

LIVE FOR THE STORY

Brand Repositioning and Summer Campaign Toolkit v. 3.0
April 2017

Canon



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WELCOME TO THE LIVE FOR THE STORY BRAND REPOSITIONING AND SUMMER CAMPAIGN TOOLKIT

The aim of the guide is to.

Explain Live for the story: The concept, how it works and its objectives.

Inspire you to bring Live for the story to life within your local market.

Provide you with clear and concise guidelines on how to activate the brand repositioning and summer campaign.



THIS SUMMER IS A UNIQUE ONE FOR US

We are not only relaunching the brand, but we are also then communicating Mirrorless under our new brand platform of 'Live for the story'.

Live for the story will make us relevant beyond our core audience and demonstrate that we have products of interest to a whole smartphone generation who are consumed by taking photos and videos.

This is a huge opportunity for us as if we are able to influence even a small fraction of this audience, we will be able to overturn the gradual decline of the camera market.

“When I was younger and buying digital cameras it was one of the brands I would look at, whereas now I’m like nothing to do with me – too hardcore!”

Female, 21

WHAT WE HAVE DONE BEFORE

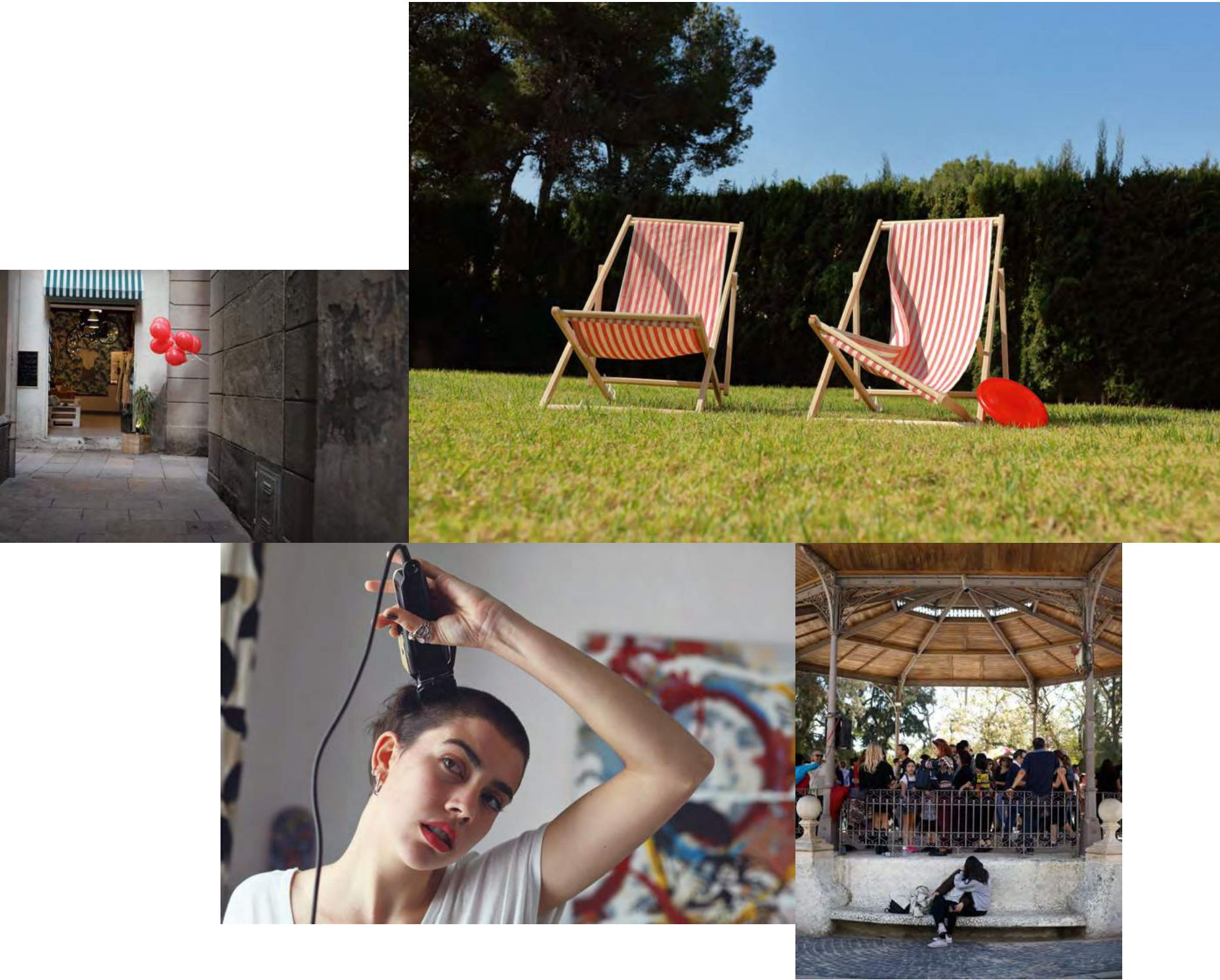
In the past, Canon has championed perfectly captured, extraordinary moments – but most people’s lives do not normally look like this.



WHAT WE SHOULD START DOING

If we want to play a role in every image, we need to champion the significance of everyday moments.

All moments have the potential to be important, even if you don't realise at the time, and they all deserve our attention and care.



THIS IS AN IDEA ABOUT AN ATTITUDE

It's about why people get up and do things; for the story.

Experience is the most valuable currency we have, so we need to encourage people to live every experience to the fullest no matter how insignificant or everyday.

It is an active proposition telling people to get involved.



LIVE FOR THE STORY IS FROM THE WORLD OF 'STORIES' NOT 'IMAGES'

Our look and feel needs to be focused around stories.

We need to act and behave differently to how we used to as a photography brand, and start acting like a storytelling brand.

We look to the world of editorial – magazines, newspapers, blogs – the world where stories are being told every minute of every day.



2 THE BRAND REPOSITIONING AND SUMMER CAMPAIGN

WE HAVE TWO OBJECTIVES FOR THIS CAMPAIGN

1. Repositioning the brand

The first priority for this campaign is to clearly land our new positioning.

Changing our image, attitude and body language to that of an accessible storytelling brand is an important first step in engaging with this new audience.

Example KPIs

TNS Brand metrics – accessibility, relevance, ‘brand for people like me’

Brand engagement – likes, shares, use of hashtag, amount of UGC

2. Driving Mirrorless sales

Mirrorless is a key strategic priority for the business, and as an exciting new category of camera, they are perfect product to evidence our new brand positioning.

Example KPIs

Volume of sales – by market and model

Consideration – website visits, store footfall

HOW DO WE TALK ABOUT MIRRORLESS?

We don't want start our communications with specs and features

- 1. It doesn't help people navigate between ranges** – to differentiate our compact, mirrorless and DSLR offerings, they need help deciding which is for them, beyond the technical differences.
- 2. It won't stimulate demand** – for those not actively considering a camera purchase, features and specs are an irrelevance.

We do want to give Mirrorless the attitude of the brand

- 1. We want the camera to say something about the person wearing it** – people should be proud to be seen wearing EOS M, as an image statement.
- 2. We want to associate the product with the right people, partners and scenarios** – we want to create a character for the product that will attract a new, broader audience.

THE DIFFERENCE BETWEEN OUR AUDIENCES

In our communications we need to be mindful that the audiences we're selling to are quite different.

Entry Level

1. Currently unengaged
2. First foray into the world of 'cameras'
3. Low understanding of product

Who is it for?

For the creative one. A keen instagrammer with a bit of an eye for the shot, who takes more care when taking photos on their iPhone.

Key supporting proofs

- Connects wirelessly for social sharing.
- The power of Canon, but with simplified features.
- Accessible price-point (~£250).
- Customisable jackets and straps.

Prosumer Level

1. Engaged with photography
2. Will buy as second camera, or switch/upgrade to it
3. Good understanding of product

Who is it for?

For those who live and breathe photography - the person who needs a second camera because they can't always take their 5D with them.

Key supporting proofs

- The speed and quality of an 80D.
- Compatibility with Canon system.
- 'Feel' of Canon DSLR

THE PROPOSITION FOR MIRRORLESS

Brand attitude

Live for the story



Product Benefit

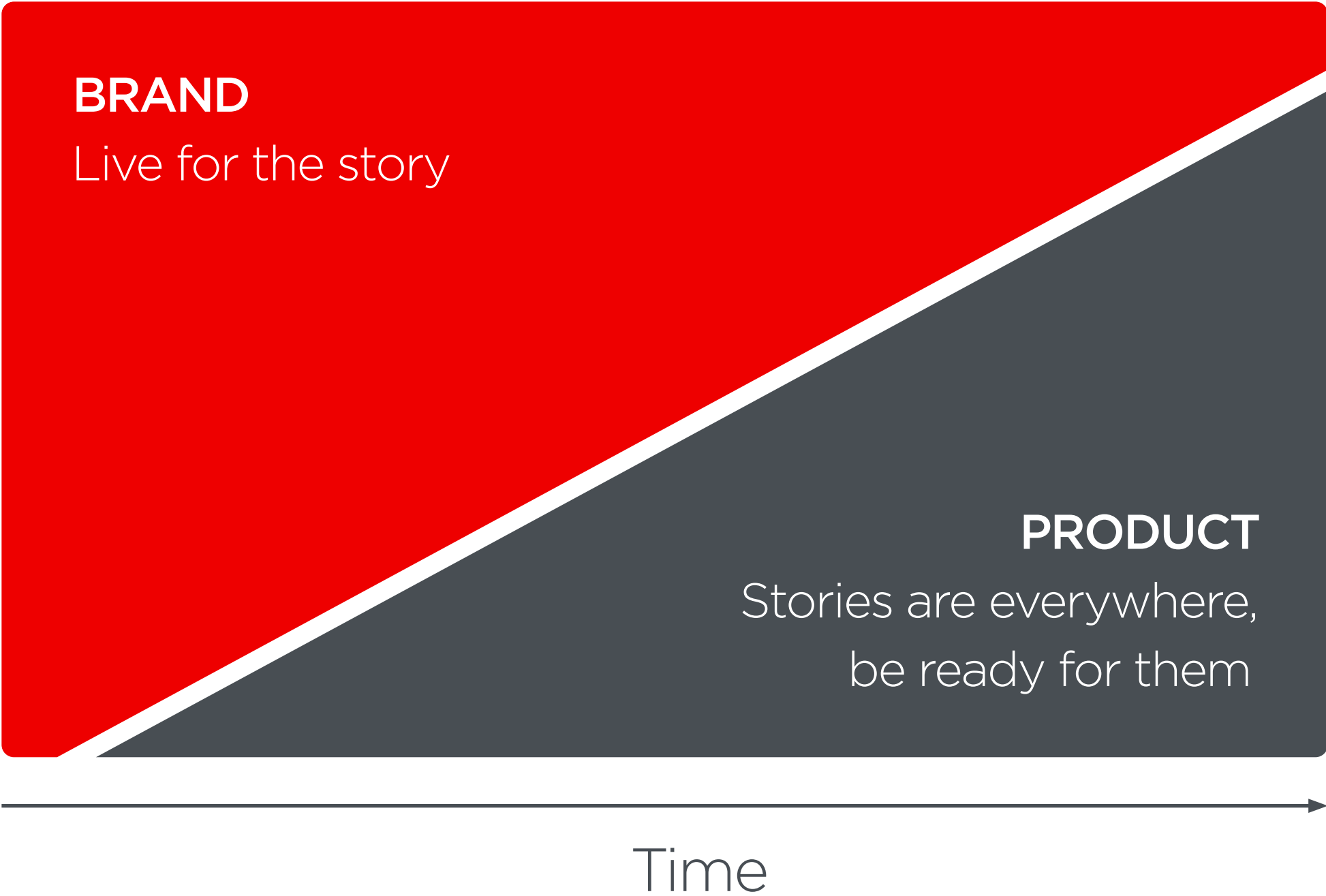
Compact - small,
lightweight, durable



Proposition

Stories are everywhere,
be ready

THIS IS HOW THE NARRATIVE
OF THE CAMPAIGN
CHANGES OVER TIME



ALTHOUGH MIRRORLESS IS THE MAIN FOCUS FOR
SUMMER, WE WANT TO BRING TO LIFE HOW LIVE
FOR THE STORY WORKS THROUGH THE REST OF
THE CANON PORTFOLIO

THE PROPOSITION FOR LENSES

We have two ways to talk about lenses, depending on the marketing objective we are trying to achieve:

<p>Marketing Objective Persuade existing camera owners to buy an additional lens</p>	<p>Marketing Objective Convince in-market shoppers to buy Canon over Sigma/Tamron</p>
<p>Product Insight Lenses inspire you to do more, not just be a better photographer</p>	<p>Product Insight A huge amount of effort goes into the production of every lens</p>
<p>Product Proposition Find a new story to tell</p>	<p>Product Proposition The craft behind the story</p>
<p>What this means: We want to associate different lenses to different passion points and activities. For example, a sports lens to cycling or surfing, or a landscape lens to hiking.</p>	<p>What this means: We want to associate different lenses to different passion points and activities. For example, a sports lens to cycling or surfing, or a landscape lens to hiking.</p>

THE PROPOSITION FOR IRISTA

Canon Irista

Make your stories come to life...

Canon Irista is a platform that makes it easy for you to do more with photos from your camera.

The number of photos you take on camera can be overwhelming to the point at which they're left dumped on an old hard drive in their thousands, never really looked at again.

At Canon, we want to make sure you that you do something with the stories you've captured, and enjoy them again and again.

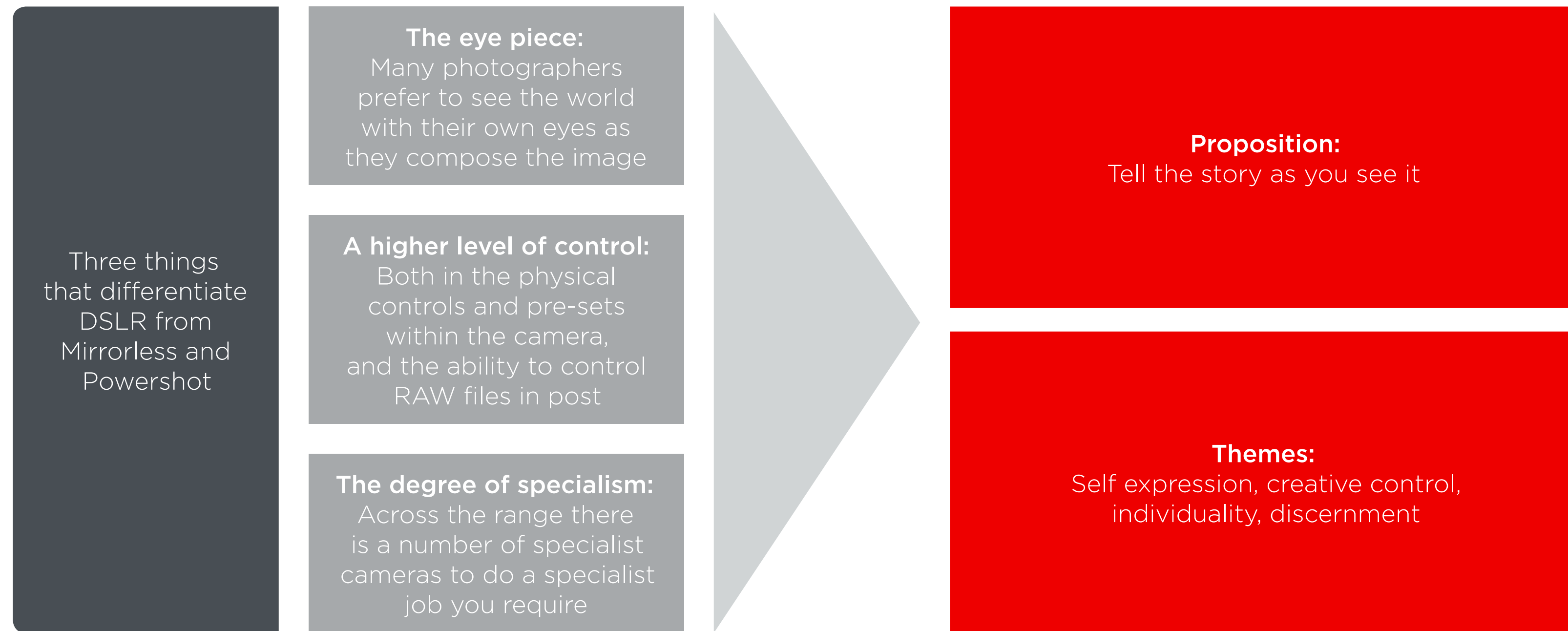
That's why we've developed Canon Irista, a platform that sorts and curates your images to make them easier to find, makes it easy to produce high quality prints, helps you improve your output, and connects you to other platforms like Instagram and Adobe Lightroom.

THE PROPOSITION FOR CANON IRISTA

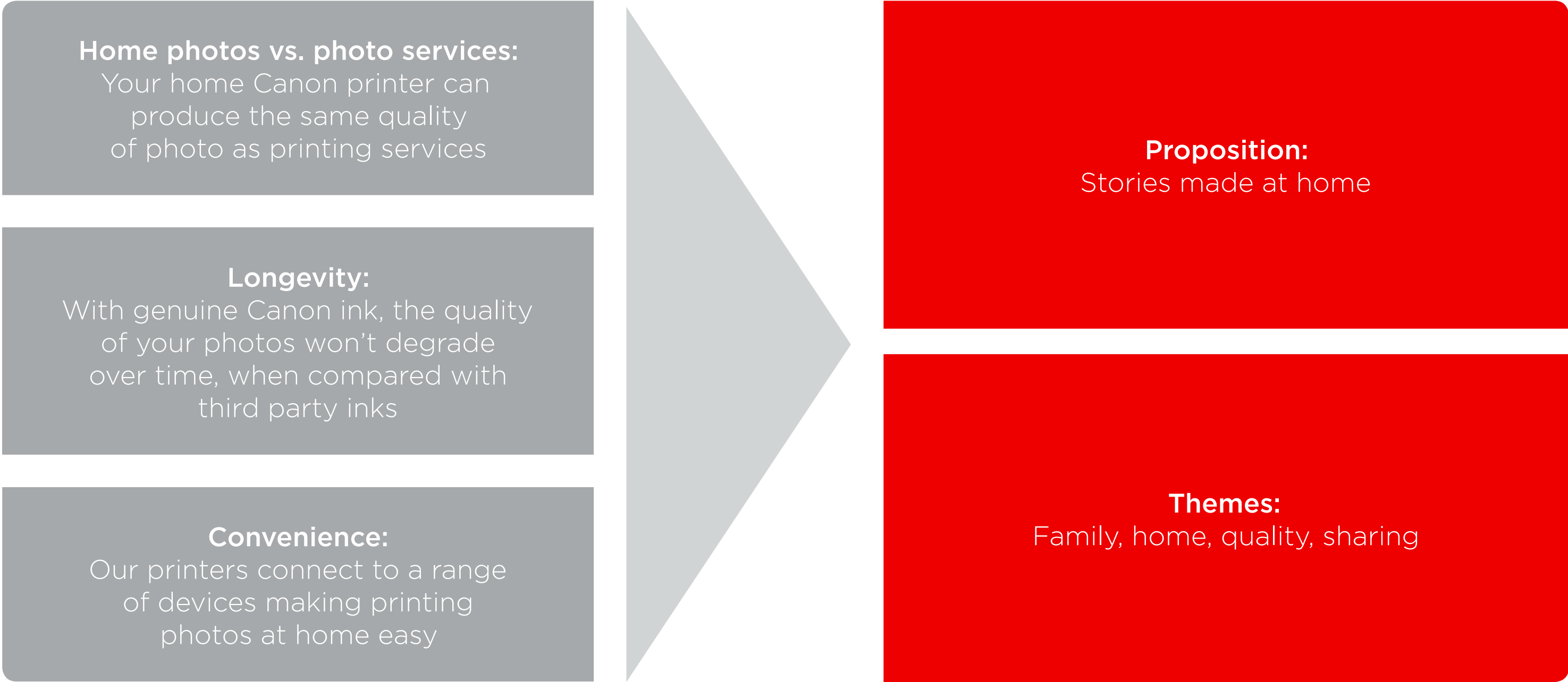
There are four pillars of messaging for Canon Irista:

Customer Value Proposition Make your stories come to life			
Curation	Printing	Enhancement	Connecting
<p>Message: We curate and present your stories back to you so you don't have to wade through thousands of file names to find gems</p> <p>Features:</p> <ul style="list-style-type: none"> • Smart Tagging • Stacking with timeline <ul style="list-style-type: none"> • Galleries • Quick scrolling 	<p>Message: We make it easy for your to create high quality photo books and prints, either for delivery or from your home printer</p> <p>Features:</p> <ul style="list-style-type: none"> • HD book integration <ul style="list-style-type: none"> • HD print • PIXMA integration 	<p>Message: We help you improve your stories by analysing your images to offer hints & tips, as well as editing features</p> <p>Features:</p> <ul style="list-style-type: none"> • Hints & Tips • Editing 	<p>Message: We help connect your photographs to other platforms to make sharing and editing from your camera easier</p> <p>Features:</p> <ul style="list-style-type: none"> • Instagram desktop sharing <ul style="list-style-type: none"> • Integration with Adobe Lightroom

PROPOSITION FOR DSLR



PROPOSITION FOR PRINT



THE ROLE OF 'SHOOT REMEMBER SHARE'

SHOOT > REMEMBER > SHARE

Shoot Remember Share is a visual mnemonic that helps illustrate to our audience that Canon is more than just a camera and printer manufacturer.

This is important, because it is our **key differentiator** vs. our direct competition across categories (e.g. Nikon, Epson, Dropbox etc.).

It's role is to provide a compelling 'reason to believe' for people to choose us over this competition **when they are in consideration** for a product or service.

For trademark reasons you must always use SHOOT > REMEMBER > SHARE together, as all three words in that order, in the same font.

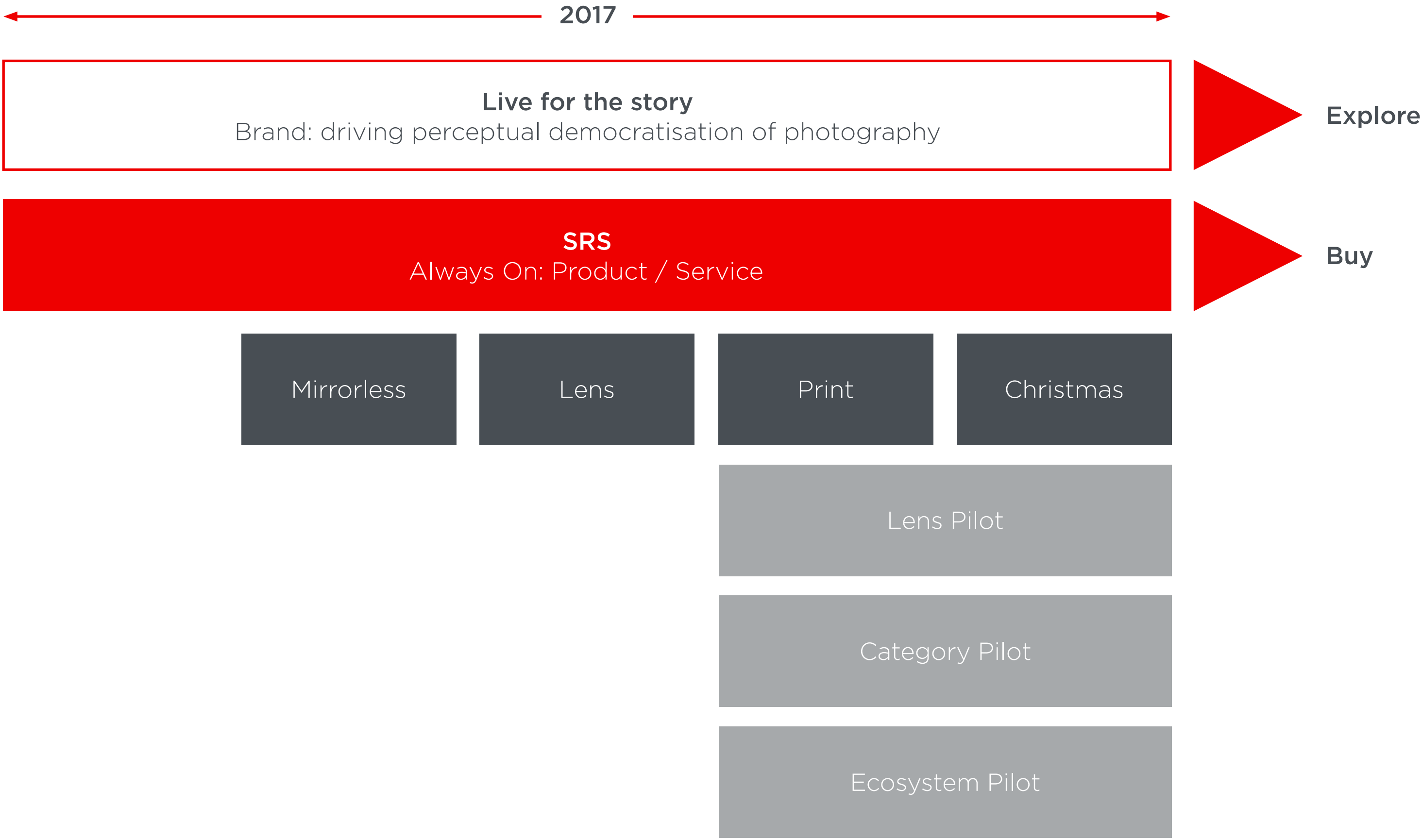
This will only ever be translated in French and Russian.

MESSAGING STATEMENT

At Canon, we recognise that good storytelling requires all manner of tools and skills; which is why we have expanded our offering beyond cameras and printers to help people tell better stories, more easily, from end to end.

This takes all manner of forms, to suit any of your storytelling needs - from a platform that makes it easy for you to do more with photos from your camera, an app to help you improve your skills, to professional printed photobooks from your phone.

WHERE IT APPEARS ACROSS OUR CUSTOMER JOURNEY



WHERE IT APPEARS IN OUR CHANNELS

It **doesn't appear** when the role of communications is driving consideration and awareness of brand, product or service

It **does appear** when the role of communications is to drive consideration to conversion of product or service

Advertising
Social & PR
Customer Acquisition

Retail
Website(s)
CRM (Up-sell)
Re-targeting (Digital & Social)

WHERE IT APPEARS VISUALLY – DO'S AND DON'TS

Shoot Remember Share is **not** a strap line, but a visual mnemonic that is used in appropriate places to illustrate to our audience that Canon is more than just a camera and printer manufacturer.

Equally, each word of the mnemonic does **not** represent a different product, as a printing product can aid remembering or sharing, as can Lifecake, as can Canon Irista etc.

It is a way of starting a conversation or argument for the benefits of buying into a connected ecosystem of storytelling products and services.

It does mean we have consistent language when we're talking about taking pictures, or sharing them however.

The three words should always be used together, never individually

WHERE IT APPEARS VISUALLY – BY EXECUTION

This argument can take different forms, which will vary by execution

Short Form

Only the mnemonic is shown:

It is a 'nod' that suggests Canon is more than what you expected, but doesn't provide any further explanation

Medium Form

The mnemonic is followed by a brief description:

That explains how and why a storytelling system is important

Long Form

The mnemonic is followed by a detailed description:

That explains how and why a storytelling system is important, and provides information on different products and services

See 'Retail' section for an example application

Short Form	Shoot > Remember > Share	Example Execution Digital Display Retail – Shelf strip
Medium Form	Shoot > Remember > Share At Canon, we recognise that good storytelling requires all manner of tools and skills; which is why we have expanded our offering beyond cameras and printers to help people tell better stories, more easily, from end to end.	Example Execution CRM up-sell programme Website – eCom
Long Form	Shoot > Remember > Share At Canon, we recognise that good storytelling requires all manner of tools and skills; which is why we have expanded our offering beyond cameras and printers to help people tell better stories, more easily, from end to end.	Example Execution Retail – Aisle end display Website – Marketing

MEDIA OVERVIEW

What?

Canon brand campaign including launch of new brand platform Live for the story

To whom?

Adventurous Achievers and Modern Impulsives
(based on TGI audience profiling work)

Why?

Re-inspire audience with the power of photography
Reposition Canon as an accessible and relevant brand
Increase brand awareness and consideration beyond our core audience

How?

Cross platform campaign

Mixing influential, engaging and cost effective media formats - each carefully audience, content and time targeted to maximise campaign impact

When?

17th May to 31st July (10½ weeks)

ENSURING OUR BRAND VISION DELIVERS THROUGH PAID: STRATEGIC PRINCIPLES

Three key take outs:

Drive Stature and Scale



Reposition/generate reappraisal of our brand – reach is key

Emotion



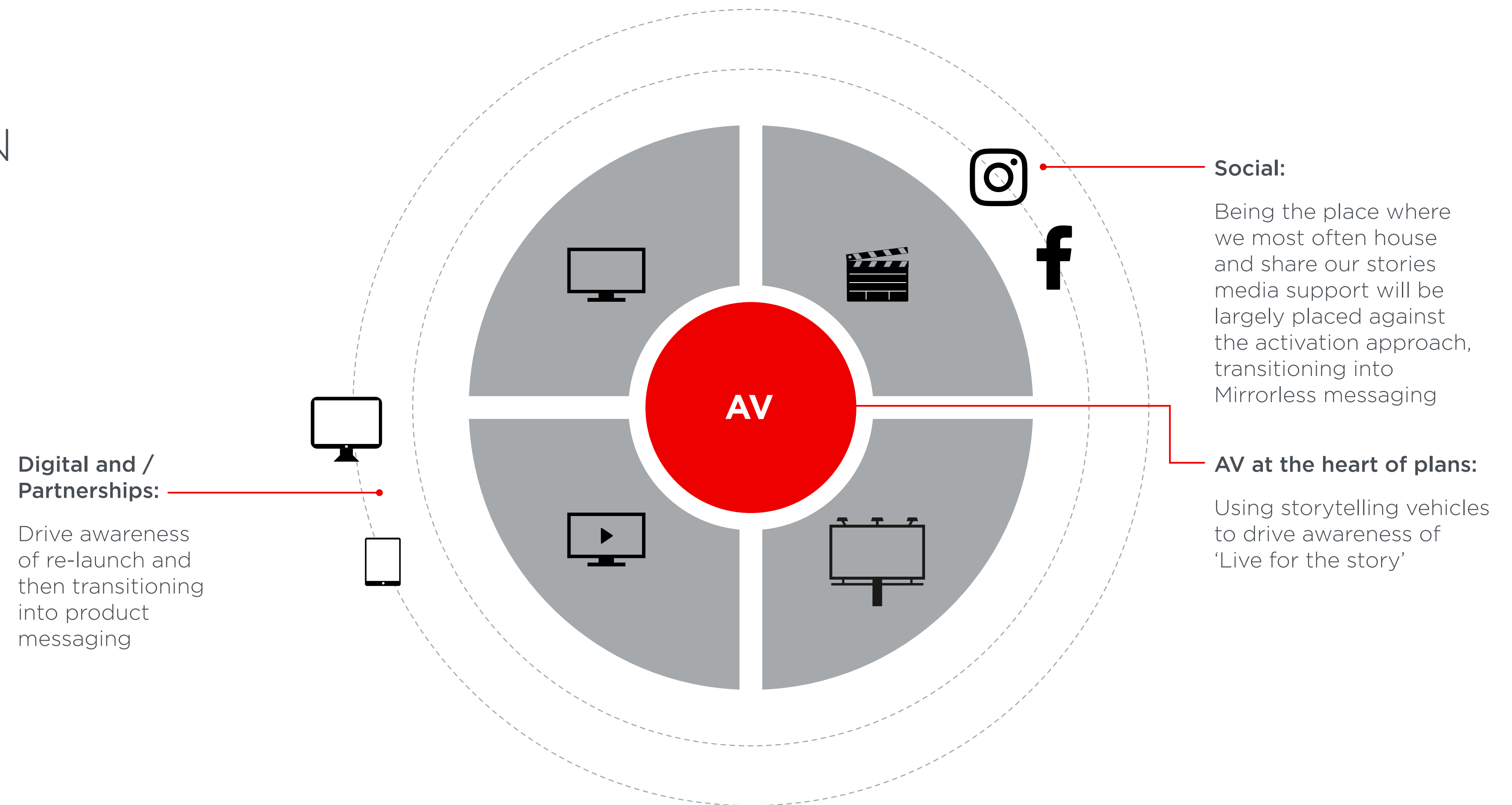
Prioritise channels and executions which best support emotional comms

Storytelling

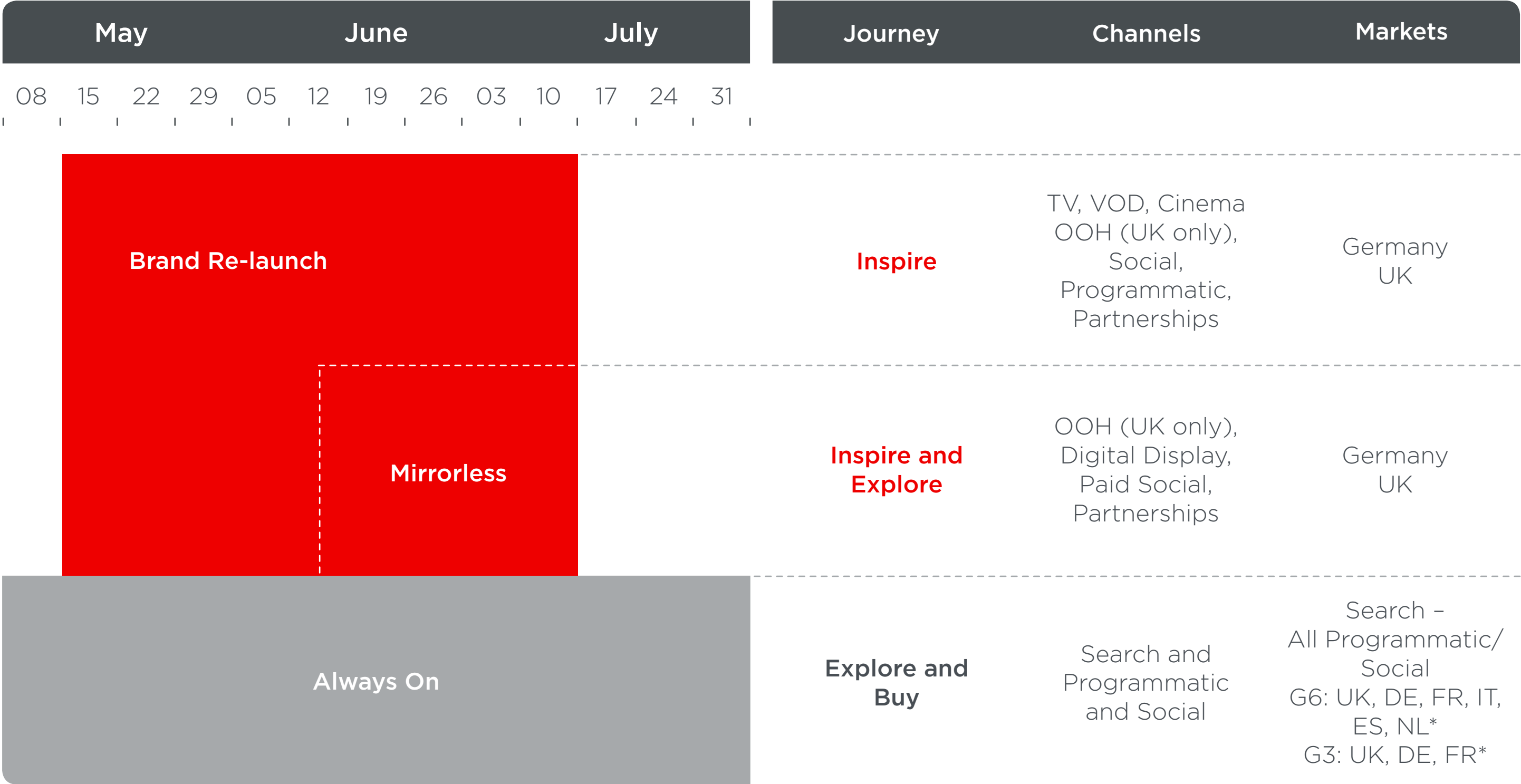


Storytelling at the heart of every choice, ensuring we deliver against our audiences key passion points

CHANNEL PRIORITISATION AND ROLES

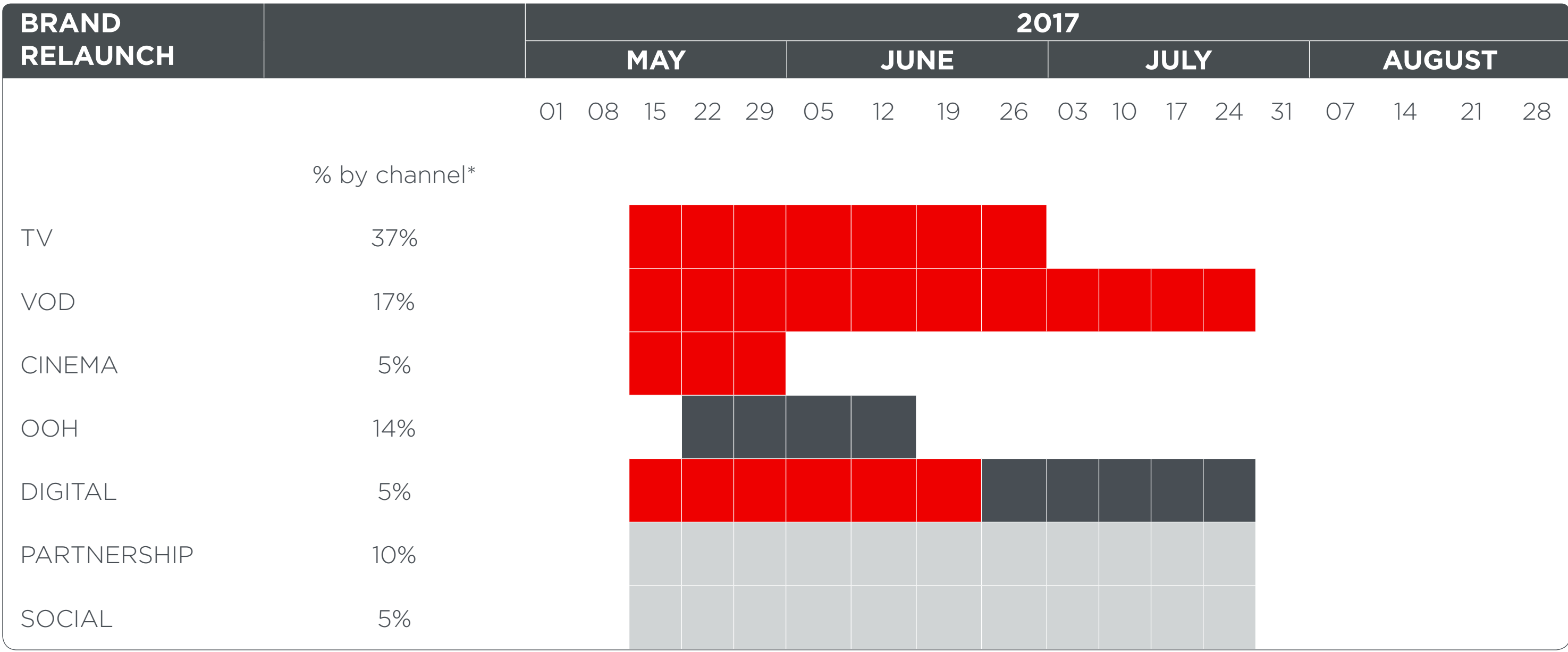


OVERVIEW: BRAND RE LAUNCH AND MIRRORLESS



*See slide XX for more information

LIVE FOR THE STORY CAMPAIGN OUTLINE - UK



Est. messaging split:
 - Brand 88%
 - Mirrorless 12%



*7% contingency budget to be activated in July (digital, social, VOD TBC)

LIVE FOR THE STORY KEY FORMATS - UK

SUMMER BRAND RELAUNCH

TV

30"
60"

VOD

60"
30"

Cinema

60"

DOOH

Digital 6 Sheets
Large format digital screens

Digital

Billboards, Double MPUs, Skins
Suite of standard formats

SUMMER ACTIVATION

Paid Social

Instagram

Image and video ads
Instagram Stories
Carousel

Facebook

Image and video ads
Canvas
Carousel

Twitter

Image and video in feed ads
Image and video link cards

Partnership

Custom content, impactful formats (WIP)

LIVE FOR THE STORY KEY METRICS - UK

TV

Est. weekly reach: 40% of 16-34 y.o.
Est. GRPs: 350+

VOD

Est. weekly reach: 4% of 16-34 y.o.
Views - Est. 16M

Cinema

Overall reach: 7%
Admissions: 3.3M

DOOH

Impacts/footfall - Est. 22M Million

Digital

Impressions - 18 Million

Paid Social

Est. weekly reach: 40% of 16-34 y.o.
est. frequency 2.5+
Overall campaign Impressions: 315M

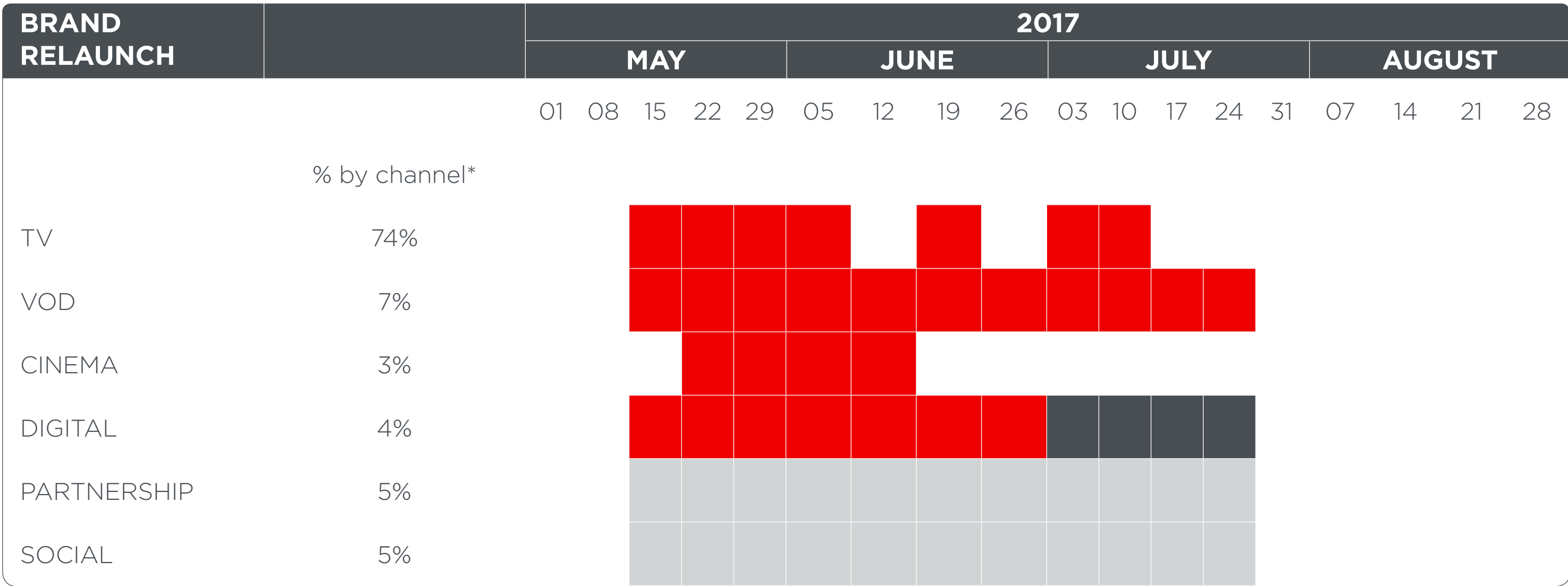
Partnership

TBC

MEDIA CHANNELS AND CANON STRATEGIC PRINCIPLES - UK



LIVE FOR THE STORY CAMPAIGN OUTLINE - DE - WIP



Est. messaging split:
 - Brand 97%
 - Mirrorless 3%



*2% contingency budget to be activated in July (digital, social, VOD TBC)

LIVE FOR THE STORY KEY FORMATS - DE - WIP

TV

30"
60"

VOD

60"
30"

Cinema

60"

Digital

Billboards, Halfpage, Skins, Mobile Interstitial,
Native teasers
Suite of standard formats

Partnership

Custom content, impactful formats (WIP)

