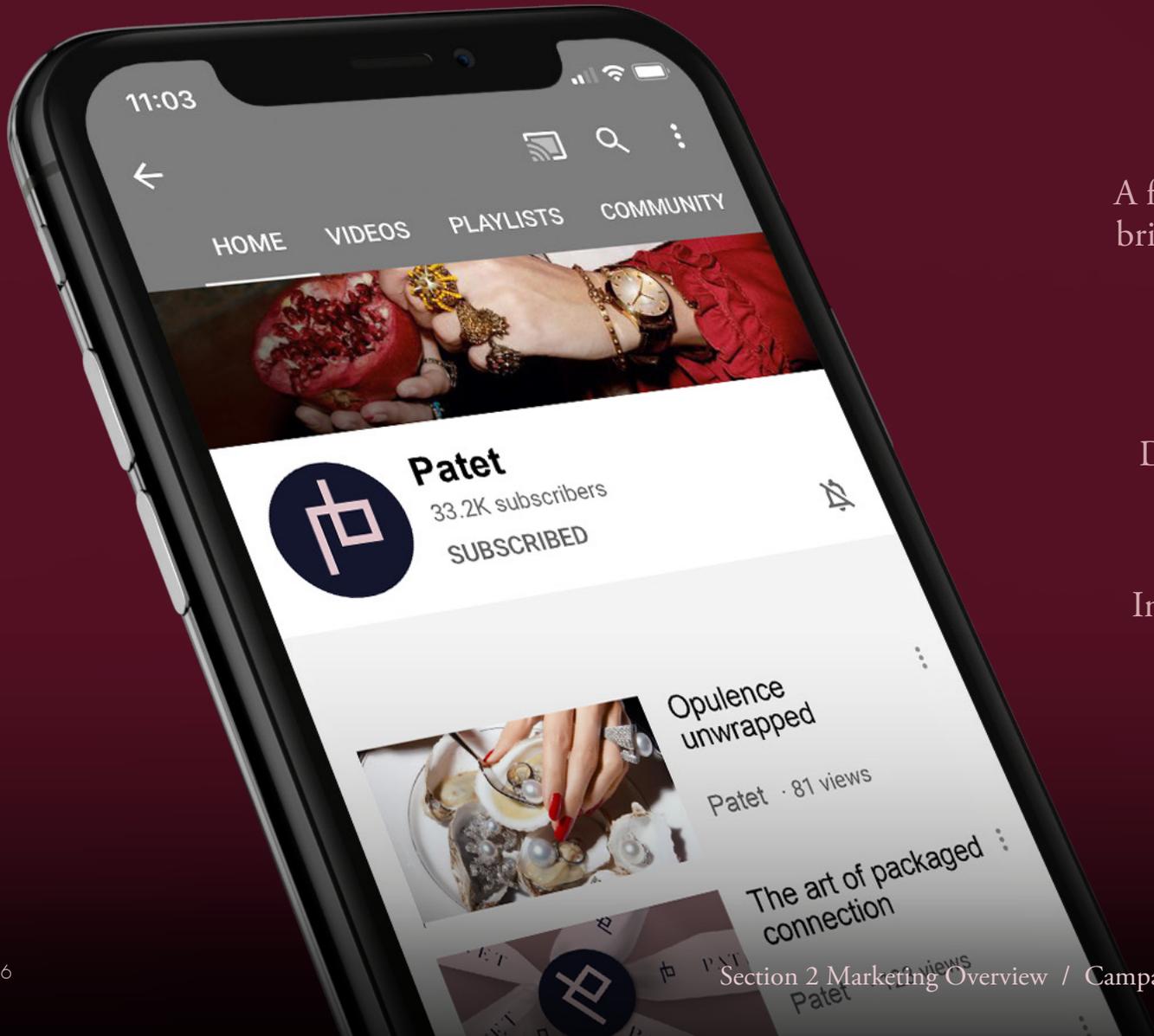
Day of, create a long-form post: either about product launch or collaboration



Continue to post about announcement: daily for collection launches, every other day for collaborations



YouTube



A few days ahead of time, create 1-2 minute teaser video briefly announcing that there is something coming soon



CTA: Subscribe to stay tuned



Day of, release longer video detailing product launch or collaboration



In YouTube copy, include CTAs to learn more, shop a collection, visit a collab partner, etc.



Introduce general overview of new product / collection
or collaboration



CTA: Stay tuned, Learn more or View collection



Pinterest

Look at your top pinned images to determine which type of images perform best and optimize your featured image based on that data (i.e. do lifestyle images do better than product? Do more people pin complete boxes than single jewelry pieces?)



A few days ahead of a launch, create a new board with up to three teaser images to pique interest without giving anything away (these can be hints of products or aesthetic-heavy lifestyle mood shots)

Follow new influencers and accounts that correlate to the new launch's demographics and details



Each day, add one or two more images



On the launch day, add multiple product images and highlight product details



Or promote featured pins via campaigns:
Create an image pin specifically for your ad - one you know is clean, eye-catching and shares characteristics with your top-performing images

Pinterest

Create an ad by choosing a campaign goal



Enter ad group details and choose your targeting
(audience demographics, new or retargeting customers,
interests, ages, etc.)



Set a start date, end date and budget
Pinterest is less expensive than FB or IG for ads, so you get
more bang for your buck



Recommended to run an ad campaign for at least 5-7 days, as it
will need time to warm to an audience and generate impressions
and clicks



Select your ad image and run the campaign

Sample Campaign

1 Announce

IG – Create teaser "coming soon" graphic; use a short caption to breed mystery **Ex.** “What do you do when you’re missing your ride-or-die? 🙄 #patet #shoppatet #comingsoon”

FB – Create longer form story post to cultivate interest via broad & descriptive language without giving away details and CTA to stay tuned **Ex.** “Though we may be apart, there’s always something keeping us together. Zoom fatigue is all too real, but we’re never worn out by remembering inside jokes, sending each other ‘Which Schitt’s Creek character are you?’ quizzes, sharing memes, playlists and more. But connecting doesn’t have to stay just digital! Stay tuned here.”

Pinterest – Create a new board with aesthetically similar images to launching product (friendship, two girls in pics, landline phones with cords), a short blurb and a CTA to follow **Ex.** “Calling all besties”

YT – Create 10-second teaser video **Ex.** Title: “Calling all besties” **Ex.** Description: “What do you do when you’re missing the bestie? 🙄”

NEWS – Include last paragraph mention of 'something exciting coming soon' and CTA to stay tuned **Ex.** “Finally, we’re keeping the opposite coasts, living abroad, car and train ride apart BFFs in mind lately. How do you guys keep in touch? Let us know – and watch this space!”

Sample Campaign

2 Peak Interest

IG – Post new "coming soon" graphic and CTA to link in bio; craft longer caption about personal excitement **Ex.** “Being far apart from your closest friend is never easy. And thinking back to things like weekly sleepovers, wine Wednesdays, binge watching marathon nights and more, we can’t help but get a lil lonely. How do you long distance BFFs do it? #patet #shoppatet #comingsoon #giftinggoals #bffs”

IG2 – Post quick 5 sec video of a general 'behind the scenes' look with colors and aesthetics to match launching product **Ex.** Sped up slideshow of inspiration images from Pinterest

FB – Create FB album with a teaser title; post teaser images only (super zoomed in, general aesthetic pics, etc.) **Ex.** Title: “Calling All Besties!, Patet Summer 2021” **Ex.** Description: “What do you do when you’re missing the bestie? 🙄” Include: Close up product pics that invoke aesthetics but don’t give away actual items or designs.

Pinterest – Add new images to board – similar or exact same as FB

Sample Campaign

3 Live

IG – Do a series of three posts spread throughout the day - am, early afternoon, late afternoon – that showcase the new box and talk about featured items; utilize the multiple photos feature for one or two posts to really showcase each item. Use a longer caption detailing the box and a CTA to shop at the link in bio.

IG – Post video to grid of yourself (or a Patet representative) unboxing (or boxing up) the offering, focused on each product and really talking about them, giving favorite product specs/features/points, explaining the story behind why each product was chose, how they fit together, etc. to cultivate personal feel of the box and build excitement that this is an experience that can;t be replicated. **Ex.** “Patet is pumped to bring friends closer together, even when they’re far apart in new, fabulous ways. Reduce the distance (or at least pretend to!) by sharing the experience of unwrapping a modern take on old fashioned fun together. This Long Distance Friend box has EVERYTHING to recreate the magic of an OG hang sesh: fruity cereal candies to eat exactly at midnight, a sweet smelling candle evoking those super strong nostalgic memories, and OF COURSE there’s a Patet girl’s updated take on friendship bracelets for wearing in matching style, even when the miles have you apart. #patet #shoppatet #micromoments #giftingoals #bffs #longdistance #patetparty #friendshipgoals”

IG2 – Post a series of short videos showing off each item - include Swipe Ups to order **Ex.** One video for the full box, multiple videos highlighting each product - around 10 seconds in length each

FB – Fill up that FB album with all new product images: full boxes and single images highlighting each item. Write captions that read like stories and product descriptions for each piece and the full set. **Ex.** “The Long Distance Friend box has landed at Patet and it’s here to make you and your BFF forget about the miles between you. Each box comes decked out in richly patterned paper and is sealed with the Patet icon. Let Patet fill the perfect box for you or customize your own for your very best friend.

Featuring:

- Fruity cereal candy that’s as photo ready as it is delicious
- Mini candle that somehow smells EXACTLY like waking up at a slumber party at 2 in the morning after crashing from too much sugar and pizza
- A stylishly modern spin on friendship bracelets, so you’re making a fashion statement as well as a BFF proclamation, even while miles apart”

Sample Campaign

Pinterest – Load up the board with all new product images: full boxes and single images highlighting each item. Update bio. **Ex.** “Unboxing the distance between Long Distance Friends, with a little sparkle and a lot of fun – shop now: [LINK](#)”

YT – Create “boxing video”, approx 3 min long **Ex.** Title: “Long Distance Friend Box, Patet Summer 2021” **Ex.** Description: “Bringing best friends close together even when they’re miles apart. Share the magic of nostalgia, inside moments and plain old fun with the Long Distance Friend experience. We’ve boxed up some killer candy, nostalgic scents and mod friendship jewelry all in one place. Order yours today and RSVP for a friend date ASAP: [LINK](#)” **Ex.** Content: Reverse of “unboxing” - highlight each item and show Long Distance Friend boxes being curated and packed up - end with a split screen of two friends opening their boxes together on FaceTime.

NEWS – Send out a launch email, heavily promoting the box. The entire email should be product focused: descriptive enough to catch attention but short enough to encourage click throughs to learn more. This will be all about conversions. **Ex.** “Hi ____, There’s pretty much nothing we love more than bridging the gap between best friends kept apart by the cruelty of physical distance. But just because we can’t exchange a secret handshake or share a fave sweater doesn’t mean we can’t still share a moment! Introducing this summer’s Long Distance Friend box, curated to capture the magic of old school sleepovers and the exciting comfort of dosing things in sync. We’ve packed it with the most delicious sugary treats, the most nostalgic scents and the COOLEST friendship baubles and... Well, see for yourself! Check it out [HERE](#).”

Sample Campaign

4 Continue Excitement

IG – Post twice daily product pictures featuring one item from the box and use a cheeky, short caption with a CTA to click the link in bio. **Ex.** “Is your friendship certified gold? Twin it up with your Long Distance Friend – link in bio! #patet #shoppatet #micromoments #giftinggoals #bffs”

FB – Feature one or two products a day from the box, using the same cheeky, short form captions as with IG – include CTA to shop now. **Ex.** “Is your friendship certified gold? Keep things perfectly twinning with our new Long Distance Friend box – shop now: [LINK](#)”

Pinterest – Add a new featured product image every other day to keep the board fresh.

Publications

Having Patet featured as a brand or being able to contribute an article to industry publications raises brand awareness and reputability.

Publications

Having Patet featured as a brand or having a founder feature raises brand awareness and reputability.

Patet has the opportunity to inject some levity and some much needed youthful coolness into the curated gift giving and lifestyle space. Position the brand and founder as an expert in creating experiences and exciting gifting moments, thanks to a background in decor and party planning.

The one thing most all featured gifting lifestyle services lack is a shared experience and a unique one, for both the gifter and the giftee, which is how Patet should be highlighted: as bringing something new to the industry.

By understanding these key factors about the brand:

- Shared experiences
- Youthful, attainable luxury
- A storytelling/party journey

Patet can be featured as a standout offering on blogs, product features, gifting lists, etc.

Something Navy

Lifestyle expert and Instagram influencer extraordinaire, Arielle Charnas's eshop and blog features youthful, fun and enviable

Song of Style

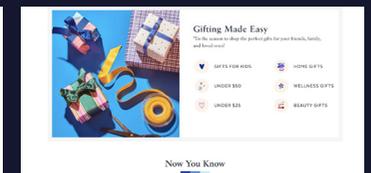
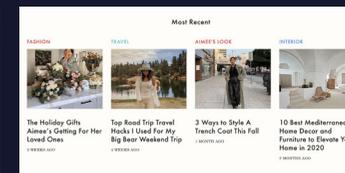
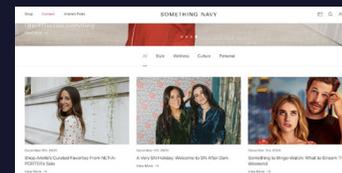
Lifestyle, fashion, interior, wellness, beauty and travel blog encapsulating immersive aesthetics and gifting features.

A Cup of Jo

Blog focused on a curated lifestyle full of meaningful moments and celebrating connections with a fashionable flair.

Popsugar

Trends, celebrity, lifestyle and culture reporting and curated gifting list features.



Publications

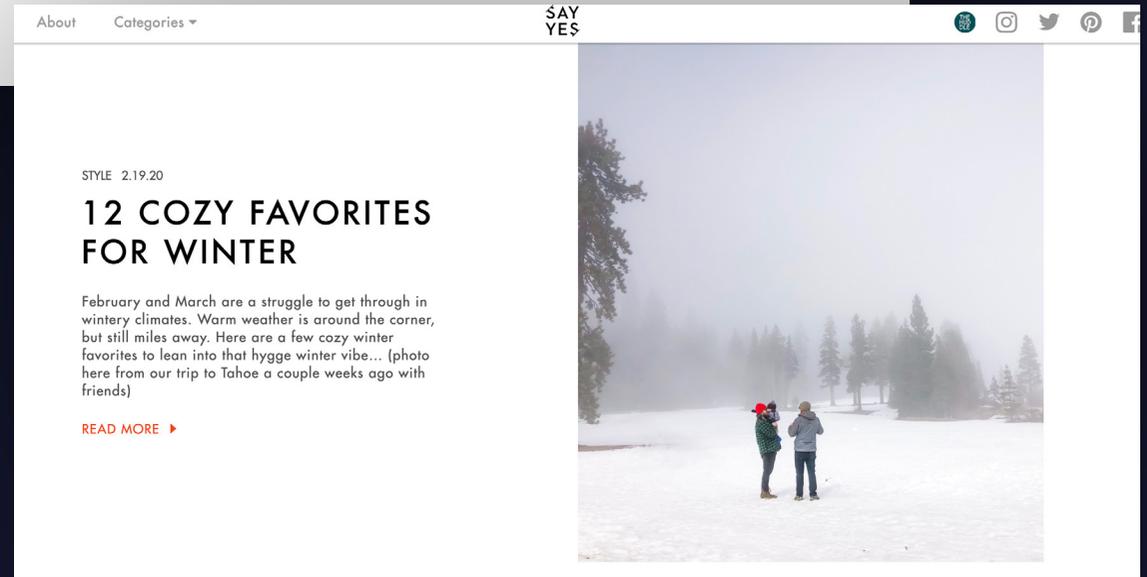
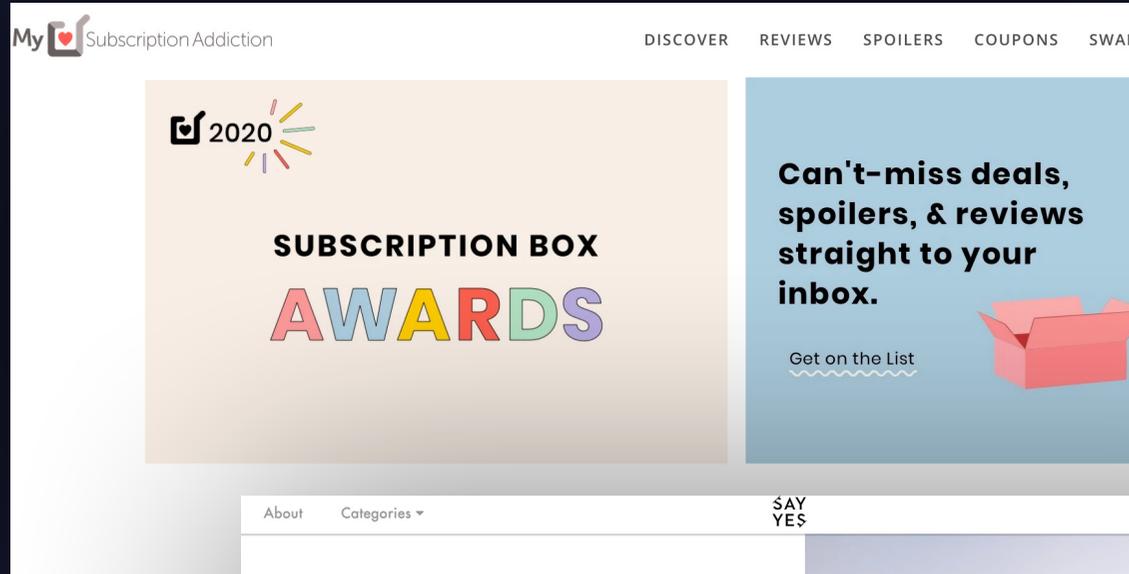
The curated gifting and curated boxes will be sought out by a similar demographic as those researching subscriptions.

My Subscription Addiction

Leading blog curating and highlighting the best, newest and most exciting in subscription services

Say Yes

Lifestyle blog curating comfort and style mixed with product reviews



These are your IG gurus! You'll want to follow influencers with a mix of followings: 10K-50K followers for possible collaborations and partnerships, 50K-100K followers to interact with the community and build brand awareness, 100K+ followers for inspiration and community “poaching”

@amberfillerup – 1.3M – Hair Care guru, family/fashion/lifestyle influencer – places high emphasis on relationships and sharing quality products/time. Aspirational to the Patet demographic

@all.thats.pretty – 118K – Focuses on brightening lifestyles and home life, shared experiences via a perfectly curated lifestyle

@dressupbuttercup – 905K – Promotes brands and products that mesh with her lifestyle on her site, has “attainable style” mantra, nurtures relationships

@courtney_shields – 682K – True champion of “micro moments” who celebrates and elevates the ideals of creating happiness and connections in a curated manner. Also has her own **shop** where she collabs with brands

@citysage – 91K – Chic lifestyle and entertaining inspiration, loves a good at-home aesthetic and anything effortlessly cool

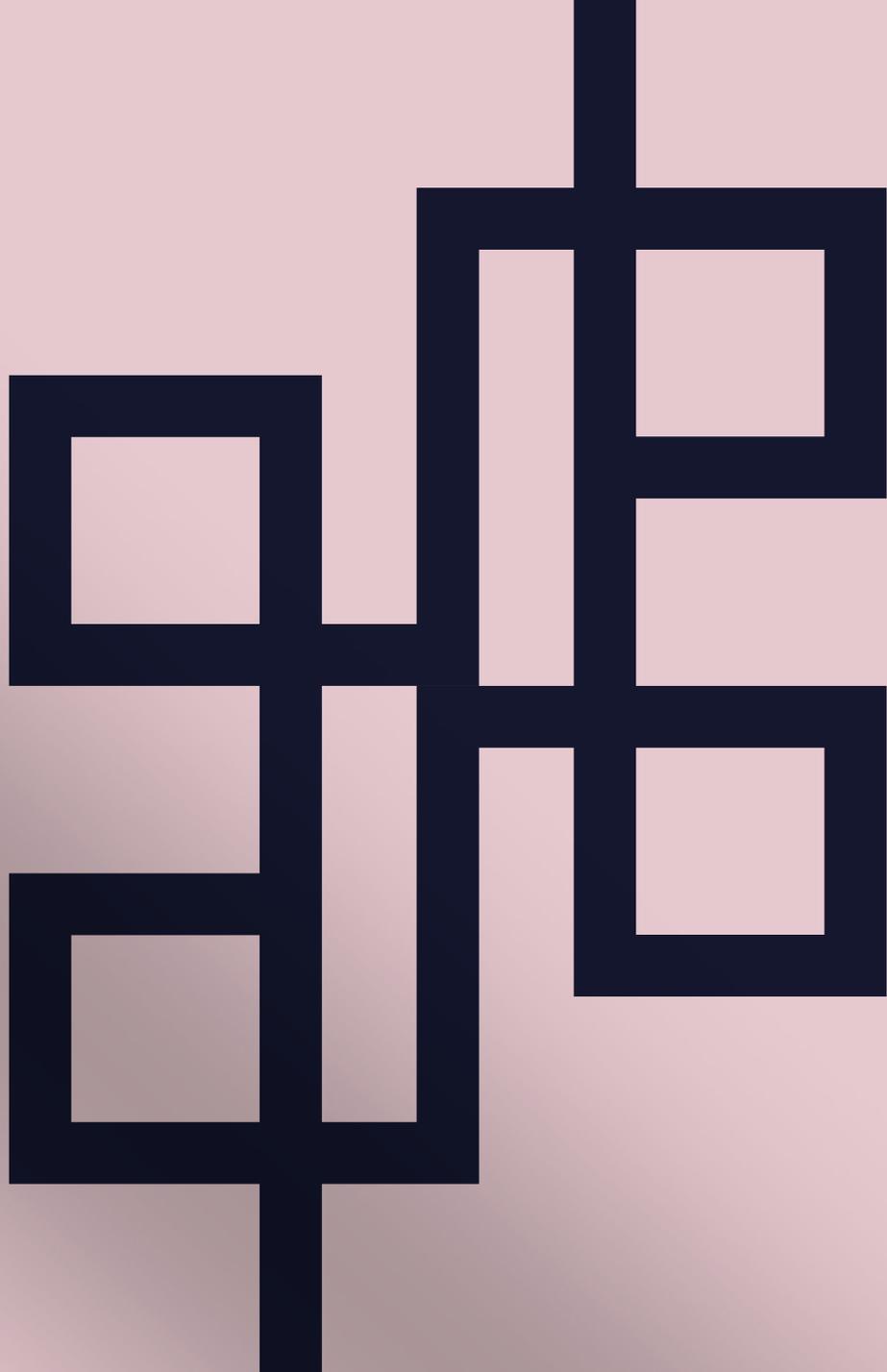
@eddieross – 68K – All things cool, trendy and fun when it comes to entertaining and creating the perfect party atmosphere at home

@viola3000 – 35K – Her whole aesthetic is pure, elevated Parisian whimsy. #Goals for the Patet girl searching for accessible culture

@saraemamii – 14K – Her entire IG is an aesthetic and she is a propionate for lighthearted art and heightened experiences carved into the everyday

@libbiesummers – 21K followers – Invites followers into her self-created fresh and authentic home experiences, creating moments for friends and family

@annawpage – 77K followers – Luxury, chic and fun, she values aesthetics and experiences in an approachable but elevated way



**Customer
Touch Points**

Selling the story and experience of Patet happens when customers are engaged with on brand and compelling messaging at multiple touch points.



