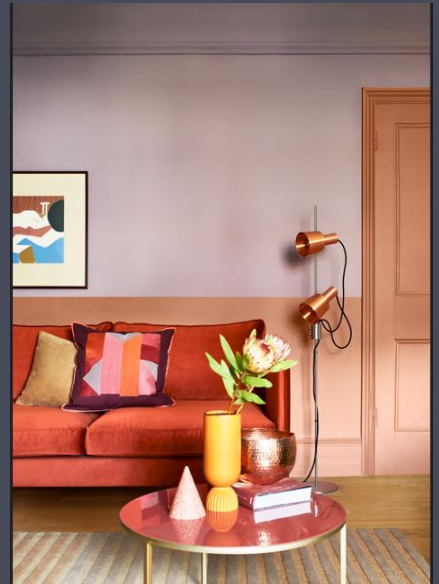


Dulux Heritage Influencer Partner Guide

The Door Edit



The Brief

To celebrate our un-sung hero of the range, Heritage Eggshell, we'd love for you to create content focused around some key woodwork in your home, internal doors.

We're keen to see how our Heritage colours can bring a lift to a tired hallway or landing by bringing a collection of colours into multiple doors and door frames.

As we're all about the 'feeling' that our colours and our paints can bring to a home we'd love you to explain the feeling that this transformation has created ie. a sense of calm in a busy and dark hallway.

What to feature:

- Highlight how the space is busy and high traffic so needs a durable finish that will be long-lasting and able to withstand real life
- Demonstrate how a palette of colours or contrasting colours can create real interest (we're looking for you to use colours with impact)
- Capture the before and after and describe the feeling that this transformation has created in your home (see above).

Brand & Product Name :

- **Dulux Heritage Eggshell** – our high quality, water-based eggshell for wood and metal offering a stunningly smooth, low sheen finish. Durable and hardwearing it protects wood and metal throughout busy homes ensuring it remains beautiful for years to come.

The Brief

- Product must be applied with the correct prep and application tools – please see website for details: [Paint Finishes - Matt, Eggshell & Primer Paint | Heritage](#)

Campaign Objectives:

- UGC that shows how Dulux Heritage Eggshell can easily transform a busy space in your home (hallway or landing) that will be long lasting with its hard-wearing durability.
- Show how the Dulux Heritage Eggshell colours & Heritage Eggshell finishes can bring a new "feeling" to your home.

Campaign Target Audience:

- Home and Interiors, Lifestyle

Post by date:

- TBC

IMPORTANT NOTE: As this content will be UGC hosted on Dulux Heritage channels, you are not required to post it on your personal account; however, you may do so once the content has been approved by Dulux Heritage. Ahead of **ALL** content going live, content must be shared with Dulux Heritage for review, and Dulux Heritage are entitled to x1 round of feedback.

The Brief

We'll be sharing the content on our side, but if you'd also like to share it once approved, please use the tags/handles below:

Instagram: @duluxheritage

TikTok: @Duluxuk1

#DuluxHeritage

(chosen Heritage colours)

Tips for creating content:

- Show before & after transformations if possible.
- Highlight durability, hardwearing, and the aesthetic of the Dulux Heritage products.
- Use text or voiceover to mention the colour names used in your video
- Keep the tone warm and relatable

Please see this link for product advice for the surface you are painting:

<https://www.duluxheritage.co.uk/en/products/details/dulux-heritage-eggshell?ccid=2942393>

Deliverables

1 x £200 voucher for the Dulux Heritage website to be used for full sized cans - must be used in one transaction.

- 1x before image and 1x after image
- 1x reel with royalty free music up to 30s *
- 1x reel with no text and no music up to 30s *

**This can be the same piece of content*

We will also be able to offer you a fee to compensate you for your time, effort, and usage rights, which will be discussed if your application is successful.



T&C's

- If you have received paint as part of this opportunity and the content requirements are not fulfilled, you will be liable to reimburse the value of the product to the brand.
- Dulux Heritage is hereby granted the right to use any images, photos, videos or digital media (this includes rights to use talent content for social media and other marketing purposes across their channels) obtained from the Talent or the Talent's content posted across their owned channels in all territories, with the Talent's knowledge. The Talent grants the rights for use throughout the Territory of Dulux Heritage indefinitely on a non-exclusive basis.
- You will retain legal ownership of any rights you own (including copyright) in any photo you upload. However, you grant to Imperial Chemical Industries Limited (trading as ICI Paints AkzoNobel), The Akzo Nobel Building, Wexham Road, Slough, Berks SL2 5DS Registered number 21801 and its affiliates (Dulux) a non-exclusive, perpetual, irrevocable, worldwide, royalty-free, assignable, sub-licensable licence to use the photo in the manner set out below.
- We may use your photo/videos on our social media (organic & paid), email marketing, through our press office for journalists, webpages, product pages, colour pages, and for our Dulux Heritage retailers to use on their organic social, website & email.



T&C's

- You also grant Dulux Heritage the right to use your social media username, image, likeness, caption, or other identifying information in connection with the use of your photo. Dulux Heritage will choose and publish uploaded photos/videos at its absolute discretion. For the avoidance of doubt, Dulux Heritage is under no obligation to use any of the photos or videos provided.
- You will receive full credit to your social media handle wherever the image is used on a Dulux Heritage owned channel or platform.
- You warrant and represent that (i) you own all rights (including copyright) in the photo uploaded or, if the photo is subject to third-party rights, you have all required licenses, rights, consents and/or permissions to publish the photo and grant the licence described above to Dulux Heritage, and (ii) you are over 18 years of age.



Contact Information

If this is of interest, please contact **group.dulux-consumer-social@cirke.com** with the subject line The Door Edit and include your social handle.

Please do let us know the colour (s) you'd want to use and timelines for creating the content.

The team will get back to you as soon as possible to discuss your application.

We're so excited that you want to partner with us and really appreciate your application and enthusiasm.

Thanks!