

**PULPT**  
**SOCIAL BIBLE**

**CONTENT  
CREATIVE**

TEASER



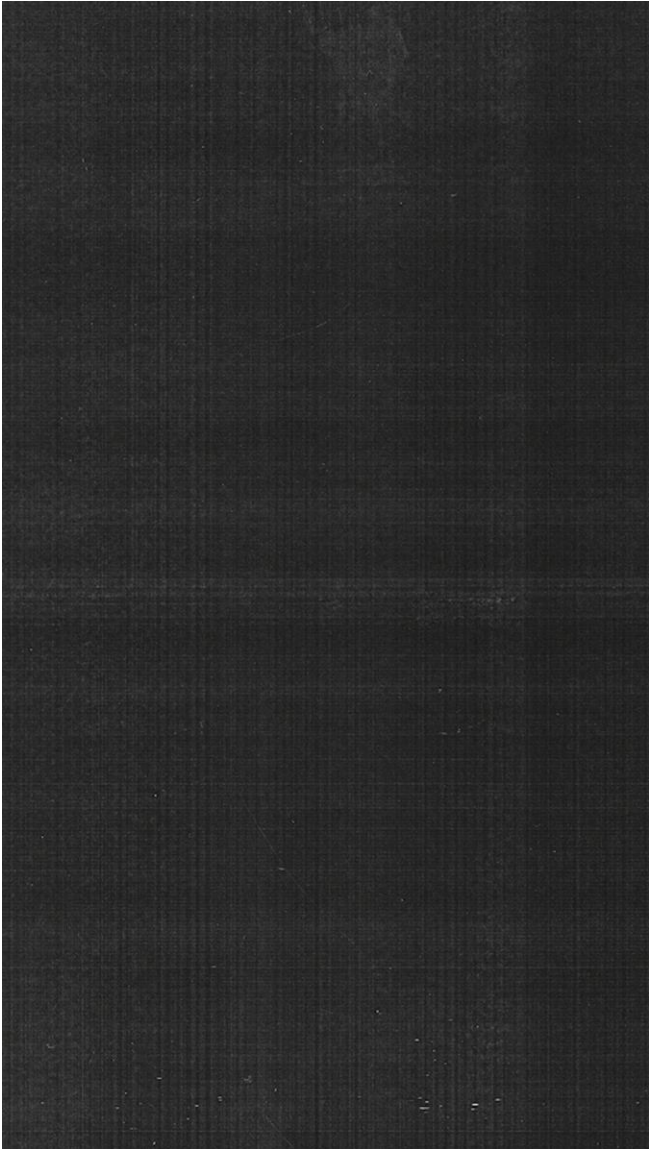
LAUNCH REEL/STORY ONE



LAUNCH REEL/STORY TWO



# MELBA VIDEO



## MELBA PRODUCT POST - ONE



## MELBA PRODUCT POST - TWO





## CIDER RANKING POST

### GOD TIER



### MEH TIER



### LOWEST OF THE LOW



## PSA POST

### PUBLIC SERVICE ANNOUNCEMENT

DEAR CITIZENS OF THE UK, THE TIME HAS COME. YOU NO-LONGER NEED TO SETTLE FOR MEDITOCRE CIDER, GONE ARE THE DAYS OF ACCEPTING THE BARELY DRINKABLE SWILL ON OFFER AT YOUR LOCAL (UNLESS THEY'RE A DECENT ESTABLISHMENT AND STOCK PULPT OF COURSE!) IT'S TIME TO SAY THANK YOU NEXT, THE IMPORTED, (WHAT'S WRONG WITH OUR BRITISH APPLES HUH?!) THE GIMMICKY CYDER OR THE MASS-PRODUCED SEWER WATER FROM THAT LOT.

