Homepage Content Template

Week: 28

**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: New veg only boxes – Small/Medium/Large**

**Link: TBC**

**Copy (67 characters):**

If you’re a full-on veg head, check out our new veg-only boxes here.

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**Promo strip (existing)**

**Brief: New veg only boxes – Small/Medium/Large**

**Link: TBC**

**Copy (67 characters):**

New veg-only boxes, for all veg heads to enjoy here.

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**Top link 1**

**Brief: 15% off Minor Figures oat milk**

**Link: https://www.abelandcole.co.uk/fridge/free-from/milk-alternatives**

**Copy (26 characters):**

15% off Minor Figures Oat M\*lk

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**Top link 2**

**Brief: Pip offer (tie into sampling)**

**Link: https://www.abelandcole.co.uk/drinks/soft-drinks**

**Copy (26 characters):**

Get 3 for £4 on Pip cans

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**Top link 3**

**Brief: See what’s new**

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

**Copy (26 characters):**

New & seasonal

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**Top link 4**

**Brief: Our latest offers**

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

**Copy (26 characters):**

Latest offers and savings

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**Main campaign – BAU**

**Brief: New veg boxes – Small/Medium/Large and extras (fruits/salads/veg)**

**CTA 1 – Veg boxes**

**CTA 2 - Fruit**

**CTA 3 - Veg**

**Sticker: New**

**Image: To be shot**

**Link: TBC**

**Title copy (25 characters):**

A brand-new veggie box

**Body copy (108 characters):**

Give a warm welcome to our all-new veg-only boxes, and even more organic top-ups fresh from farmers’ fields.

**CTA copy (30 characters):**

Veg boxes

Fruit

Veg

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**Main campaign – BACKUP IN CASE VEG BOXES SELL OUT**

**Brief: Summer barbecue**

**CTA 1 – Classic BBQ**

**CTA2 – Veggie BBQ**

**Sticker:**

**Image: TBC**

**Link: TBC**

**Title copy (25 characters):**

The heat is on

**Body copy (108 characters):**

Fire up the grill and lay on some organic classics and new veggie favourites. Your ultimate BBQ is here.

**CTA copy (30 characters):**

Classic BBQ

Veggie BBQ

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**Secondary campaign**

**Brief: Fresh bread, baked fresh daily, produced by expert bakers - everything from white loaves to sourdoughs**

**Sticker:**

**Image: To be shot**

**Link: https://www.abelandcole.co.uk/bakery/bread**

**Title copy (33 characters):**

It’s a wonderful loaf

**Body copy (86 characters):**

Every crusty creation, from rye breads to sourdoughs, is expertly baked fresh each day.

**CTA copy (29 characters):**

Grab a slice

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**Featured product/category**

**Brief: 20% off fresh Real Olive Company olives**

**Sticker: Offer**

**Image: to be shot**

**Link: https://www.abelandcole.co.uk/fridge/delicatessen**

**Title copy**

Oliv-ing the dream

**Body copy (42 characters):**

Enjoy 20% off fresh, pitted olives

**CTA copy (15 characters):**

Pick up a pot

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**Identify product/category**

**Brief: New charcoal - West Sussex Charcoal, The Green Olive Firewood Co (4kg) -** [**https://www.abelandcole.co.uk/shop/search?term=charcoal&searchCat=products**](https://www.abelandcole.co.uk/shop/search?term=charcoal&searchCat=products) **linked to our barbecue category (everything needed for a perfect at home barbecue).**

**Sticker:**

**Image: To be shot**

**Link: https://www.abelandcole.co.uk/barbecue/classic-bbq**

**Title copy (29 characters):**

Major coal goals

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

Sustainably-sourced wood for green grilling

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

Light the spark

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**Brand/Seasonal F&V**

**Brief: English Raspberry offer – 2 for £6.95**

**Sticker:**

**Image: F:\Marketing\Photo library\Products\Fruit & Veg\Fruit\Berries\Raspberries -- IMG\_1494**

**Link: TBC**

**Title copy (24 characters):**

Our berry best

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

Pick up two punnets of our fresh English raspberries for just £6.95

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

Pop on some punnets