Email captures

—Sign-up on site

—Pop-ups to capture

—Sign-up at point of purchase

Newsletter

Newsletter for Patet is:

A weekly curated, thoughtful messaging to customers – like a Top of Mind. The point of the newsletter is to provide connection, whimsy and a sense of attainable escapism.

Readers should look forward to the Patet newsletter as a weekly highlight of something fresh and entertaining.

Subjects can vary, but should follow a planned and ongoing content strategy. A newsletter is an excellent way to showcase new products, customization options or singular items in a fun, non sales-y way.

Since Patet is “the coolest party hostess and a trendsetting best friend”, emails should feel personal and lighthearted. They should be personally addressed to someone by first name and be peppy and positive. Newsletters are your worldbuilding: use them to tell a story and enhance a narrative.

Make use of the Patet color scheme in background, text, button and border colors. Infuse Patet aesthetic imagery alongside products to create a feeling of a narrative.

Don't use this time to heavily promote sales - instead, the newsletter should highlight something top of mind and naturally weave in a Patet product.

Newsletters should be sent weekly, so Patet stays top of mind and there is always a fun read for customers to look forward to.

Some ideas for focus can include:

- Favorite quotes
- Digital moodboards
- How to curate the perfect gift
- Social distancing activity ideas
- Tips for throwing the perfect party
- A Patet recommended playlist
- Self care ideas

Newsletter

Always include a call to action. This will keep your readers engaged and promote sales. CTAs can include “**shop now**” buttons as well as more community-building aspects, such as asking readers to share stories of Patet-inspired friendship gatherings/decor/events or share unboxing videos on social media with **#patet** or **#shoppatet**

Consider calling the newsletter something fun and unexpected. Rather than having people sign up for a newsletter, have them register to be on Patet’s guest list! Instead of a weekly newsletter, they’ll get their weekly invites and insider letters.

Your newsletter will differ from promotional emails as: Promo emails are less structured and shorter and are more centered around products or offers, or reacting to events in real-time.

Promo emails can include:

- Recommended to prep your promo email templates as website is in development so they can be branded and ready to go at launch.
- Flash sales or upcoming sales
- New products / collections
- Emails about events
- Blog updates sent out to list when a new blog is up
- Promo emails use a less personal tone



Example Newsletter

Hi [First Name],

Let's be frank: 2020 kinda blows. From cancelled vacays (who needs the sun and sand of Curaçao anyway...?) to missed birthday blowouts (25 was probably going to be overrated, let's face it), you've been kept apart from friends and loved ones in a major way.

While "out of sight out of mind" works best for that loser who talked incessantly about his ex and then ghosted you, when it comes to friends, "absence makes the heart grow fonder." Pandemics/lockdowns/literal government decrees may keep us physically apart, and time and distance may be our ultimate villains right now, but that just makes the inevitable reunion oh so much sweeter.

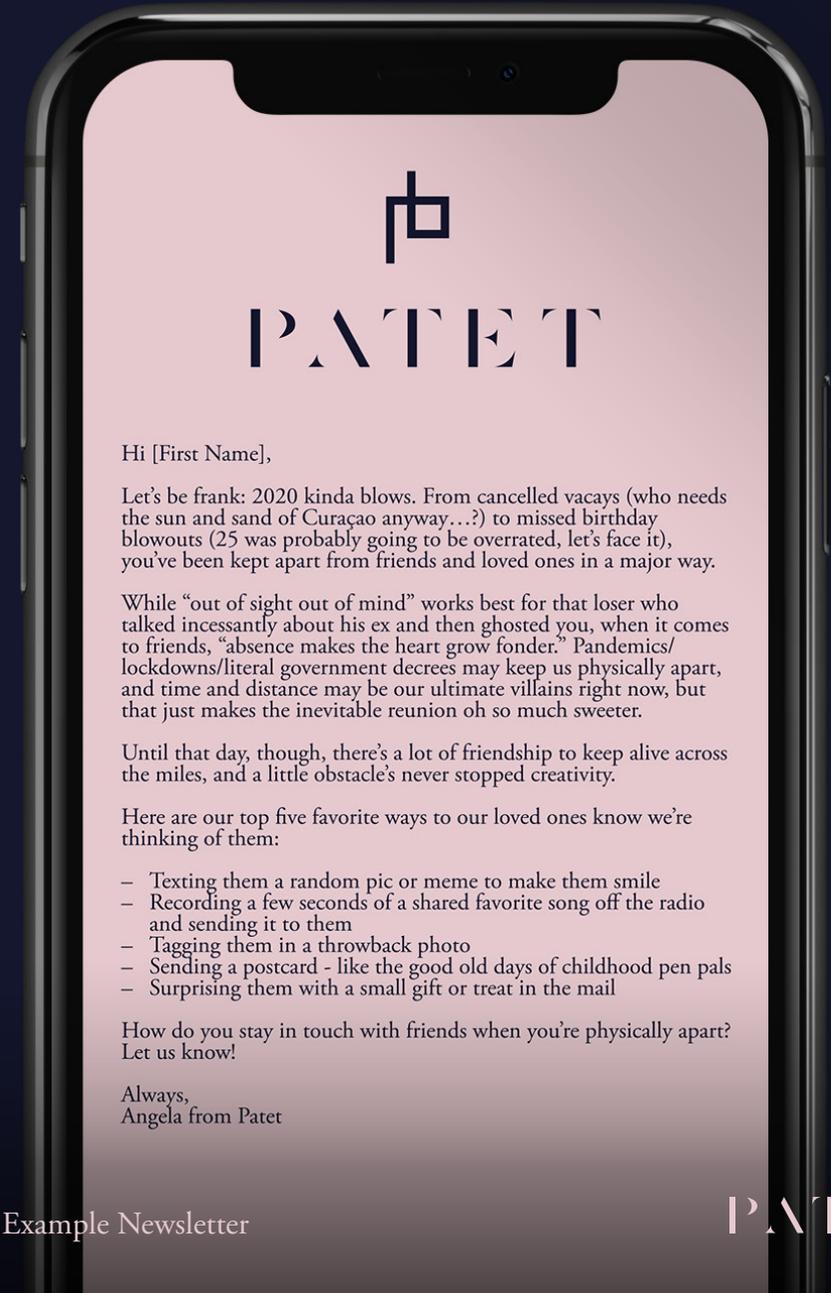
Until that day, though, there's a lot of friendship to keep alive across the miles, and a little obstacle's never stopped creativity.

Here are our top five favorite ways to our loved ones know we're thinking of them:

- Texting them a random pic or meme to make them smile
- Recording a few seconds of a shared favorite song off the radio and sending it to them
- Tagging them in a throwback photo
- Sending a postcard - like the good old days of childhood pen pals
- Surprising them with a small gift or treat in the mail

How do you stay in touch with friends when you're physically apart?
Let us know!

Always,
Angela from Patet





Social Media and Web – The Basics

Use as multi-function: retail brand promotion, community building and cultivating the “Patet aesthetic” Across platforms: Ask customers to share Patet purchases, co-unboxing videos, friendship snapshots, etc. to create a sense of community and grow brand awareness.

Curate via hashtags: **#Patet** and **#ShopPatet**

Main social media channel: Instagram

Cultivate following by targeting fashion, lifestyle, friendship, luxe, gifting, party

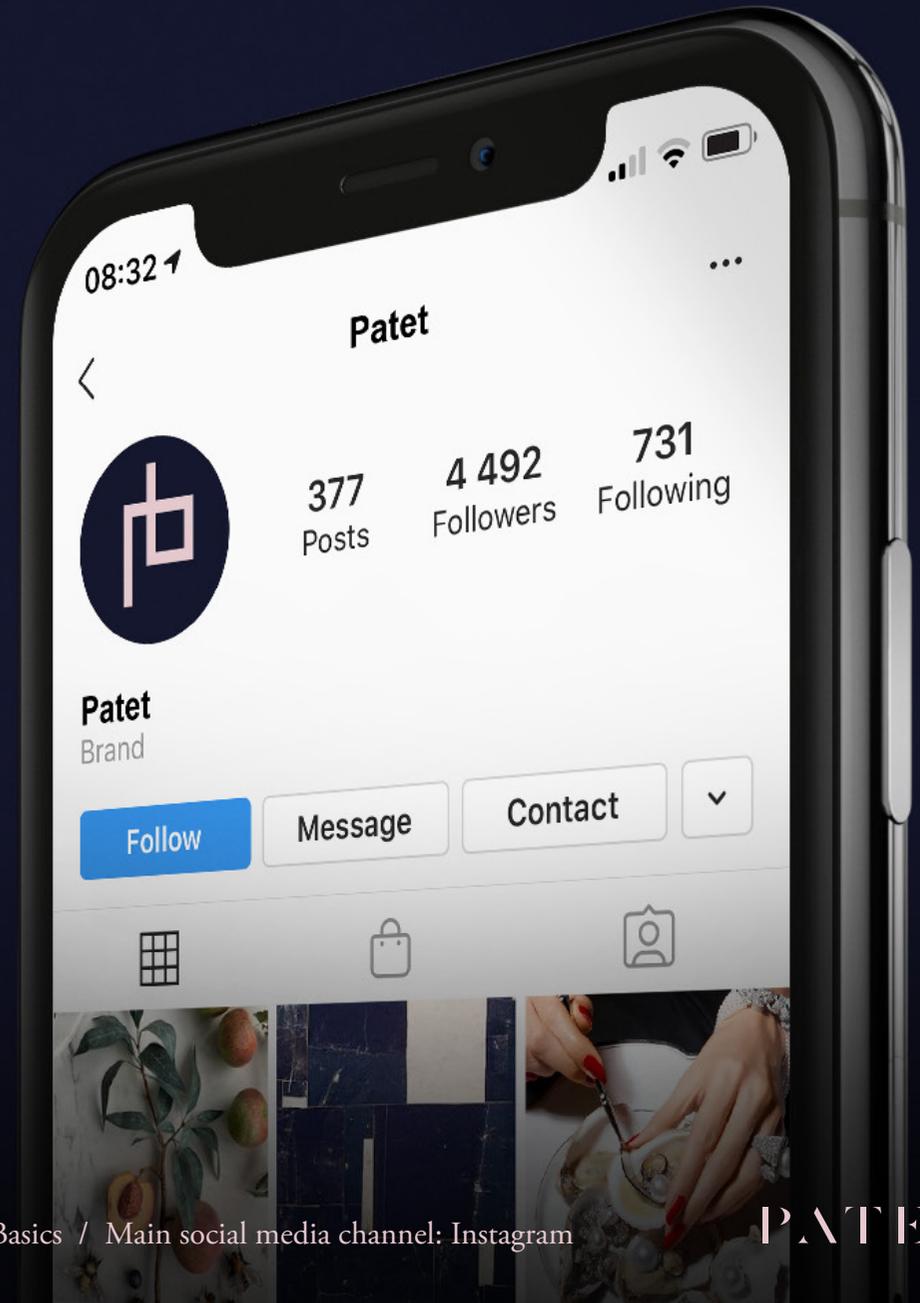
Hashtags to follow and use: #party #lifestyle #lifestyleig #luxe #unbox #unboxing #gift #gifting #swap #goals #giftinggoals #makingmemories #lifestyleblogger #partygirl #hostesslife #Unboxingmoment #connectedbylove #momentsofchic #presenttime #patetime #micromoment

Build brand awareness via daily postings

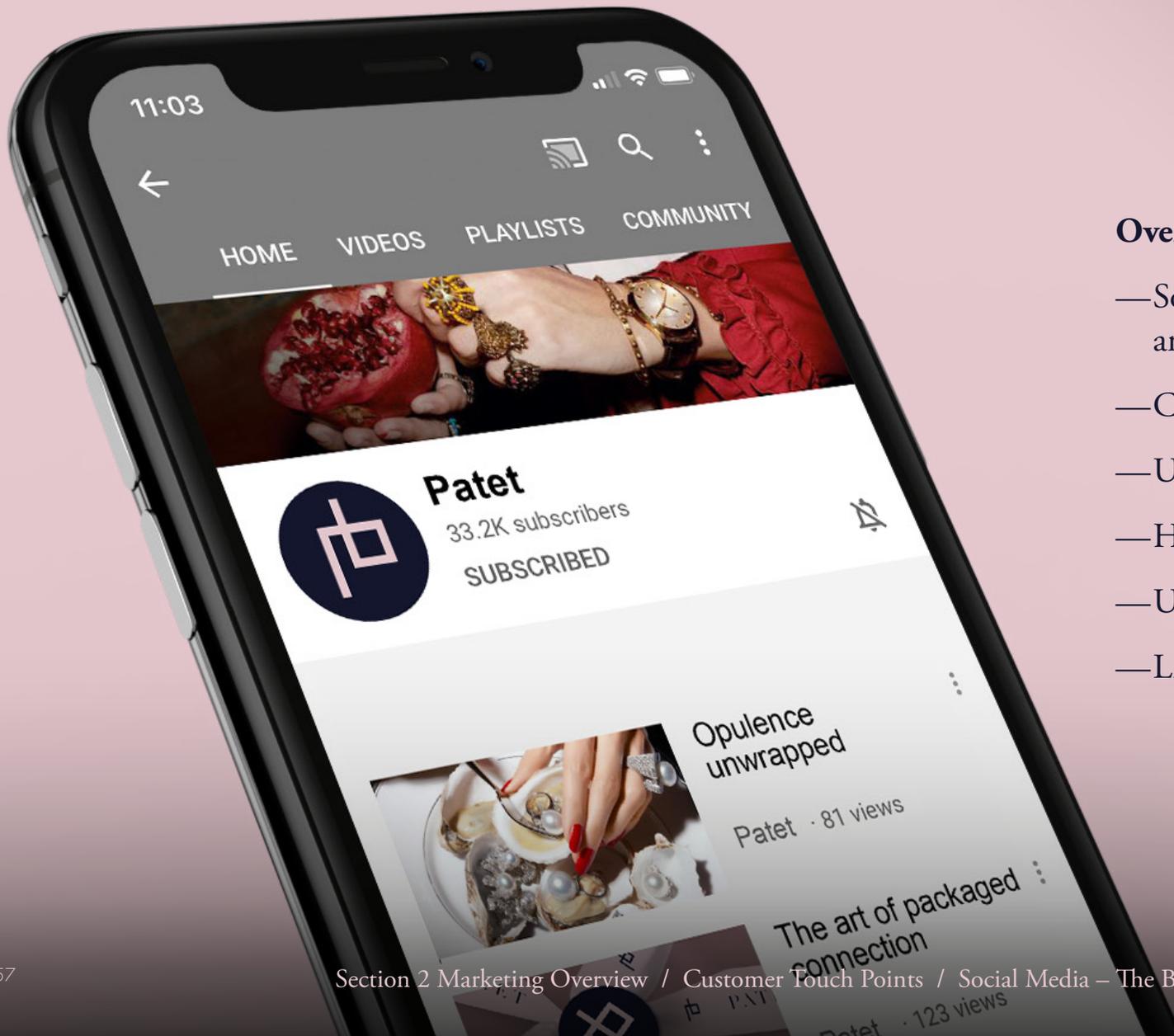
Highlight video clips to make the community feel involved in a Patet story: unboxing, aesthetic party gifs, product teasers, lavish lifestyle clips, etc.

Cultivate 'grid aesthetic' to match brand: whimsical, rich, luxurious, fun

Utilize linking software (Linktree, ContactInBio, Campsite) to promote multiple actions: Shop the site, sign up for the newsletter, promote blogs, company pledges, collaborations, etc.



