



Content Creator Briefing Document

About the product

Product Images



Product Description: Vibrant ties, pocket squares with personalities, and bow ties that are the life of the party. This is the world of Prime Neckwear, where we've turned the ordinary into extraordinary, one accessory at a time!

USP (Unique Selling Point): Great style, large selection, fast shipping speed, amazing quality

Link to product: <https://primeneckwear.com/>

How to create your video

What type of video are we looking for?

Get Ready With Me: We are looking for a fun high energy video that shows how great the product is. In the spirit of Tik Tok trends we want to go with the get ready with me approach that is taking the social media platform by storm. We have included a few reference links for you below.

[Reference Link One](#)

[Reference Link Two](#)

[Reference Link Three](#)

Important things to remember when shooting your video

- Remember to talk about the product! Bring up how high quality it is, how fast the shipping speed was and how much you love the designer style
- Take the time to show the product as you are styling your outfit
- Remember to say how the right tie brings the whole outfit together
- Make sure to bring up the Prime Neckwear website

We will edit the video

Send us your rough unedited clips using google drive, dropbox, or we transfer whatever works best for you. Please follow the scripted timeline and breakdown shown on the page. We will edit and clip together your video. Just focus on getting us the best shots possible

0-5 Seconds

Introduce yourself

Show you holding the Prime Neckwear package to the camera.

Say the following,
" Come get ready with me using Prime Neckwear"



5-15 Seconds

Show the tie up close to the camera. Really zoom in and show the content

Say the following,
"Look at how cool this tie is I love the style and the quality"



15 - 40 Seconds

Start styling the outfit putting together the pieces you feel look good with the tie and match its aesthetic. Have fun with it.



40 -50 Seconds

Show your completed outfit, take the time to show off your outfit.

Say the following,
"I love this outfit it looks so good with my Tie can't wait to show it off"



Example Shots