Paid Social

Instagram

Image and video ads
Instagram Stories
Carousel

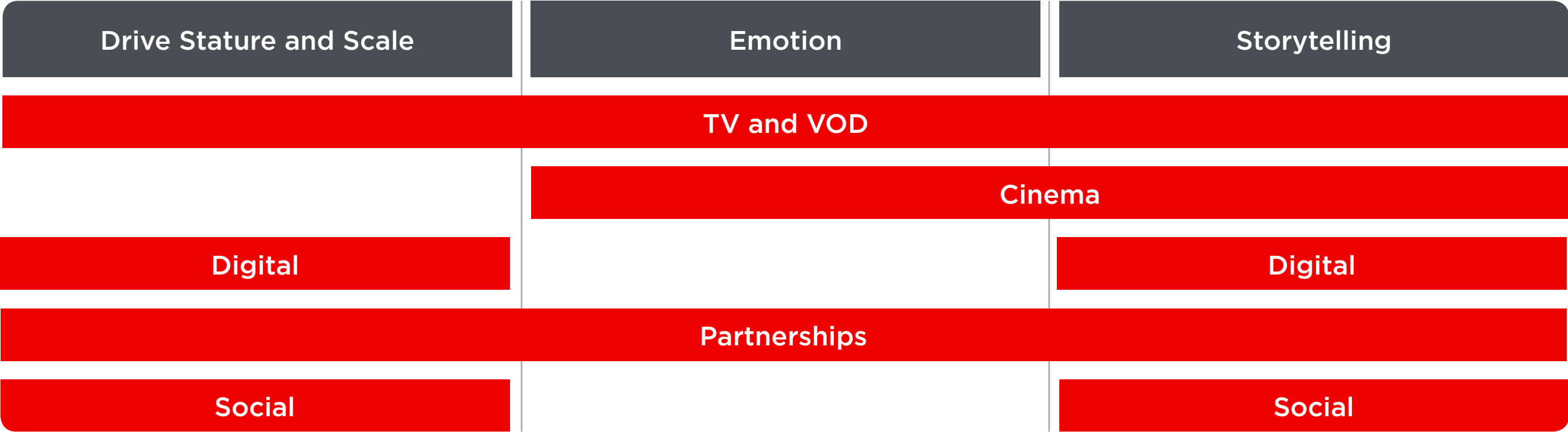
Facebook

Image and video ads
Canvas
Carousel

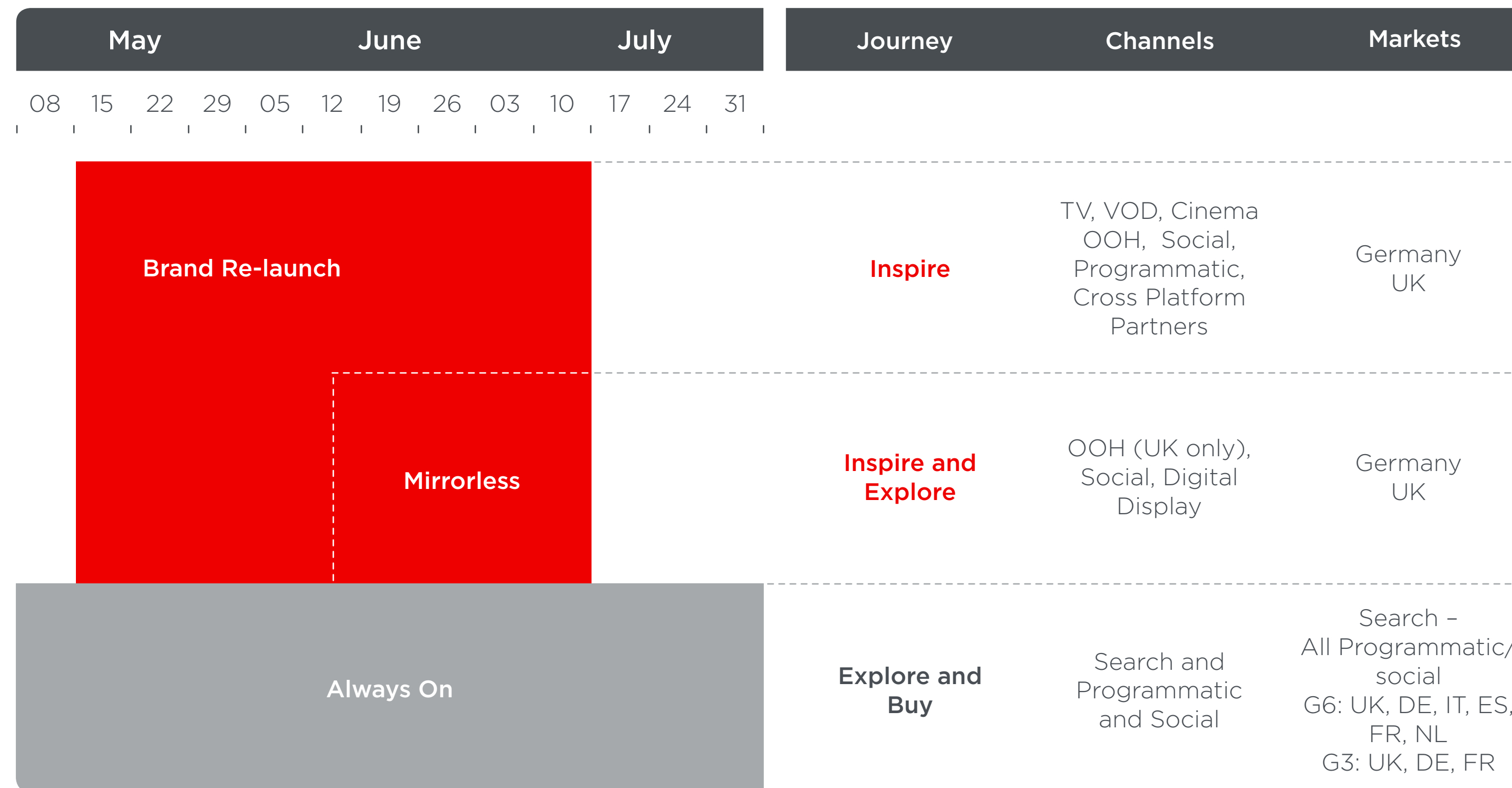
Twitter

Image and video in feed ads
Image and video link cards

MEDIA CHANNELS AND CANON STRATEGIC PRINCIPLES - DE - WIP



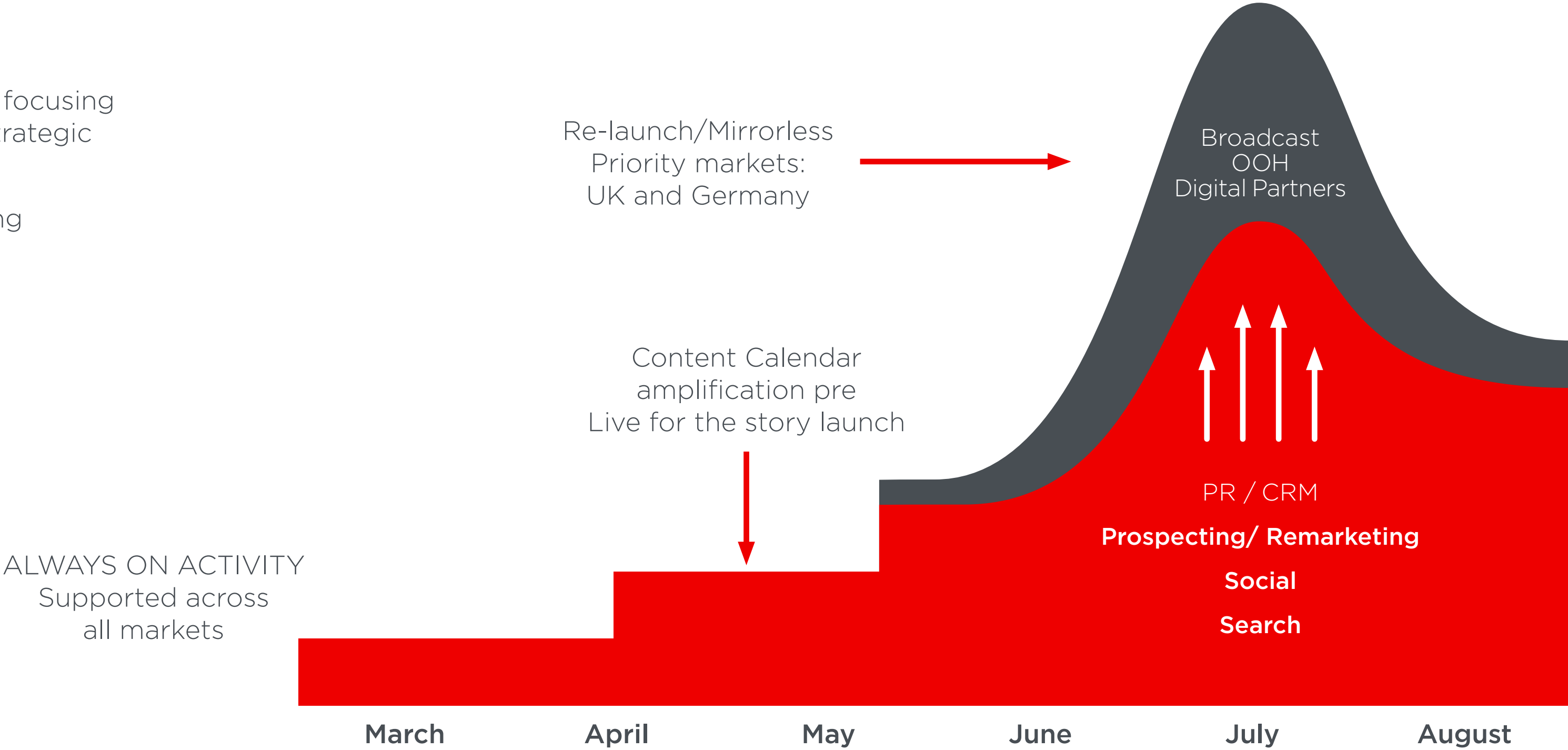
OVERVIEW: ALWAYS ON



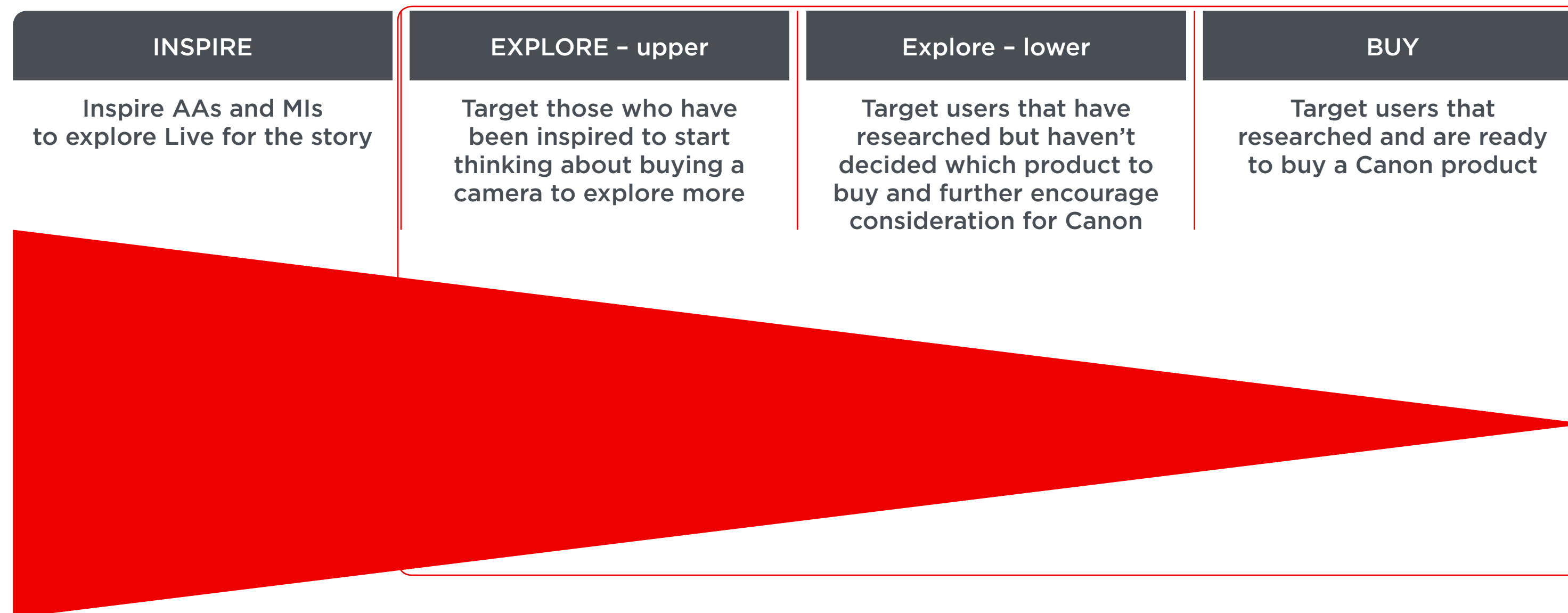
FLEXING ALWAYS ON DURING OUR CAMPAIGN PERIOD: ALL MARKETS

Campaign launches with overarching brand message focusing on storytelling as a primary focus. Mirrorless as key strategic proposition are then transitioned into the campaign

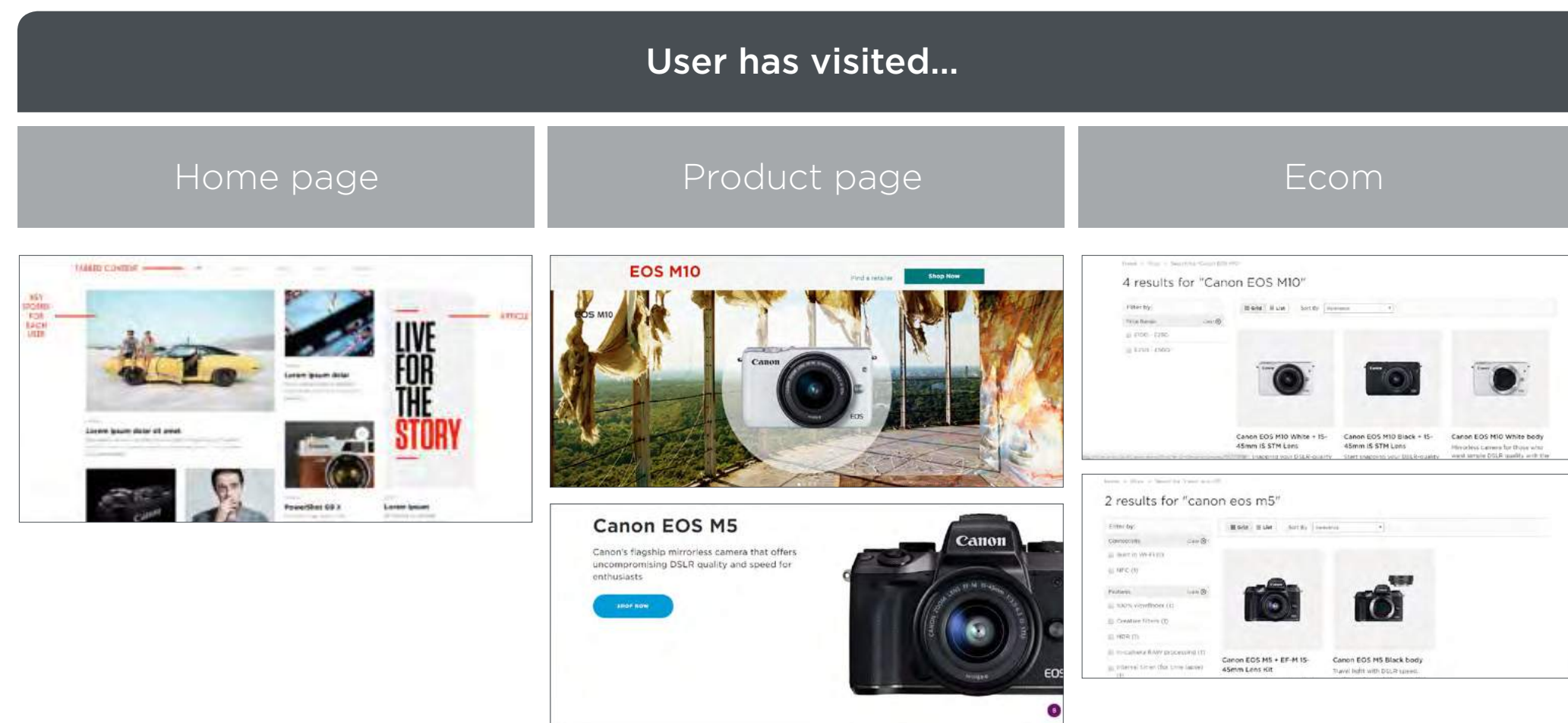
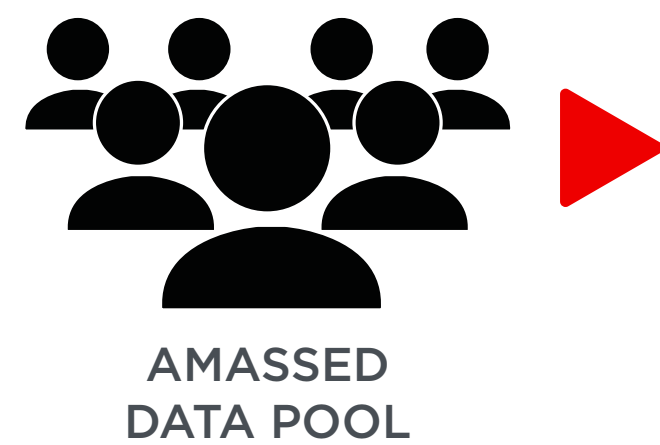
On top of Mirrorless, Always On will also be supporting Canon Lens, as well as all products for Ecom



INTRO



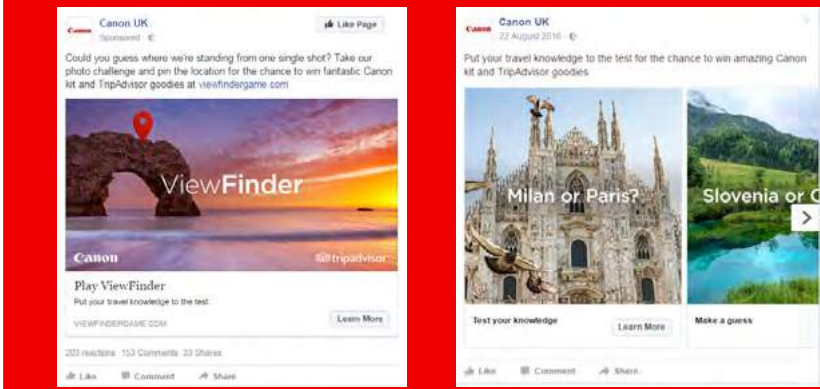
REMARKETING STRATEGY



Dynamic updates

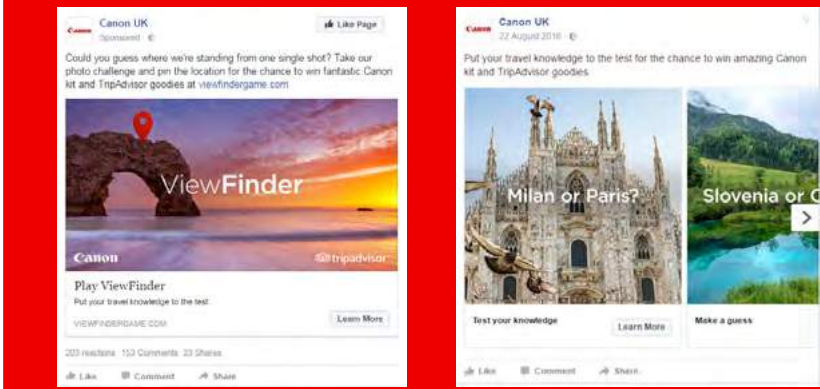


EXPLORE UPPER – ALWAYS ON – SEARCH, DISPLAY, SOCIAL TACTICS

	SEARCH	DISPLAY	SOCIAL (Facebook)
Tactic	<p>Generic key word targeting</p> <p>Post campaign exposure re-targeting</p>	<p>Behavioural targeting</p> <p>Search behavioural re-targeting</p> <p>Competitor targeting</p> <p>Lookalike targeting</p> <p>Segmentation targeting based on onsite behaviour</p>	<p>Segmentation targeting vbased on onsite / social platform behaviour</p> <p>Targeting based on buying behaviour</p>
Format	<p>Text ads on Google</p>	<p>Dynamic creative (personalised Ads based on behaviour onsite and offsite)</p>	<p>Image Link Ads and Carousels</p> 

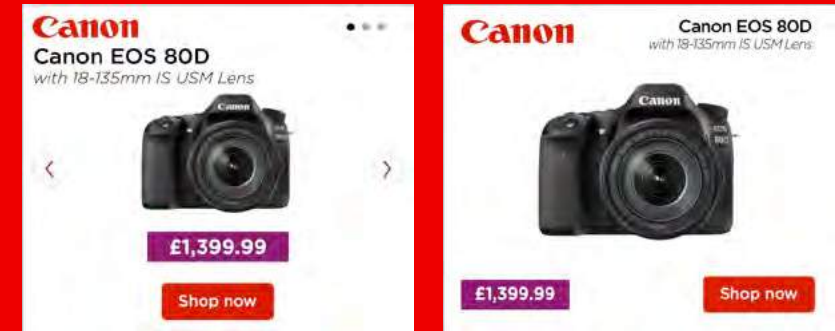
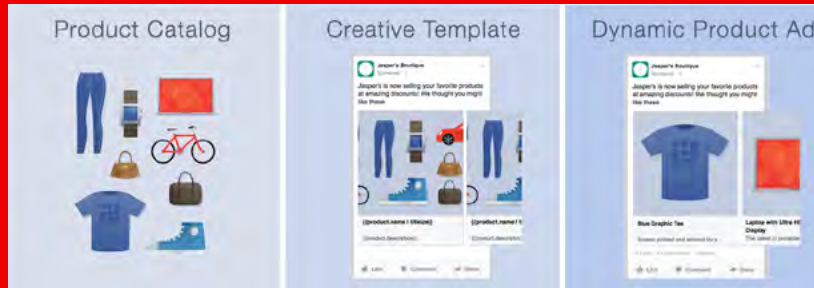
Markets: G6 (UK, DE, FR, ES, IT and NL)

EXPLORE LOWER – ALWAYS ON – SEARCH, DISPLAY, SOCIAL TACTICS

	SEARCH	DISPLAY	SOCIAL (Facebook)
Tactic	<p>Product key word targeting</p> <p>Post onsite engagement re-targeting</p>	<p>Product search performance re-targeting</p> <p>Ecom lookalike targeting</p> <p>Product page re-targeting</p>	<p>Product page re-targeting</p>
Format	<p>Text ads and Google shopping ads</p>	<p>Dynamic creative (personalised Ads based on behaviour onsite)</p>	<p>Image Link Ads and Carousels</p> 

Markets: G3 (UK, DE and FR)

BUY – ALWAYS ON – SEARCH, DISPLAY, SOCIAL TACTICS

	SEARCH	DISPLAY	SOCIAL (Facebook)
Tactic	<p>Canon product key word targeting</p> <p>Canon product selector re-targeting</p>	<p>Canon product selector re-targeting</p> <p>Ecom abandoned cart re-targeting</p>	<p>Canon product selector re-targeting</p> <p>Ecom abandoned cart re-targeting</p>
Format	Text ads and Google shopping ads	<p>Dynamic Creative (personalised product ads)</p> 	<p>Dynamic Facebook Creative Carousels</p> 

Markets: G3 (UK, DE and FR)

THERE ARE THREE ELEMENTS TO THIS THE BRAND REPOSITIONING AND SUMMER CAMPAIGN

Look and Feel

A very important part of the re-launch of the brand is how our body language changes, in the imagery we use, and the way in which we speak.

Communications

Part of our re-launch is about reaching a broader, currently un-engaged audience. To reach this new group at scale, we have developed advertising materials to help raise awareness.

Activation

'Live for the story' is a call to action – we want people to actively participate in our ethos and brand. This activation provides the motivation and reward for doing so.



IT'S AN ATTITUDE

We're not telling people to quit their job or take up an extreme hobby that they've not had any interest in before.

We encourage people to live each insignificant moment to the fullest, because its in these moments that the best stories can happen.

It's modern and accessible.
Not for the few. For everyone.



FOCUS ON THE BENEFITS, NOT THE FEATURES.

Megapixel counts don't mean anything to most people. So instead of focusing on features like zoom ratings and storage capabilities tell me the benefit.

Can it fit in my bag? Can I share it with friends? Does it take good action shots? Is it easy to use? If you can help me picture the benefit then I'll be able to picture myself using the product.

It allows us to talk in a storytelling way rather than talking about specs. The brand should always talk from a human perspective.

The only time we would deviate from this would be when the ads are directed at professionals who will both understand and will be purchase based on these details.

THESE ARE THE TYPE OF HEADLINES WE WILL USE IN THE CAMPAIGN ACROSS CHANNELS. MORE GUIDANCE ON THIS TO FOLLOW WITH DELIVERABLES

**IT COULD
BE WORSE,
YOU COULD HAVE
NEVER TRIED.**

**UNEXPECTED
STORIES
HAPPEN IN
UNEXPECTED
PLACES.**

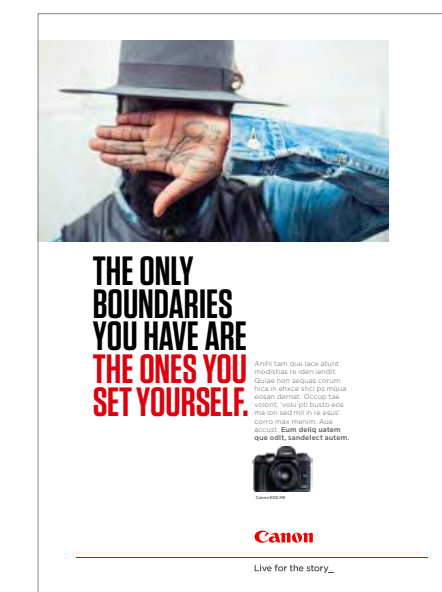
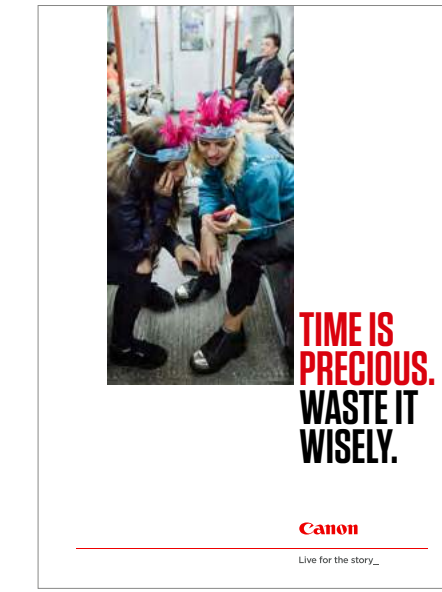
**BOUNDARIES.
THEY ONLY KEEP
PEOPLE OUT AND
FENCE YOU IN.**

**THE BEST
STORIES
ARE THE ONES
NO ONE ELSE
IS TELLING.**

**WHEN YOU
STOP SEARCHING,
YOU START
FINDING.**

This is the journey we have been on

As a storytelling brand we should look to magazine spreads and editorial layout as inspiration to how we structure our communications. The editorial world uses a grid system of columns as a framework to build an interesting spread. We would use these design assets; margins, grids and footers to build the layouts. We'd take this structure and use it across all communications, even beyond press formats.



The design of our keyline originates from our signature lens.