**YOU DESERVE BETTER.**

**LUCKY FOR YOU, WE PRIDE OURSELVES ON MAKING BETTER!**

**NO ADDED BULL**

**100% BRITISH PRODUCE**

**NEVER FROM CONCENTRATE**

**\* CIDER WITHOUT COMPROMISE \***

LEVEL PRODUCT POST



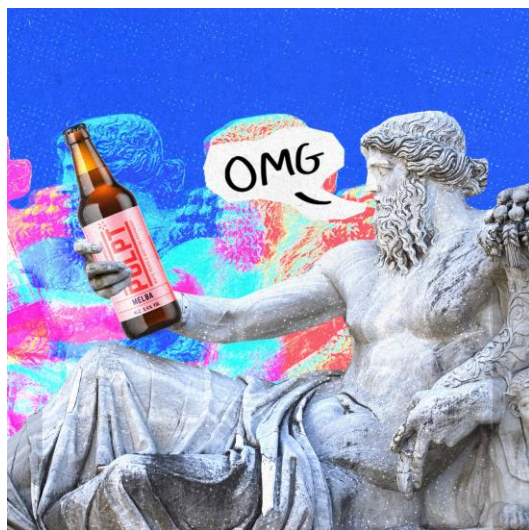
LEVEL LIFESTYLE POST



WEATHER FORECAST POST



OMG MELBA POST



HEATWAVE POST



FLARE PRODUCT POST



FLARE LIFESTYLE POST



BREAK FREE POST



TICKLE TASTY BUDS POST



RIDICULOUSLY MOREISH POST



CIDER WITHOUT COMPROMISE POST



FLARE LIFESTYLE POST - TWO

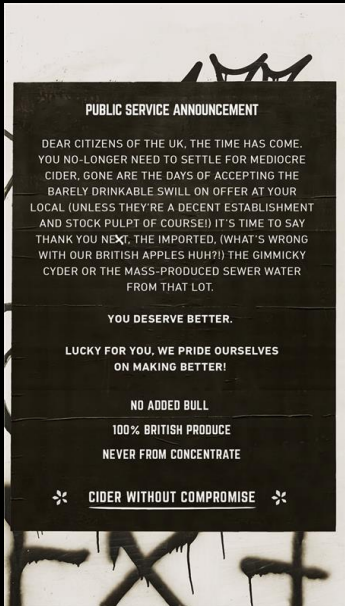


CONTENT OVERVIEW


PUBLISH DATE	THUMBNAIL	POST INFO	
30 <sup>TH</sup> JUNE 12PM		ASSET NAME	PSA
		PROPOSED COPY	<p>📣 Thank us later! #CiderWithoutCompromise 🍷</p> <p>#CiderRevolution #Cider #Pulpt #SomersetCider #CraftCider</p>
		PLACEMENT/FORMAT	STILL/FEED
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	POST ENGAGEMENTS
		ESTIMATED ENGAGEMENTS	1.4K-4.2K
ESTIMATED REACH	15K – 22K		

Note: Pulpt team to confirm tagged brands


CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>30<sup>TH</sup> JUNE 12PM</p>		ASSET NAME	PSA
		PROPOSED COPY	N/A
		PLACEMENT/FORMAT	STORY
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	ORGANIC

CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>SAT 1<sup>ST</sup> JULY 12PM</p>		ASSET NAME	LAUNCH REEL ONE
		PROPOSED COPY	<p>This is what elite cider looks like!</p> <p>Go forth this summer and experience their flavour sensation with every refreshing gulp.</p> <p>Take your pick from these bad boys...</p> <ul style="list-style-type: none"> <li>🍷 Level - the classic, medium dry taste for the discerning cider drinker</li> <li>🍷 Flare - the slightly sweeter, easy going blend that creates a superior taste</li> <li>🍷 Melba - the magical combination of juicy white peaches and plump Scottish raspberries</li> </ul> <p>Hit up the link in our bio to shop the full range now!</p> <p>#CiderWithoutCompromise #CiderRevolution #SummerVibes #Summer #Pulpt</p>
		PLACEMENT/FORMAT	REEL & STORY
		CHANNEL	IG & FB
		PROPOSED SOUND	Makeaba - Jain
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	AWARENESS
		ESTIMATED REACH	22K-64K

CONTENT OVERVIEW

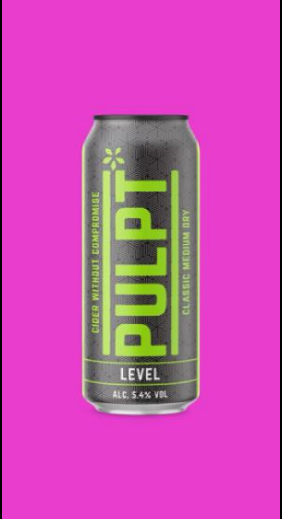
PUBLISH DATE	THUMBNAIL	POST INFO	
<p>WEDS 05<sup>TH</sup> JULY 12PM</p>		ASSET NAME	CIDER RANKINGS POST
		PROPOSED COPY	<p>Did we lie? 🙄 #SorryNotSorry</p> <p>@Bulmers_cider @Inchscider @aspalluk @thatcherscider @koppaberguk @oldmoutcideruk @Magnersuk @@Strongbow @Strongbowuk @Somersby What say you?! Shall we put it to a taste test? #CiderwithoutCompromise</p> <p>@xxxxx @xxxxx....we think you might deserve a spot in the top tier. What do you reckon?</p> <p>#CiderRankings #Cider #SideEye #BombasticSideEye #Pulpt</p>
		PLACEMENT/FORMAT	STILL/FEED
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	ORGANIC
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	POST ENGAGEMENTS
		ESTIMATED ENGAGEMENTS	1.4K-4.2K
		ESTIMATED REACH	15K – 22K

Note: Pulpt team to confirm if they would like to include other brands where highlighted – we are not limited to two.


CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>THURS 6<sup>TH</sup> JULY 12PM</p>		ASSET NAME	MELBA VIDEO
		PROPOSED COPY	<p>POV: you just met your summer fling 🍷</p> <p>This gorgeous specimen of a cider is bound to have you lovestruck this summer! Name a better duo than the taste of ripe white peaches and tangy Scottish raspberries?</p> <p>It's literally a match made in heaven! So, time to ditch your usual cider (dish water) and visit our bio to check out our full range.</p> <p>#CiderWithoutCompromise #Cider #SummerVibes #Pulpt #Summer</p>
		PLACEMENT/FOR MAT	REEL & STORY
		CHANNEL	IG & FB
		PROPOSED SOUND	Bad Reputation - Joan Jett
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	AWARENESS
		ESTIMATED REACH	22K-64K


CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>TUES 11<sup>TH</sup> JULY 2PM</p>		ASSET NAME	LAUNCH REEL TWO
		PROPOSED COPY	<p>Oi, all you cider lovers out there!</p> <p>Our range of bloody gorgeous ciders are an absolute game-changer #CiderRevolution</p> <ul style="list-style-type: none"> <li>⚡ NO ADDED BULL</li> <li>⚡ NEVER FROM CONCENTRATE</li> <li>⚡ 100% BRITISH APPLES</li> <li>⚡ MATURED SLOWLY</li> <li>⚡ SUITABLE FOR VEGANS</li> <li>⚡ GLUTEN FREE</li> </ul> <p>Hit up the link in our bio to shop the full range now! #CiderWithoutCompromise</p> <p>#Cider #Pulpt #Summer #SomersetCider</p>
		PLACEMENT/FORMAT	REEL & STORY
		CHANNEL	IG & FB
		PROPOSED SOUND	Getting started - Sam Fender
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	AWARENESS
		ESTIMATED REACH	22K-64K


CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>FRI 14<sup>TH</sup> JULY 12PM</p>		ASSET NAME	SUMMER ACTIVATION LAUNCH
		PROPOSED COPY	<p>Enjoy this festival season on us! 😊</p> <p>To #win this epic prize, all you gotta do is...</p> <ul style="list-style-type: none"> <li>👉 Give us a follow</li> <li>👉 Like this post</li> <li>👉 Tag your fellow festival buddies</li> <li>👉 To bag another cheeky entry, just share this post onto your story</li> </ul> <p>Now sit back and relax...BISH, BASH, BOSH!</p> <p>Entry deadline: 28<sup>th</sup> July</p> <p>T&amp;C's: Open to UK residents only and you must be 18+ to enter. Tickets are non-transferable, and winners must be available to attend the @officialrandl from 25<sup>th</sup> - 27<sup>th</sup> Aug 2023.</p> <p>#Comp #ReadingFestival #Giveaway #Summer #FestivalSeason</p>
		PLACEMENT/FORMAT	REEL & STORY
		CHANNEL	IG & FB
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£200
		AD OBJECTIVE	POST ENGAGEMENTS
		ESTIMATED ENGAGEMENTS	1.9K-5.6K
		ESTIMATED REACH	18K-23K

CONTENT OVERVIEW


PUBLISH DATE	THUMBNAIL	POST INFO	
<p>THURS 20<sup>TH</sup> JULY 2PM</p>		ASSET NAME	FLARE PRODUCT POST
		PROPOSED COPY	<p>This is PROPER cider and it's a thousand times better than whatever you usually drink! #FACTS</p> <p>#CiderWithoutCompromise</p> <ul style="list-style-type: none"> <li>⚡ NO ADDED BULL</li> <li>⚡ NEVER FROM CONCENTRATE</li> <li>⚡ 100% BRITISH APPLES</li> <li>⚡ MATURED SLOWLY</li> <li>⚡ SUITABLE FOR VEGANS</li> <li>⚡ GLUTEN FREE</li> </ul> <p>Enough said, go grab a cheeky bottle down the aisles of @Tescofood stores today.</p> <p>#Cider #SummerVibes #Summer #CiderRevolution</p>
		PLACEMENT/FORMAT	STILL/FEED
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	PAID
		MEDIA BUDGET ALLOCATION	£150
		AD OBJECTIVE	AWARENESS
		ESTIMATED REACH	22K-64K

CONTENT OVERVIEW


PUBLISH DATE	THUMBNAIL	POST INFO	
<p>FRI 21<sup>ST</sup> JULY 2PM</p>		ASSET NAME	FLARE LIFESTYLE POST – TWO
		PROPOSED COPY	<p>Not all heroes wear capes! #FridayDrinks</p> <ul style="list-style-type: none"> <li>⚡ NO ADDED BULL</li> <li>⚡ NEVER FROM CONCENTRATE</li> <li>⚡ 100% BRITISH APPLES</li> <li>⚡ MATURED SLOWLY</li> <li>⚡ SUITABLE FOR VEGANS</li> <li>⚡ GLUTEN FREE</li> </ul> <p>#WeekendVibes #Pulpt #Summer #CiderWithoutCompromise</p>
		PLACEMENT/FORMAT	STILL/FEED
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	ORGANIC



CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>TUE 25th JULY 5PM</p>		ASSET NAME	SUMMER ACTIVATION REMINDER STORY
		PROPOSED COPY	N/A
		PLACEMENT/FORMAT	STORY
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	ORGANIC

CONTENT OVERVIEW

PUBLISH DATE	THUMBNAIL	POST INFO	
<p>FRI 28<sup>TH</sup> JULY 2PM</p>		ASSET NAME	LEVEL LIFESTYLE POST
		PROPOSED COPY	<p>Crack open a refreshing can of Level and drop your rating in the comments below! 🍷👉</p> <p>#CiderwithoutCompromise</p> <p>#CiderRankings #Cider #Pulpt #Summer</p>
		PLACEMENT/FORMAT	STILL/FEED
		CHANNEL	IG & FB
		PROPOSED SOUND	N/A
		PAID/ORGANIC	ORGANIC

**UGC SHARING**

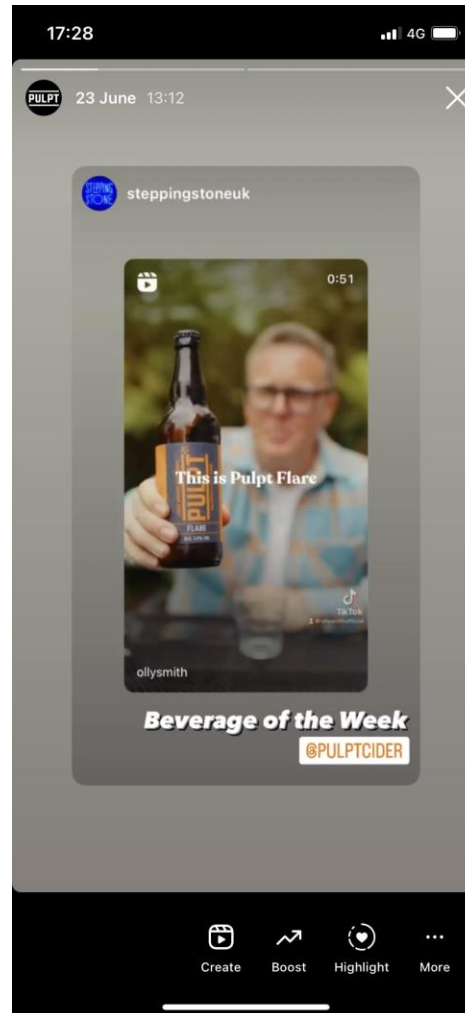
# INSTAGRAM RESHARING BACKGROUNDS

To maintain consistency and to allow us to have a distinguishing look and feel, to our stories at all times.

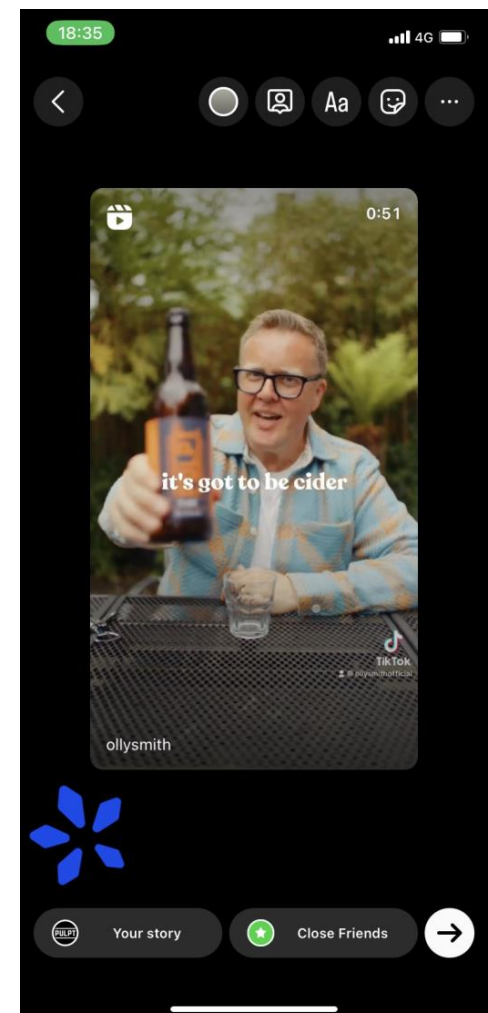
We have created these simple background templates in a series of brand colours that we can use when resharing user content on stories.

It requires some formatting to use them in the app. Please follow the steps on the next slides once you have identified a post/story/reel that we want to reshare.

