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# VOULAY PRE LAUNCH CAMPAIGN

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# Powered By People: **THE FLOW OF GENEROSITY**

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Voulay's pre-launch campaign introduces a new way  
To shop ,where generosity flows in every direction.  
People save and grow by sharing. Brands build trust  
Through giving. Affiliates earn by connecting communities.  
This is commerce powered by people.

**A Marketplace Where Every Action,  
Sharing, Gifting, Connecting, Creates Value.**

**Not More Spending. More Sharing.**

**Not Ads. Real Relationships.**

**Not Just Commerce.**

**Connection That Pays Forward**

**SAMPLE CAPTIONS / SHORT SCRIPTS**

→ For Everyday People.

**Imagine Your Next Purchase  
Giving Someone Else A Discount  
—while Growing Your Own. At Voulay,  
Your Generosity Comes Back Full Circle.**

→ **Script idea (reel):**

Every time i share a voulay discount,  
Someone in my circle saves—and so do I.  
My Living Discount wallet keeps growing  
with every share. This is commerce, powered by people.



→ For Affiliates

**Be The Bridge Between  
Brands And Communities. Share Value,  
Not Just Links—and Grow With Every  
Connection.**

→ **Script idea (Tiktok):**

Voiceover: I used to push products.

Now i connect people—with discounts that grow.

Voulay lets me build income and impact.

That's a win-win.



→ For Brands

**Skip the algorithm.**

**Start investing in people.**

**At Voulay, your discounts go further—  
funding a community, not just clicks.**

→ **Script idea (Carousel):**

Slide 1: "Where's your ad money going?"

Slide 2: "What if it could fund real people?"

Slide 3: "At Voulay, every discount you offer becomes a gift, not a pitch."





**Brand Funds  
Living Discount**



**Value Grows  
The More You Share**



**People Share  
Value With Others**



**Affiliates Connect  
And Grow The Network**

**Week 1**

Meet the Movement Instagram Reels,  
TikTok Story-led posts from real users

**Week 2**

The Brand Shift LinkedIn,  
Twitter Messages on ethical commerce

**Week 3**

Affiliate with Purpose TikTok, Carousels,  
Facebook Highlight creators and connectors

**Voulay Isn't Just A Platform—it's A Movement.  
People Share To Save More. Brands Grow By Giving.  
Affiliates Earn By Connecting. This Is Commerce That  
Cares.share. Save. Grow. Repeat**

