

The background of the entire image is a close-up, high-angle shot of various colorful candies. In the upper left, the word "jamin" is written in a grey, cursive script. Below it, the text "KEMI AGENCY COLLAB" appears in a white, sans-serif font. A diagonal grey band runs from the top left towards the bottom right, partially obscuring the candies. In the center of this band, the word "JAMIN" is written in large, bold, white, sans-serif capital letters. Below "JAMIN", the website address "WWW.KEMIAGENCY.NL" is written in a smaller, white, sans-serif font. The candies include round, oval, and rectangular shapes in a wide array of colors: red, orange, yellow, green, blue, pink, purple, and white. Some candies have a sugary, crystalline texture, while others are smooth and glossy. A prominent rainbow-colored candy strip is visible in the lower right quadrant, and a large, textured pink candy is in the upper right. The overall composition is vibrant and visually appealing, emphasizing the variety and quality of the Jamin candy line.

jamin

KEMI AGENCY COLLAB

JAMIN

WWW.KEMIAGENCY.NL

Campagne

Brand Explanation:

Jamin is a colorful and cheerful candy store. At the Jamin you will find candy that you cannot find anywhere else. This store is the most colorful on the entire shopping street and always catches your eye immediately. Go inside for a delicious bag of fresh candy or a nice ice cream. Not only can you find Jamin in the shopping street, but also online you can find all these goodies.

Did you know that Jamin also has the most flavors of Easter eggs?

Campaign goal

Inspire and enthuse your followers with Jamin's candy and get them excited to visit the store.

General Information

- Study the website and instagram for inspiration
- Don't tag/name other brands in the promotion of Jamin
- The content should come across as original and authentic as possible. Make sure you feel comfortable with the content you post
- Make sure that no children under the age of 16 are involved in the campaign
- Before you post the pictures, send your complete content to content@kemiagency.nl for verification.



THE COMPENSATION

You may scoop a bag of candy at the Jamin store listed below:

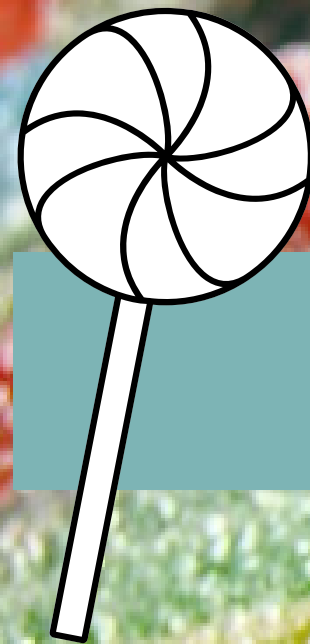
- koln (Germany)

Once you are accepted into the collab,
we will let the store in Koln know that you are stopping by.



Deadlines

Before you post your photos/reel, send your content to content@kemiagency.nl for review.



1

Story: By mutual agreement



2

Post: By mutual agreement

***When the agreements in this briefing are not met, we request a refund of the product received and the costs incurred.**

Note: The story and the post may not take place on the same day

What do we expect from your story?

Agreements:

What are you going to do?

- Show your followers that you are in the Jamin store and what they offer there
- Check out the '**example story**' page for examples of how we like to see the story and choose 1.
- Take a photo/video/boomerang of the candy wall
- Show that you are filling a bag of candy with scoop candy
- **Make sure that no children under the age of 16 participate in the campaign**
- Tell something about Jamin (see brand explanation for more info)

Pay attention

- The space where you make the content is neat and tidy. Make sure you don't take pictures in front of a messy or empty shelf.
- Make sure you speak clearly and/or use clear text.
- Place the link to the website in your story using a link sticker or swipe-up.
- Pay attention to the white balance and lighting. Inside a store it can sometimes be dark and/or yellowish. If you don't know how to handle this, ask us for help.

Tags:

@Jaminkoln @kemiagency

#jamin #jaminkoln

Deadlines:

By mutual agreement

What do we expect from your post?

Agreements:

What will you do.

- Make a photo/real/ TikTok video of yourself in the Jamin Wherever yourself is on it.
- Tell what you have chosen and why
- **Make sure there are no children under the age of 16 participating in the campaign**
- Tell something about Jamin (see brand explanation for more info)
- Make sure it comes across as natural and not an advertisement.

Pay attention to

- The space where you make the content is neat and tidy. Make sure you don't take photos in front of a messy or empty shelf.
- Make sure you use clear text and that your photo is sharp and well lit.
- NO SELFIES! But you have to be in the photo yourself.
- Pay attention to white balance and exposure. Inside a store it can still be dark and/or yellowish. If you don't know how to handle this, ask us for help.

Tags:

@Jaminkoln @kemiagency (tag in the photo and in your text)
#jamin #jaminkoln supplement with your own hashtags

Deadlines:

By mutual agreement

EXAMPLE STORY

Examples what we would like to see in the story:

- International candy tasting and rating
- Wearing outfits inspired by different candies
- Choosing and talking about nostalgic candy
- Tasting and mixing candy
- Create as much candy as possible in 1 minute
- Find as much candy as possible in 1 color in a given time



Extra information

- The post on your timeline should stay up for at least 1 month
- Place the link of the website www.jamin.nl in a link sticker
- You can send us the complete content in advance to content@kemiagency.nl or upload your content via: www.kemiagency.nl/influencers/content-uploaden
- Mail us your statistics after your story has been online for 24 hours and your post has been online for at least 3 days. You can email them to collab@kemiagency.nl or upload them via: www.kemiagency.nl/influencers/statistieken-campagne.
- Do this no later than one week after posting.



Contract between KEMI and Influencer

Please receive your agreement to the briefing within 24 hours. This document serves as an agreement between KEMI and the Influencer. Once KEMI has received your agreement, the products will be sent out. Unfortunately you cannot participate in this collab without an agreement. Please note that you will receive quite a lot (products/amount/giftcard). If the agreements are not met, we ask for the costs incurred by us and the customer and the received products back.