BEFORE

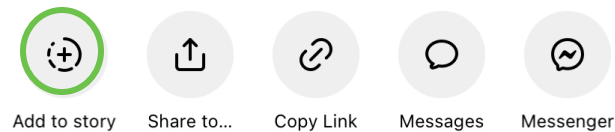
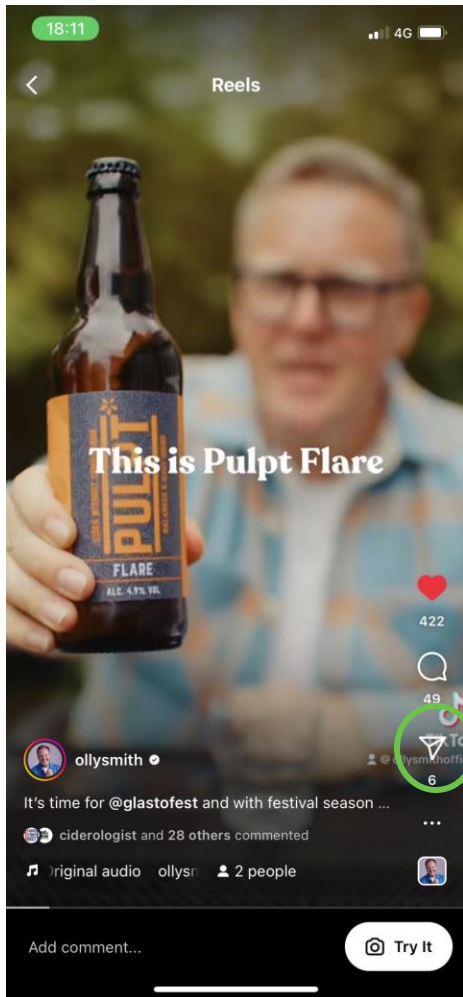


AFTER

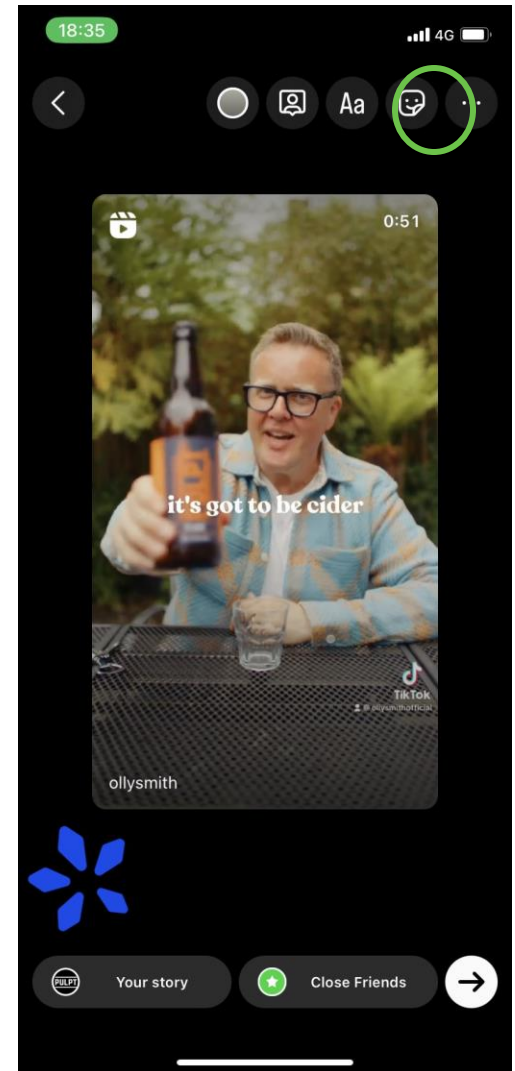


# INSTAGRAM RESHARING BACKGROUNDS

Step one: tap the sharing arrow (highlighted below)



Step two: tap the 'Add to story' option (highlighted above)

