

SOCIAL CAMPAIGN

A four-week campaign that builds repetition through coordinated posts, short-form video and paid distribution.

WHAT'S INCLUDED

- Four cross-platform posts
- One short video
- Paid media
- Recommended four-week rollout
- Campaign report

TECHNICAL REQUIREMENTS

POST IMAGES

1,080 × 1,080 px

VIDEO LENGTH

30 seconds recommended

VIDEO TEXT

Script or talking points - on-screen text - caption
- call to action

SHORT VIDEO

1,080 × 1,920 px vertical - MP4 or MOV

POST TEXT

Headline: 25 characters - post copy: 500
characters - link description: 30 characters

ACCOUNT TAGS

90 characters maximum

MATERIALS NEEDED

- Four finished post images plus one vertical video, or production-ready source assets
- Headline, post copy and link description for each post plus the video script or talking points, on-screen text and caption
- Call to action and destination URL for each placement plus the campaign objective, audience, message sequence, logo, brand guidance and social handles

Before you submit

This is a new 2027 package.

The example shows the required square post format. The vertical video is supplied separately.

EXAMPLE

GPM Brands concept built from current advertiser creative. Social Campaign is a new package and no prior package results are implied.



Campaign layout example

Four 1,080 × 1,080 px posts - one 1,080 × 1,920 px video

TEXT TO PROVIDE

POST TEXT

For each post: headline (25 characters), post copy (500 characters), link description (30 characters) and destination URL.

VIDEO TEXT

Script or talking points, on-screen text, caption, call to action and destination URL.

CAMPAIGN DETAILS

Objective, intended audience, message sequence, brand guidance and accounts to tag (90 characters maximum).

READY TO SUBMIT?

Submit materials at sparetailer.com/submit-your-artwork/
Questions: production@kendrickcontent.com