Canon

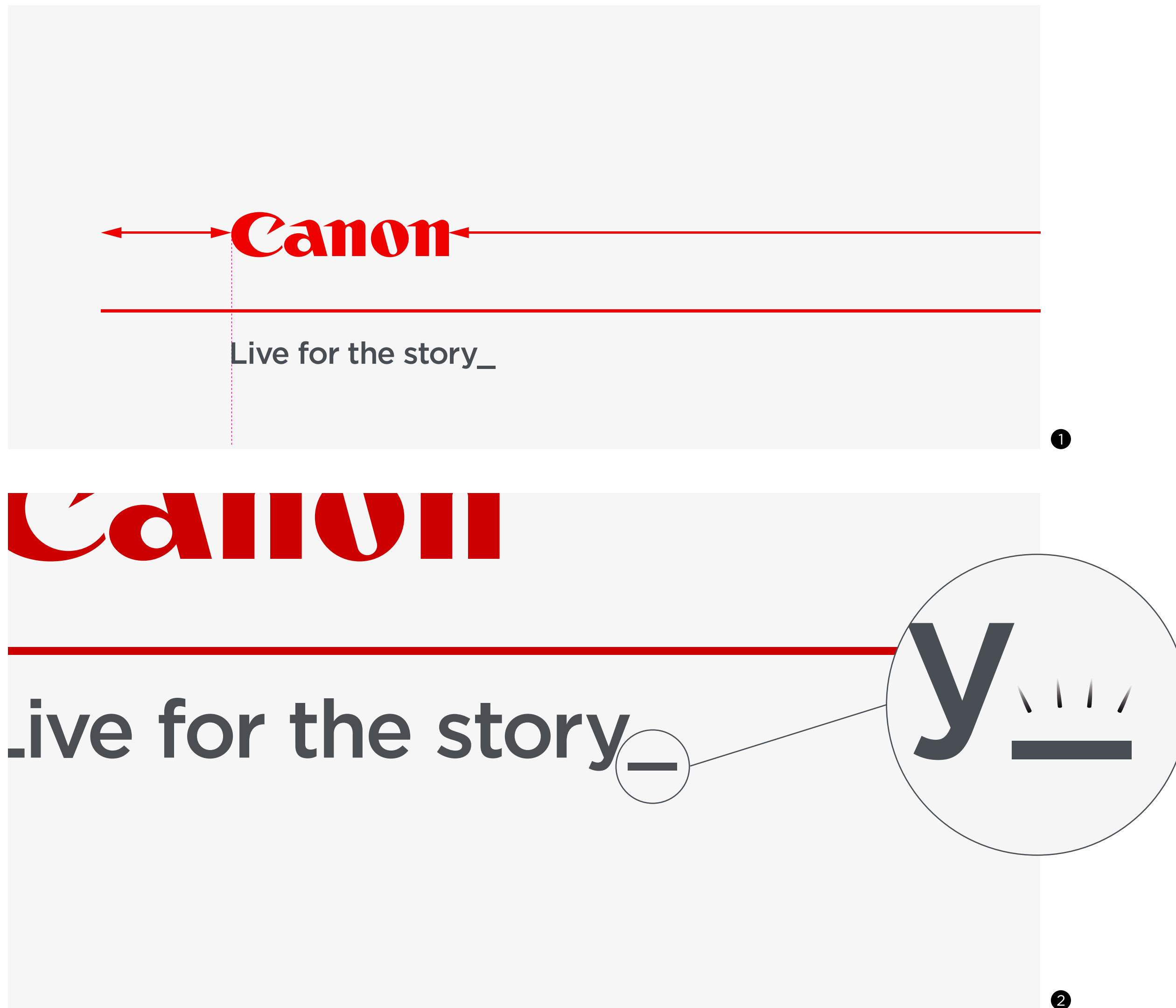


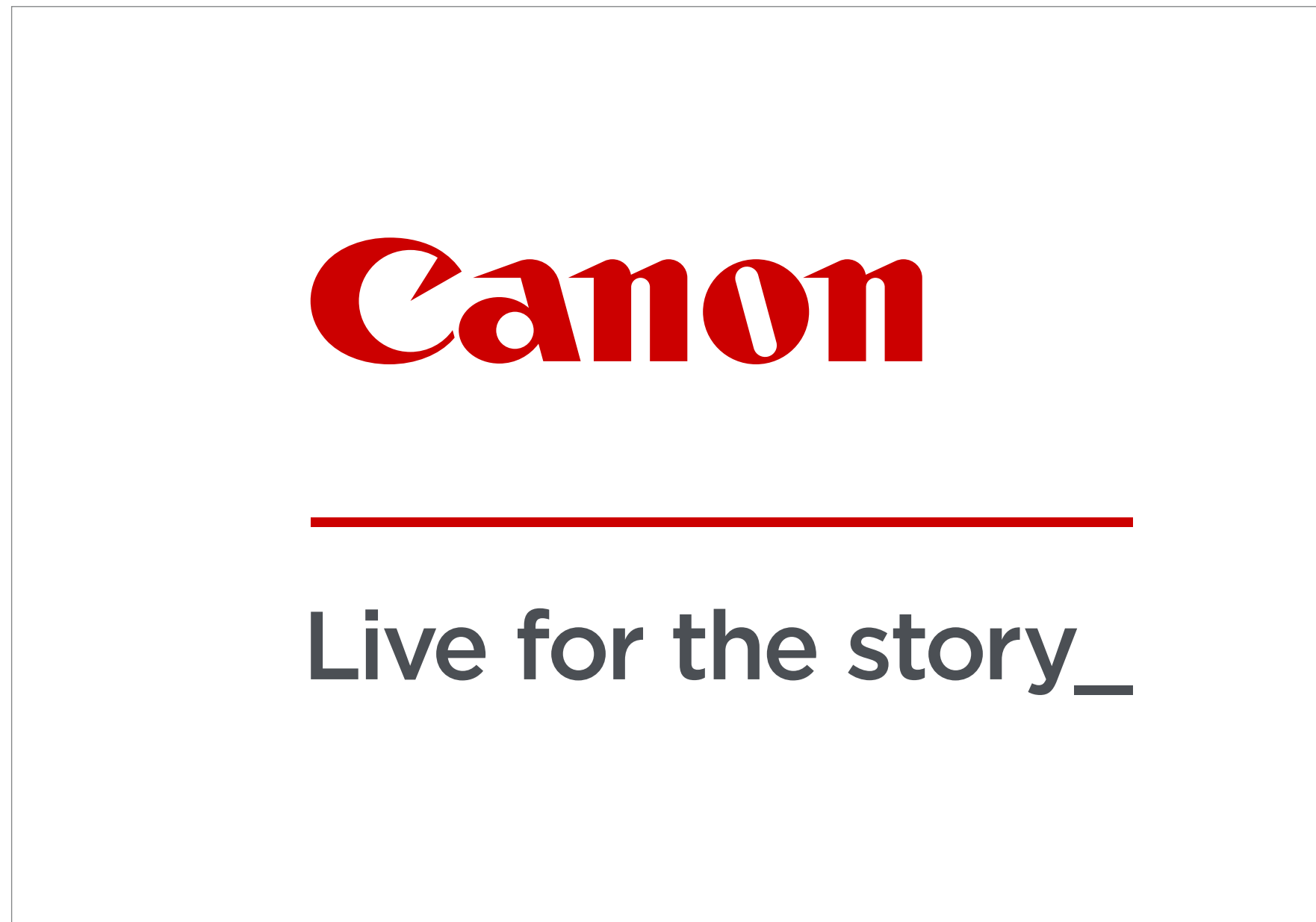
Live for the story_

Red Accents

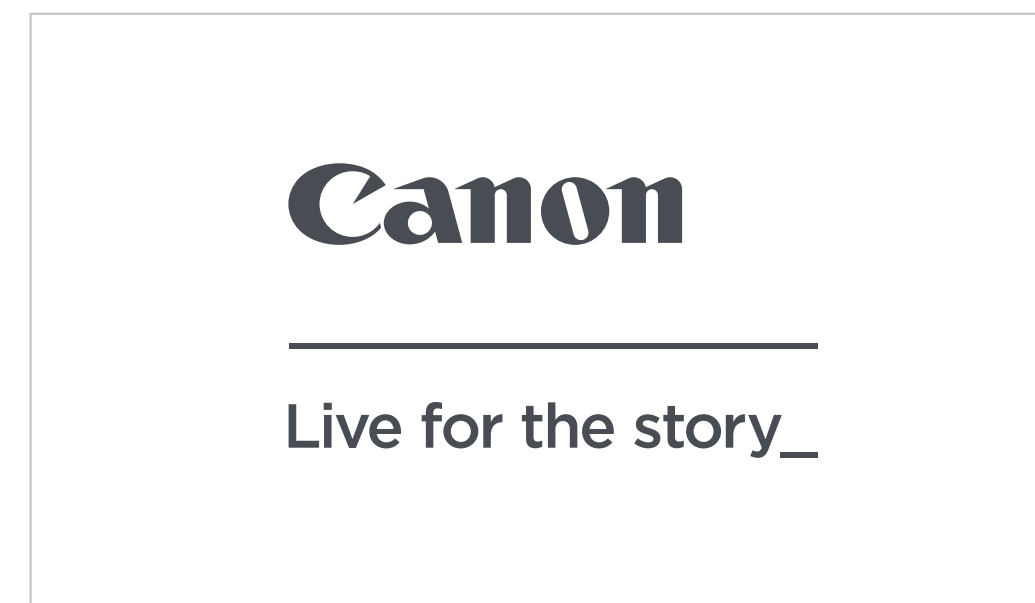
1. The Canon logo sits at the bottom of the communication above a red keyline. The keyline and logo act as a footer at the bottom of the page. Below the keyline is the Live for the story_ , always set in a Canon Dark Grey. These three elements are locked together and scaled as one unit. The Canon logo and endline can move left or right on a horizontal axis. The logo and endline can range off a lead object within the communication.
2. Live for the story In web and mobile formats, we can explain the story telling idea even further by animating the underscore ' _ ' on the last character, with it animating and 'blinking' like a text insertion point would on a computer screen.

There are four versions of the logo and lockup. One for outdoor, one for press / A size, one for Digital use and one for Cropping for use such as Video or where space is limited.





1



2

The Canon logo lockup

This is the Canon logo lockup. It is comprised of the Canon logo, red keyline and endline.

1. The Canon logo sits at the bottom of the communication above a red keyline. The keyline and logo act as a footer at the bottom of the page. Below the keyline is the endline always set in Gotham Medium, sentence case and Canon Dark Grey in colour. These three elements are locked together and scaled as one unit. The Canon logo and endline can move left or right on a horizontal axis. The logo and endline range off the furthest ranged right content within the layout.

Mono Lockups

2. The logo lockup in nearly all cases should appear in colour on white. If however in rare cases mono versions are required they will be available in both Canon Dark Grey and white. The rules and applications for these lockups are the same as the full colour versions.

Canon Lockup: Lockup construction

A specific Canon logo and keyline lockup has been created for different artwork formats.

This is to ensure that when the lockups are used across all media there is a visual consistency to the look of the Logo and weight of the Keyline.

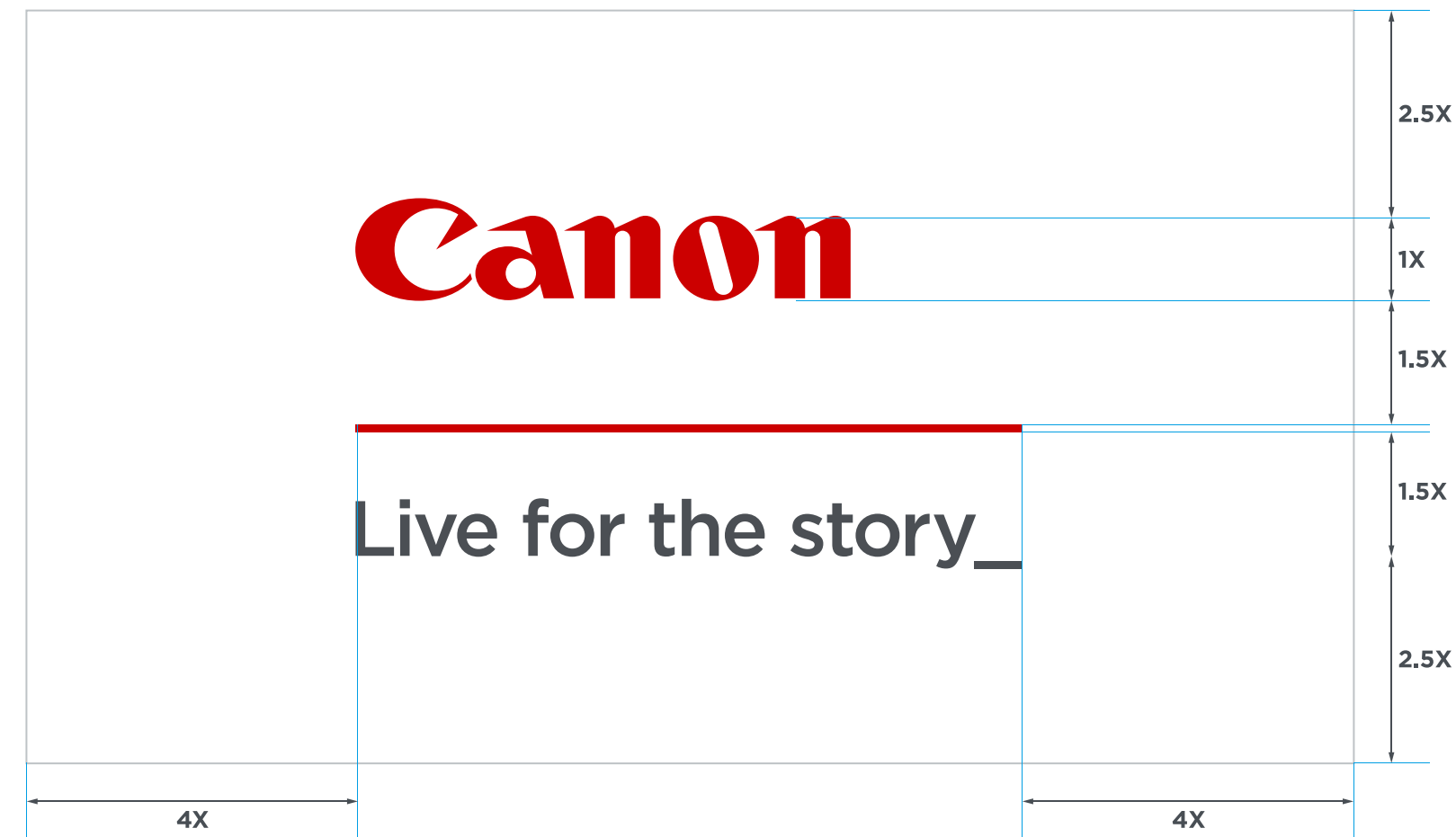
The noticeable difference between the OOH and Press/A-size lockups are the size of the campaign endline. On the OOH the campaign endline is smaller as the Canon logo will be larger in size.

The exclusion area around each lockup, (indicated by the grey box), is defined by a unit of measurement based on the X-height of the 'N' letter in the Canon logo. When positioning the lockup within a layout this same exclusion area will delineate the right hand margin required when the red keyline is extended to the desired length.

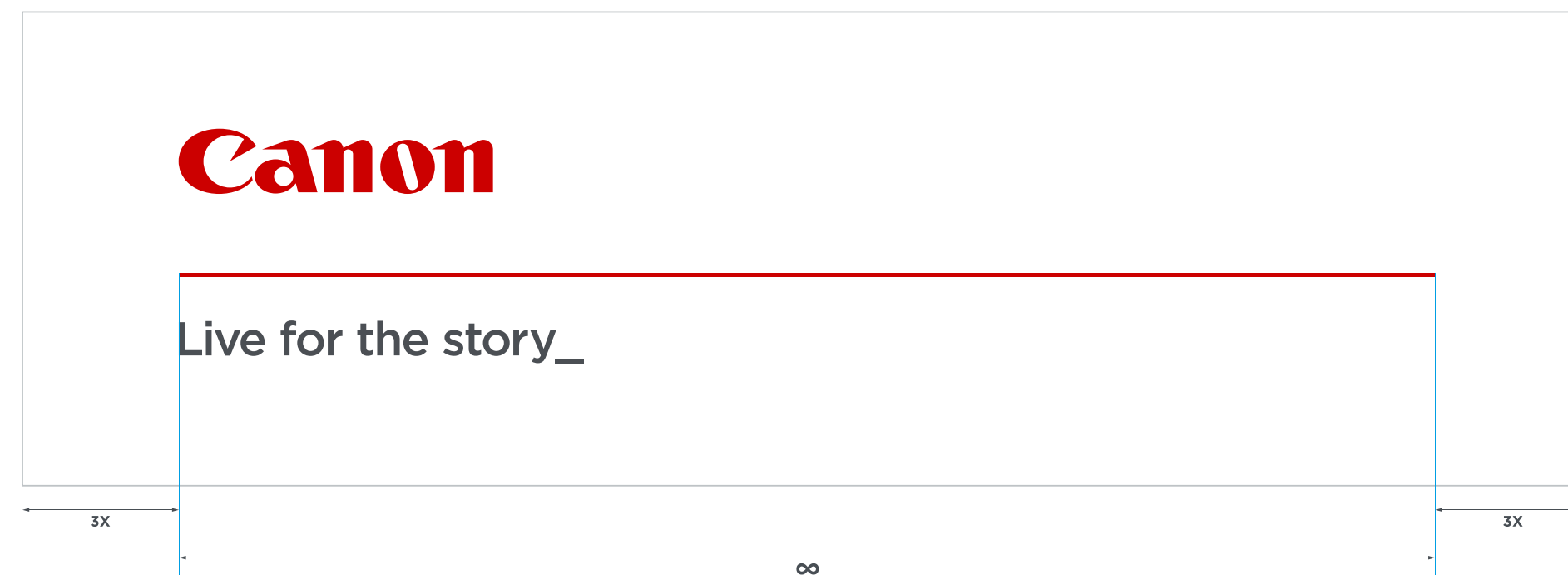
Canon OOH Lockup



Canon Press/A-Size Lockup



OOH Scaling example



**Canon Lockup:
Online and Fixed**

The following specific Canon logo and keyline lockups have been created for use online and for occasions when only a logo and endline is required.

Online Lockup

The online version of the lockup uses a modified exclusion zone and tighter margins. The lockup has been designed to work in small spaces and balance correctly when viewed online and in mobile artworks.

Fixed Lockup

The fixed version of the lockup also uses a modified exclusion zone and tighter margins. It may be used as a floating element providing the exclusion zone is not broken. Examples of this would be a TV endframe.

Online Lockup



Fixed Lockup



300x600 banner

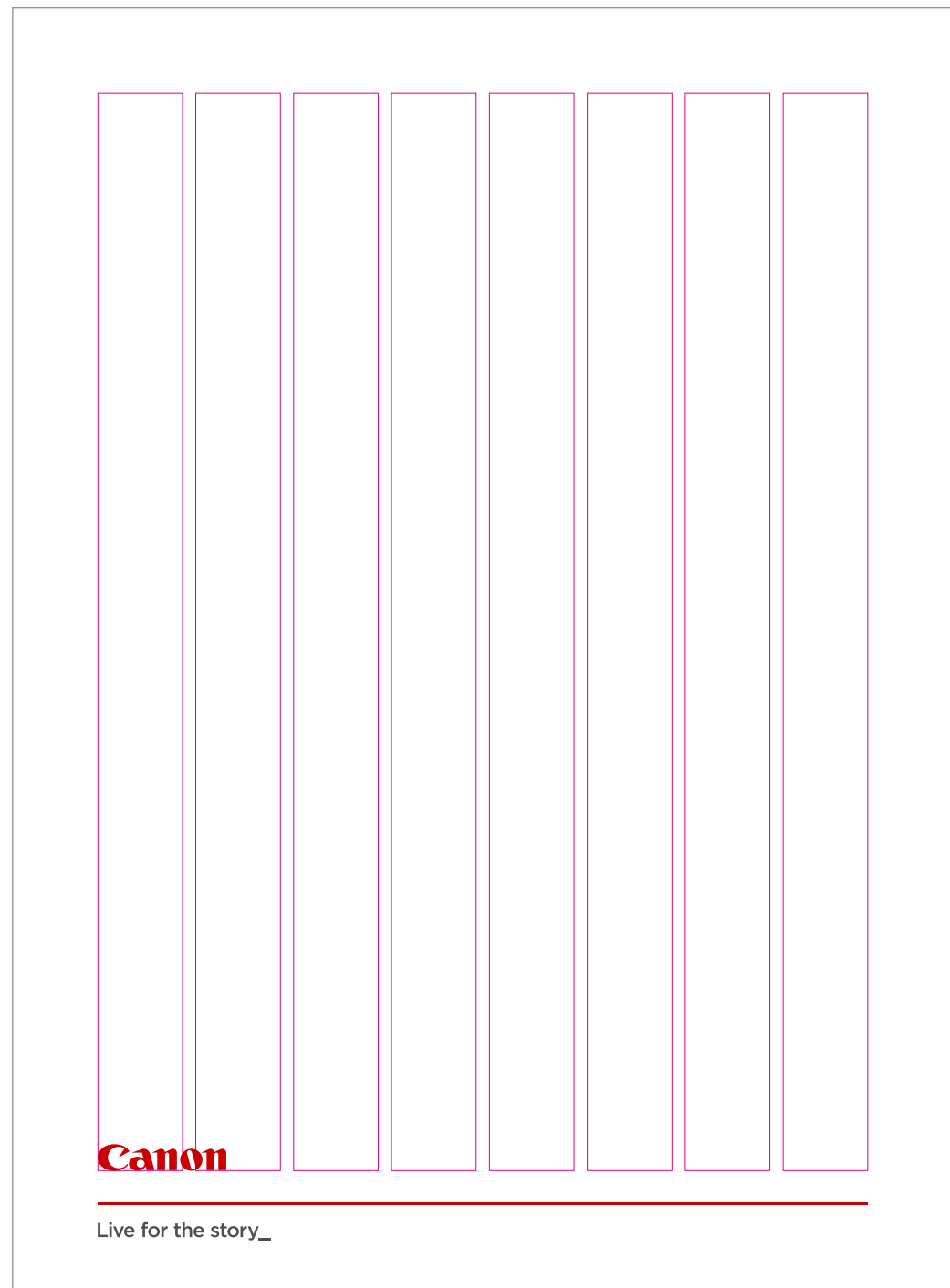


480x320 banner

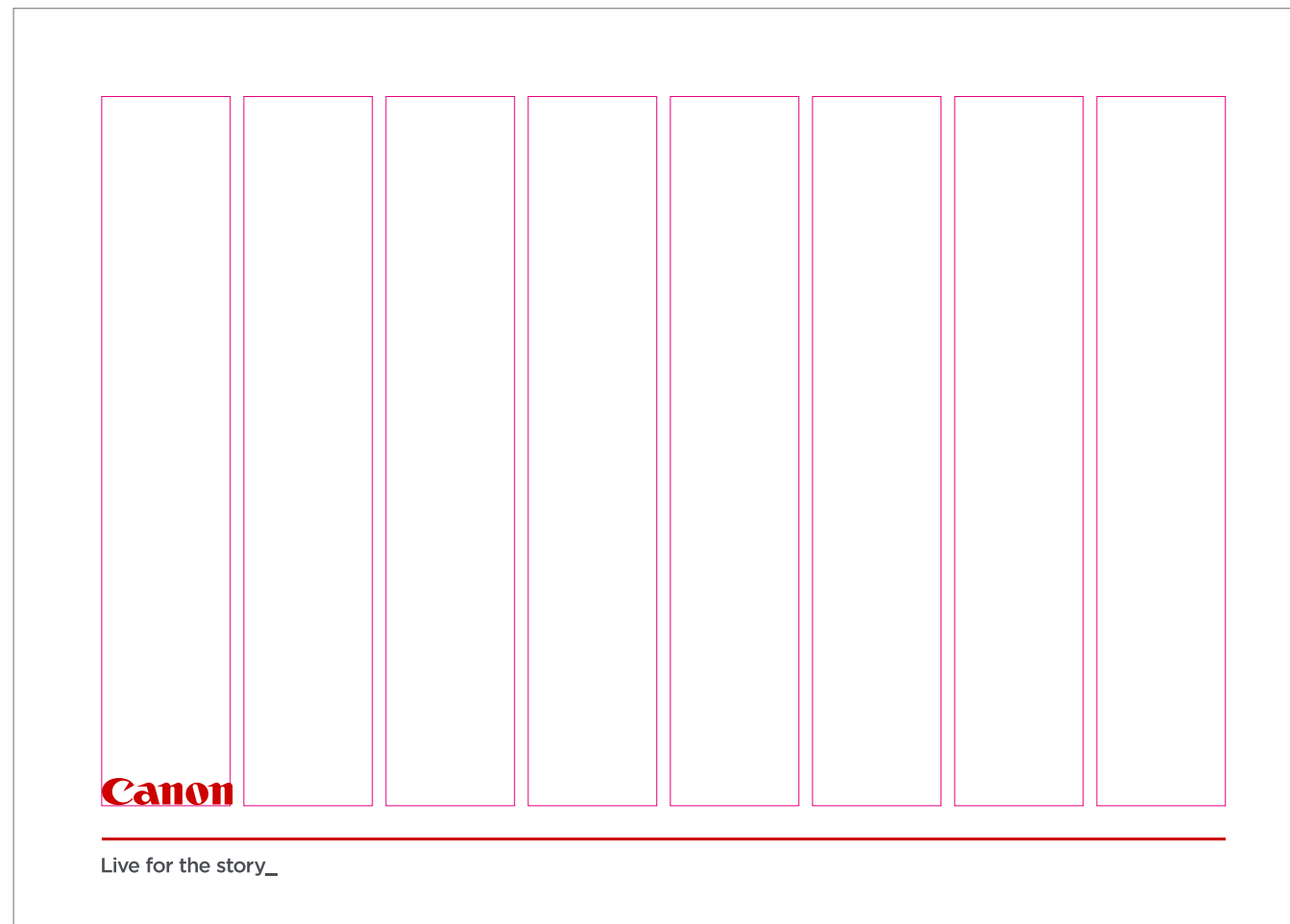


TV Endframes

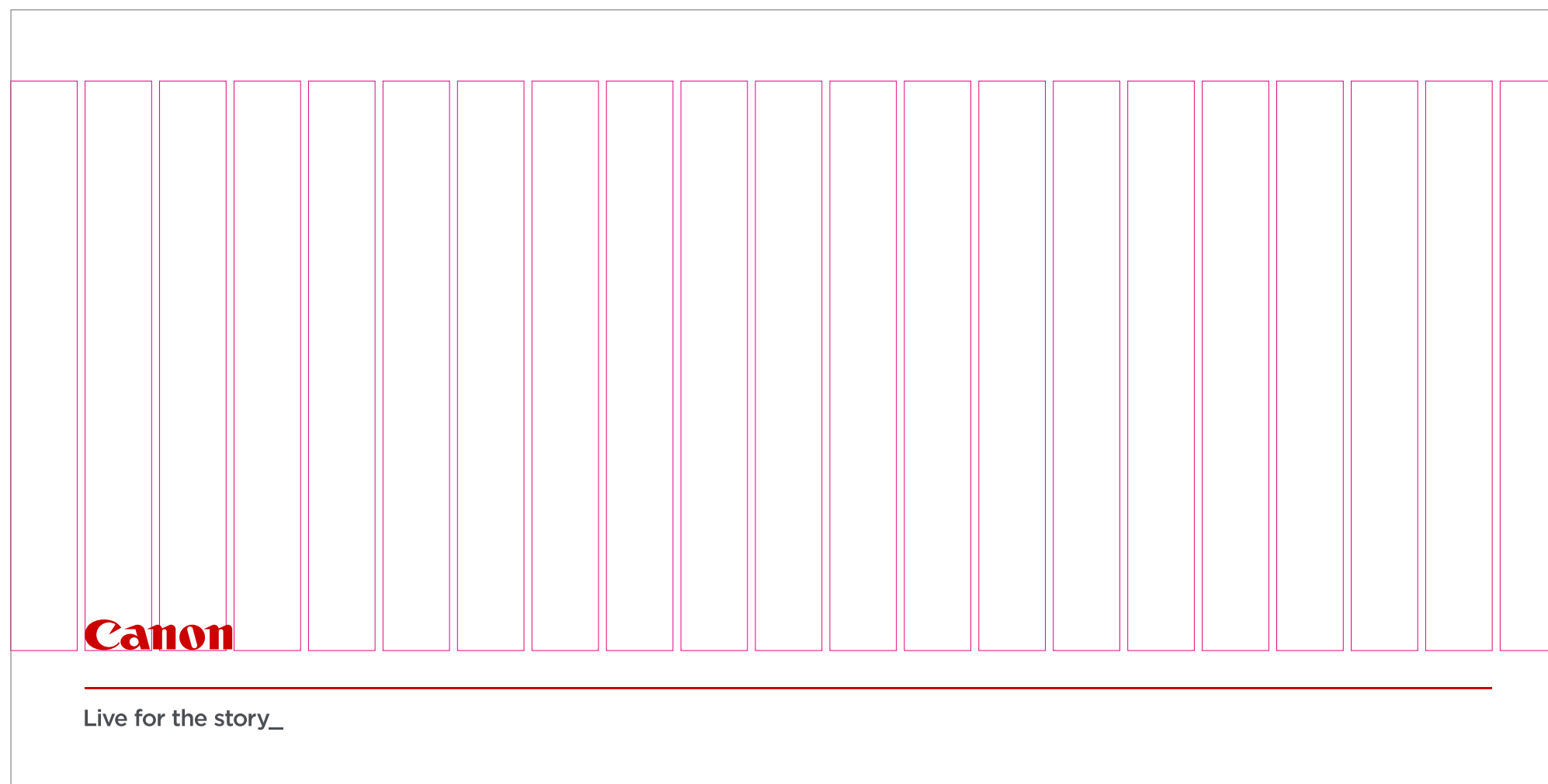




8 column grid.
Gutter 3-4mm.