Main social media channel: YouTube

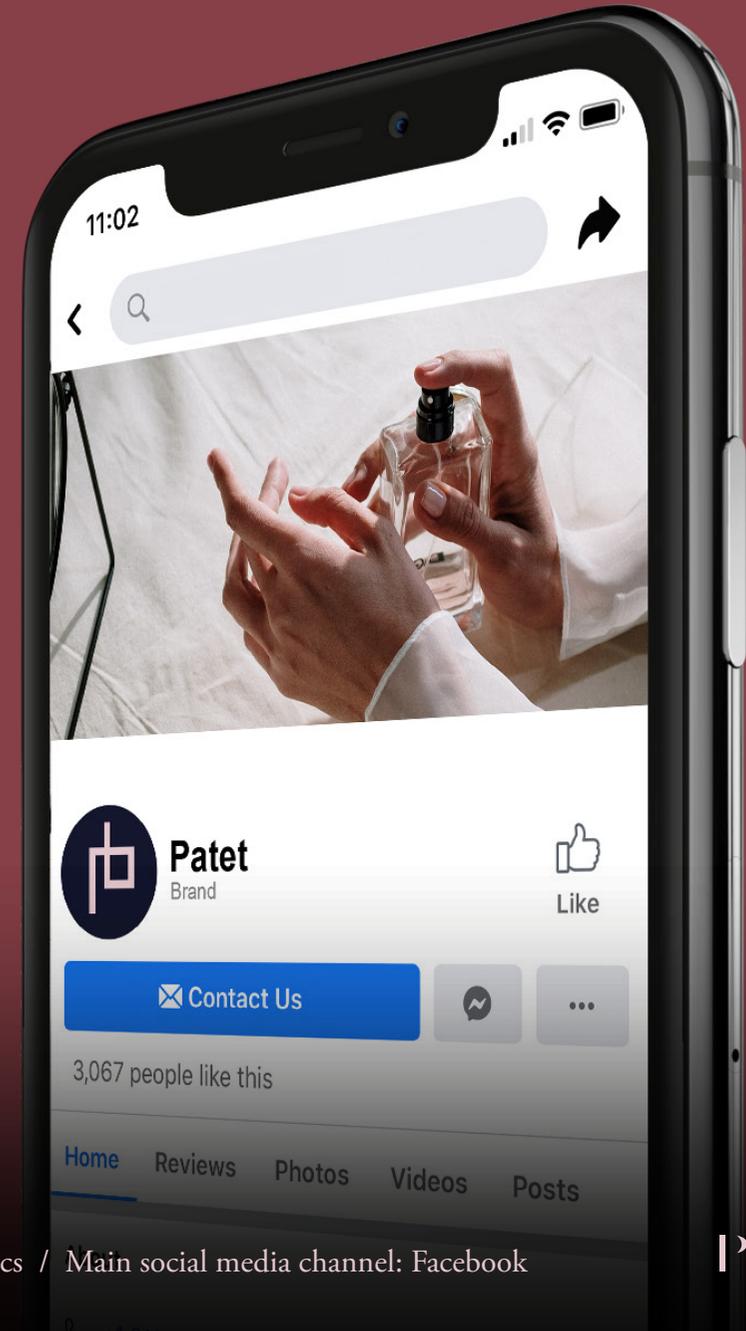


Overview

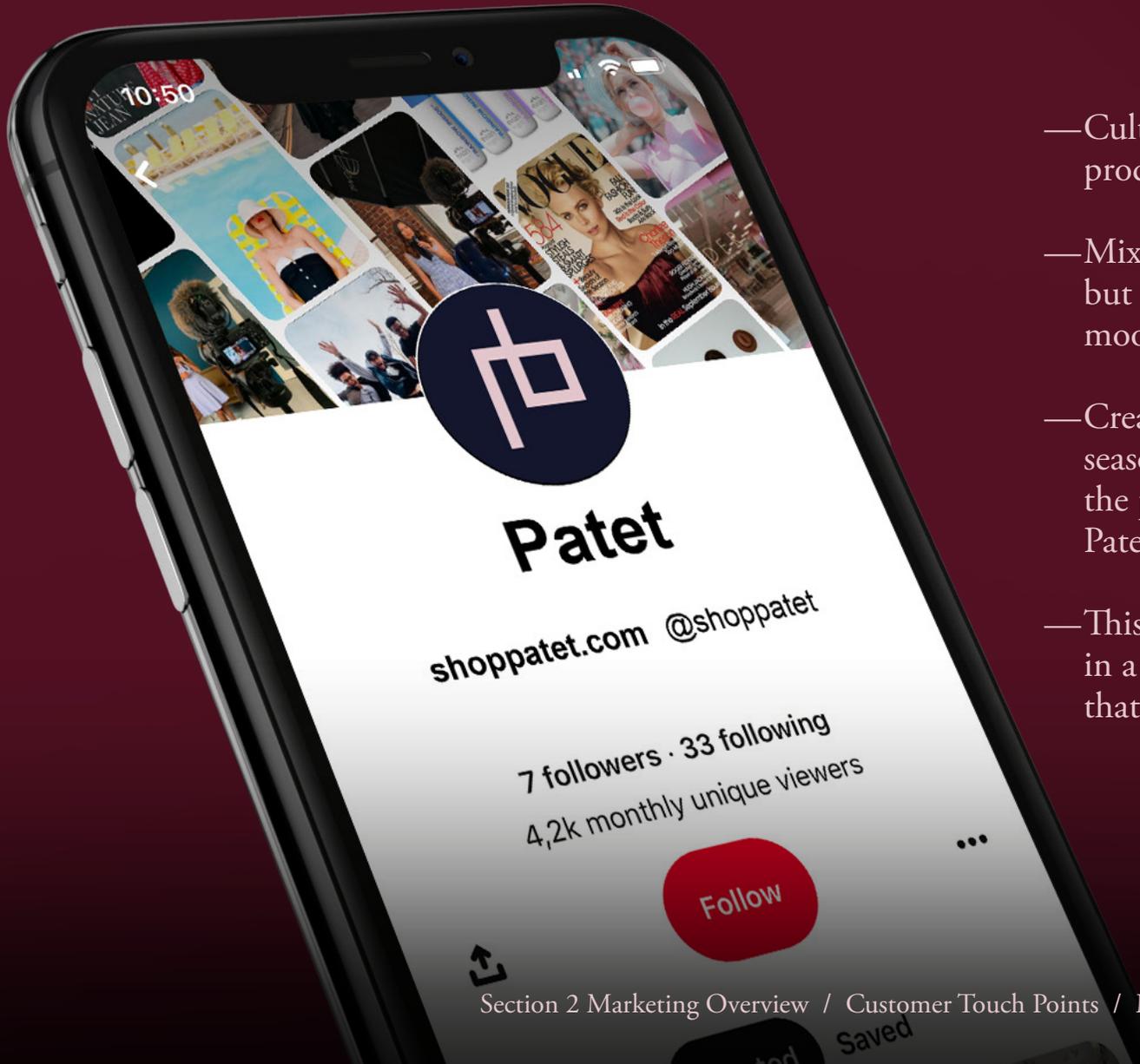
- Social media channel to cultivate an interactive and experiential digital environment
- Cross promote with influencer channels
- Use a mix of videos as well, like with Instagram
- Highlight new products
- Unboxing
- Lifestyle shoots

Main social media channel: Facebook

- Cross-post pictures between Instagram and Facebook
- Highlight longer videos on Facebook than you can on Instagram
- Use the longer form written post nature of Facebook to paint a picture with words: share longer customer stories, recommended lists, curated albums and personal anecdotes that you can't on Instagram



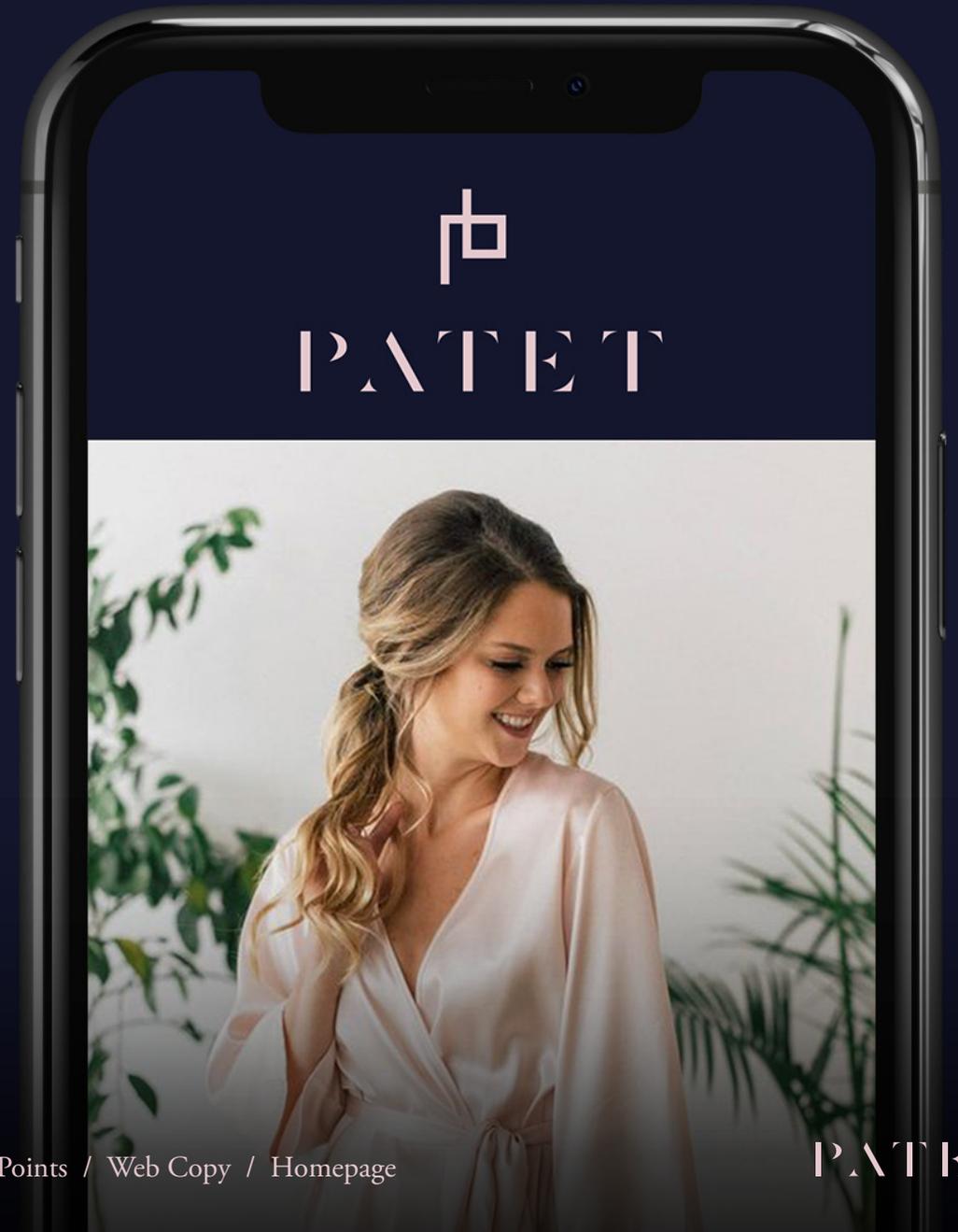
Main social media channel: Pinterest



- Cultivate aesthetics and highlight core collections, featured products, centerpieces, etc.
- Mix it up with your pins! Obviously highlight Patet products, but use the visual nature of Pinterest to create emotional mood boards for your audience
- Create “immersive experiences” built around holidays, seasons and products (have saved boards to inspire planning the perfect dinner party, a holiday decorating board, using a Patet product as an inspiration piece for ‘the perfect day’, etc.)
- This will be your opportunity to ‘speak’ to your customers in a visual language and draw them in with luxe imagery that highlights the heart and soul of the Patet DNA

Homepage

- Invoke idea of a welcoming yet exclusive narrative by strongly featuring the Patet icon on the homepage
- Include a tagline from section one as a header
- Use rich, vibrant colors from ID palette to set a luxurious tone
- Keep homepage copy minimal to invite further exploration
- Use unique headers for web page sections
- Focus on product and lifestyle images over text



Web Copy



About (aka “WHO”)

- Keep the About copy youthful and fun – no boring, pretentious mission statements or diatribes here!
- Start by talking about Patet personified: just as we explored in Section 1, Patet is “the coolest girl at the party” and “the best friend that’s always up for an adventure”. By giving Patet a personality, the customer is drawn in.
- Next, explain what Patet is (a curated gifting service for the cool and cultured) and a bit about the inspiration behind founding Patet (backstory on Angela and the journey from Spoiled to Patet)
- End by setting up Patet as a club and a narrative for the customer to join in on. Invite them to **EXPLORE MORE**, create personalized experiences for them and for their friends, and to sign up to be on the **PATET GUEST LIST** (aka the newsletter).

Web Copy

Example About:

Patet is many things: friendship, connection, fun, parties and whimsy. We bring those elements to the Patet family in the form of curated gifting experiences, perfect for keeping the flames of friendship alive and delivering a lil bit of excitement into the everyday - and we have fun doing it!

Founder Angela Yerosian took her passion and natural talent for bringing people together in style (think Insta-worthy table settings, perfectly planned parties you couldn't wait to post pics from, easy conversations leading to new friends, new inside jokes and a group chat eagerly anticipating the next shindig) and combined that with her experience in curating personalized (adorable) gift boxes for new moms/baby showers/etc. To create Patet, the cool kid's way to share an experience with friends, no matter the distance.

Patet offers hand-picked items you won't find anywhere else: from fun yet elegant statement jewelry to colorful candy surprises, Patet is about the journey and the destination. Opening a box from Patet is opening a fun-filled adventure. We invite you to EXPLORE MORE Patet stories and create your own gifting experiences. Sign up for the PATET GUEST LIST to be in the know. We're so happy you're here!

Product Pages (aka “WHAT”)

- Break down product pages by “curating your moment” for self, for friends, for family
- Narrow down selections further from there, by type of family member/friend and/or by occasion
- The goal is to help the customer home in as specific as possible on the right experience
- Also offer a “choose your own adventure/journey” option to select items a la carte
- Each product should have a description similar to Patet’s own about: That is, each item should have a personality and each description should use imagery to set a scene and invoke emotions.
- While product specifications should be included at the end of every product detail, the goal is to capture excitement and plant an imagined scenario in the customer’s mind.

Example Product Description:

The Holiday Happiness box is a literal chest of joy. The magic of a winter wonderland? Check. A little sprinkle of Santa jolliness? Totally check. In festively rich reds, golds and whites, unwrapping this box is a present in itself. Spread some cheer to your loved ones (and yourself – self love isn’t a Grinch move!), curl up with some cocoa and unbox a luxe, holiday micro moment.



Blog aka “ENTRIES” or “LEDGER”

- Treat the blog as Patet’s personal party ledger and journal of experiences. Each entry should tell a story.
- Share real-life anecdotes or simply world build and tell imagined stories
- Highlight featured customer stories
- Incorporate products via backlinks and CTAs
- Date each blog post like a journal entry
- Start posts as if talking to or texting a friend, to keep the tone light and accessible, ie. “Hey!” “What’s up?” or “Guess what?”
- End blog posts in a similar fashion, by signing off with a name



Blog aka “ENTRIES” or “LEDGER”

Example:

Hey!

So it’s almost Halloween and that means a few things in my world: spooky szn movie marathons, tons of candy and some fab costume parties. In fact, those three get rolled up together a lot. What starts as a costume party always ends up with the five of us half in costume and half in sweats, a big bowl of fun size chocolates, and a Netflix watchlist that we seem to always fall asleep to.

I’ve got one friend, though, who loves everything about Halloween except for the scares, so we’ve perfected the balancing act of movies that keep the jump scares light and the spookiness fun:

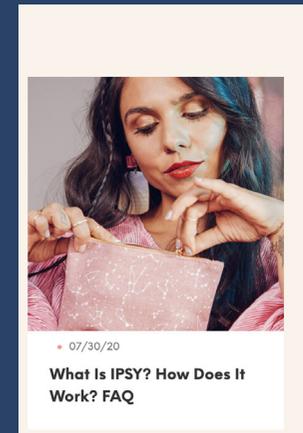
- Any Scooby Doo movie, for the ghouls and the nostalgia
- Those old 1950s Vincent Price flicks, where the laughs are always a little cheesy
- Hocus Pocus (duh)
- All the Halloweentown movies (except for the last one, of course)
- The Nightmare Before Christmas (because we all have that one mistletoe and holly friend, too)

Of course, most important is the snacking, so once we exhaust the honestly-not-super-great mini Hershey’s, we do a full on sugar-fueled TREAT YO SELF Halloween edition with our fave Fruity Cereal Candy , to round it all out.

How do you celebrate a season of sweets, spooks and soirees? Let us know in the comments!”

Examples and inspiration:

- Mix up product-based posts with narrative posts like Ipsy
<https://www.ipsy.com/blog>
- Make your blog feel special and elevated by designing it in an editorial fashion, like Louis Vuitton’s “magazine”
<https://eu.louisvuitton.com/eng-e1/magazine>
- Consider a Pinterest/Tumblr aesthetic and alternative to set yourself apart, like Taylor Swift
<https://taylorswift.tumblr.com/>



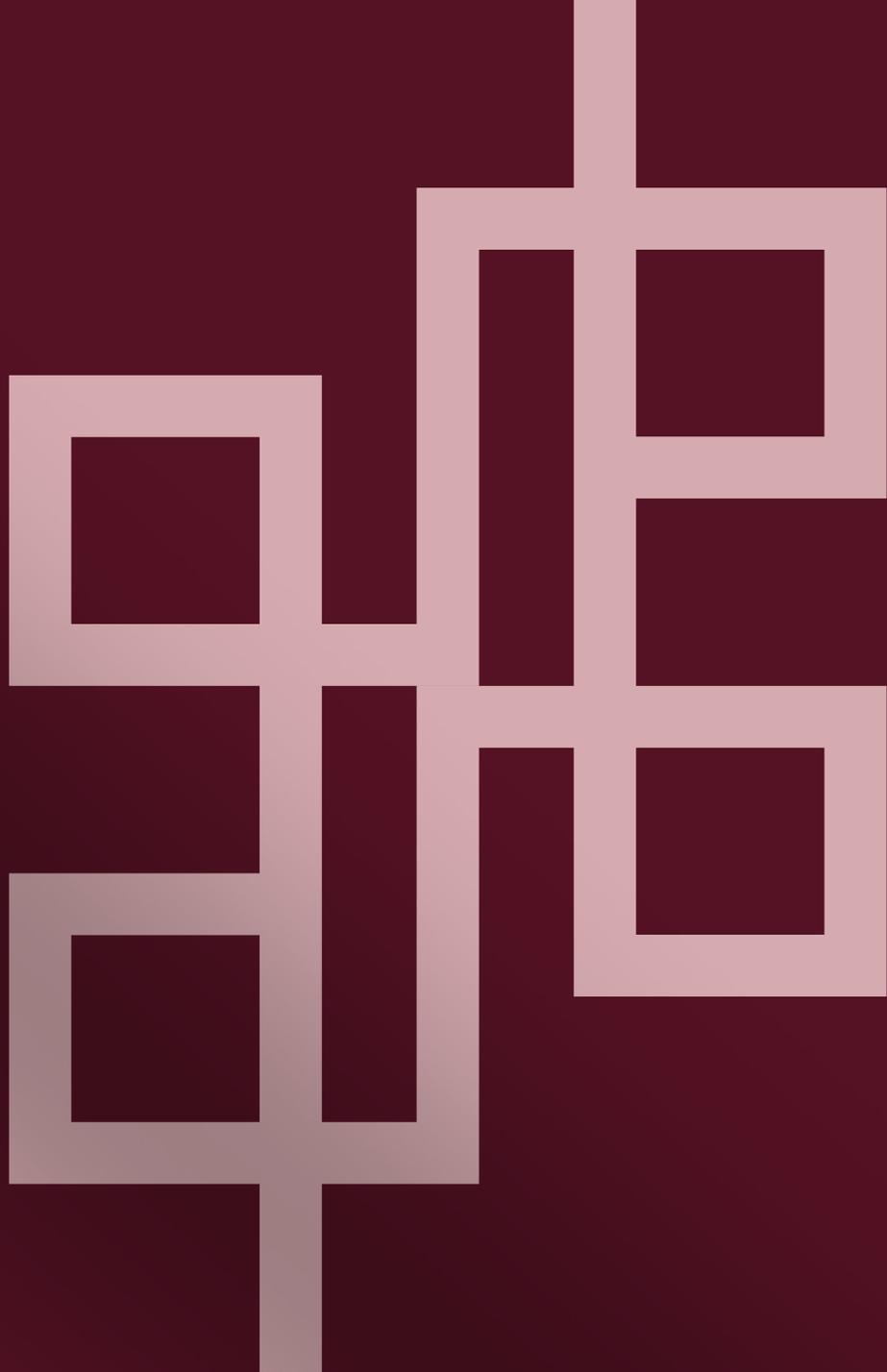


3

Social Media

Concept & Objectives

Connecting with an audience via social media will be one of your main forms of communication. Because of this, it is important to maintain consistent messaging and tone, adjust strategy via platform and connect with influencers and key personalities.



