Homepage Content Template

Week: 27

**Notes:**

* Project Owners to fill in template with ‘Briefs’ and ‘Links’, plus ‘Sticker’, ‘Image, ‘Embed’ where relevant
* Copywriter to input ‘Homepage Copy’, following character count guidance. Save as ContentName\_V1 (eg. HomepageWeek24\_V1) in Creative Work > Homepage > 2018 > Week XX > Copy
* Reviewers to make small amends directly, using tracked changes, or add feedback by inserting comments. Save with initials added to the end of the file name (eg. HomepageWeek24\_V1\_GH) in Creative Work > Homepage > 2018 > Week XX > Copy folder

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**Promo strip (nursery)**

**Brief: French Takeover – link to whole French landing page – Brekky, Lunch, Dinner, Dessert**

**Link: TBC**

**Copy (67 characters):**

Join our bon voyage and come away on a French staycation

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**Promo strip (existing)**

**Brief: French Takeover – link to whole French landing page – Brekky, Lunch, Dinner, Dessert**

**Link: TBC**

**Copy (67 characters):**

Join our bon voyage and come away on a French staycation

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**Top link 1**

**Brief: Croissant & Pastries**

**Link: TBC**

**Copy (26 characters):**

Croissants & pastries

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**Top link 2**

**Brief: French cheese selection**

**Link: TBC**

**Copy (26 characters):**

Fantastique French cheeses

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**Top link 3**

**Brief: See What's new**

**Link: https://www.abelandcole.co.uk/inspiration-ideas/new**

**Copy (26 characters):**

Grab new & returning faves

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**Top link 4**

**Brief: Our Latest Offers**

**Link: https://www.abelandcole.co.uk/inspiration-ideas/offers**

**Copy (26 characters):**

Save with new promotions

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**Main campaign**

**Brief: French takeover – an overview of the whole come away with us French campaign, split in to 3x CTAs of Breakfast // Lunch // Dinner**

**Sticker: French sticker (if it looks ok)**

**Image: F:\Marketing\Photo library\Projects\Summer books 2020\France – A split of Breakfast, Lunch & Dinner**

**Link: TBC**

**Title copy (25 characters):**

The French Collection

**Body copy (108 characters):**

Feel inspired by our authentic cheeses, flavourful wines, and delicious French dishes this summer.

**CTA copy (30 characters):**

Breakfast

Lunch

Dinner

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**Secondary campaign**

**Brief: French desserts and cheese course – linking to the French desserts category**

**Sticker:**

**Image: F:\Marketing\Photo library\Projects\Summer books 2020\France\Desserts -- IMG\_557762**

**Link: TBC**

**Title copy (33 characters):**

The crème de la crème

**Body copy (86 characters):**

Pick the finest final course with authentic cheeses and fanciful desserts

**CTA copy (29 characters):**

Ready to order?

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**Featured product/category**

**Brief: ~~Rope grown mussels are back – tie in to French theme~~ (Changed to Fantastique French Selection of cheeses)**

**Sticker:**

**Image: F:\Marketing\Photo library\Recipes\Mussels -- IMG\_556567**

**Link: TBC**

**FLAG (14 characters):**

Fab fromage!

**Body copy (42 characters):**

The Fantastique French Cheese Selection

**CTA copy (15 characters):**

Buy your box

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**Identify product/category**

**Brief: French wine bundles – finest wines France has to offer**

**Sticker:**

**Image: F:\Marketing\Photo library\Projects\Summer books 2020\France\Wine -- IMG\_557744v1sml**

**Link: TBC**

**Title copy (29 characters):**

Winning in the vineyard

**Body copy (48-53 characters):**

Stack the rack with our fine wine bundles

**CTA copy (20-25 characters):**

Buy your bundle

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**Brand/Seasonal F&V**

**Brief: Herbs & aromatics – tie in to France – garlic/onions/herbs**

**Sticker:**

**Image: F:\Marketing\Photo library\Products\Fruit & Veg\Herbs\Mixed herbs -- IMG\_2091sml**

**Link: https://www.abelandcole.co.uk/fruit-veg/top-ups**

**Title copy (24 characters):**

Herbal enthusiasm

**Body copy (83-88 characters):**

Top up your sprigs, shoots, herbs and roots and find your season(ing) to be.

**CTA copy (20-25 characters, 108 characters):**

Pick yours here

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**Recipe Patch Recipe 1**

**Brief: Garlic & Garden Herb Roast Chicken**

**Sticker:**

**Image:**

**Link: https://www.abelandcole.co.uk/recipes/garlic--garden-herb-roast-chicken**

**Title copy (56 characters):**

Garlic & Garden Herb Roasted Chicken

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**Recipe Patch Recipe 2**

**Brief: Croque Monsieur Croissants**

**Sticker:**

**Image:**

**Link: https://www.abelandcole.co.uk/RecipeDetails.aspx?RecipeId=3533**

**Title copy (56 characters):**

Croque Monsieur Croissants

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**Recipe Patch Video**

**Brief: Honey Wine tasting**

**Image:**

**Link: Wine tasting bundle – product page**

**Embed:**

**Title (with arrow) copy (25 characters):**

Wine Taste-a-long

**CTA copy (30 characters):**

Sip along with an expert here.

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