8 column grid.
Gutter 3-4mm.



21 column grid.
Gutter 3mm.

Canon Grid

A grid acts as a framework onto which we build the piece of communication.

The background is always white.

Our editorial style and grid system allows everything to be structured in place, meaning the focus of our materials, the images, and copy relating to them to stand out on a clear white base.

Portrait Grid

For portrait artworks an **8 column grid** should be used. This is to ensure you have creative freedom to balance the content within the layout but stop content from being to scattered.

Landscape Grid

For landscape artworks an **8 column grid** should be used. This again, is to ensure you have creative freedom to balance the content within the layout but stop content from being to scattered.

48 Sheet Grid

For the 48 sheet artwork a more flexible grid has been developed. This **21 column grid** runs flush to the end of the layout. The lockup can be positioned flush with any column along the grid based on wherever the main image will appear. See section **XX** for 48 sheet examples.

Canon Lockup - Advertising: Sizing and Placement

For all OOH layouts there is a specific Canon OOH Lockup. This lockup uses a specific exclusion zone for this format.

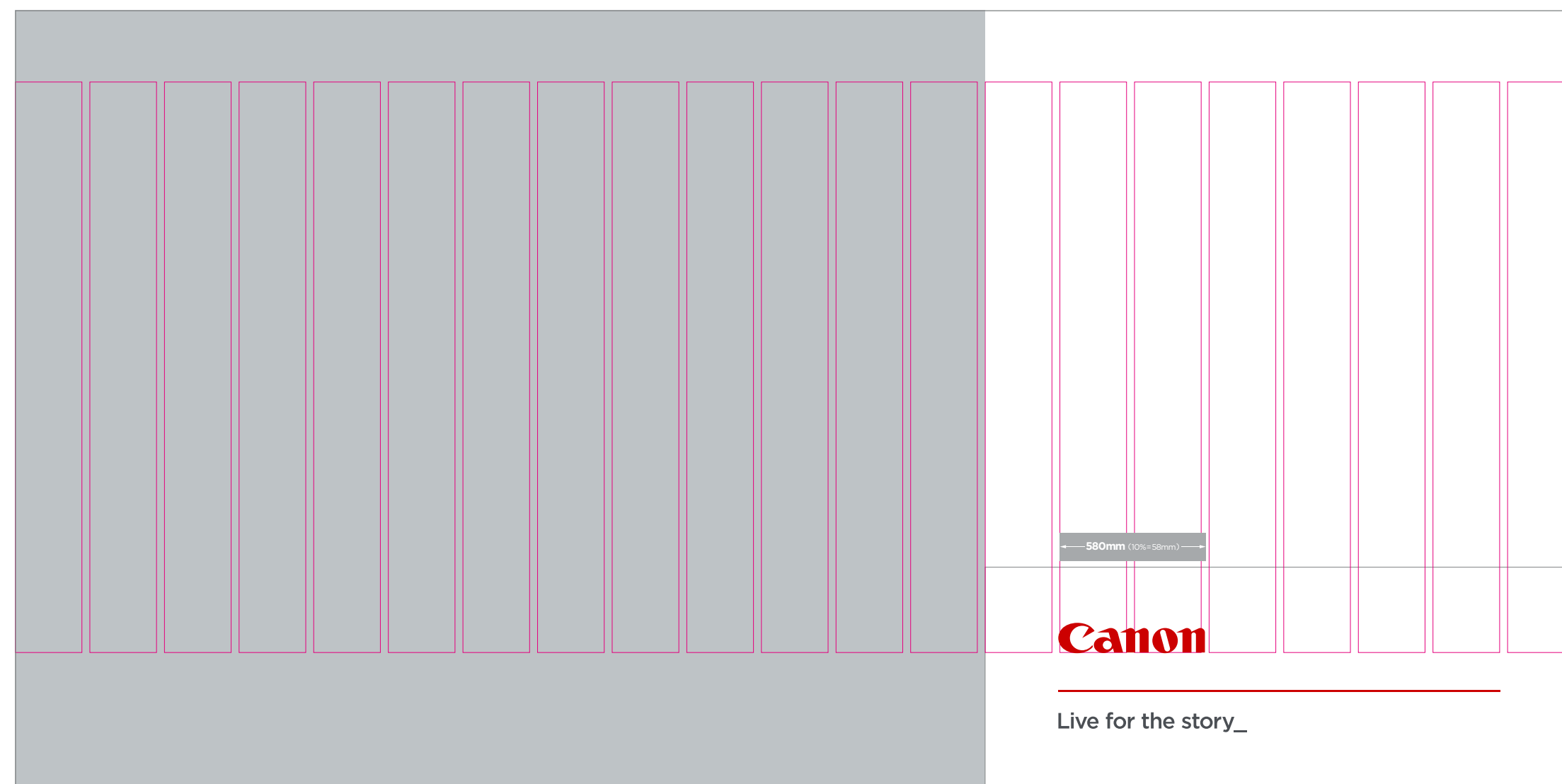
These are the recommended 'Canon' logo sizes to be used when the OOH lockup is used for the following formats:

1. 48 Sheet: 580mm

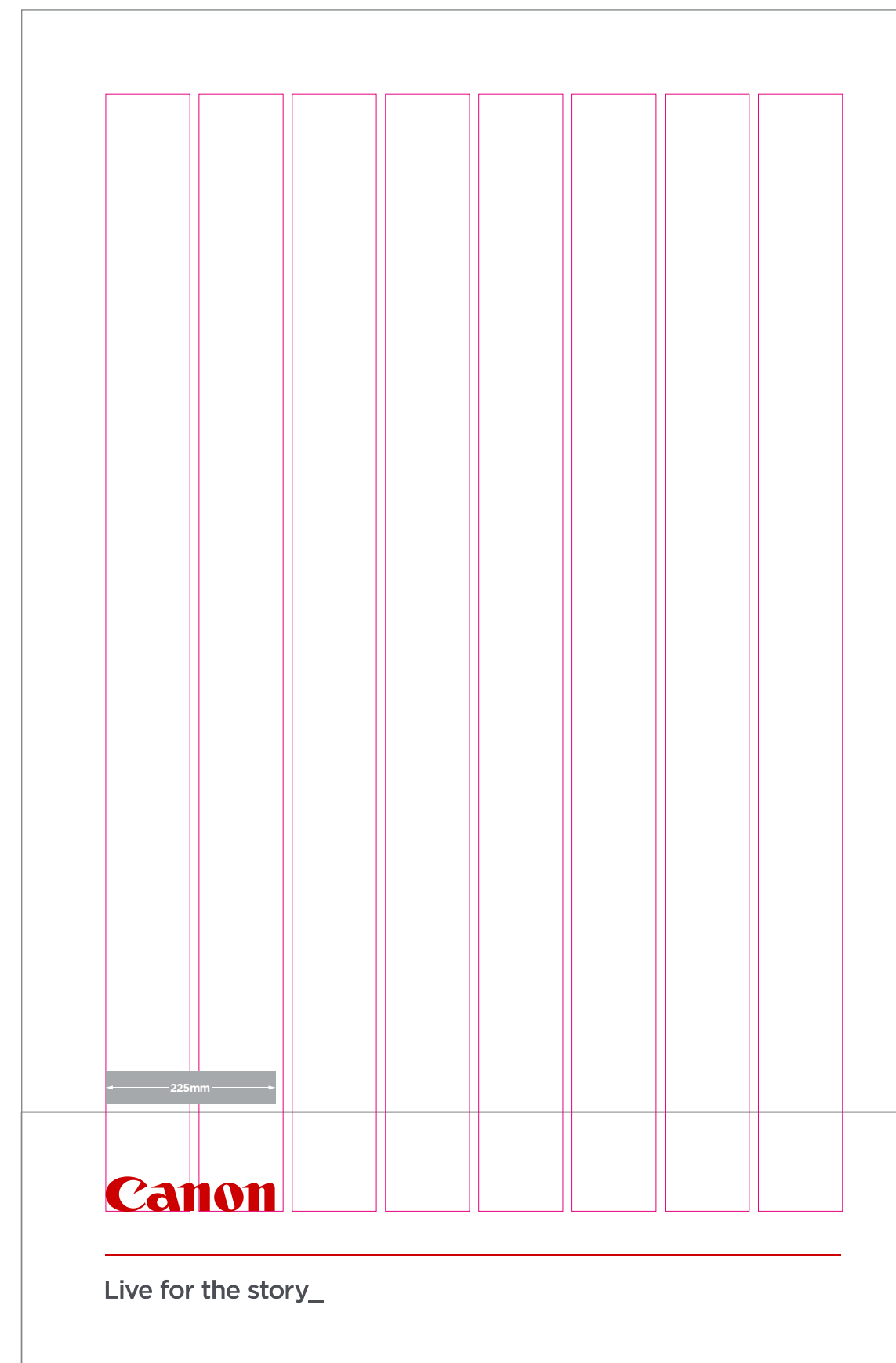
2. 6 Sheet: 225mm

Important Note:

Please use master Canon OOH lockups for media sizes above A2.



1



2

Canon Lockup - Press/A-size: Sizing & Placement

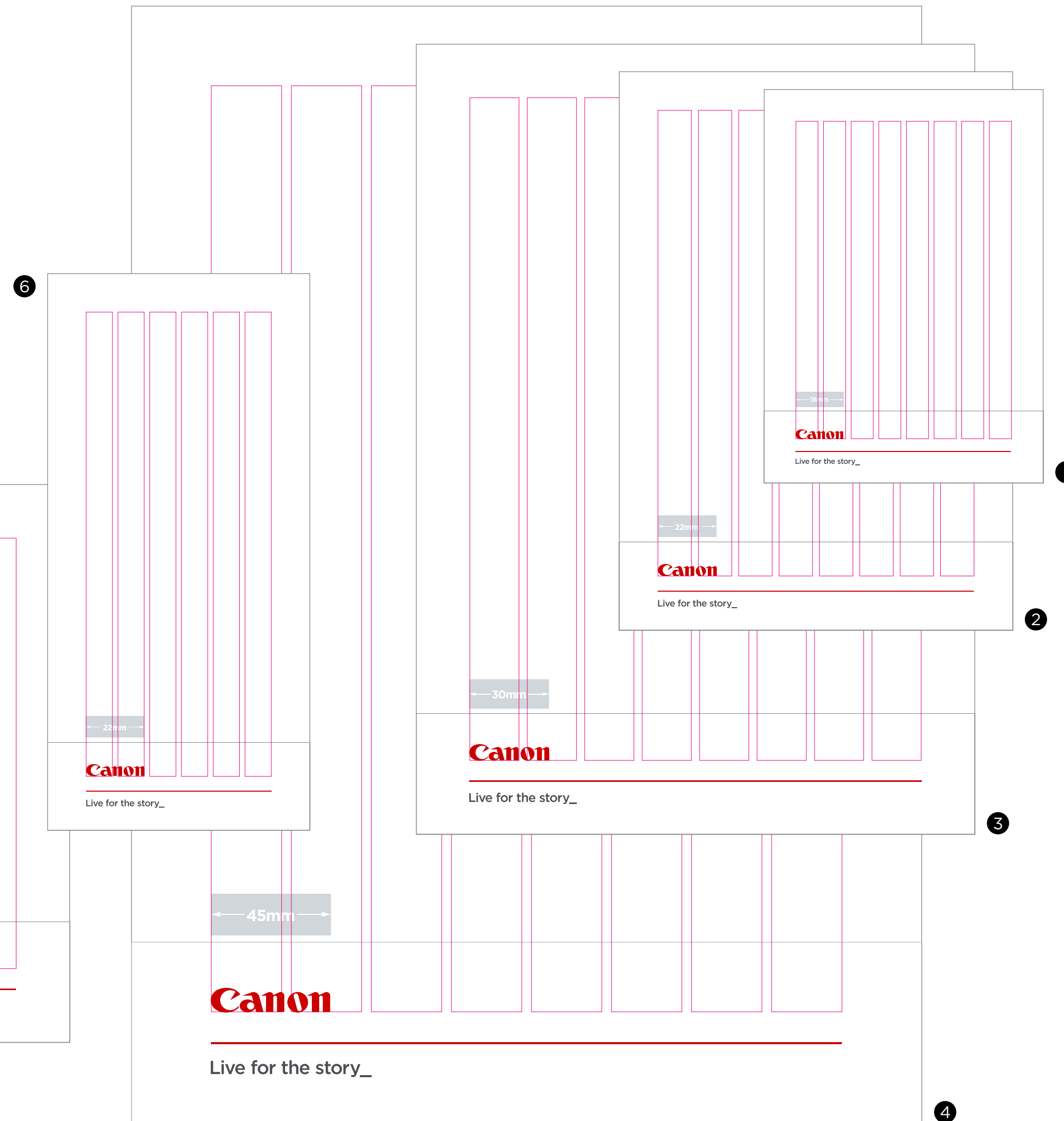
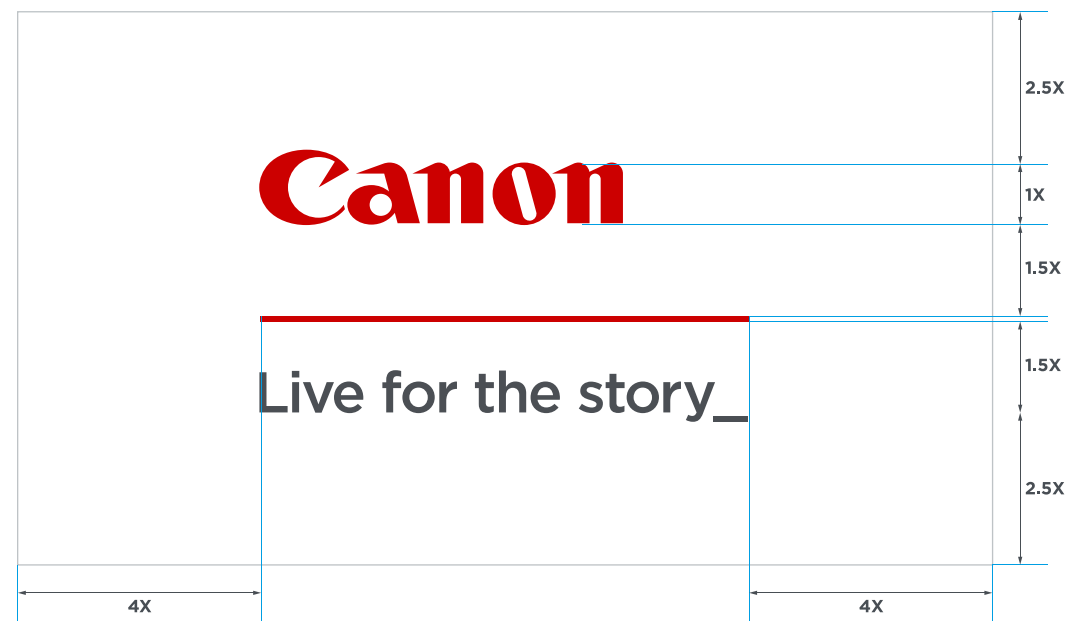
For all Press layouts there is a specific Canon Press/A-size Lockup. This lockup uses a specific exclusion zone for this format.

These are the recommended 'Canon' logo sizes to be used when the Press lockup is used for the following formats:

1. **A6:** 18mm
2. **A5:** 22mm
3. **A4:** 30mm
4. **A3:** 45mm
5. **A4 (Landscape):** 30mm
6. **DL:** 22mm

Important Note:

Please use master Canon Press/A-size lockups for media sizes A2 and below.



Canon Lockup - Non-standard sizing

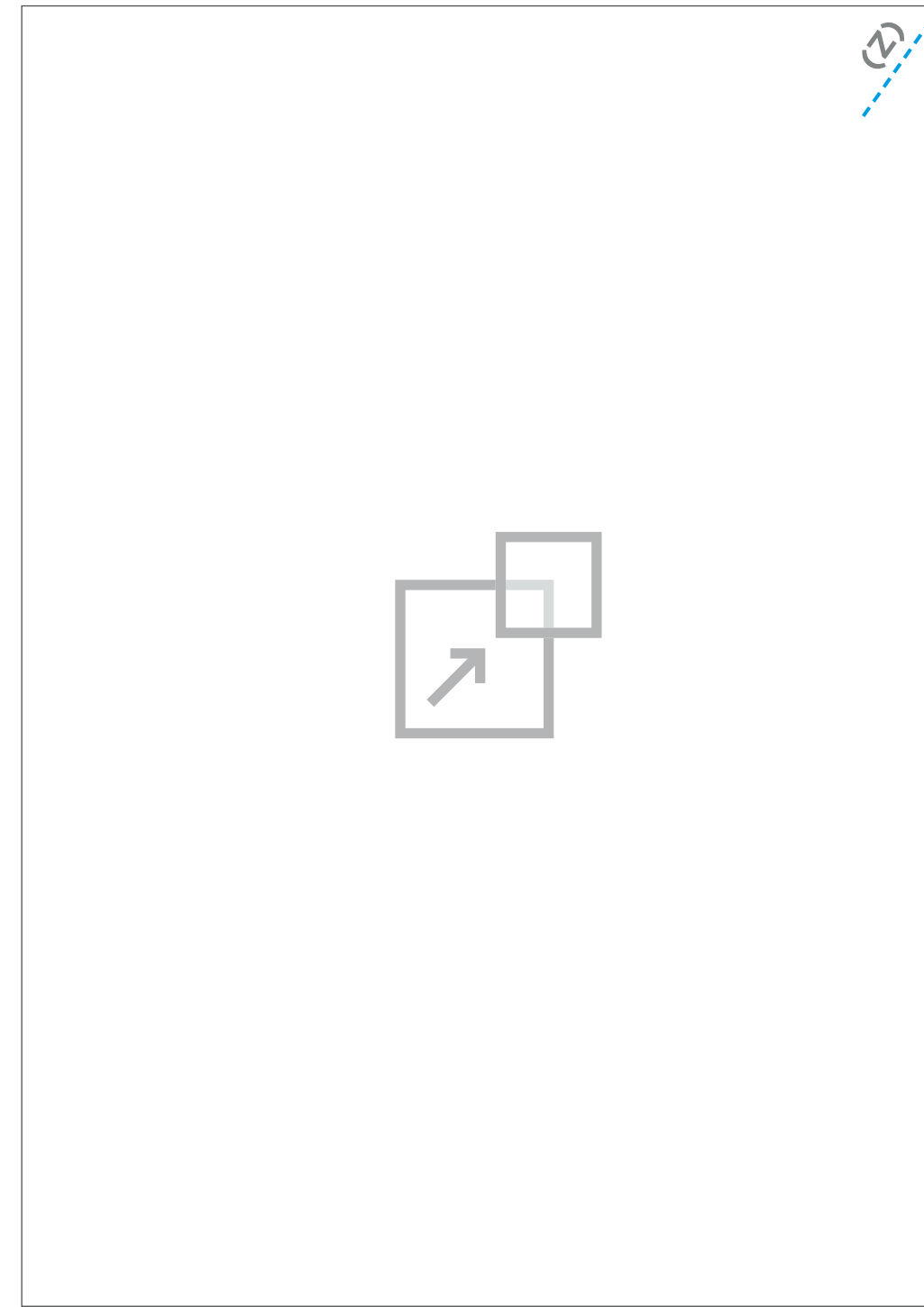
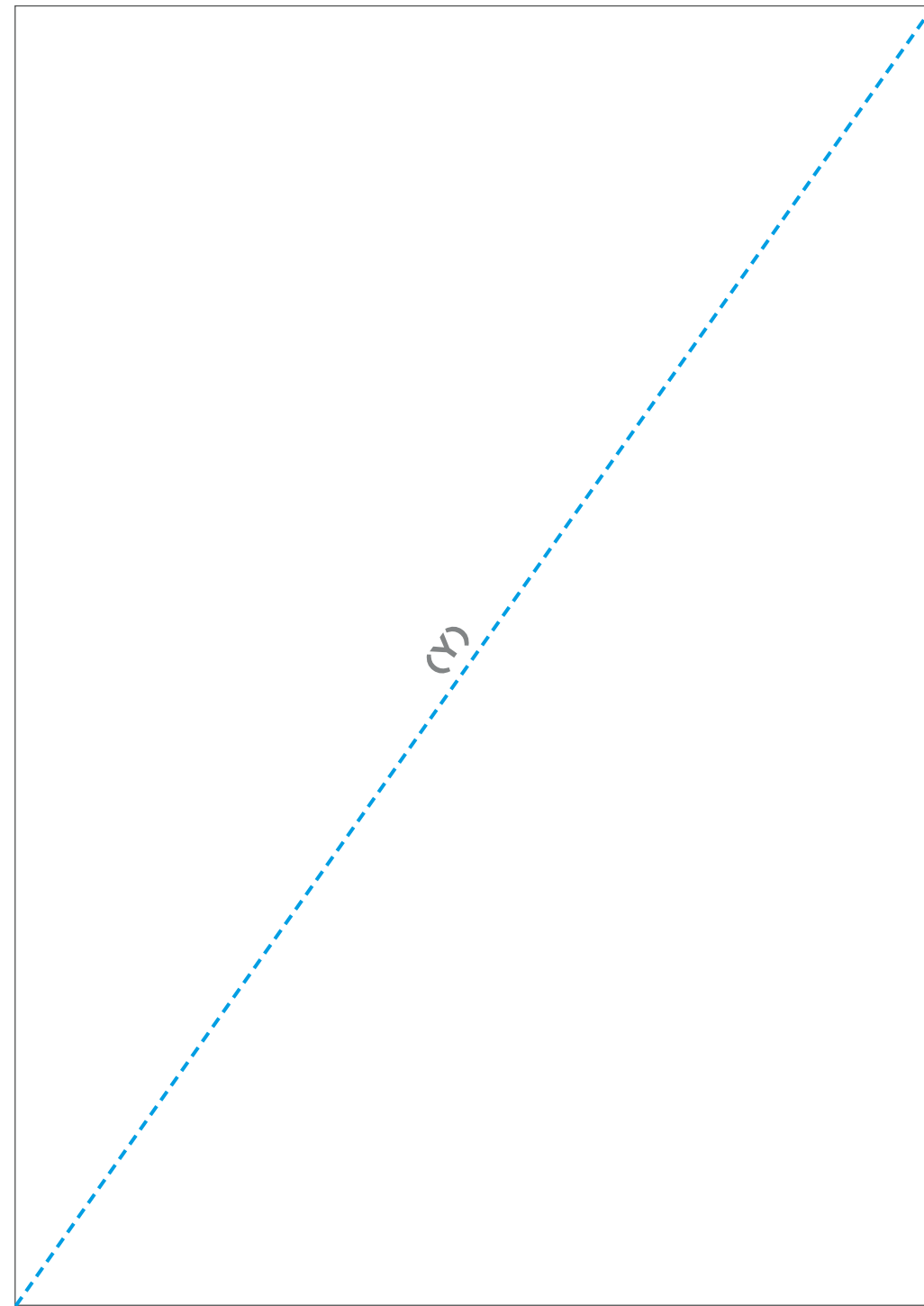
Use this system to calculate Canon logo sizes across non-standard formats.

1. Rule diagonally across the format (Y)
2. Scale (Y) down to 8.5% to achieve (Z)
3. Use (Z) to calculate logo width

This is a guide only and may need to be adjusted to suit the design.

Important Note:

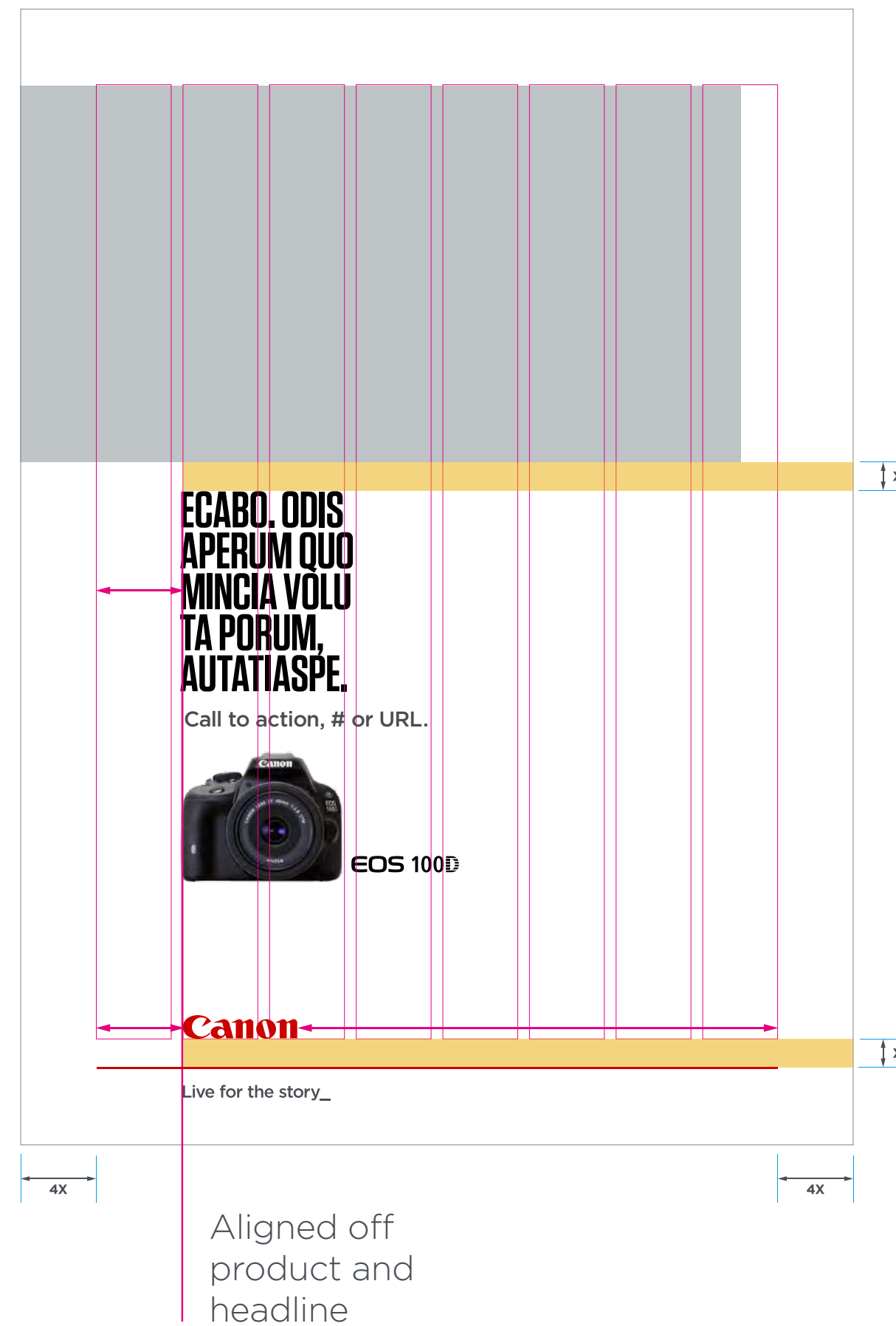
Please use master Press/A-size lockups for media sizes A2 and below; and master OOH lockups for above A2.