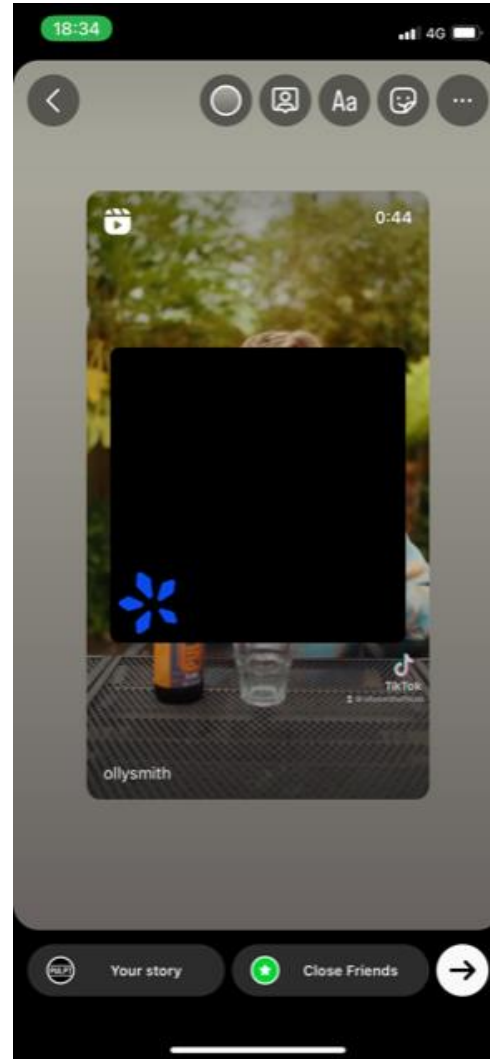


Step three: tap the 3<sup>rd</sup> icon along (the smiley face icon – highlighted above) at the top of the stories window

# INSTAGRAM RESHARING BACKGROUND



Step fur: this window will appear and if you scroll down, you'll find the option to insert an image.

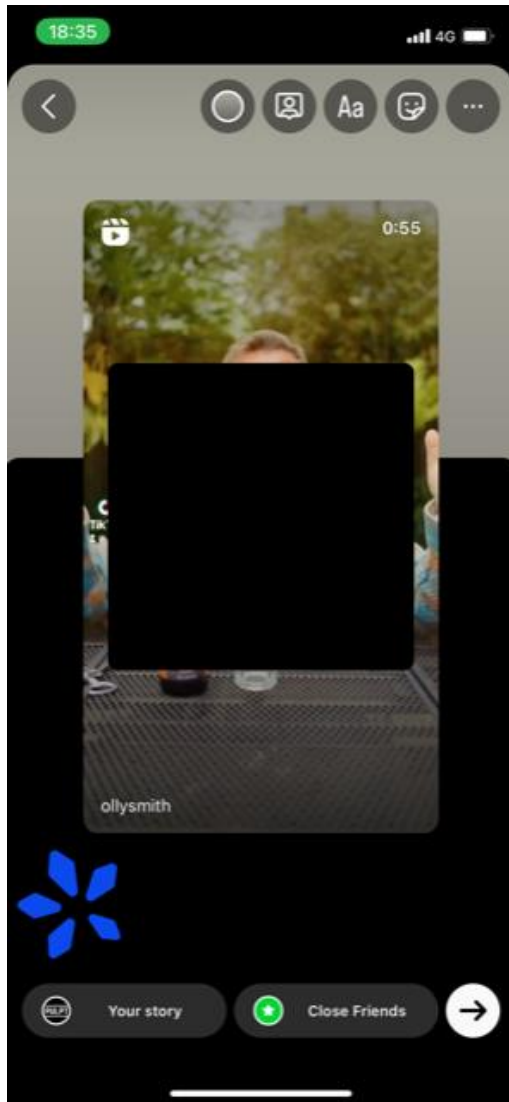


Step five: select your pip choice from your camera roll (choice a new colour each time). It will then be positioned in the centre of the screen. You will need to increase the image by slowly pinching it with your fingers and then move it down towards the bottom of the screen until it fills the story window.

**Note: do not enlarge the image too much that it starts to get cropped or starts to dominate the screen. The full pip should be visible; however, we still want the content to be the focus.**

When positioned, tap the content in the foreground to bring it to the forefront.

# INSTAGRAM RESHARING BACKGROUNDS



Step six: now the bottom half is in position, click the smiley face icon again and add the black square and repeat step four again, this time moving the black square to the top and aligning it with the previous image, so it appears as one continuous image.

Avoid increasing or moving the original content, we only need to tap it to the foreground, again this will help to keep our stories consistent.

Once in place, you can click 'Your story' at the bottom of the window to share.

**Note: please share a screen shot with the team before posting on the first attempts just to ensure its formatted correctly.**

# INSTAGRAM RESHARING BACKGROUNDS