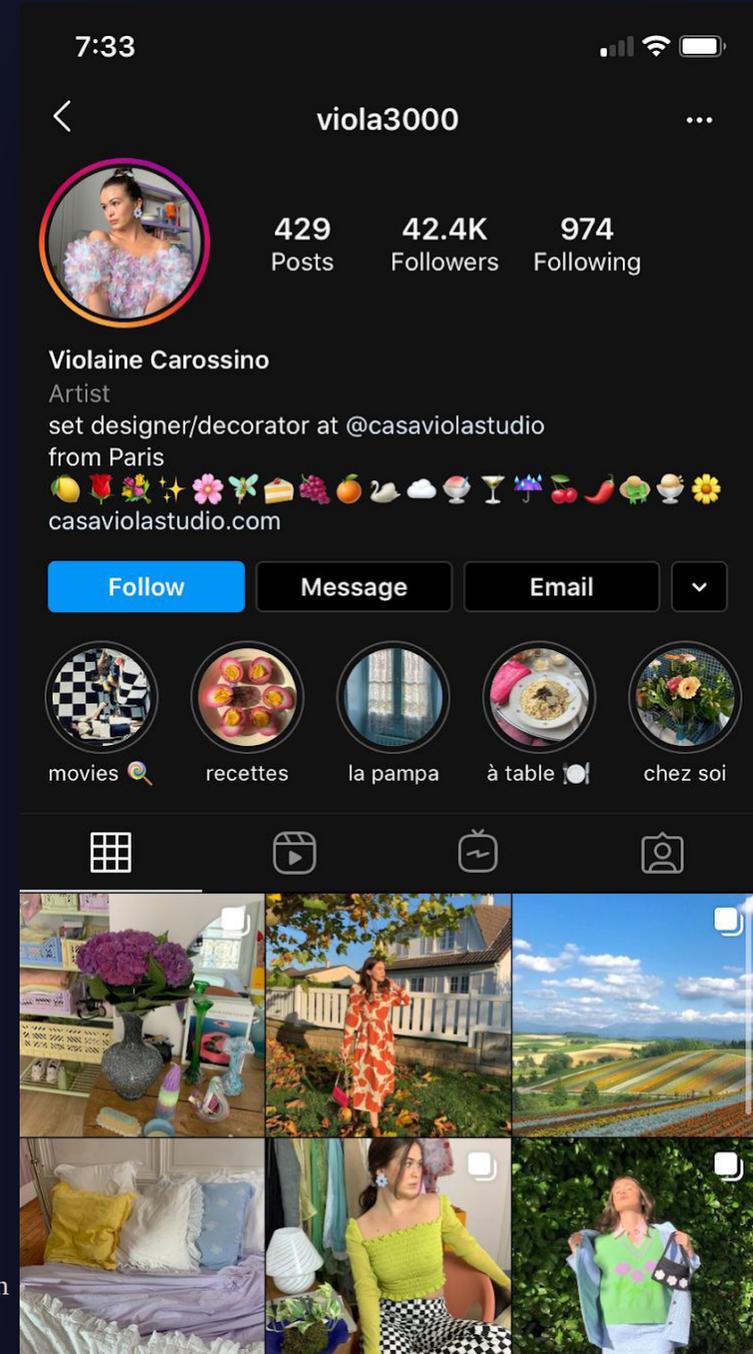
Instagram

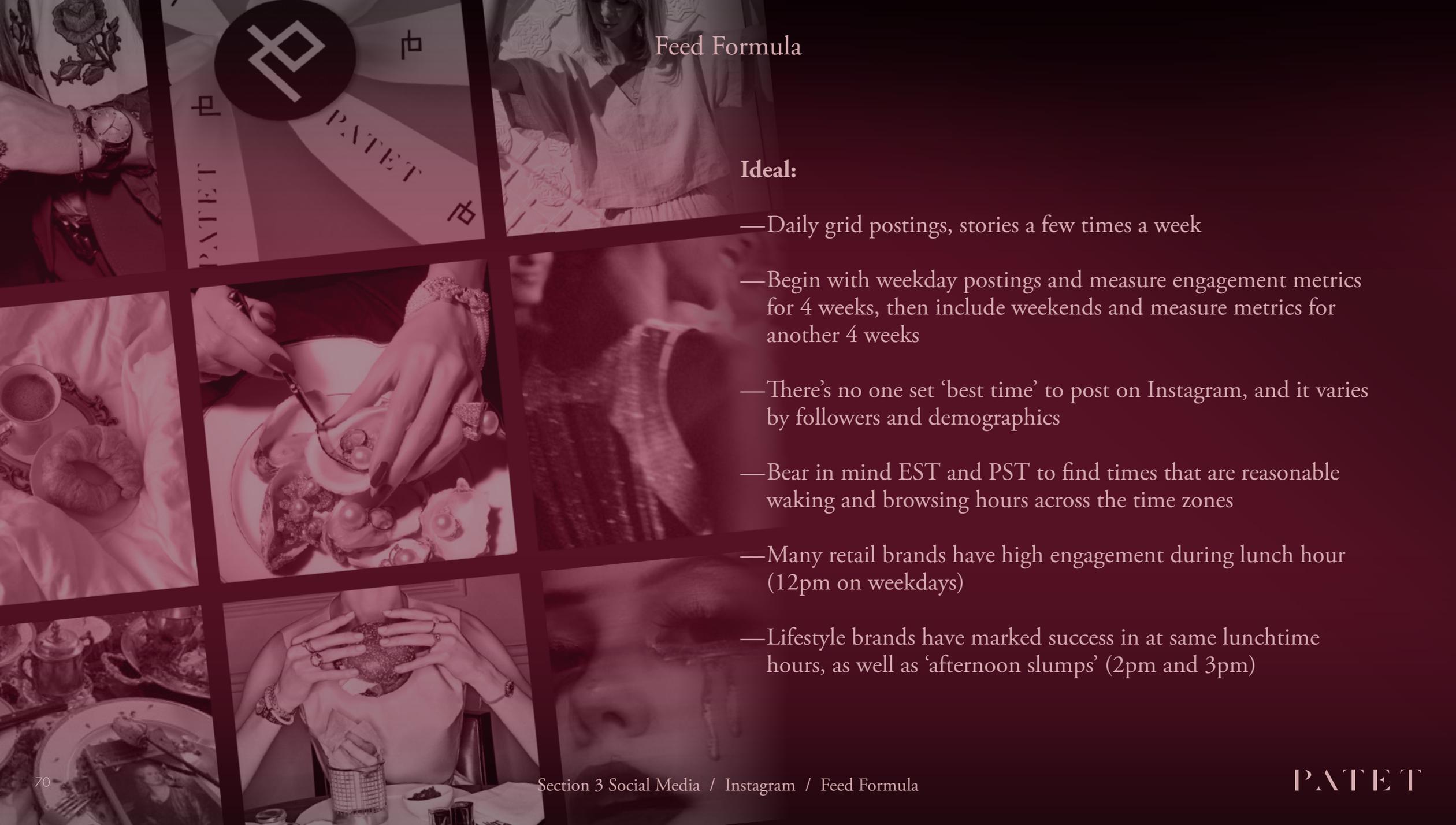
Instagram

Instagram will be one of your two main platforms for sharing aesthetic content and highlighting products visually. Your focus will be visually cohesive content that tells a story while connecting your brand with influencers in the community.

Ideal IG To Emulate:

@viola3000





Feed Formula

Ideal:

- Daily grid postings, stories a few times a week
- Begin with weekday postings and measure engagement metrics for 4 weeks, then include weekends and measure metrics for another 4 weeks
- There's no one set 'best time' to post on Instagram, and it varies by followers and demographics
- Bear in mind EST and PST to find times that are reasonable waking and browsing hours across the time zones
- Many retail brands have high engagement during lunch hour (12pm on weekdays)
- Lifestyle brands have marked success in at same lunchtime hours, as well as 'afternoon slumps' (2pm and 3pm)

Bio

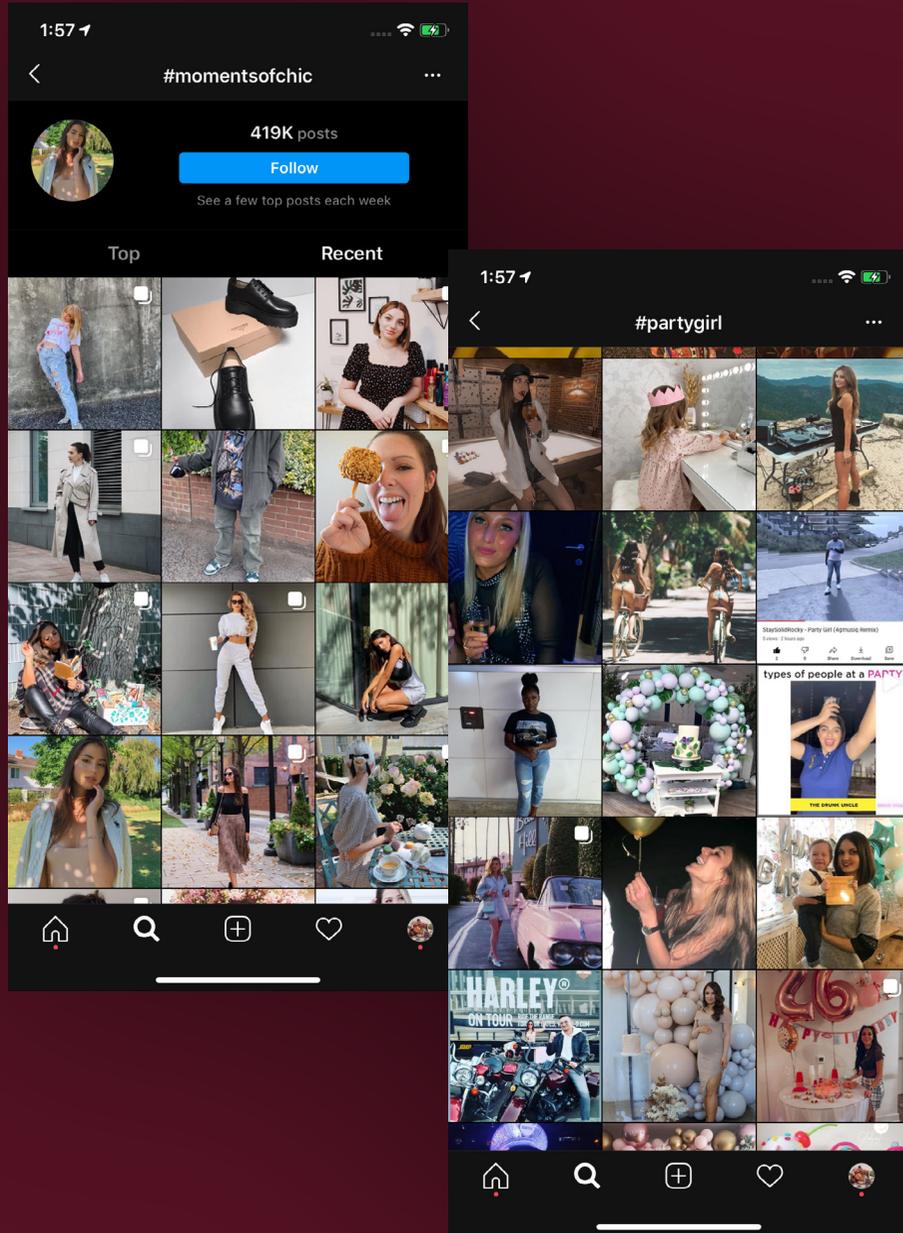
- Incorporate core values and key phrases
- Important to highlight both Patet as a gifting service and a fun lifestyle community

Examples / options:

- Celebrating micro-moments and unboxing joy
 - Gifting, celebrating, experiencing, connecting
 - Elevating connections, delivering micro moments
- Link to website



Hashtags



Ideal:

—Hashtags should be purposeful: nothing that cheapens the brand or is not directly aligned with aesthetics and values and nothing that is too general or basic

—A mix of fashion, lifestyle, parties, friendship, luxe

—Should have a healthy mix of tags with a lot of uses (250K+, to appear in front of the most eyes) and with less posts attached (less than 250K, to have an easier time being seen and not buried in tag exploration)

Examples to use:

#party #lifestyle #lifestyleig #luxe #unbox #unboxing
#gift #gifting #swap #goals #giftinggoals #makingmemories
#lifestyleblogger #partygirl #hostesslife #Unboxingmoment
#connectedbylove #momentsofchic #presenttime #patetime
#micromoment #styleblogger

Examples NOT to use:

#bffs #friends #friend #fashion

Posts

Keep in mind key visual aesthetic:

- Luxe, opulence and rich tones but bright
- Visual mix of Patet products / boxes, unboxing videos, lifestyle aesthetic images, etc.

Recommended:

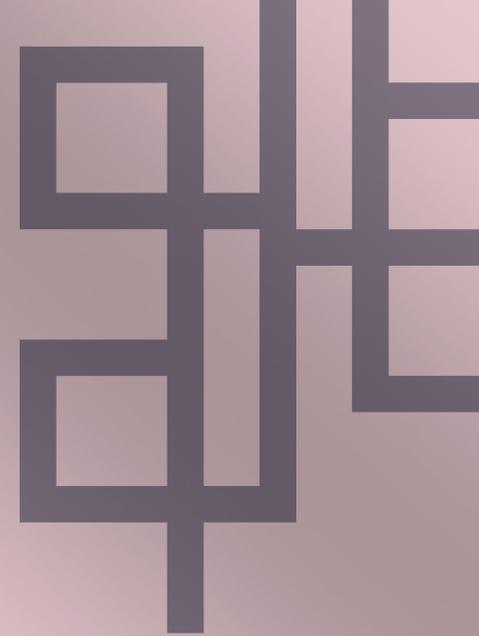
- No filters
- Edit via brightness, contrast, saturation, highlights, shadows and fade
- Intensity at -20 to 20

Ideal post metrics:

- Instagram profile picture size: 110px x 110px
- Instagram photo sizes: 1080px x 1080px (square)
- 1080px x 566px (landscape)
- 1350px x 1080px (portrait)
- Instagram Stories size: 1080px x 1920px
- Maximum Instagram video length: 60 seconds

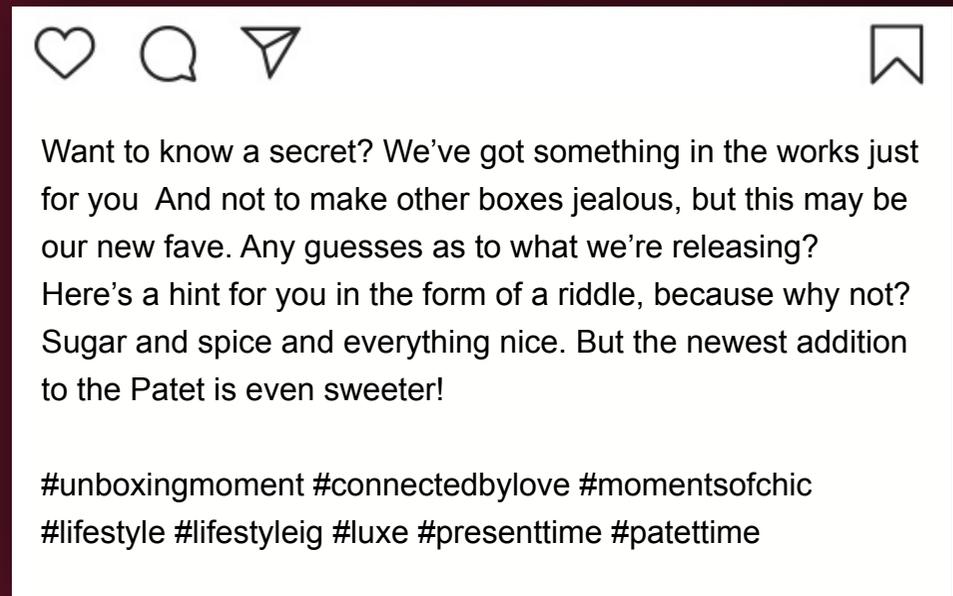
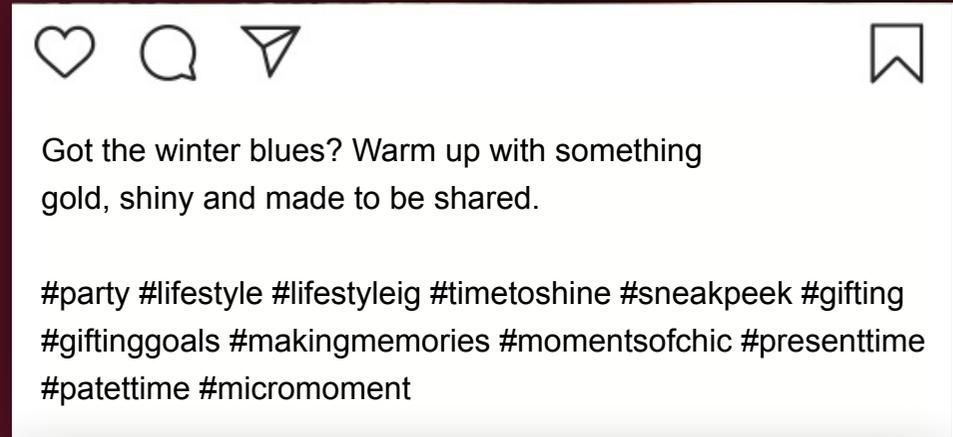
Focus on Patet products and aura:

- Lifestyle shoots
- Richly colored / textured layouts
- Product showcases (detailed shots and close ups of items)
- Video content of boxing / unboxing
- Curate customer videos of unboxing to share via IG Stories

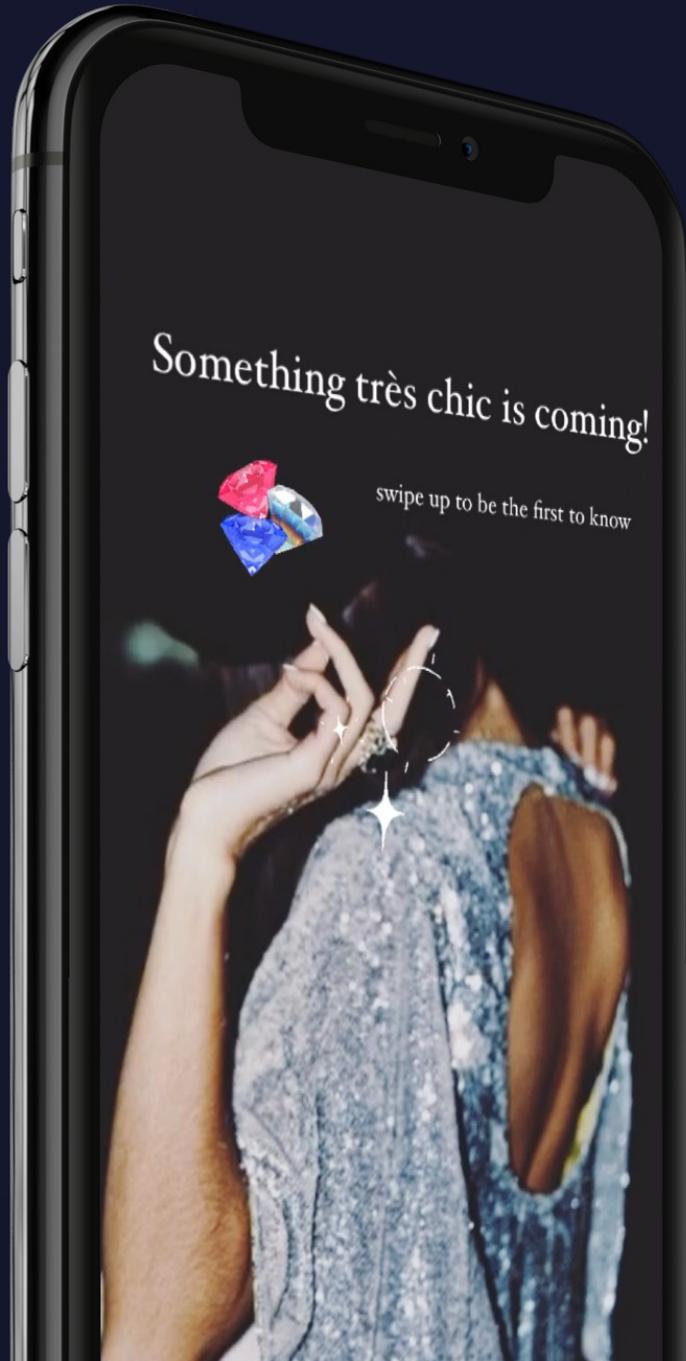


Captions

- Use consistent hashtags
- Captions should always tell a story: Patet is about the journey and the experience as much as the products
- Mix up caption lengths: around 50–75 words to tell the story behind photos or of friendship/an event, use 5–20 words to capture “snapshots” of quick emotions
- Use emotional language to build a connection with your audience
- Use IG captions as a chance to bridge personal collections – share inspiration behind products or color choices, or talk about the personal experience of building a collection or creating a perfectly set party space
- Keep captions centered on one story: Focus on inspiration or behind the scenes or a single anecdote



IG Stories



— IG stories are a great way to share some more relaxed, authentic moments and looks behind the scenes, as well as build excitement.

— These can be used as more personal connections to an audience and will be an excellent place to share video updates.

Video Story Examples:

— Highlighting a party setup

— An update of individual products or cohesive boxes

— Best used for updates, promotions and more ‘slice of life’ posts that don’t fully fit into the curated aesthetic of your grid

— Include yourself in the video story examples for a more personal touch and an experience that can;t be found elsewhere. Ex: Talk about a latest party setup, feature fave centerpieces, share favorite party photos for that nostalgia factor - cement the “party/connections guru” status with these personal video diaries.”

