

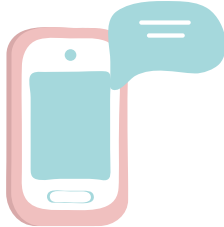
Week 2

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Attention: Boomerang met een blij persoon die de box opent en confetti uit komt	/	Interest: Carouselpost over probleem van dead- en overstock & waarom What in the Box goed is	Desire: Styling video met de items van een box	/	/
Reference	Reference	Reference	Reference	Reference	Reference	Reference
INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM
						
Caption	Caption	Caption	Caption	Caption	Caption	Caption
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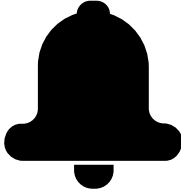
Week 3

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Attention: Foto met veel mensen die in de rij staan om een Box op te halen	/	Interest: Carouselpost over hoe de app te gebruiken is	Action: Unboxing door influencer van de box met een promotiecode bij je 1e aankoop	/	/
Reference	Reference	Reference	Reference	Reference	Reference	Reference
INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM
						
Caption	Caption	Caption	Caption	Caption	Caption	Caption
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Week 4

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Attention: Video waar je diverse mensen/maten/stijlen ziet die binnen een paar seconde voorbij flitsen	/	Interest: Inspirerende quote m.b.t. branding	Action: Korte video waar iemand een pop-up melding krijgt dat de Box opgehaald kan worden.	/	/
Reference	Reference	Reference	Reference	Reference	Reference	Reference
INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM
						
Caption	Caption	Caption	Caption	Caption	Caption	Caption
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Week 5

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Desire: Carouselpost met verschillende samengestelde outfits voor verschillende stijlen	/	Action: Countdown-post waar een nieuwe partner bekend wordt gemaakt	Interest: Aandacht schenken aan het gemak van WITB; filteren op eigen locatie	/	/
Reference	Reference	Reference	Reference	Reference	Reference	Reference
INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM
						
Caption	Caption	Caption	Caption	Caption	Caption	Caption
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Week 6

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Desire: GRWM video waar een influencer items van de box gebruikt	/	Attention: GIF waar een berg met boxen omkiept	Interest: Delen van cijfers van de kleding die niet is vernietigd door WITB	/	/
<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM
						
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Status: Done	Status:	Status:	Status:	Status:	Status:	Status:

Week 7

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Attention: Video waar een box wordt geopend en veel enthousiaste blikken te zien zijn (mysterie)	/	Interest: Wat voor kleding er in een box kunnen zitten	Action: 24 uur om een box te bestellen met een promotie	/	/
Reference	Reference	Reference	Reference	Reference	Reference	Reference
INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM	INSTAGRAM
						
Caption	Caption	Caption	Caption	Caption	Caption	Caption
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Week 8

Content Planner Instagram

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
/	Desire: Video dat aantoon dat WITB shoppen leuker maakt	/	Action: Countdown post van een nieuwe partner	Desire: GRWM video met items uit de box	/	/
<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM	<i>Refers to</i> INSTAGRAM
						
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Status: Done	Status:	Status:	Status:	Status:	Status:	Status: