

SOCIAL IMPACT

A sustained six-week campaign with the strongest posting cadence, two videos and paid amplification.

WHAT'S INCLUDED

- Six cross-platform posts
- Two short videos
- Paid media
- Recommended six-week rollout
- Campaign report

TECHNICAL REQUIREMENTS

POST IMAGES

1,080 × 1,080 px

VIDEO LENGTH

30 seconds recommended

ACCOUNT TAGS

90 characters maximum

SHORT VIDEOS

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

POST TEXT

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

MATERIALS NEEDED

- Six finished post images plus two vertical videos, or production-ready source assets
- Headline, post copy and link description
- Calls to action and destination URLs 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. Vertical videos are supplied separately.

EXAMPLE

Polaris concept built from current advertiser creative. Social Impact is a new package and no prior package results are implied.



Campaign layout example

Six 1,080 x 1,080 px posts - two 1,080 x 1,920 px videos

TEXT TO PROVIDE

POST TEXT

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

VIDEO TEXT

For each video: 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