IG Stories



—Call attention to events, promos and sign ups

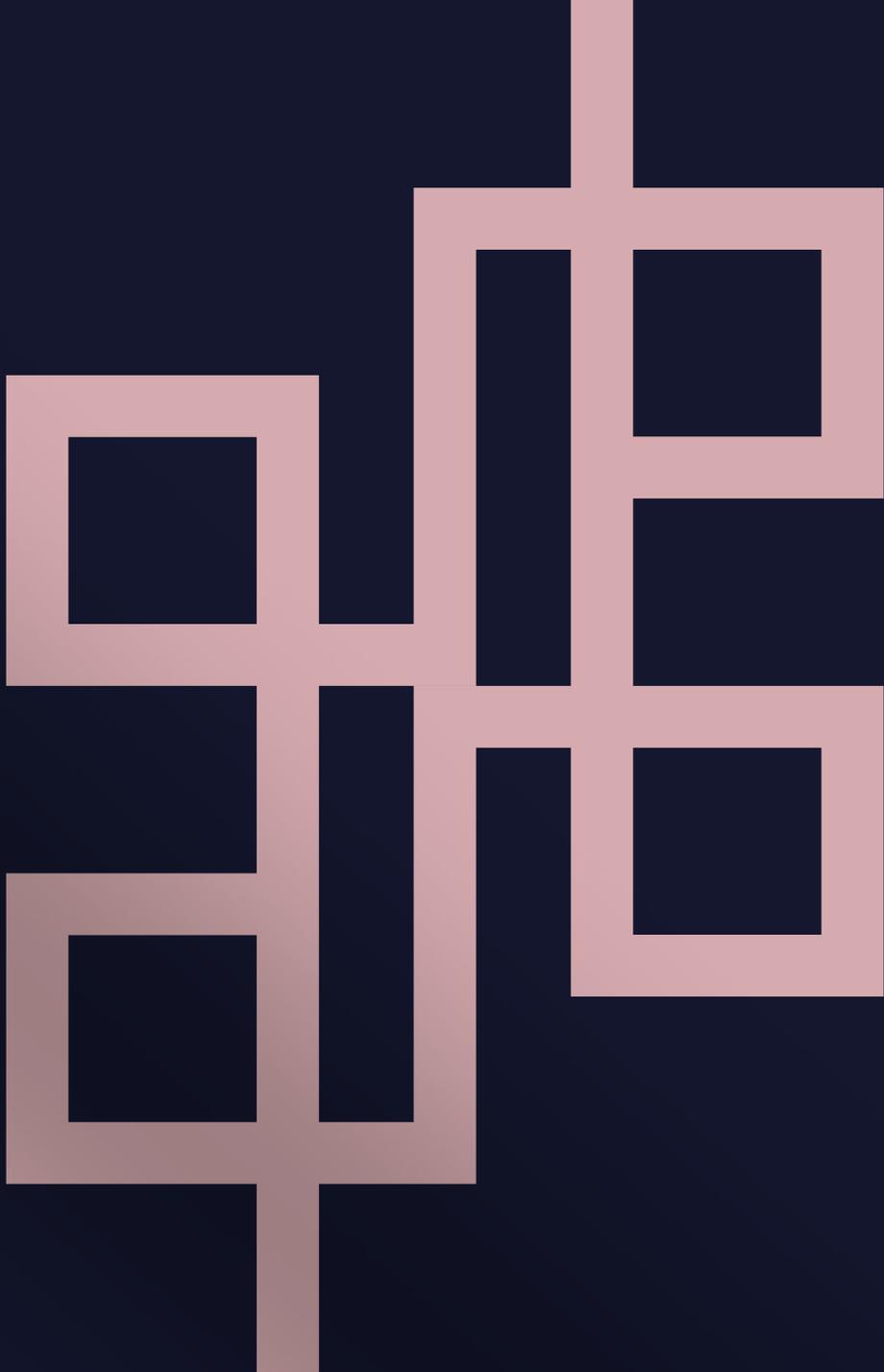
—Taking audience on a behind-the-scenes of some designs – Hosting an IG Live Q&A and taking questions directly from the audience

—You can also use the polls feature in Stories to get feedback on product selection

Recommendations:

—Recommended filters: Normal or Lagos

—Recommended type: Classic, Neon or Serifs



Facebook

Facebook

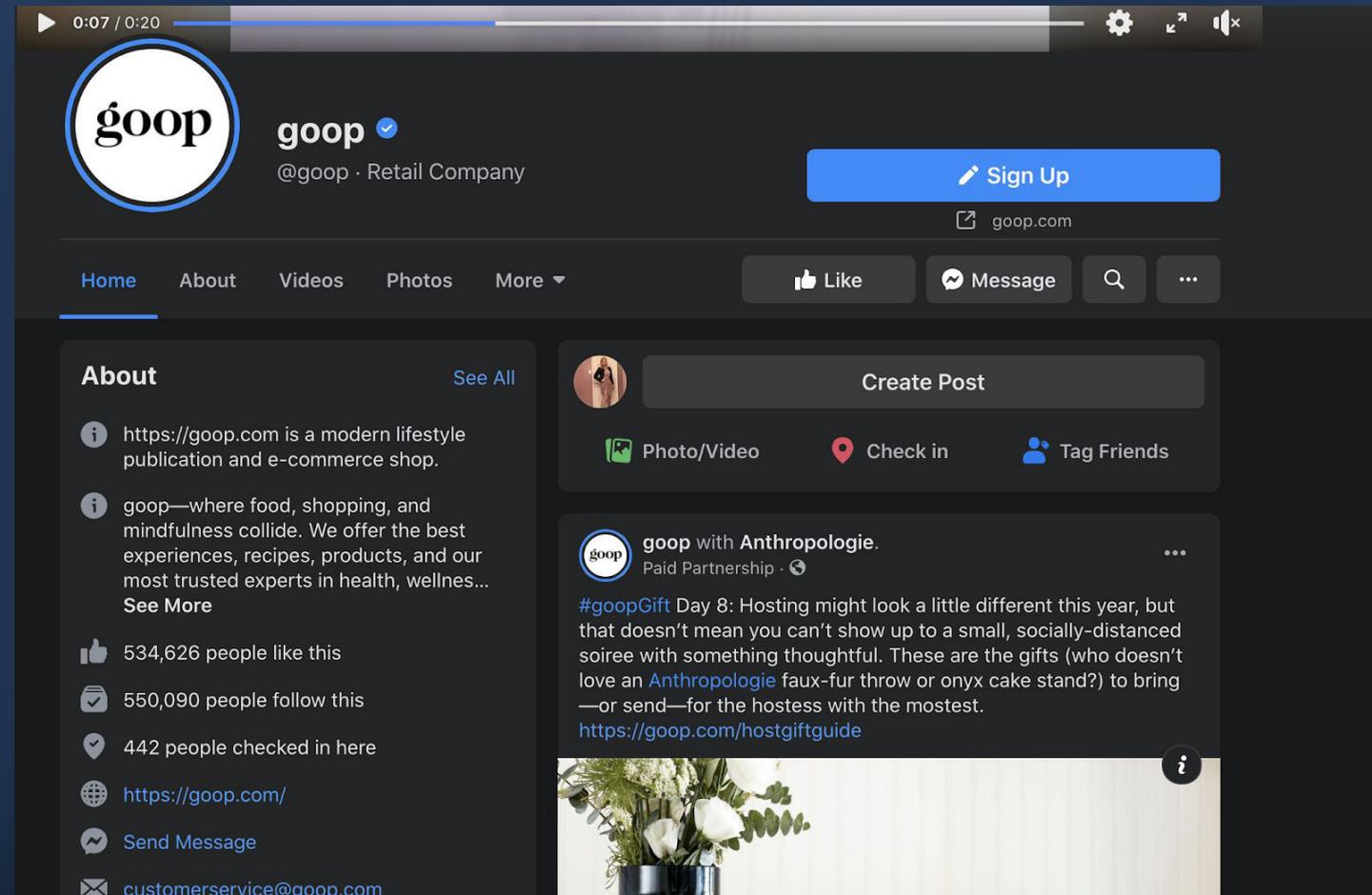
—Facebook will be your biggest source for sharing news, events, full collections and promotions

—Use these posts and their ability to be more written-heavy to infuse your own passion for the brand, for hosting, for connections, etc.

—You can also use the Facebook album feature to showcase entire collections as released

Ideal IG To Emulate:

@Goop



Posts / Photos



180px x 180px



820px x 462px



1200px x 630px

— Ideal image sizing:

- Facebook profile picture size: 180px x 180px
- Facebook cover photo size: 820px x 462px
- Facebook link image size: 1200px x 630px
- Facebook image post size: 1200px x 630px

— Keep in mind key visual aesthetic:

- Bright and bold interpretations of luxury and opulence
- Visual mix of solo products, full boxes and lifestyle luxury images

Patet example:

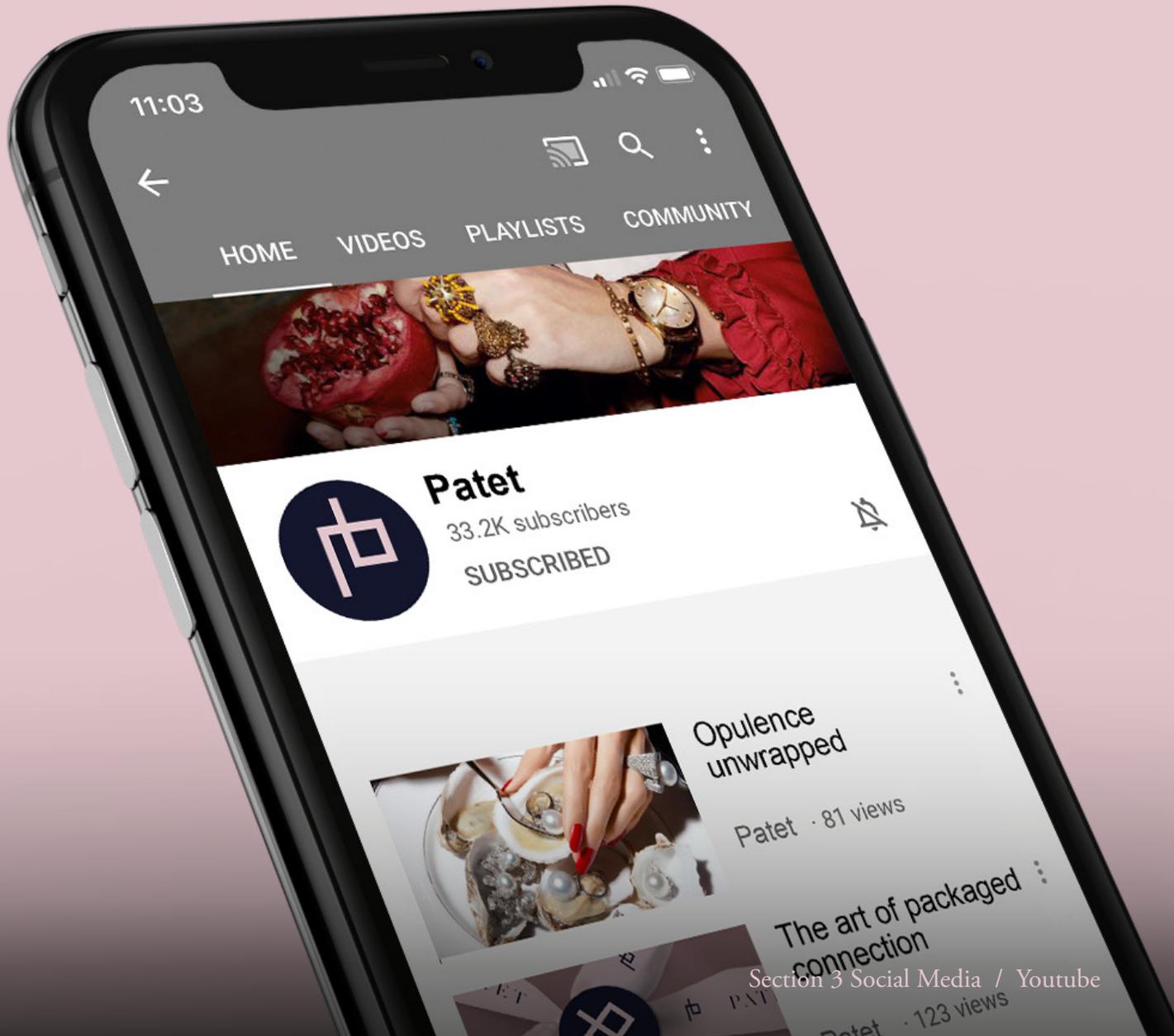
School's out for summer, and at Patet that means something FUN is coming! 😊 As you finish off that last term paper, book that next vacation and sign out of Slack for some well-deserved rest, WATCH THIS SPACE for something to spice up your summer even more!"





Youtube

YouTube



YouTube will be your immersive platform for behind the scenes looks, cultivating an involved community and sharing more behind the scenes and event-focused content

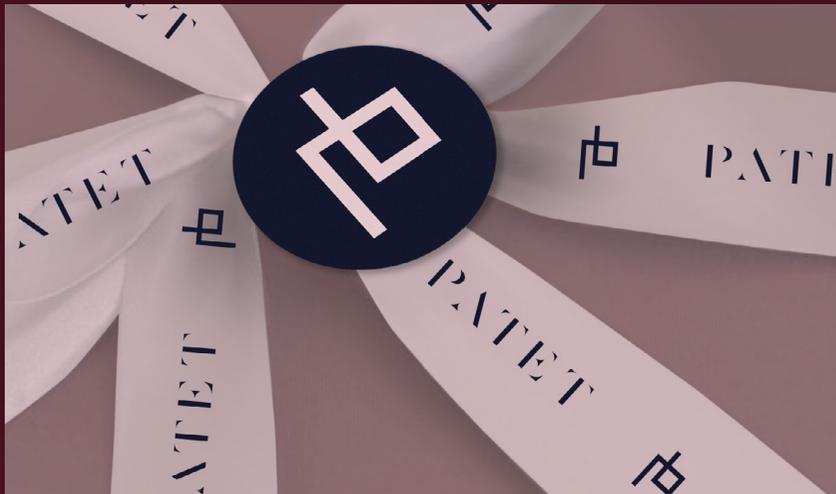
Metrics



2560 x 1440 px
(desktop)



1546 x 423 px
(mobile)



1280 x 760 px

— Ideal image sizing:

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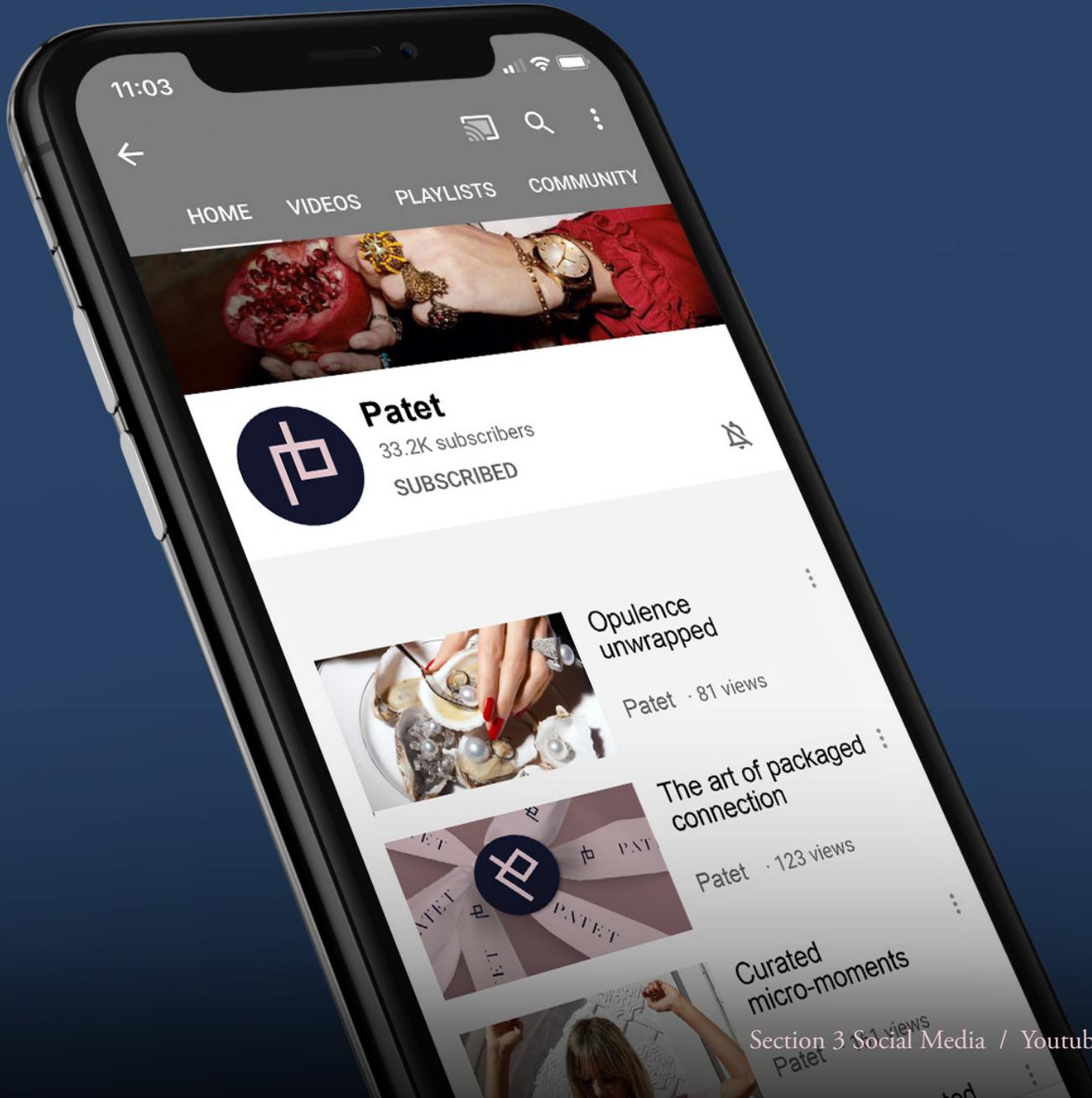
Frequency

How often to be posting

Max out posting to twice a day; alternate days of one posts or two posts – stagger timing throughout the day as you get more data on best reach and engagement.

During heavily promotional periods, such as Black Friday sales, increase posting to up to four posts a day.

Titles



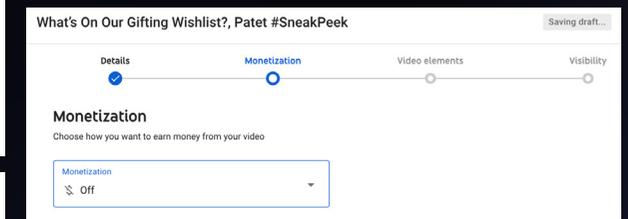
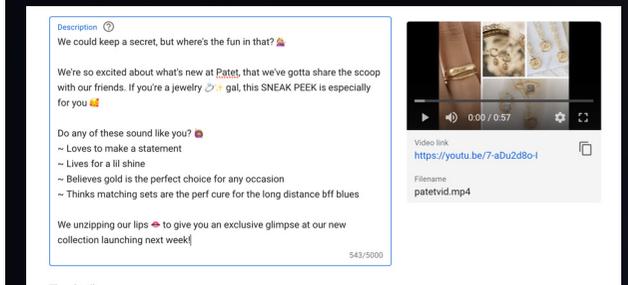
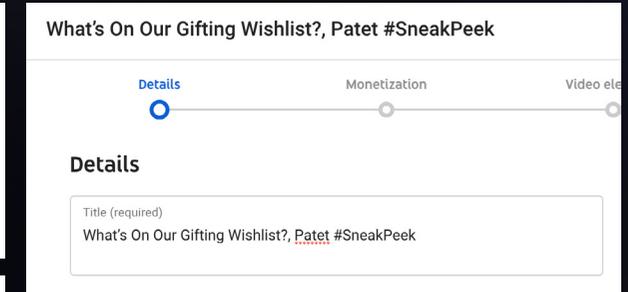
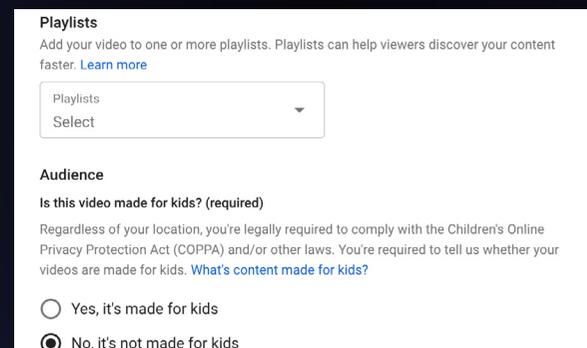
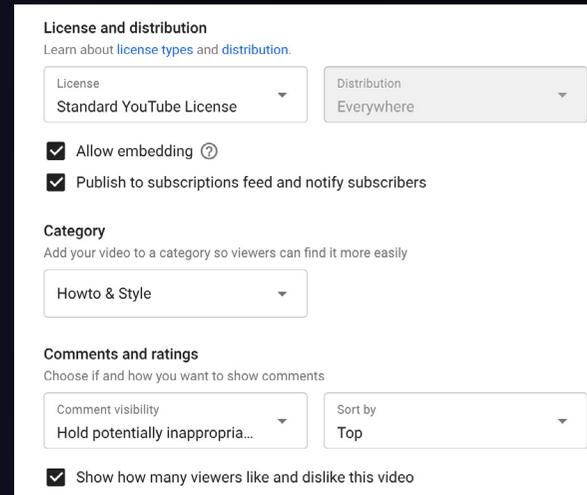
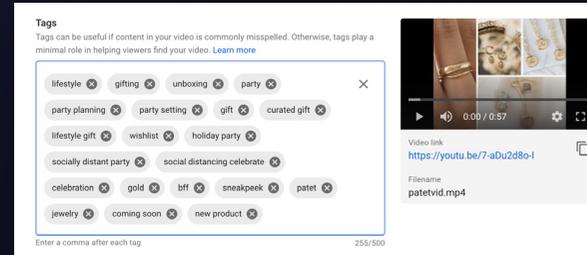
Conventions to follow for consistency

- Titles should follow a naming pattern, but no two titles should look alike
- Each title should start with a unique identifier but follow a template
- Title and video content examples:
 - New BFF Box, Patet Summer 2021
 - What's On Our Gifting Wishlist?, Patet #SneakPeek
 - 5 Ways to Elevate a Holiday Table Setting, Hosted by Patet
 - The Socially Distant Celebration: How To Glam It Up While Apart, Hosted by Patet

Descriptions

How to craft consistent video descriptions

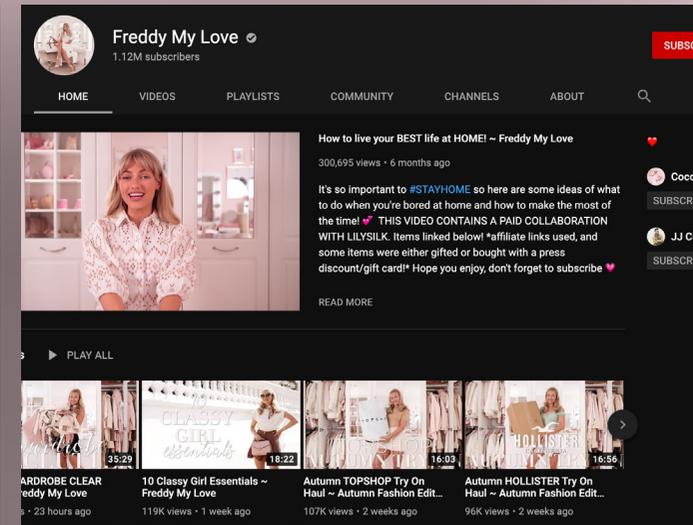
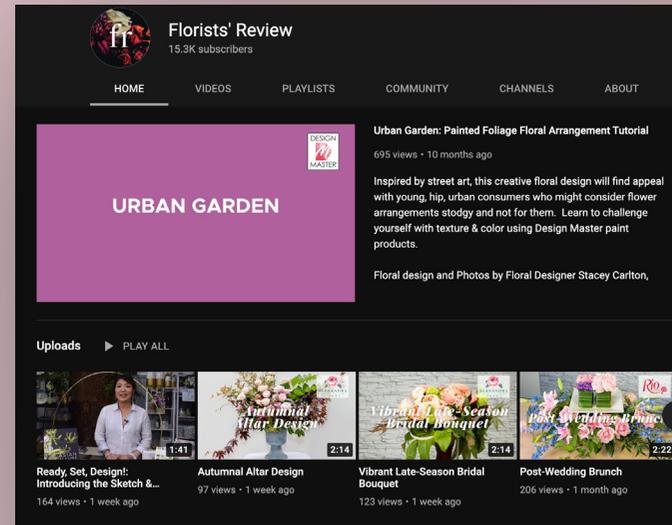
- Descriptions should be longform and purposeful: ‘ Thoroughly describe the video and provide enough context to peak interest, as well as cover as many key words as possible.
- Descriptions should end with one or multiple CTAs, including links to products, links to partner sites, invitations to subscribe, etc.
- YouTube descriptions give you the opportunity to “write long” - use this as a chance to tell a story, longer than on Facebook and far longer than on Instagram. This is a prime opportunity to harness passion points. Really lean in to calling “subscribers” your “friends” or “guests”
- Be sure to turn off monetization and check that the video is not for kids
- Utilize tags to categorize the video so it will populate to search terms
- Tag examples: lifestyle, gifting, unboxing, party, party planning, party setting, gift, curated gift, lifestyle gift, wishlist, holiday party, socially distant party, social distancing celebrate, celebration, gold, tff, sneakpeek, patet, jewelry, coming soon, new product



Who To Subscribe To

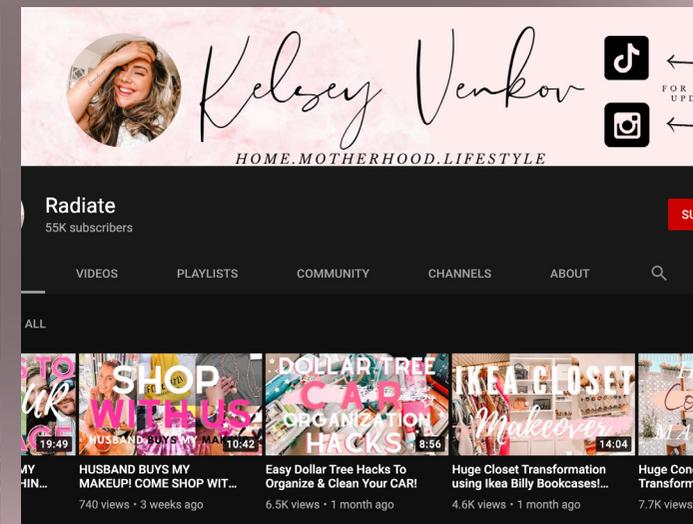
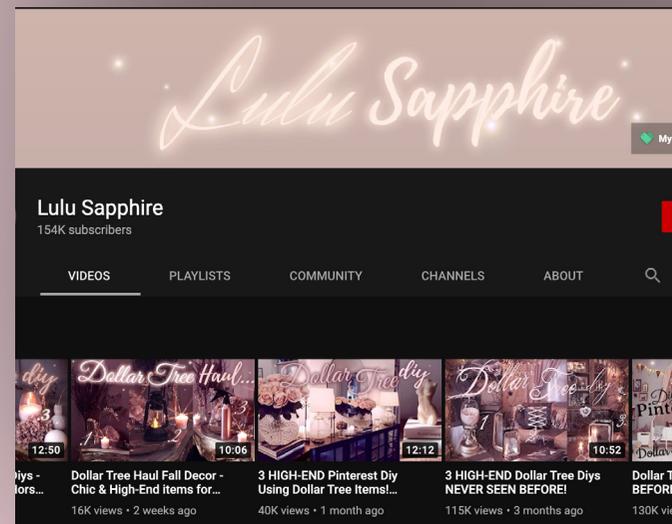
Radiate

- 54.9K subscribers
 - Lifestyle mix including beauty, parties, events, home decor with a fun yet elevated aesthetic
- / Channel / Example Video**



Lulu Sapphire

- 153K subscribers
 - Whimsical decor personified, Lulu Sapphire creates aesthetically pleasing DIY decors that are pretty and invite the viewer into a well-defined world
- / Channel / Example Video**

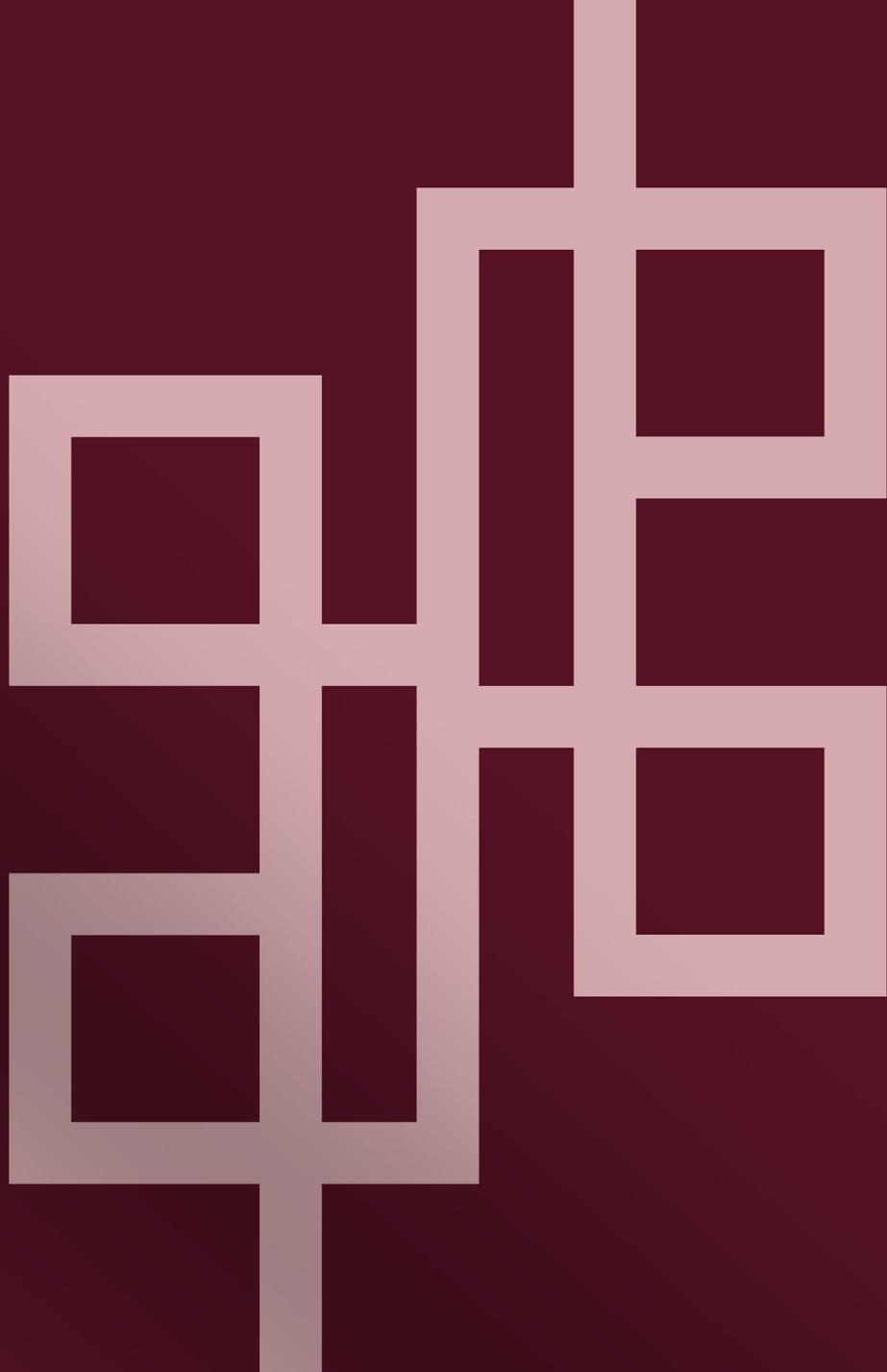


Florists' Review

- 15.3K subscribers
 - Focused on floral arrangements, they bring a fun eye to various floral arrangement creations
- / Channel / Example Video**

Freddy My Love

- 1.12M subscribers
 - This channel is the height of aspirational whimsy and playful luxury, with fanciful visuals and an engaging community
- / Channel / Example Video**



Pinterest

Post Sizing Metrics



600px x 900px



1000px x 1500px



2000px x 3000px



800px x 450px

Ideal image sizing:

Board images: Think vertically – Pinterest pictures are better suited to portrait rather than landscape

—Recommended aspect ratio: 2:3

—Small picture size: 600px x 900px

—Medium picture size: 1000px x 1500px

—Large picture size: 2000px x 3000px

Pinterest header: This differs from the pinned image metrics

—16:9 ratio

—Ideal: 800 px x 450px

How often to be posting

— With Pinterest, a picture speaks more than a thousand words, so keep your bio short and sweet. It is recommended to use a tagline and include the link to your website.

Examples:

- Gifting, elevated. Connection, ignited.
www.shoppatet.com
- The art of gifting, connecting and surprising:
Curated micro-moments. Join the party at
www.shoppatet.com



Boards & Images

Your Pinterest business account should feature a distinct mood and visual point of view. This is achieved by creating a strong and visually cohesive collection.

Boards

You should create boards that are centered around different themes, from products to aesthetics, such as:

- Holiday boxes
- Product features
- Boards dedicated to everything in a single box collection
- Party decor
- Aspirational lifestyle aesthetics
- Patet candy selections
- Patet jewelry selections
- Summer parties
- Wrapping / packing / envelopes
- Gifts Under \$100
- Boyfriend Boxes
- Party Favors
- BFF Gifts



Images



Images should be considered in two ways:

- Do they look good and stand out solo?
- Do they fit in with the aesthetics of your board?

Use the Patet brand colors and photoshoot direction from the DNA to keep in mind key attributes:

- Luxe, rich, bold color
- Contrast: Texture, color and even the aesthetic contrast of something luxury against the everyday
- Highlighting the product
- For each image, you should include a short, inviting caption with a CTA.
- Be cute, be conversational - feel free to include emojis to amp up the whimsy

Caption examples:

- Chocolate or jewelry: Which treat is sweeter to you? Comment 💎 or 💍 to let us know!
 - You light up our world ✨ Check out this sparkling beauty: [LINK](#)

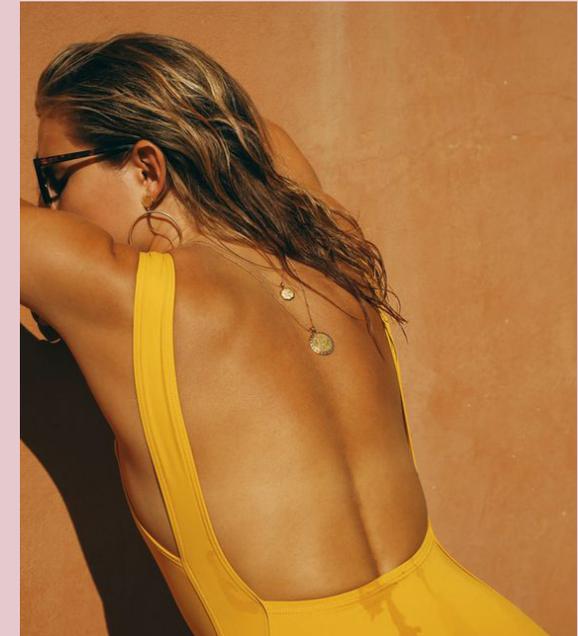
Who To Follow, What To Pin

Following other creators in the same aesthetic space as Patet will grow your following, increase your reach and even help inspire you in the lifestyle branding space.

Images to pin:

Search relevant tags that are aligned with Patet:

- Luxury gifting
- Party planning
- Party decor
- Party aesthetic
- Gifting ideas
- Opulence aesthetic
- Glam aesthetic
- Luxury gifts



Who To Follow, What To Pin

Eye Candy Creations

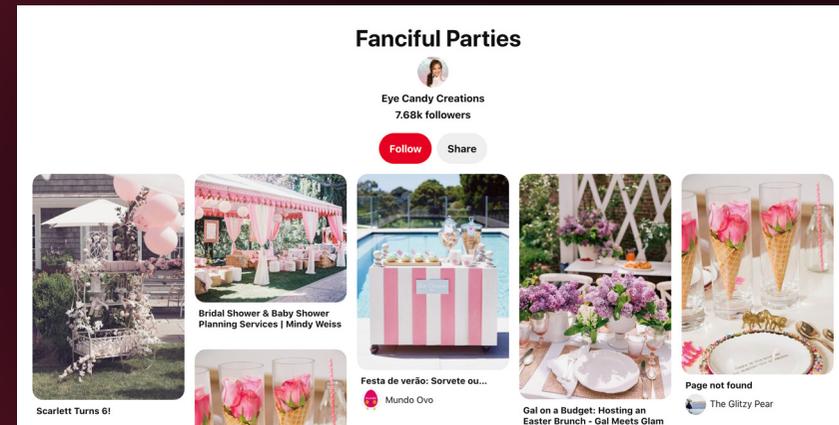
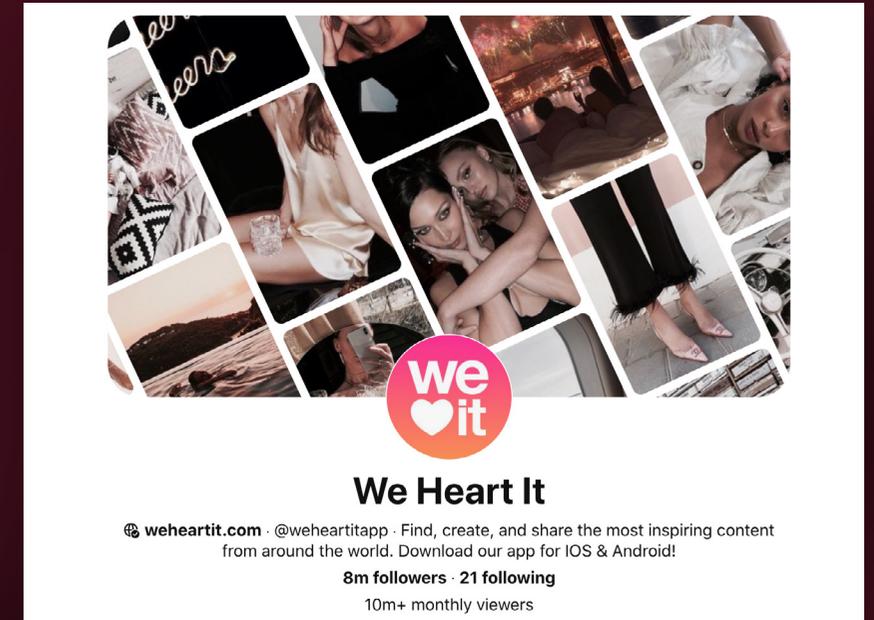
- 15K followers
- **See: Fanciful Parties board**, 7.6K followers
- Essentially an aspirational party mood board with, as the collection name suggests, a fanciful party curation that has the right mix of whimsy and brightness

/ Account

We Heart It

- 8M followers
- Super curated, heightened, approachable, light luxury aesthetic images and ideas

/ Account



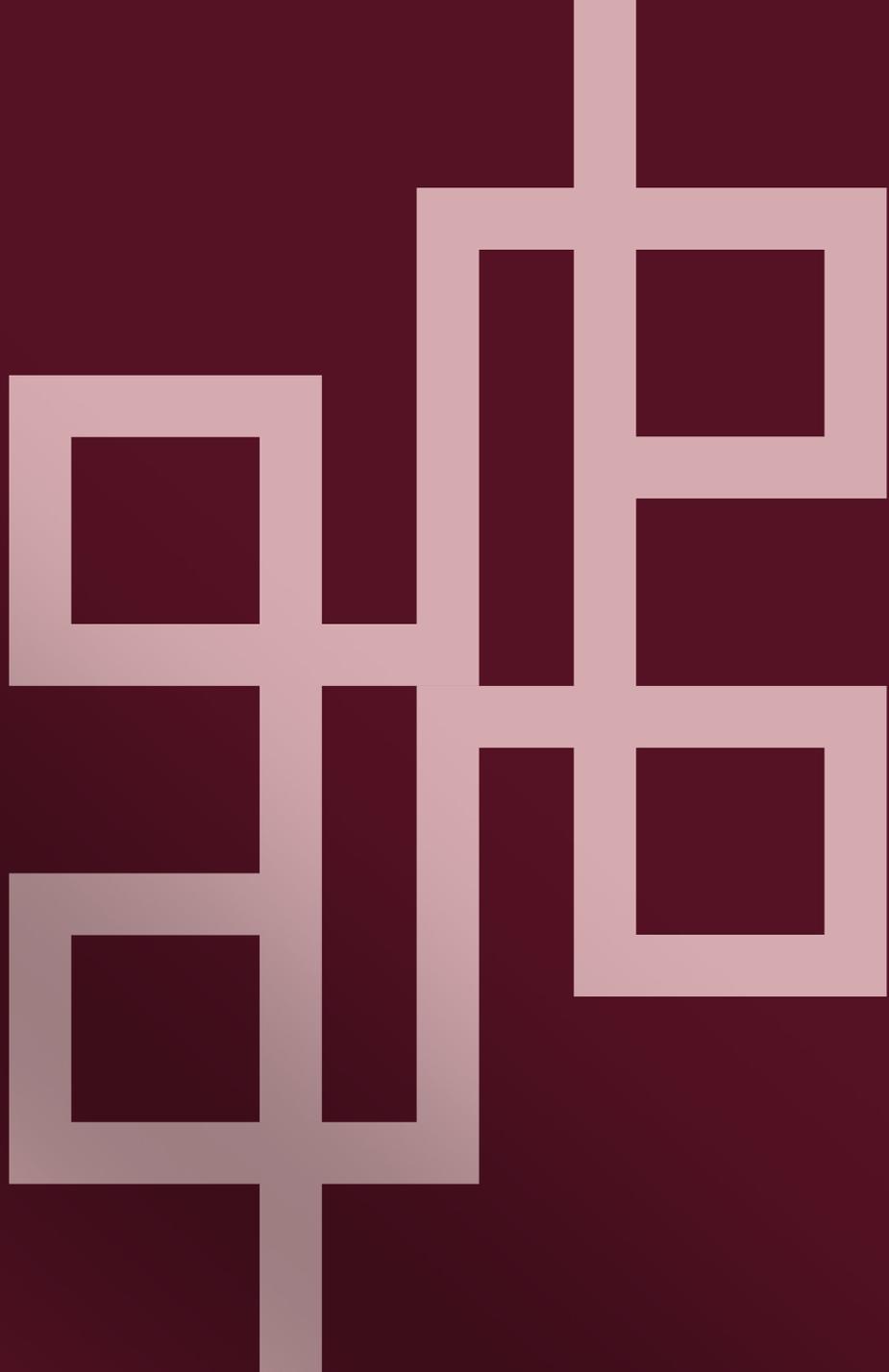


4

Assets

Concept & Objectives

A collection of templates, content and how tos to
put your communication strategy into action.



