

# Assets in our Campaign Funnel

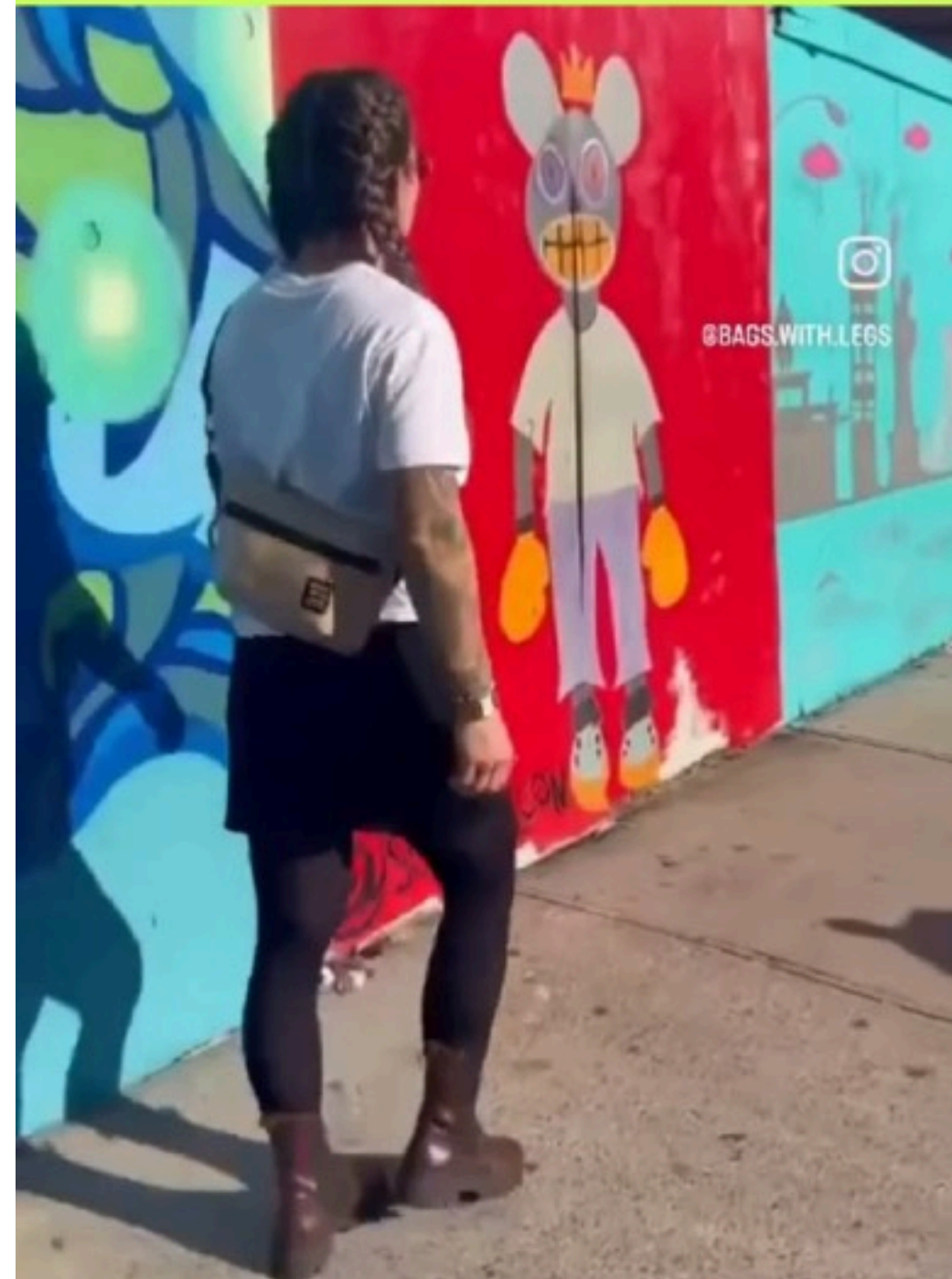
Awareness and Reach	Consideration	Conversion
<b>Hero Video 1</b> Reels/organic	<b>Stopmotion Bag 1</b> Reels / organic	<b>Stopmotion Bag 4</b> Reels / paid ad
<b>Hero Video 2</b> Reels/organic	<b>Stopmotion Bag 2</b> Reels / organic	<b>Carousel UGC Post</b> Customers showing the bags Static / organic
<b>Hero Video 3</b> Reels/organic	<b>Stopmotion Bag 3</b> Reels / organic	<b>UGC</b> Testimonial Reels / organic
	<b>Carousel Post</b> Women behind the brand Static/organic	

# Assets Awareness/Reach Phase

## 3 Videos

These three videos will concentrate on building brand awareness through storytelling, highlighting the brand story and the unique journeys of the artisans behind each product.

**Verändere Leben  
mit deinem Stil**



**Wir schaffen weit  
mehr als nur  
Taschen!**



**Es geht um mehr  
als nur Taschen**