Canon portrait grid: Spacing rule

Once the Canon logo lockup is fixed in the layout and the grid is determined, content can be placed. All headlines, body copy and content should adhere to the grid but can move freely within it. To produce creative standout, images are allowed to roam free of the grid and also run off the canvas if desired.

When positioning headlines and content below any images you must ensure there is enough space. Use the distance between the Canon logo baseline and red keyline as an indicator for this.



48 sheet grid landscape

For the 48 sheet designs the image must always appear full height on the left side of the artwork. In this example however the images and content must adhere to the grid. This is to ensure the exclusion zones around the Canon logo lockups are correct.



Lockup don'ts

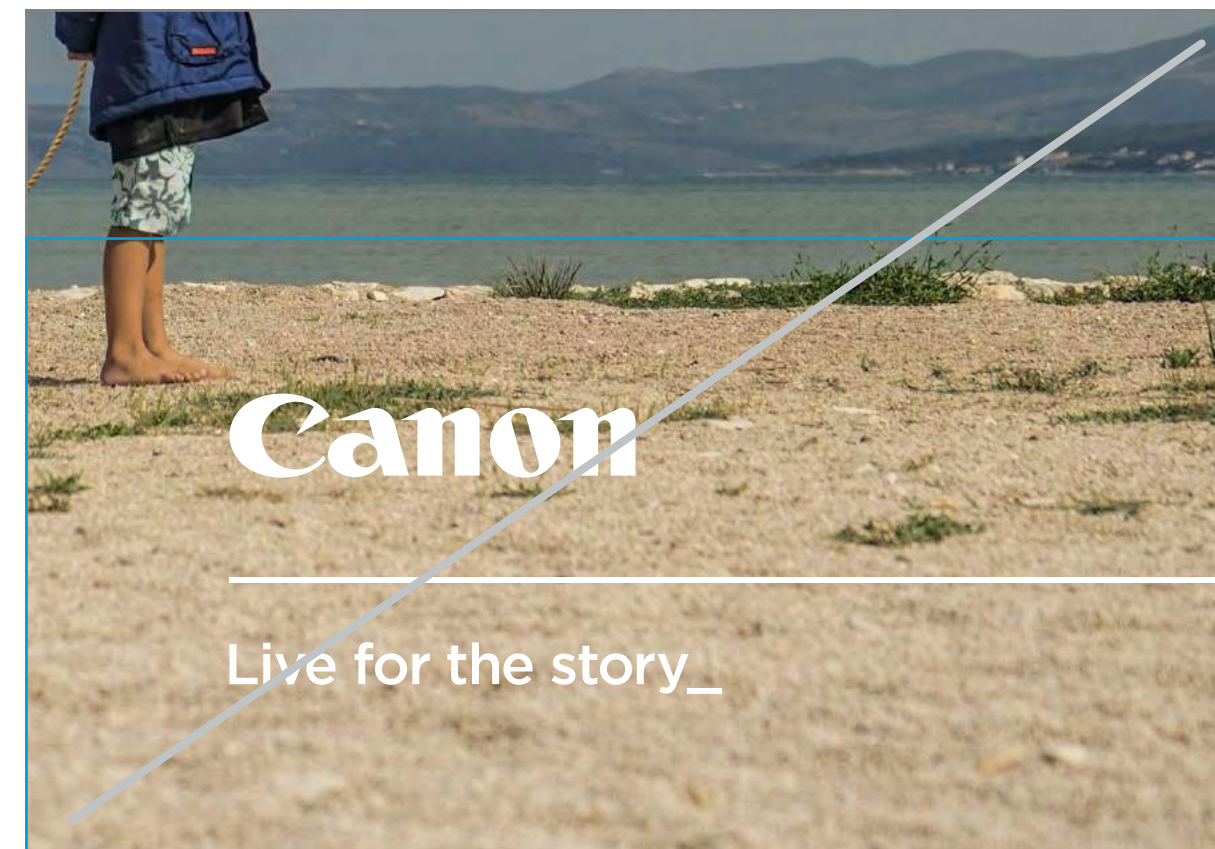
The exclusion zones around the Canon logo lock up is there to ensure that no full bleed imagery is used and also that photographic content doesn't roam too close to the Canon logo. This will allow more white space around the logo and endline, giving it more stand out.

Follow these rules to maintain consistency within our visual identity.



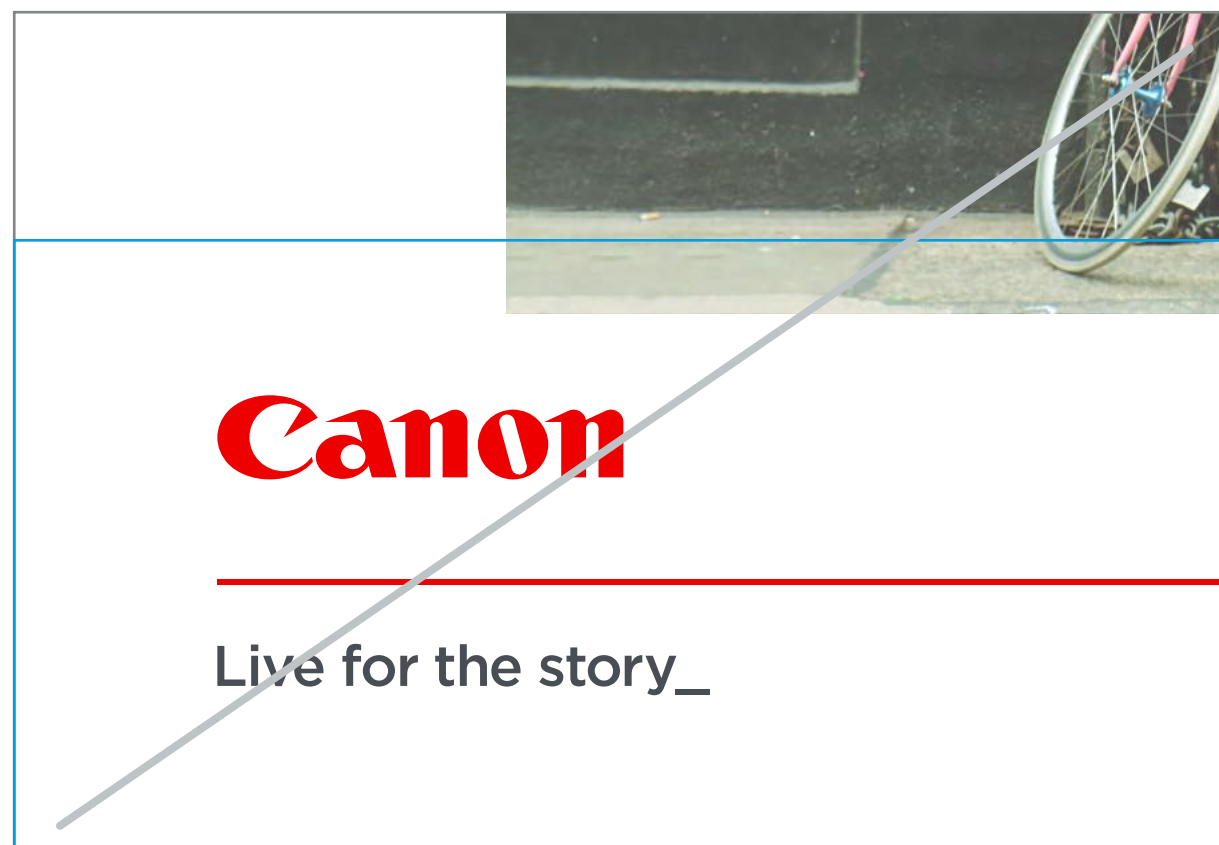
✗ DON'T

Don't use full bleed images behind Canon logo lockup.



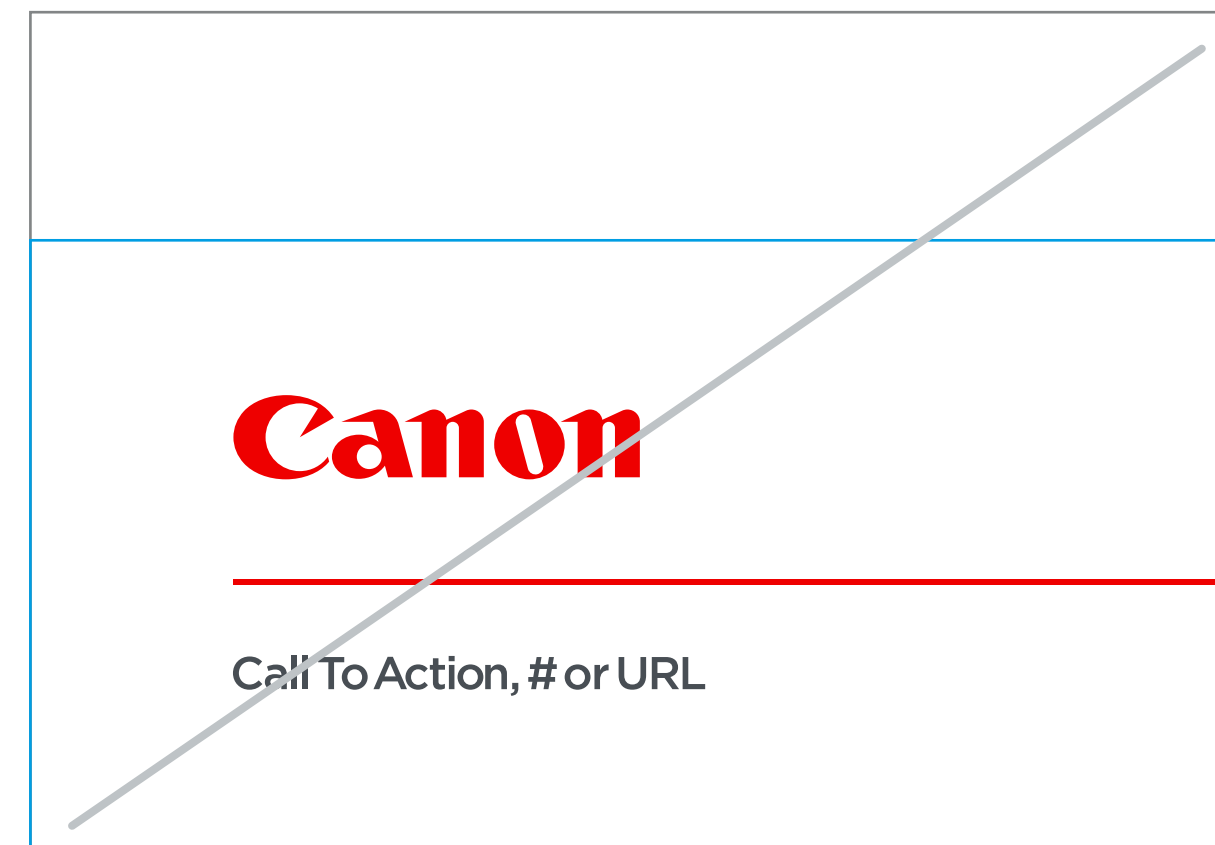
✗ DON'T

Don't use full bleed images behind mono Canon logo lockup.



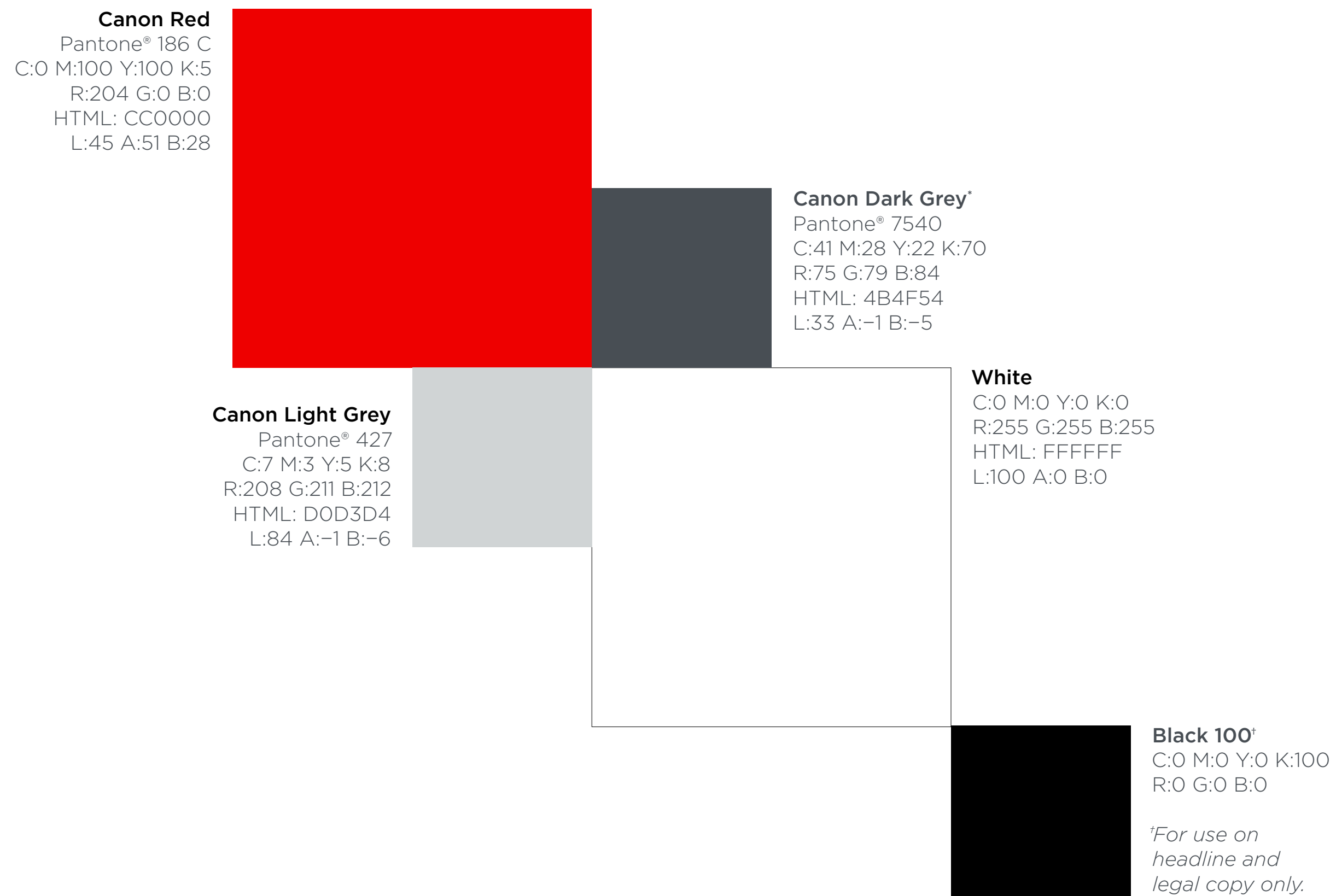
✗ DON'T

Don't position cropped images in Canon logo lockup exclusion zone.



✗ DON'T

Don't use any alternate call to action or information in the endline section.



Colours

The primary palette is very simple, and purposefully paired back as it allows the photography to add the depth of colour and variety to express our 'Explorer Guide' character. It also gives the Canon logo the best stand out.

As important as these colours are, what is more important is the use of white space in our communications.

The white space acts as a surface to work creatively onto, like a canvas, manuscript or paperback.

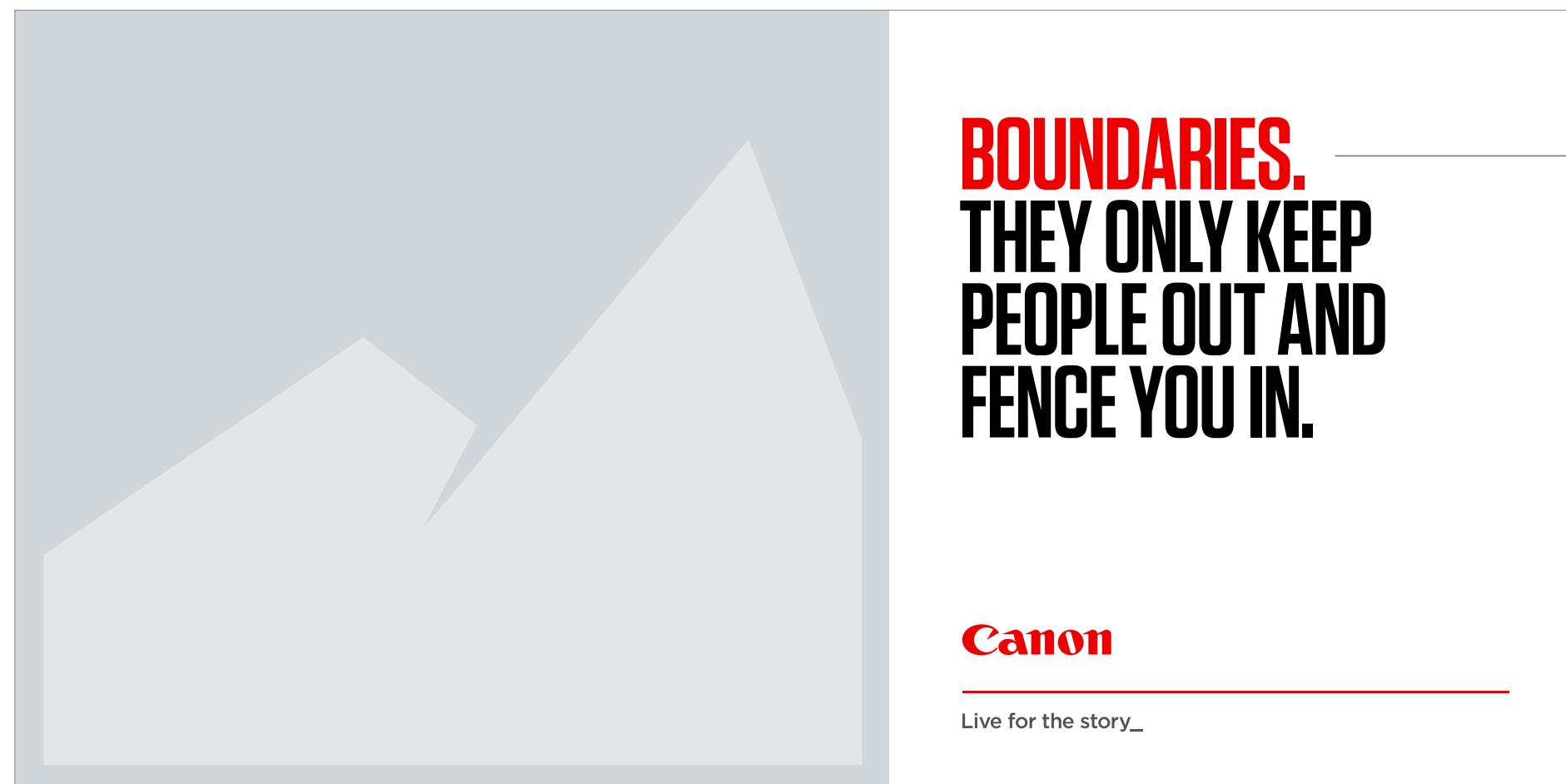
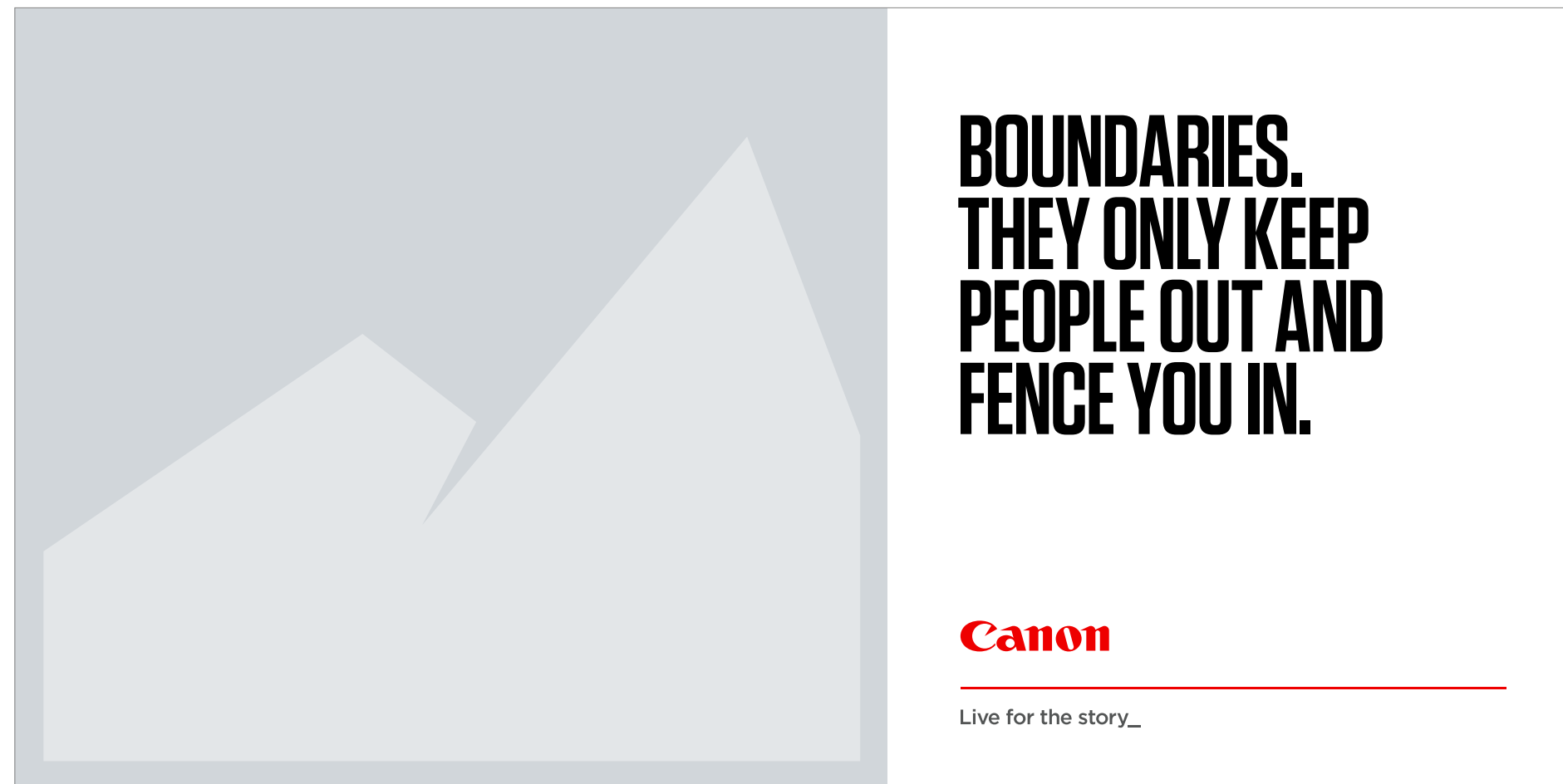
We should effectively be 'placing' the imagery and type onto this clean surface.

Red is a very strong colour and used sparingly within a white world, creates impact.

We are keeping the imagery clear (no elements appear over the photography). This pure and clean approach is the same principle we want to adopt with the white background.

*Canon Dark Grey in Press

To avoid reproduction issues in press please use 80% black for body copy, rather than 4 colour process Canon Dark Grey.