**Content
Library**

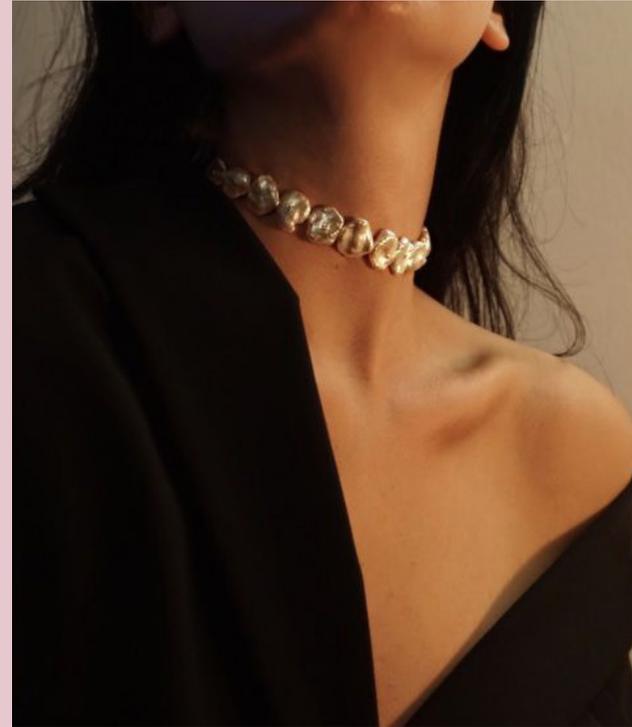
Images

Your library of visual assets

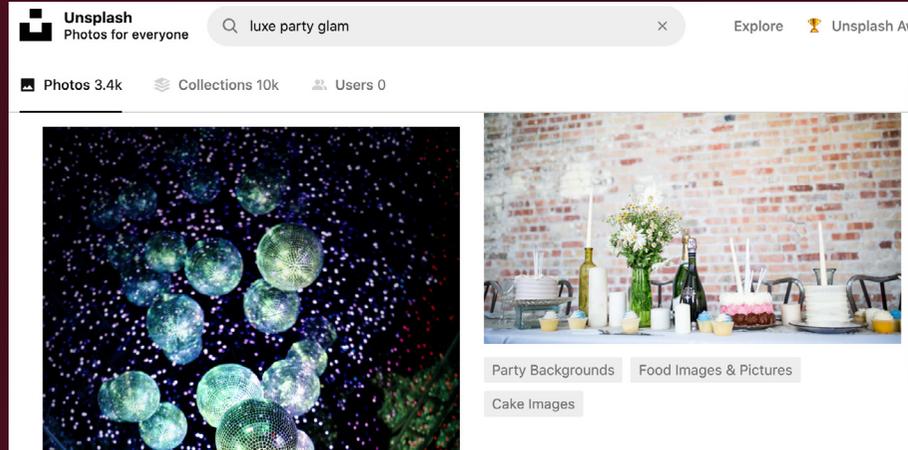
- Utilize a mix of images from brand library and outside sources
- Mixing photos of Patet products with aesthetic images creates a comprehensive brand tone
- Images should have a bold, bright and luxe feel, so they feel very uniquely and personally Patet

Best Practices for Sourcing

- Source images that include creator name and appropriately credit when using
- This builds good will, encourages future collaboration and establishes a pattern of trust and transparency



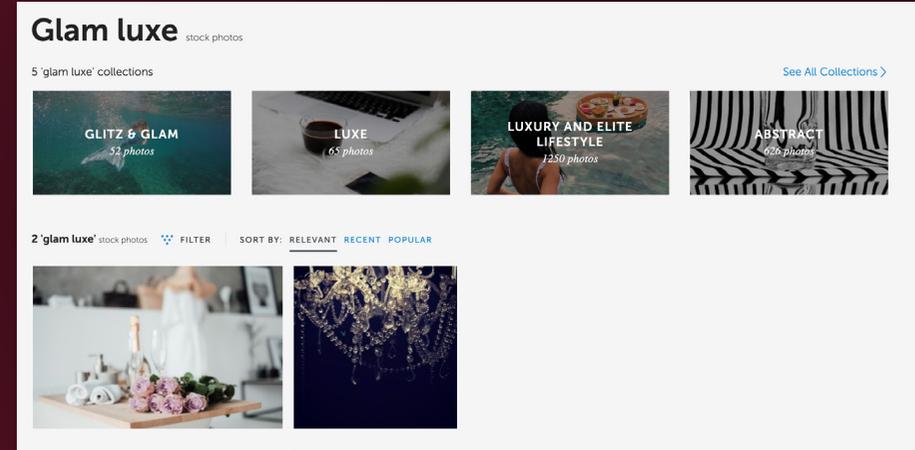
Stock Images



Best Free Sourcing

Unsplash

- High quality, royalty-free images
- Creators are credited
- Photos may be free, but are vetted to meet editorial standards



Best Paid Sourcing

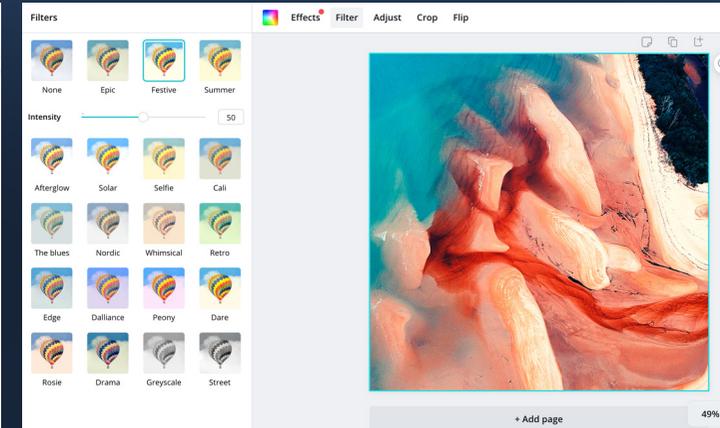
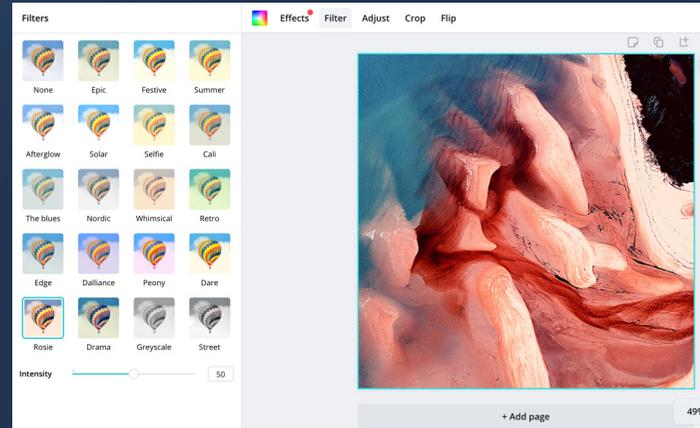
Twenty20 | Envato

- Monthly payment plan includes unlimited downloads versus a high price point per image
- Large library of photos can be searched generally as well as within very specific parameters

Tools

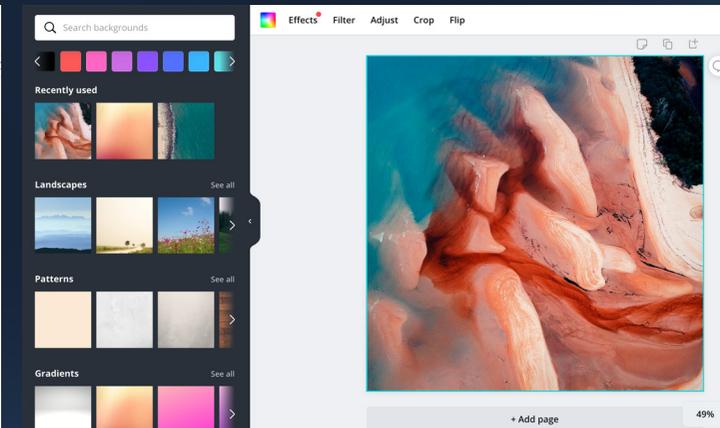
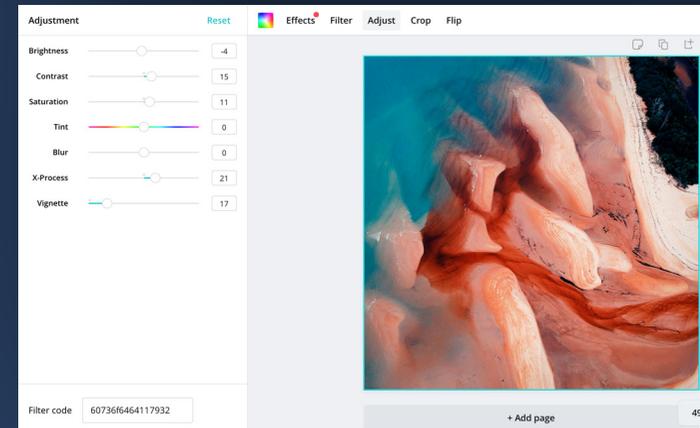
Canva

- A free, user-friendly graphic asset builder
- Can be used to create a variety of graphic sizes
- Choose from Canva library of images and backgrounds, as well as your own uploads



Filters & Contrast

- The Patet aesthetic is rich, elevated and luxe
- Utilize preset filters and adjust intensity
- Adjust elements separately
- Recommended Canva filters: Rosie & Festive



Color Palette

Brand Colors

- These will be the guiding colors for backgrounds, fonts and additional graphic elements
- This color palette embodies the rich, bright, whimsical, elevated, premium and sense of modern deco aesthetics that Patet is built on
- Colors are easily connected and spark light
- Each color is inspired by imagery of something tangibly luxurious – roses, wine, escapes

Deep Blue Lagoon CMYK 99-89-47-66 RGB 21-24-46 PANTONE 7547 C HEX CODE #15182E	Pale Rose CMYK 11-24-14-0 RGB 229-202-206 PANTONE 691 C HEX CODE #E5CACE	Catalina Blue CMYK 91-71-36-25 RGB 42-67-101 PANTONE 2378 C HEX CODE #2A4365
	Solid Pink CMYK 31-78-52-35 RGB 136-63-72 PANTONE 697 C HEX CODE #883F48	Bordeaux CMYK 39-96-54-65 RGB 84-17-36 PANTONE 4102 C HEX CODE #541124

Fonts & Use

— Selected main font, Lust Display, ties into the iconography and deco romanticism of the logo typography

Aa

Lust Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%*&(?)

— Adobe Garamond is also a timeless and classic font that still translates into a modern feel

Aa

Lust Display Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%*&(?)

— Font should be easy to read in regular, bold and italic

Aa

Adobe Garamond Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$%*&(?)

— Headers should be in bold, all caps or both

— Subheaders should be in all caps and a smaller font size, can be italicized

— Body text should be smallest (10 - 12 font size) and use conventional paragraph standards

Aa

Futura Light

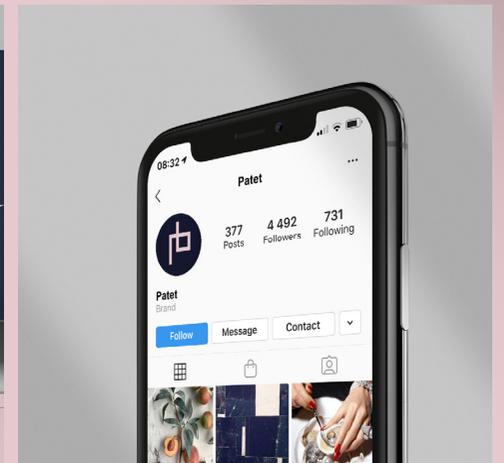
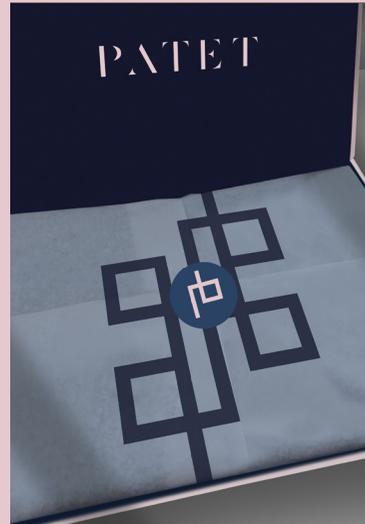
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

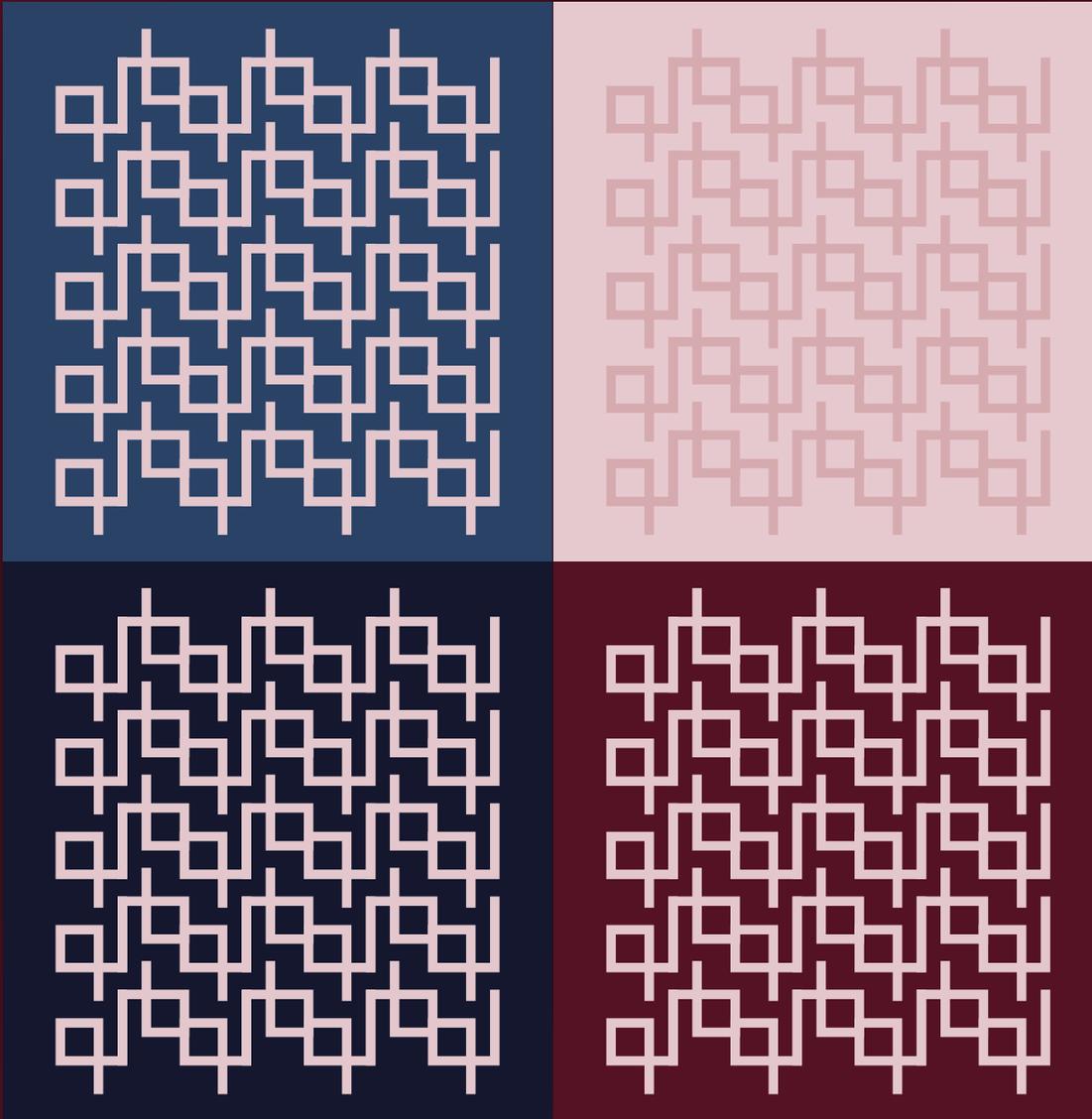
0123456789\$%*&(?)

Printed Elements

- Envelopes
- Tissue
- Ribbon
- Cards
- Seal

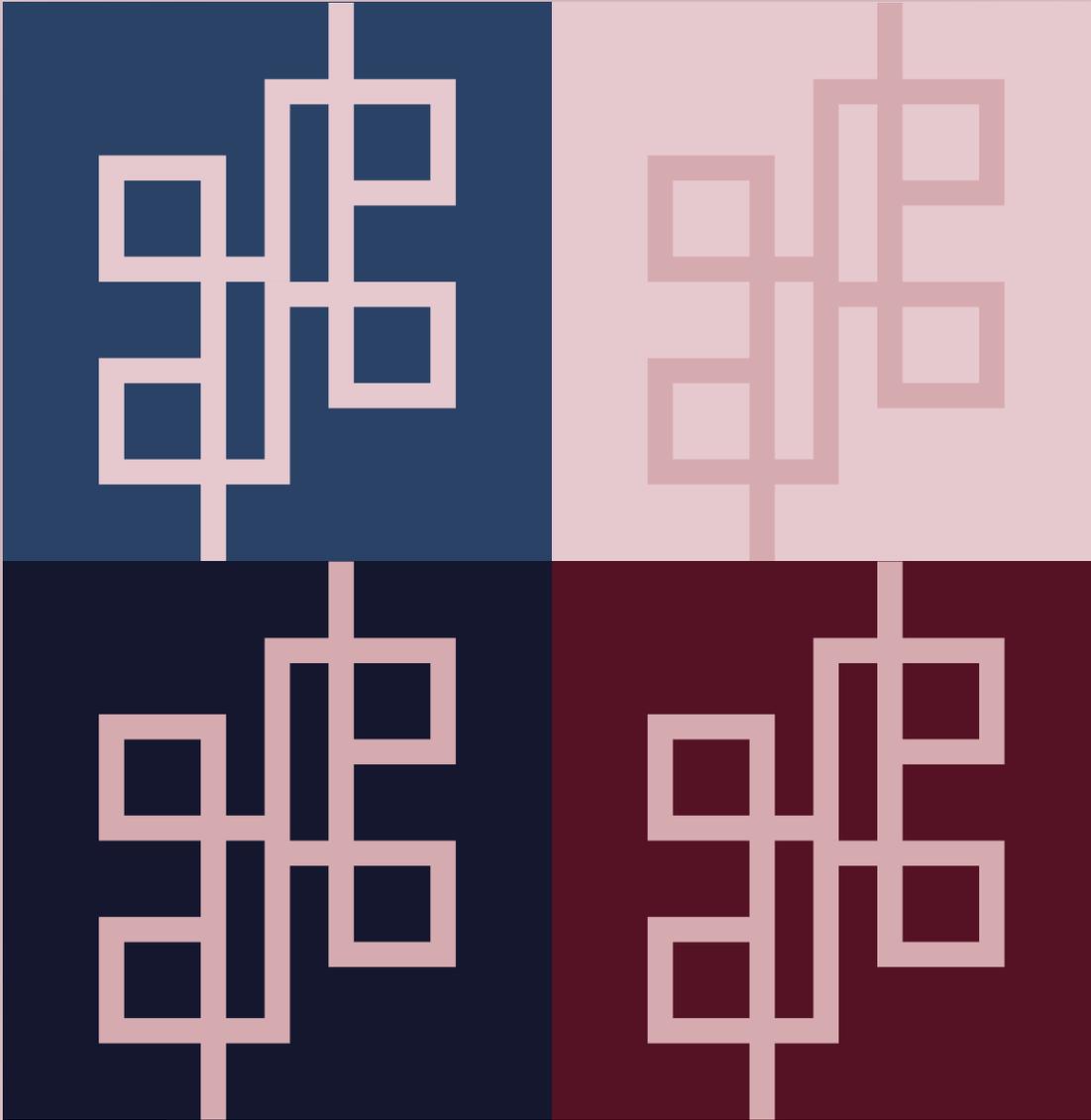


Pattern



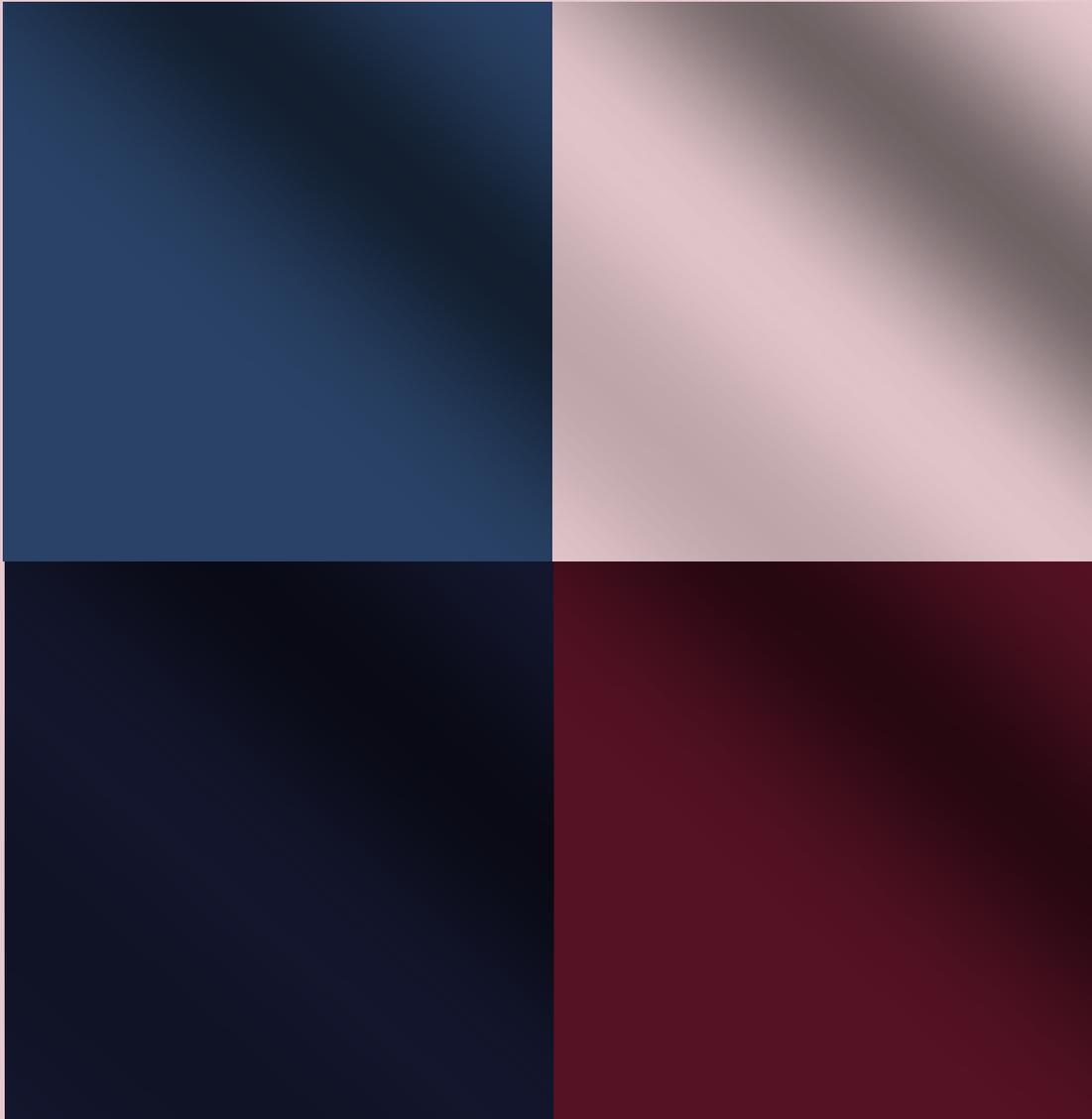
- Use these for text posts or layer images on for a curated feel on social and other content uses

