Homepage Content Template

Week: 31

**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 (existing)**

**Brief: Take us away with you – check whether we can deliver to where you are staying/book in holiday dates if not.**

**Link: TBC**

**Copy (67 characters):**

Set holiday dates or see if we deliver to your destination here

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**Top link 1**

**Brief: 10% off organic farmed salmon**

**Link: https://www.abelandcole.co.uk/meat-fish/fish-seafood**

**Copy (26 characters):**

10% off organic, farmed salmon

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**Top link 2**

**Brief: Summer barbecue**

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

**Copy (26 characters):**

Summer BBQ bits

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**Top link 3**

**Brief: 20% off Tunisian Moulins Mahjoub jars**

**Link: https://www.abelandcole.co.uk/pantry/tins-jars-cooking-sauces/cooking-sauces**

**Copy (26 characters):**

20% off Tunisian antipasti

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**Top link 4**

**Brief: Reusable bottles & containers (returning Klean Kanteen)**

**Link: https://www.abelandcole.co.uk/household/kitchen-essentials**

**Copy (26 characters):**

Reusable bottles & pots

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**Main campaign – BAU**

**Brief: Vegan Summer - Best bits – focus on more unusual lines (falafel/mini energy burgers) as well as vegan wraps, cheese and meal pots (Gaia pulses)**

**Sticker: Vegan**

**Image: To be shot**

**Link: To be created**

**Title copy (25 characters):**

A plant-powered summer

**Body copy (108 characters):**

We’re rounding up our best free-from bits. From vegan cheese to meat-free mini burgers, it’s going to be the summer of veg.

**CTA copy (30 characters):**

Go veggie

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**Secondary campaign**

**Brief: Your weekly night off (ready meals) – linking to the entire range – hassle free dinners, in a flash so you can take the night off.**

**Sticker:**

**Image: F:\Marketing\Photo library\Products\Chilled Food\Ready Meals -- IMG\_557641V1 (crop to left to only include 2 meals)**

**Link: https://www.abelandcole.co.uk/fridge/ready-meals**

**Title copy (33 characters):**

Give those oven mitts a rest

**Body copy (86 characters):**

Our range of handy, organic ready meals are hassle-free and finished in a flash.

**CTA copy (29 characters):**

Take the night off

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**Featured product/category**

**Brief: British sweetcorn in husk season - it’s back/fresh/seasonal/British/the perfect BBQ side.**

**Sticker: British season**

**Image: F:\Website\Master Image Repository -- BERMI**

**Link:** [**https://www.abelandcole.co.uk/fruit-veg/fruit**](https://www.abelandcole.co.uk/fruit-veg/fruit)

**FLAG (14 characters):**

Summer fruits

**Body copy (42 characters):**

We’ve bundled up the best organic berries.

**CTA copy (15 characters):**

Bag a bundle

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**Identify product/category**

**Brief: 'New Biona veg tins/meals – peas/sweetcorn/black chickpeas/jackfruit with Chilli & lime/ Jackfruit stew/ Coconut aminos – image will be a Buddha bowl to tie all together**

**Sticker: New**

**Image: To be shot**

**Link: https://www.abelandcole.co.uk/pantry/tins-jars-cooking-sauces**

**Title copy (29 characters):**

Brand new Biona

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

Try new tins and meals, like Chilli & Lime Jackfruit.

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

Explore the range

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**Brand/Seasonal F&V**

**Brief: New salad (inc. Speciality Tomatoes, Mini Cucumbers, seasonal salads)**

**Sticker:**

**Image: To be shot**

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

**Title copy (24 characters):**

Salad days

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

We’ve farm-fresh newbies to fill your bowls, like mini cucumbers and extra-special toms.

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

Get rustling