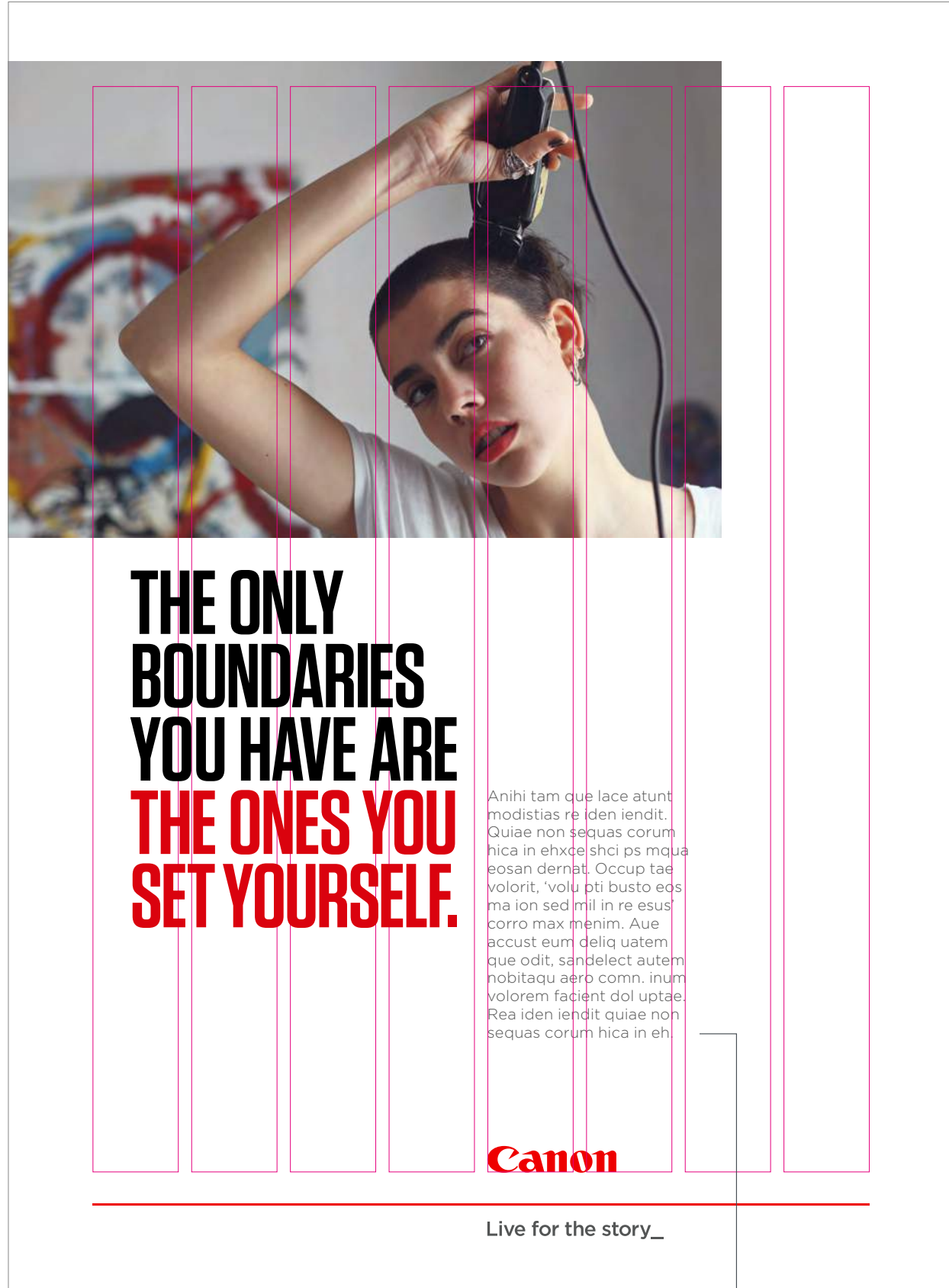
TUNGSTEN SEMIBOLD

Headline (semibold)
Kerning Optical
Leading 81% of type size
Tracking is only ever between -5pt and 0pt

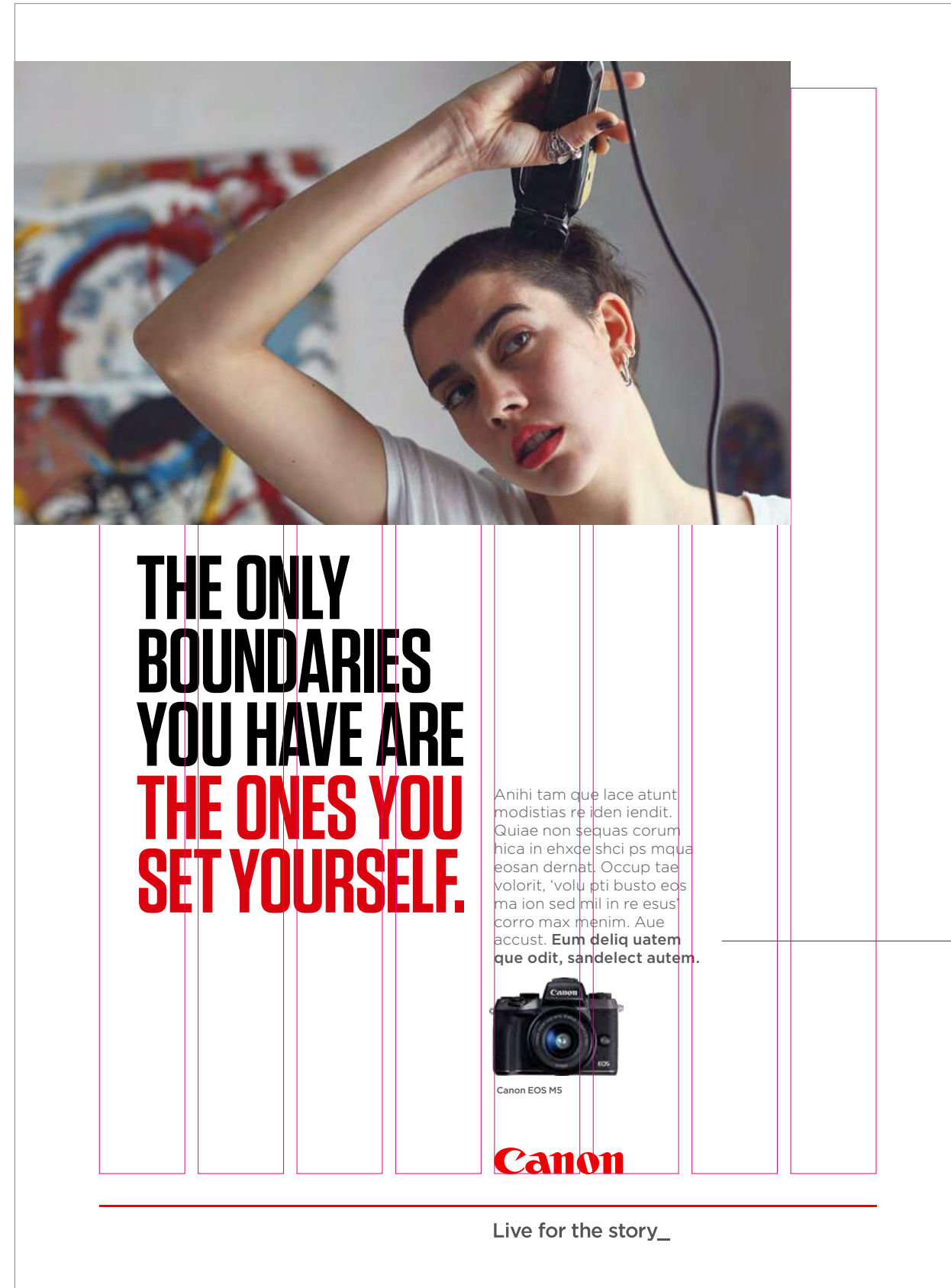
Headline
 We can highlight the beginning or end of a headline in Canon Red.
Never highlight mid-sentence.

Our identity: Headline - Tungsten

Canon currently use the Gotham font across most of its communications. It is a hard-working and functional font, however it lacks the editorial feel that we need for our storytelling approach. We need a font that works well in a condensed format so we can make headlines larger and more impactful. We will continue to use Gotham for the body copy and use Tungsten for the headline font.



Body copy (Light)
Leading 120% of type size
Tracking is only ever between -10pt and -20pt



Highlight copy (Medium)
Leading 120% of type size
Tracking is only ever between -10pt and -20pt

**Our identity:
 Bodycopy - Gotham**

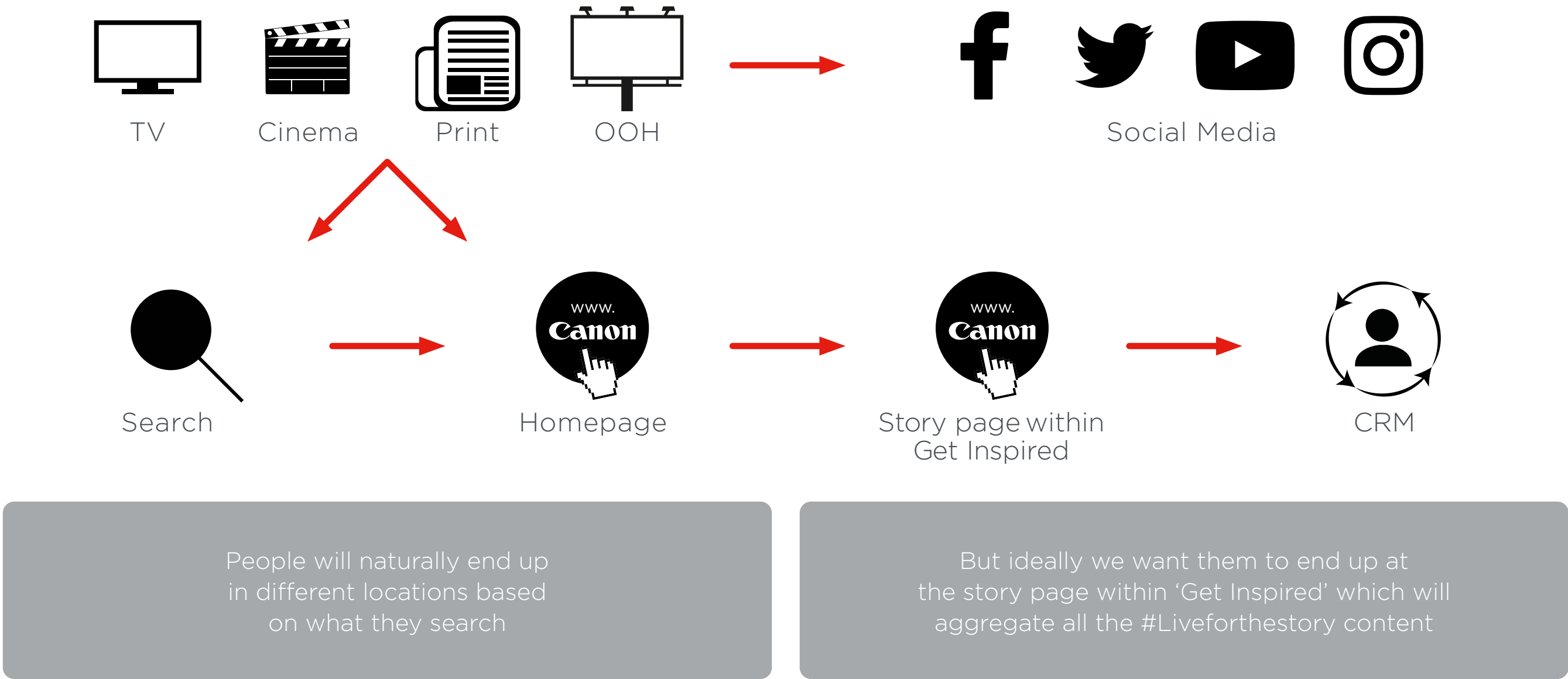
We use Gotham Light on all body copy, set in 80% grey. When there is a need to highlight a word, sentence or product detail then use Gotham Medium.

AS THE CAMPAIGN UNFOLDS, WE MOVE FROM PURE BRAND MESSAGING IN ALL CHANNELS, TO MIRRORLESS IN ALL BUT TV

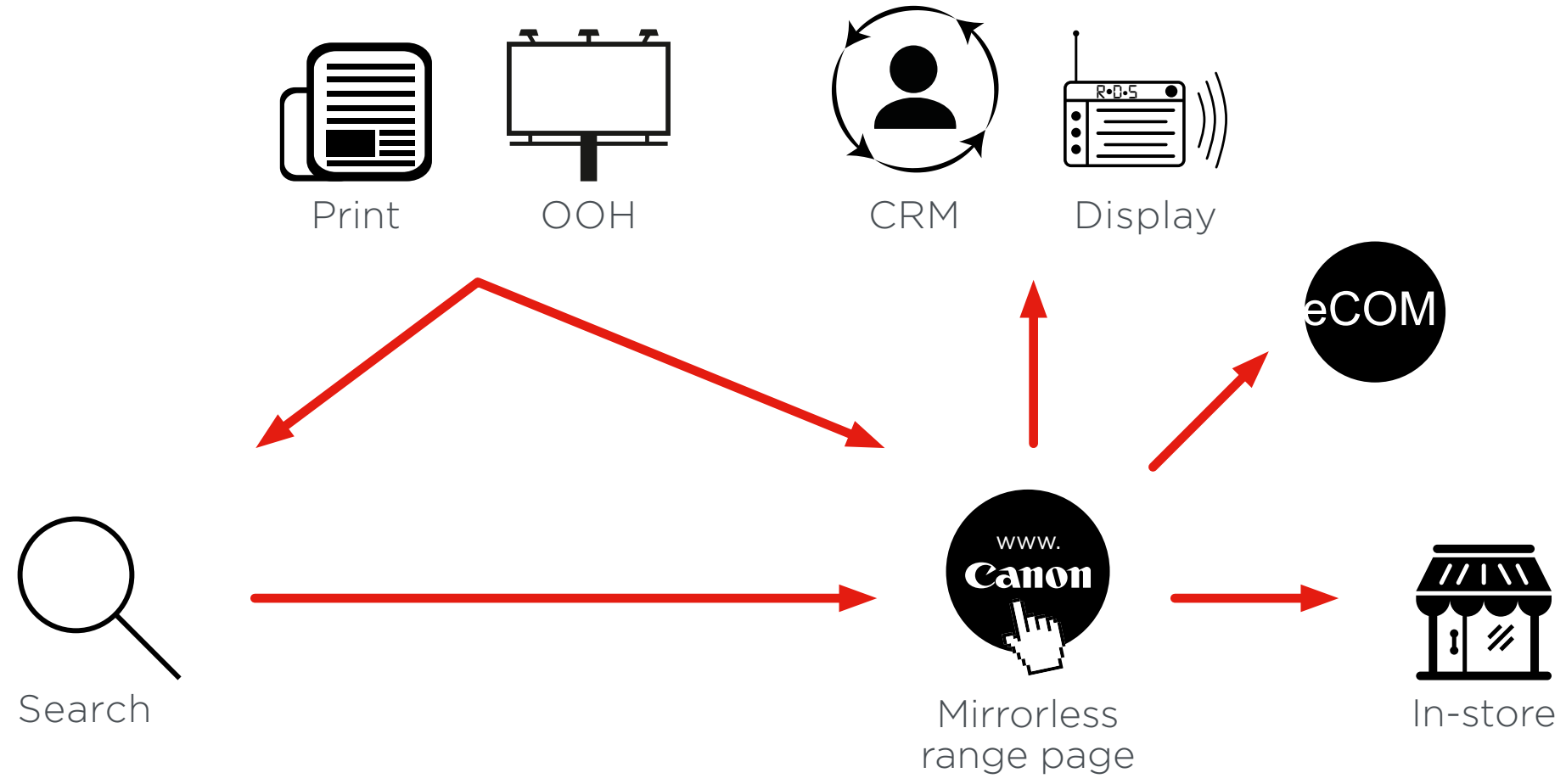
Media		
17th May - 14th June (First 4 weeks)	14th June - 12th July (Second 4 Weeks)	
TV/ Cinema	<p>Message: Live for the story CTA: #LiveForTheStory</p>	
All other advertising channels	<p>Message: Live for the story CTA: #LivefortheStory</p>	<p>Message: Stories are Everywhere, Be Ready CTA: Search: Canon Mirrorless</p>

Campaign period runs from 17th May - 31st August

BRAND ADVERTISING USER FLOW

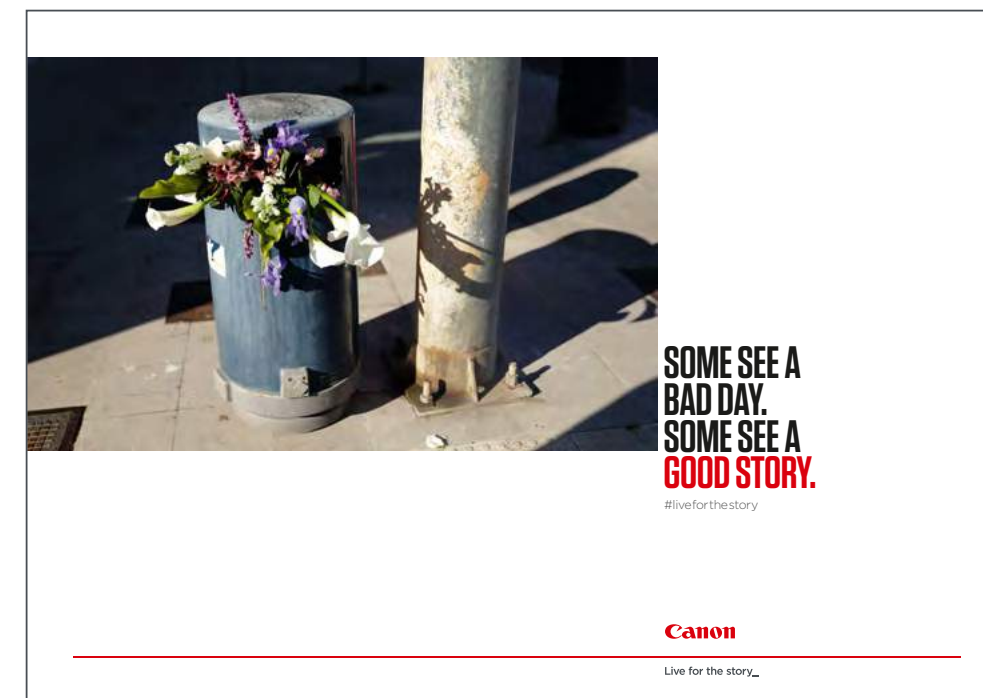
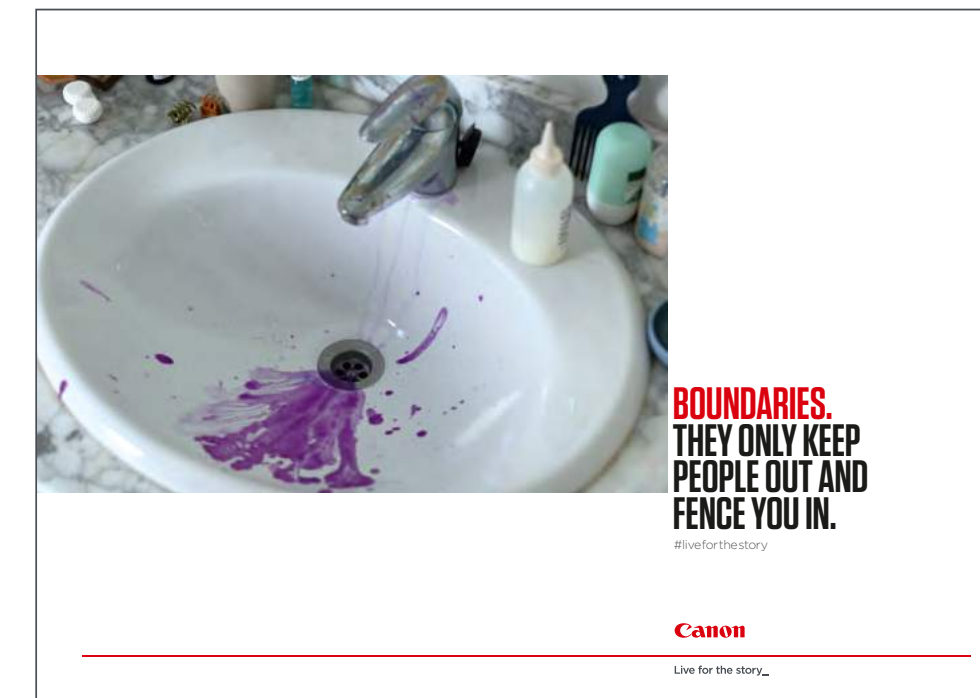
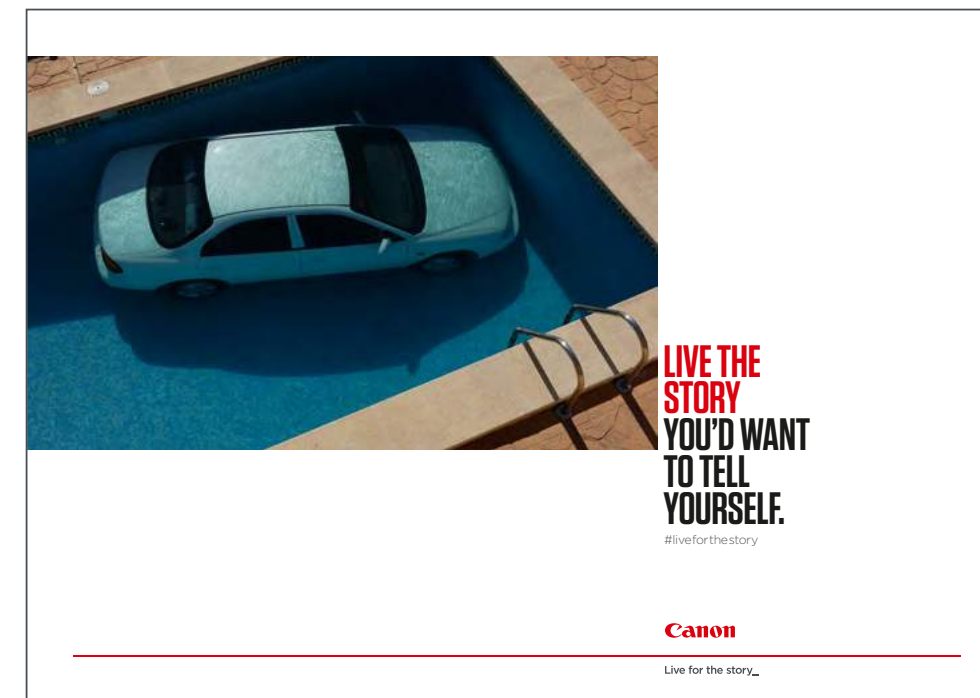
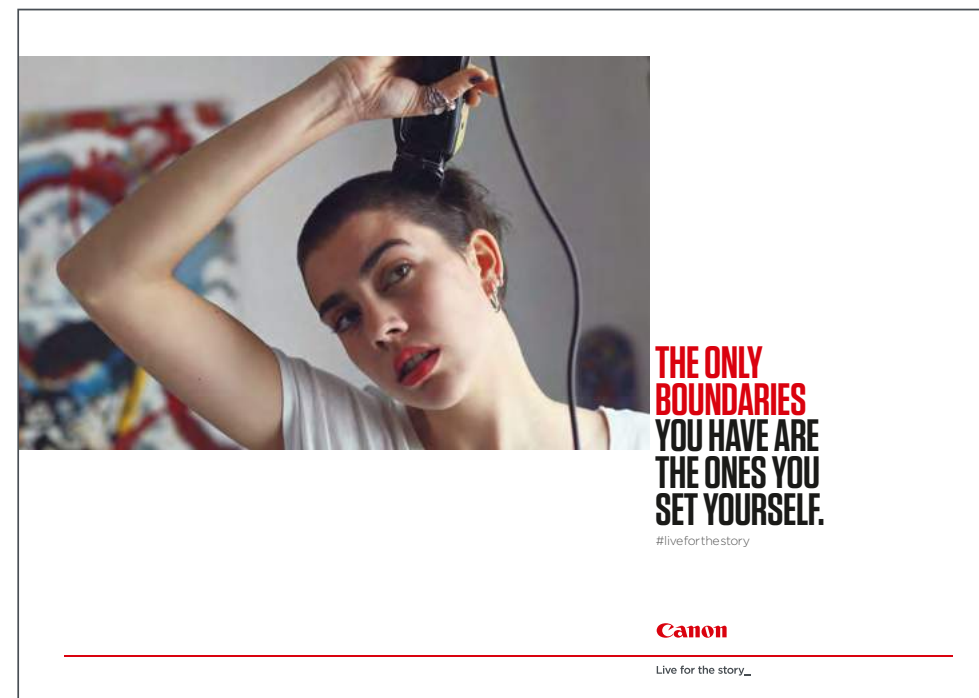