Backgrounds



- Use these for text posts or layer images on for a curated feel on social and other content uses

Shadows



- Use these for text posts or layer images on for a curated feel on social and other content uses

YouTube Header



Sample Grid



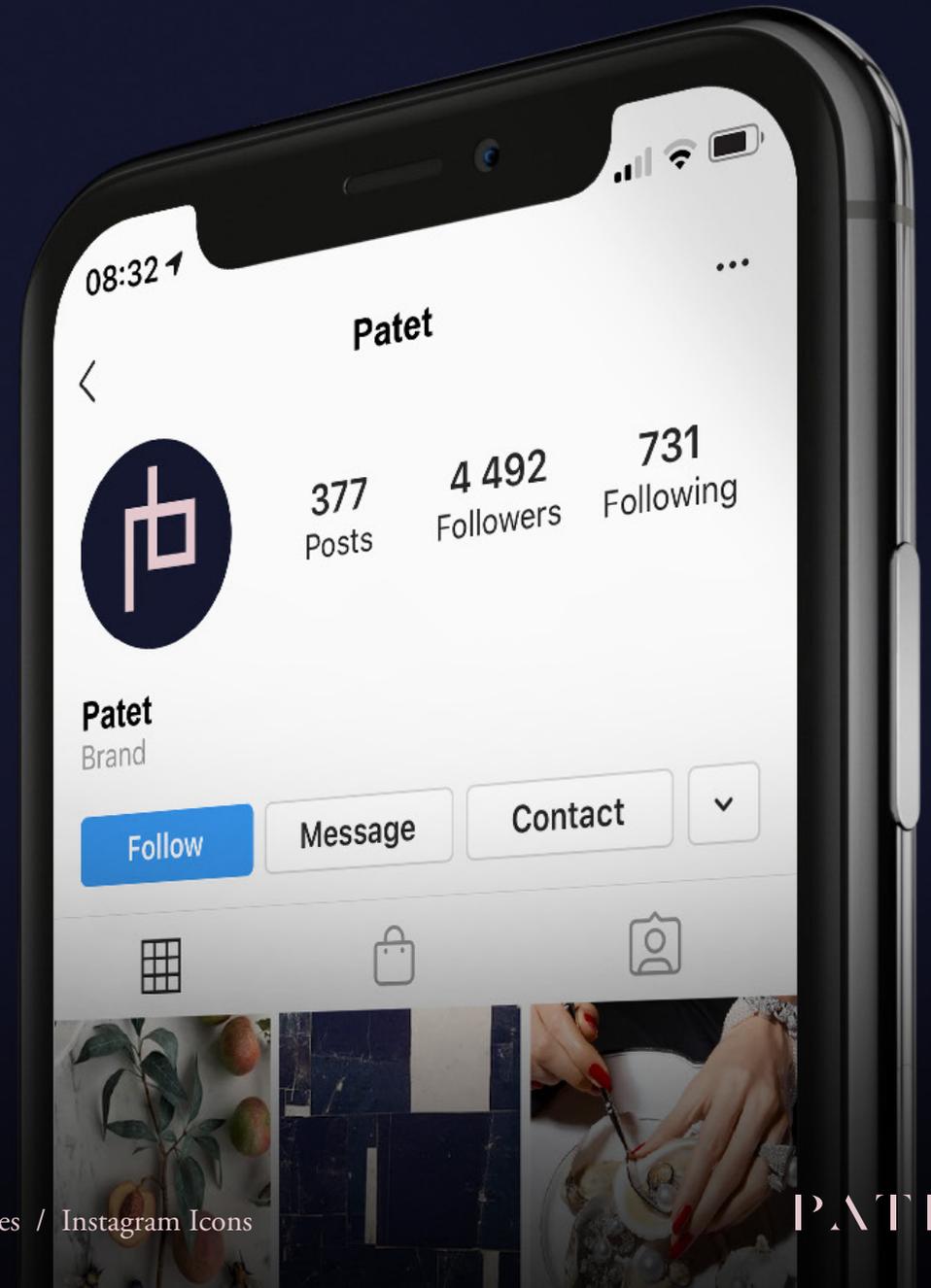
Facebook Header



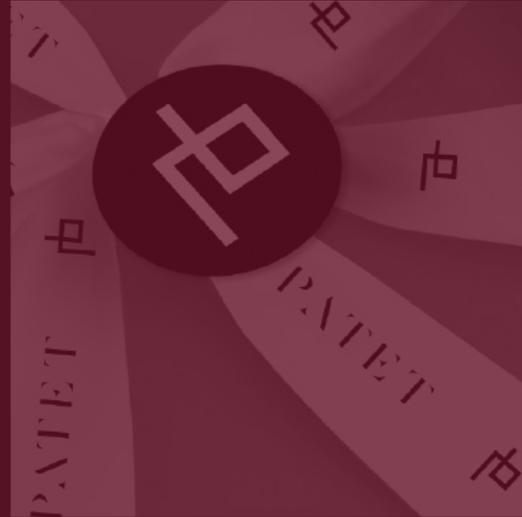
Pinterest Header

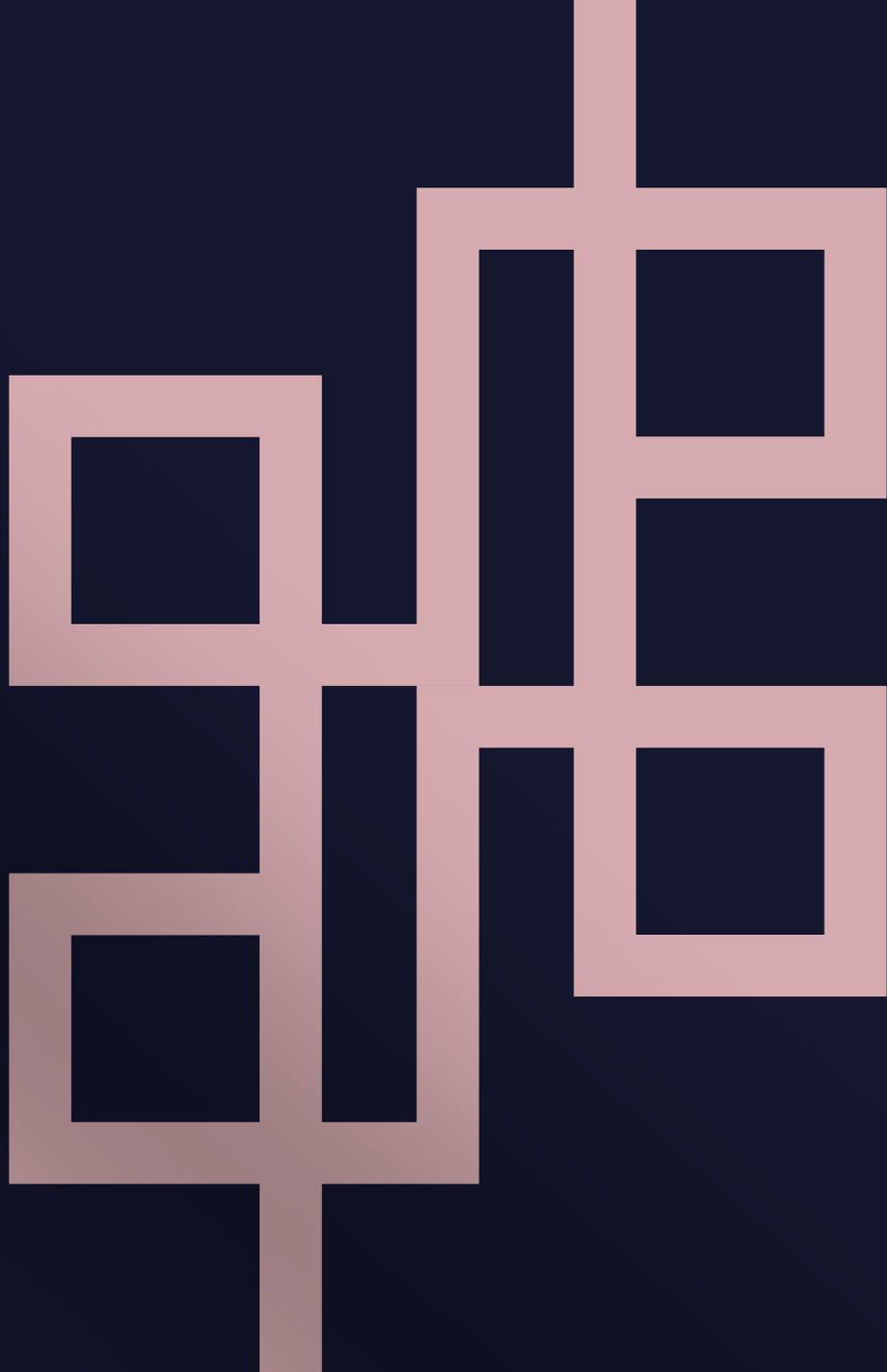


Instagram Icons



Grid





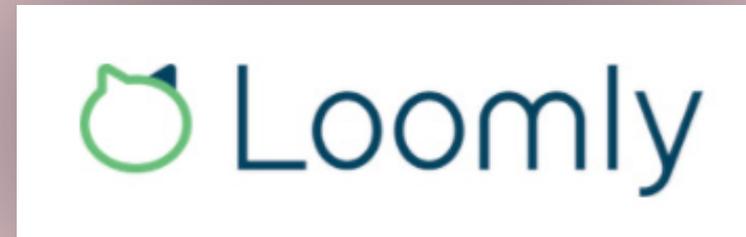
Content Calendar

This will be your strategic planning tool for social posts. Use the weekly and monthly features to plan out content strategies that tie social in with emails, blogs, website updates, launch/promotions, etc.

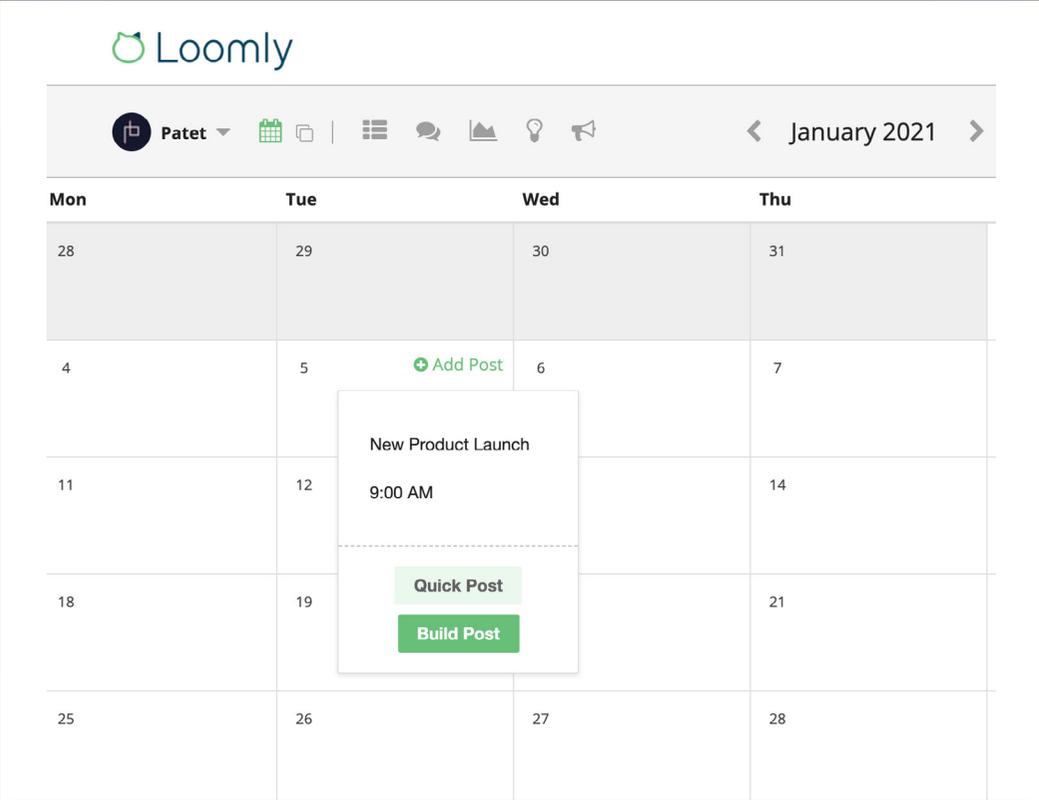
Social Postings

Recommended tool: Loomly

- Loomly is a social media planning and posting calendar
- Schedule and post across multiple channels
- Download Loomly app for on-the-go posting and to push posts through to Instagram



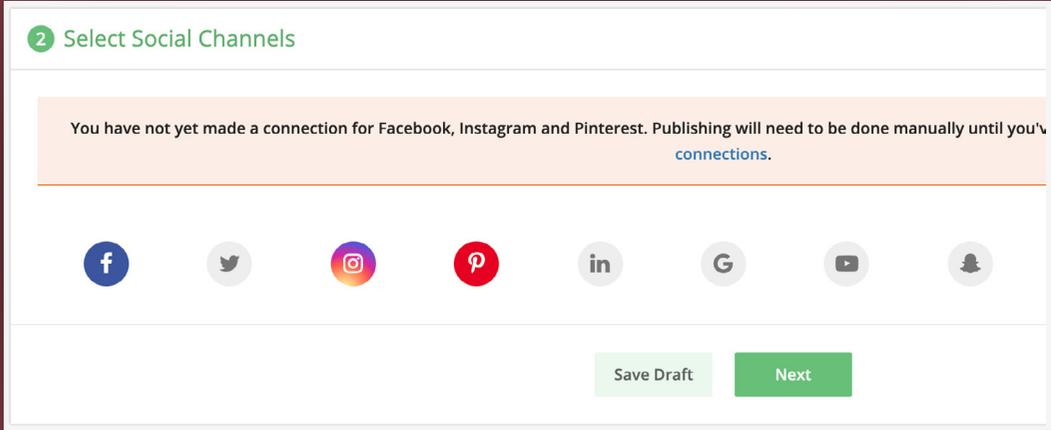
Social Postings



Step 1

— Select post details

Social Postings



Step 2

— Select desired social channels

Social Postings

Define base content for social accounts

Want to know a secret? We've got something in the works just for you 🤫 And not to make other boxes jealous, but this may be our new fave. Any guesses as to what we're releasing?

Here's a hint for you in the form of a riddle, because why not?

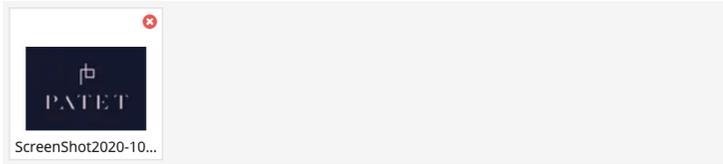
Sugar and spice and everything nice
But the newest addition to the Patet is even sweeter!

[#unboxingmoment](#) [#connectedbylove](#) [#momentsofchic](#) [#lifestyle](#) [#lifestyleig](#) [#luxe](#)
[#presenttime](#) [#patetime](#)

438 characters



Attachments (1)



Step 3

— Define your content

Social Postings

4 Fine-tune Each Channel

Facebook Instagram Pinterest

Facebook Preview

Patet
January 5 at 9:00 AM

Want to know a secret? We've got something in the works just for you 🤫
And not to make other boxes jealous, but this may be our new fave. Any guesses as to what we're releasing?

Here's a hint for you in the form of a riddle, because why not?

Sugar and spice and everything nice
But the newest addition to the Patet is even sweeter!

STORE LINK HERE

Select where to add post

Facebook Feed Facebook Stories

Facebook Date & Time ⓘ

Jan 5, 2021 9:00 AM

Facebook Text & Media (%)

Want to know a secret? We've got something in the works just for you 🤫
And not to make other boxes jealous, but this may be our new fave. Any guesses as to what we're releasing?

Here's a hint for you in the form of a riddle, because why not?

Sugar and spice and everything nice
But the newest addition to the Patet is even sweeter!

STORE LINK HERE

361 characters

5 Create Post

Save As Draft Submit For Approval Schedule Publish Now

Step 4
— Preview & save

Social Postings

Scheduled Date & Time ⓘ

Jan 5, 2021 9:00 AM

[Define Scheduling Slots](#)

Subject *(Only for reference inside Loomly)*

New Product Launch

Labels ⓘ

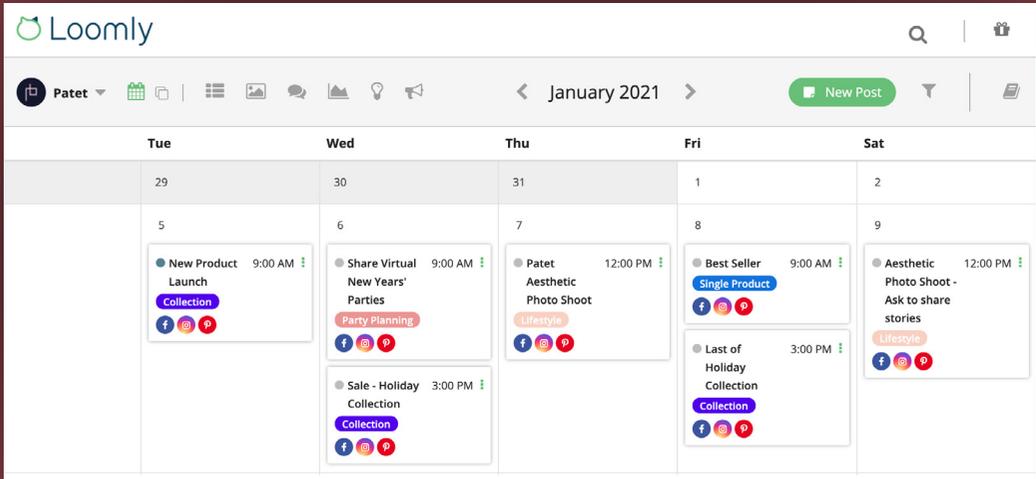
Collection ⓘ

- Party Planning
- Lifestyle
- Single Product

Step 5

— Schedule!

Social Postings



Sample Loomly Calendar

— Use this as a guide for planning out monthly and weekly social postings

Sample Media Calendar

— Use this as a guide for planning out monthly and weekly content strategy



Thank You!