MIRRORLESS ADVERTISING USER FLOW

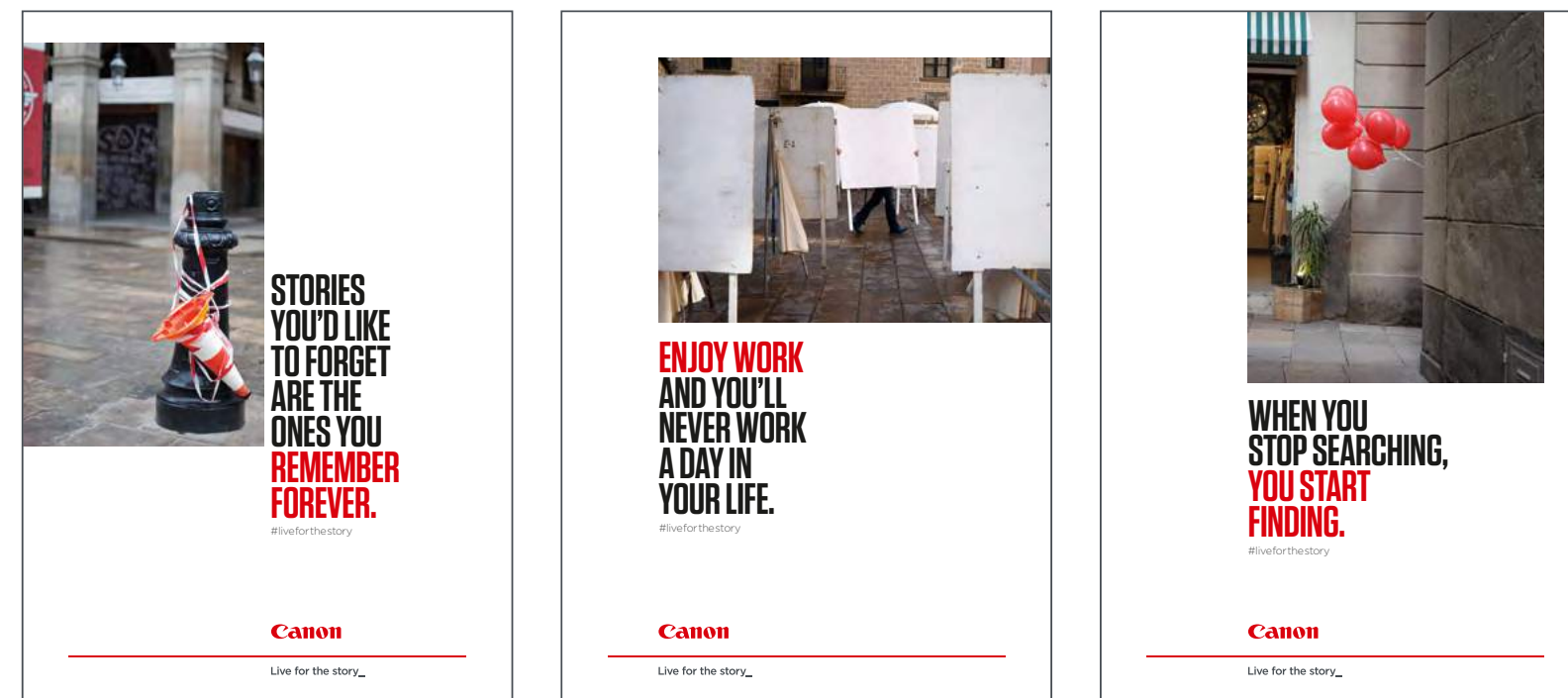
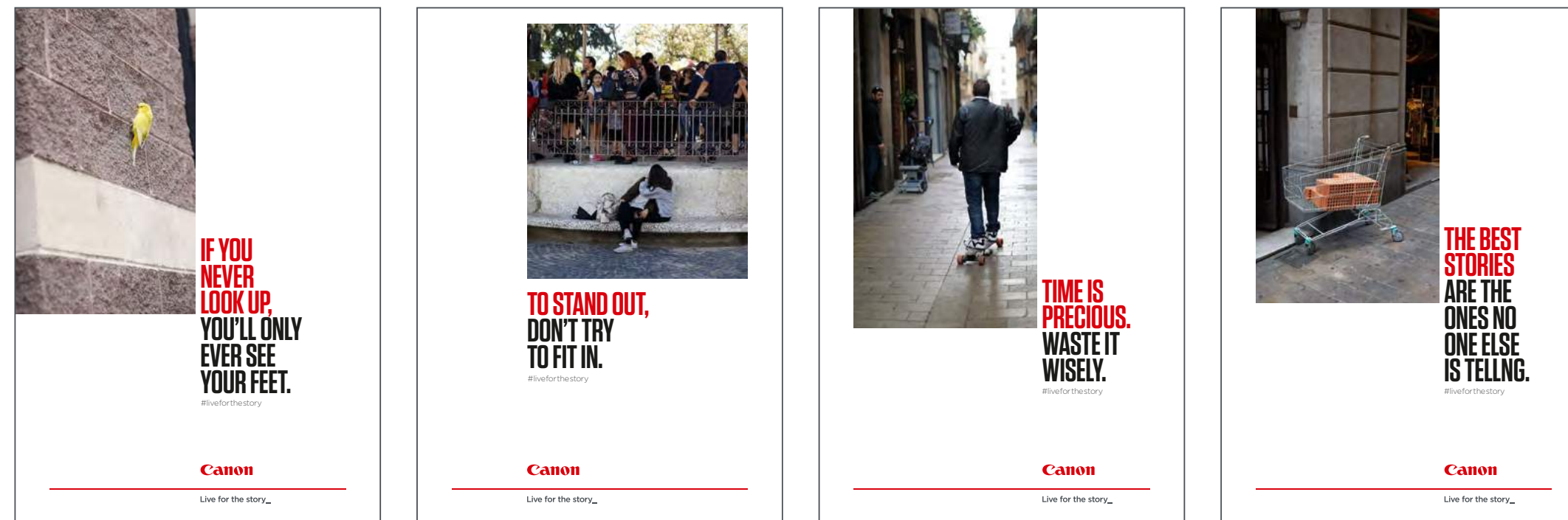


We want to drive all Mirrorless specific advertising to the Mirrorless range page on the marketing site

EXAMPLE LAYOUTS



EXAMPLE LAYOUTS

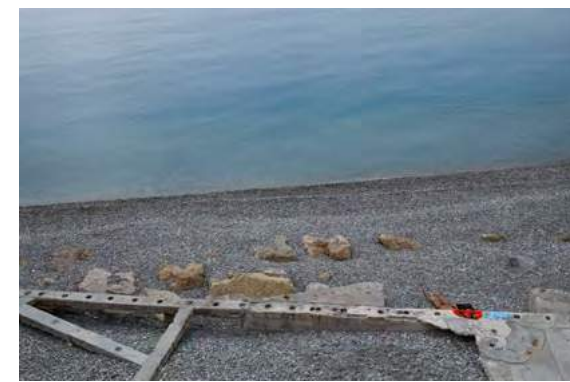


BRAND STILLS AND ACCOMPANYING HEADLINES



Live For The Story_Summer_Brand_Man In Sea.tif

**UNEXPECTED
STORIES HAPPEN IN
UNEXPECTED PLACES.**



Live For The Story_Summer_Brand_Man on beach.tif

**YOU'RE NEVER
LOST, JUST
SOMEWHERE NEW.**



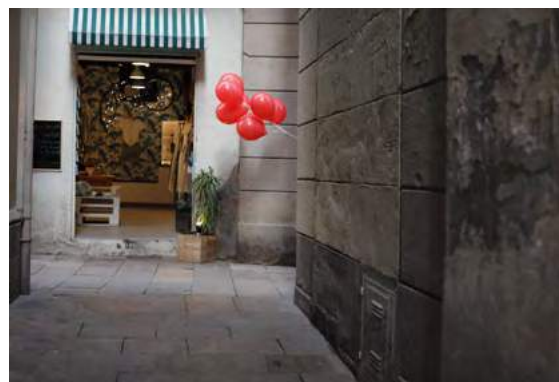
Live For The Story_Summer_Brand_Easel.tif

**ENJOY WORK AND
YOU'LL NEVER WORK
A DAY IN YOUR LIFE.**



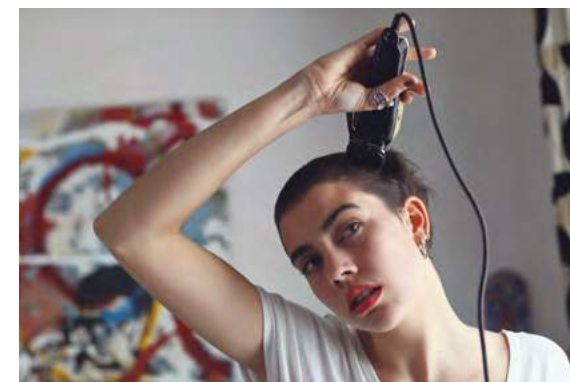
Live For The Story_Summer_Brand_Hairdye.tif

**BOUNDARIES. THEY
ONLY KEEP PEOPLE OUT
AND FENCE YOU IN.**



Live For The Story_Summer_Brand_Balloons.tif

**WHEN YOU
STOP SEARCHING,
YOU START FINDING.**



Live For The Story_Summer_Brand_Shaving Head.tif

**THE ONLY BOUNDARIES
YOU HAVE, ARE THE ONES
YOU SET YOURSELF.**



Live For The Story_Summer_Brand_Car in pool.tif

**LIVE THE STORY
YOU'D WANT TO
TELL YOURSELF.**



Live For The Story_Summer_Brand_Flowers in bin.tif

**SOME SEE A BAD DAY.
SOME SEE A GOOD STORY.**

BRAND STILLS AND ACCOMPANYING HEADLINES



LiveForTheStory_Summer_Brand_ManonSkateboard.tif

**TIME IS PRECIOUS.
WASTE IT WISELY.**



Live For The Story_Summer_Brand_Trolley.tif

**THE BEST STORIES
ARE THE ONES NO
ONE ELSE IS TELLING.**



Live For The Story_Summer_Brand_Clothes.tif

**SOME SAY WHY.
SOME SAY WHY NOT.**



Live For The Story_Summer_Brand_Broken bone.tif

**IT COULD BE WORSE,
YOU COULD HAVE
NEVER TRIED.**



LiveForTheStory_Summer_Brand_Bird on wall.tif

**IF YOU NEVER LOOK
UP YOU'LL ONLY
EVER SEE YOUR FEET.**



Live For The Story_Summer_Couple.tif

**TO STAND OUT,
DON'T TRY
TO FIT IN.**



LiveForTheStory_Summer_Brand_Cone.tif

**STORIES YOU'D LIKE TO
FORGET ARE THE ONES
YOU REMEMBER FOREVER.**

MIRRORLESS STILLS AND HEADLINES TO FOLLOW



Live For The Story_Summer_Mirrorless_Boy M10.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**



Live For The Story_Summer_Mirrorless_Girl M5.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**



Live For The Story_Summer_Mirrorless_Boy M5.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**



Live For The Story_Summer_Mirrorless_Girl M6.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**



Live For The Story_Summer_Mirrorless_Girl M10.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**



Live For The Story_Summer_Mirrorless_Boy M6.tif

**XERUM QUE CORENDIS
RE PERFERUM ANIM ET
RENTISCIIS**

RETAIL SPECIFIC

See retail section for application



Live For The Story_Summer_Retail_Deckchair.tif

UP TO £XX CASHBACK



Live For The Story_Summer_Retail_Ball.tif

UP TO £XX CASHBACK



Live For The Story_Summer_Retail_Ring in pool.tif

UP TO £XX CASHBACK



Live For The Story_Summer_Retail_Ballet Shoes.tif

UP TO £XX CASHBACK

STILLS TO USE FOR HOME PRINTING



PIXMA_TS_5050_Lifestyle_01.tif



PIXMA_TS_5050_Lifestyle_03.tif



PIXMA_TS_8050_Ambient_02.tif

STILLS TO USE FOR DSLR



EOS_77D_Lifestyle_05.tif



EOS_800D_Lifestyle_03.tif



EOS_800D_Lifestyle_04.tif


LIVE FOR THE STORY FILM
TO FOLLOW 10TH MAY

TVC: 60S, 30S AND 20S
CINEMA 60S
SOCIAL 6S
TO FOLLOW 10TH MAY

Usage clearance ATL 1 year U.K., DE, FR and BTL 3 years EMEA

BEHIND THE SCENES TO FOLLOW 10TH MAY

BRAND PRINT: SINGLE PAGE




**THE BEST
STORIES
ARE THE ONES
NO ONE ELSE
IS TELLING.**

#liveforthestory

Canon

Live for the story_



**UNEXPECTED
STORIES
HAPPEN IN
UNEXPECTED
PLACES.**

#liveforthestory

Canon

Live for the story_

BRAND PRINT: DOUBLE PAGE SPREAD




**IT COULD BE WORSE,
YOU COULD HAVE NEVER TRIED.**

#liveforthestory

Canon

Live for the story_



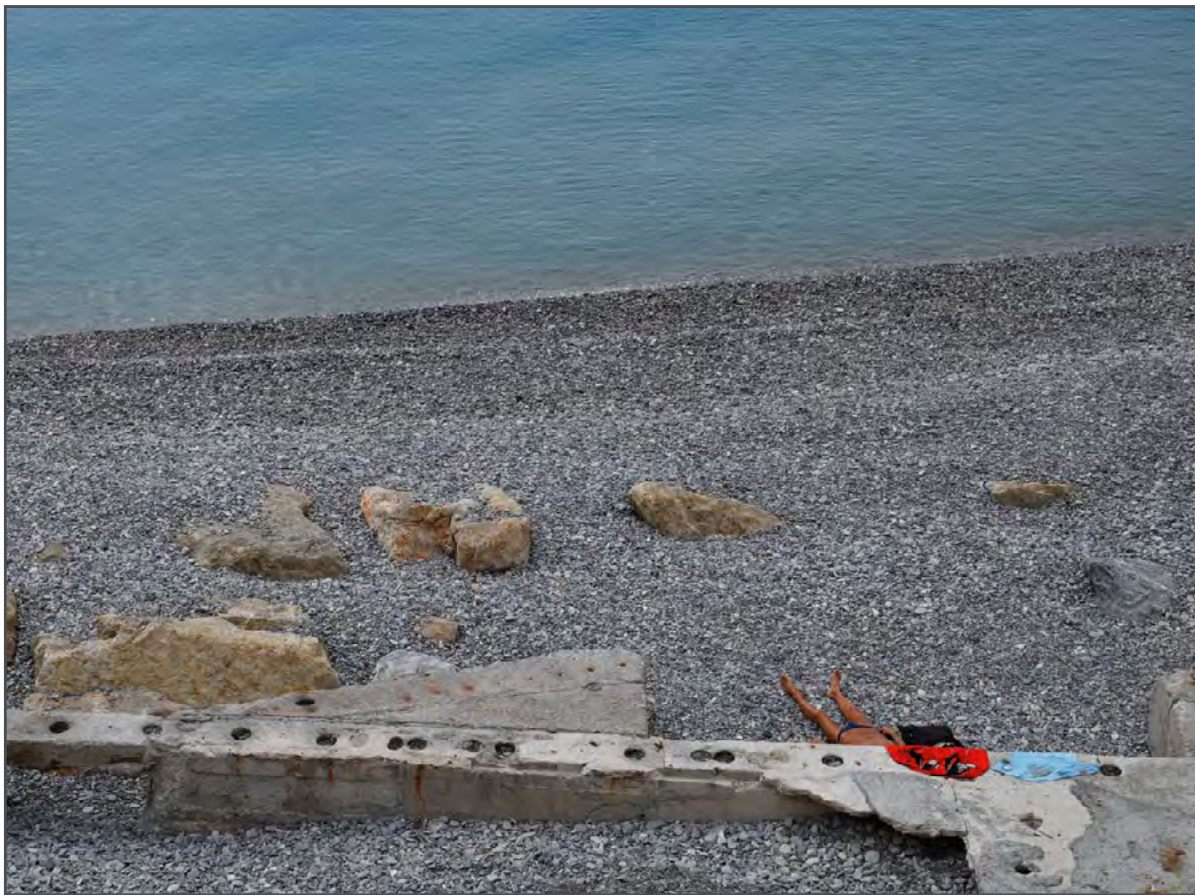
**BOUNDARIES.
THEY ONLY KEEP PEOPLE OUT AND FENCE YOU IN.**

#liveforthestory

Canon

Live for the story_

BRAND OOH: 48 SHEET



**YOU'RE
NEVER LOST,
JUST
SOMEWHERE
NEW.**

#liveforthestory

Canon

Live for the story_




**THE ONLY
BOUNDARIES
YOU HAVE ARE
THE ONES YOU
SET YOURSELF.**

#liveforthestory

Canon

Live for the story_


BRAND OOH: 6 SHEET



**WHEN YOU
STOP SEARCHING,
YOU START
FINDING.**
#liveforthestory

Canon

Live for the story_

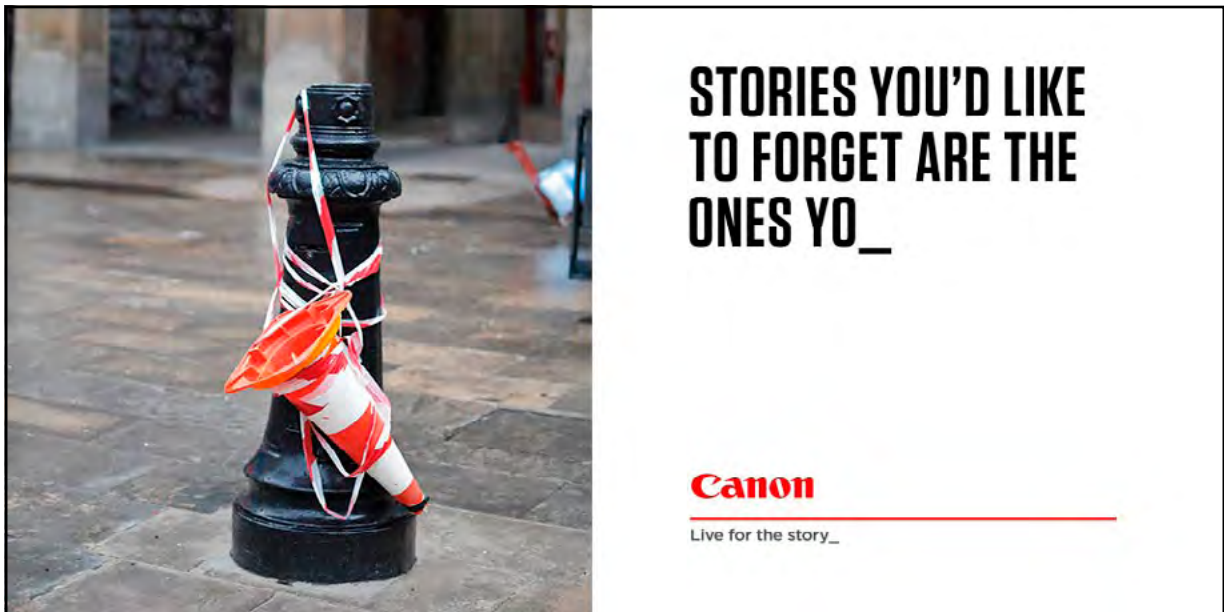


**IF YOU NEVER
LOOK UP,
YOU'LL ONLY
EVER SEE
YOUR FEET.**
#liveforthestory

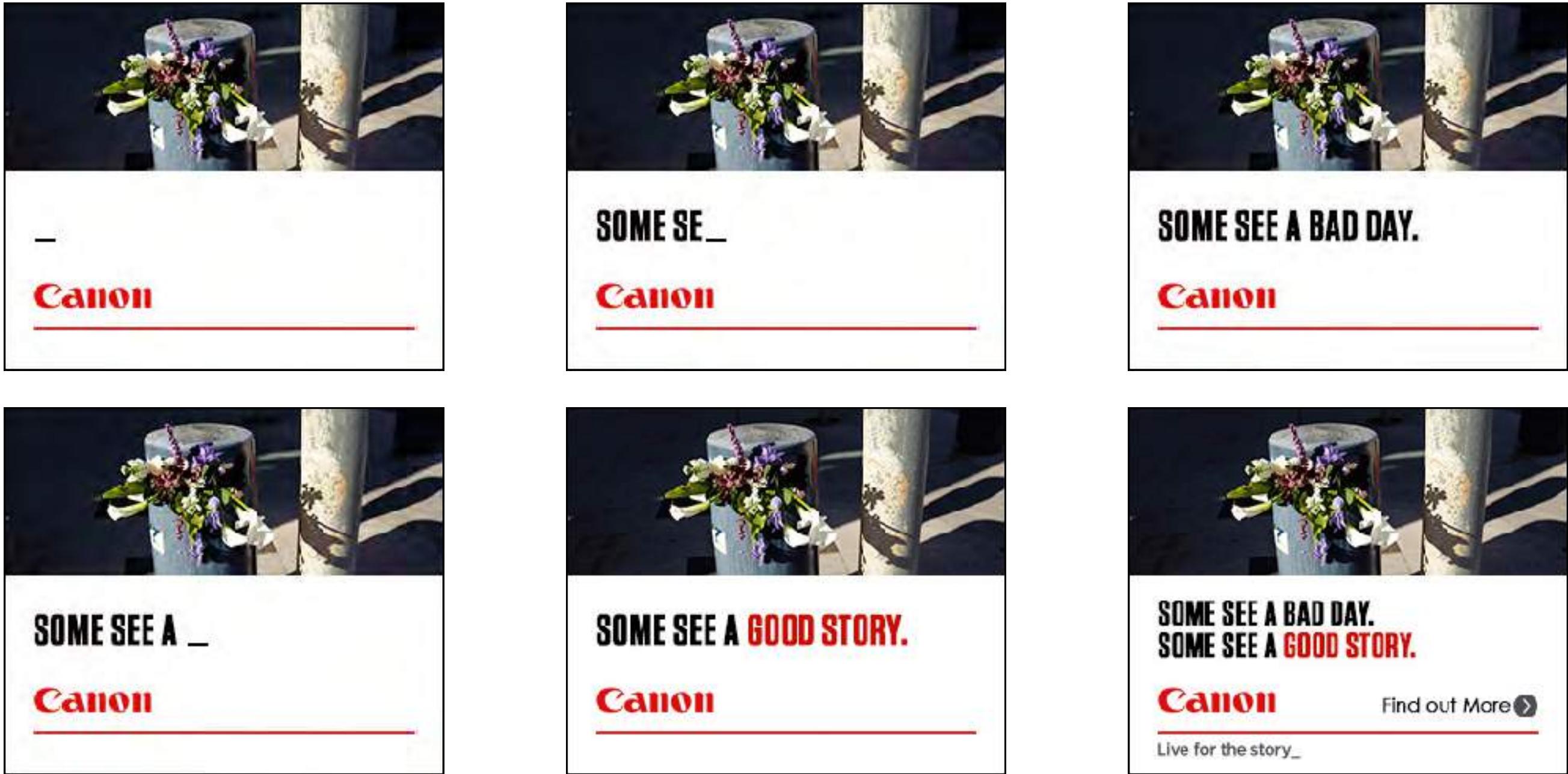
Canon

Live for the story_

BRAND DOOH: D48 SHEET / D6 SHEET



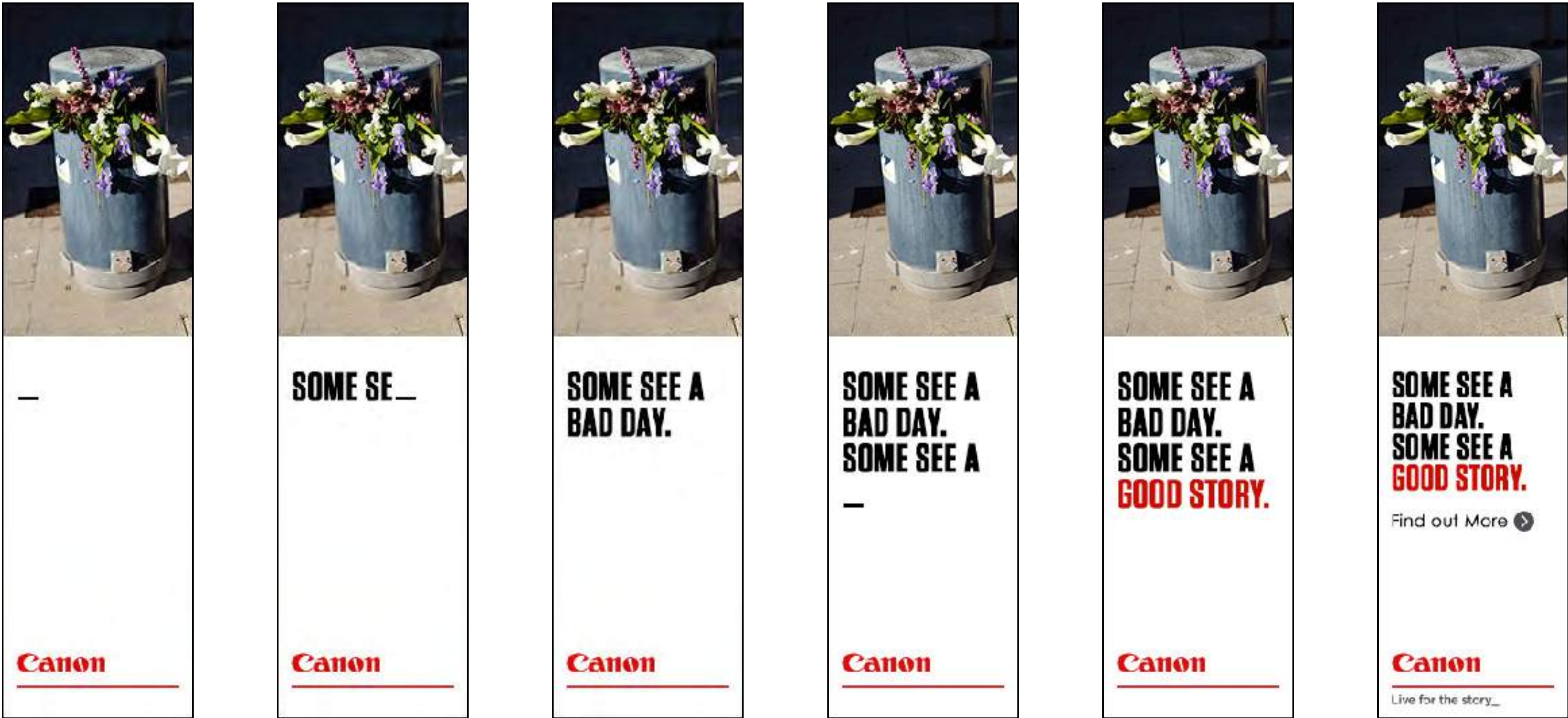
BRAND DIGITAL DISPLAY: 300X250 BRAND BANNER



BRAND DIGITAL DISPLAY: 300X600 BRAND BANNER



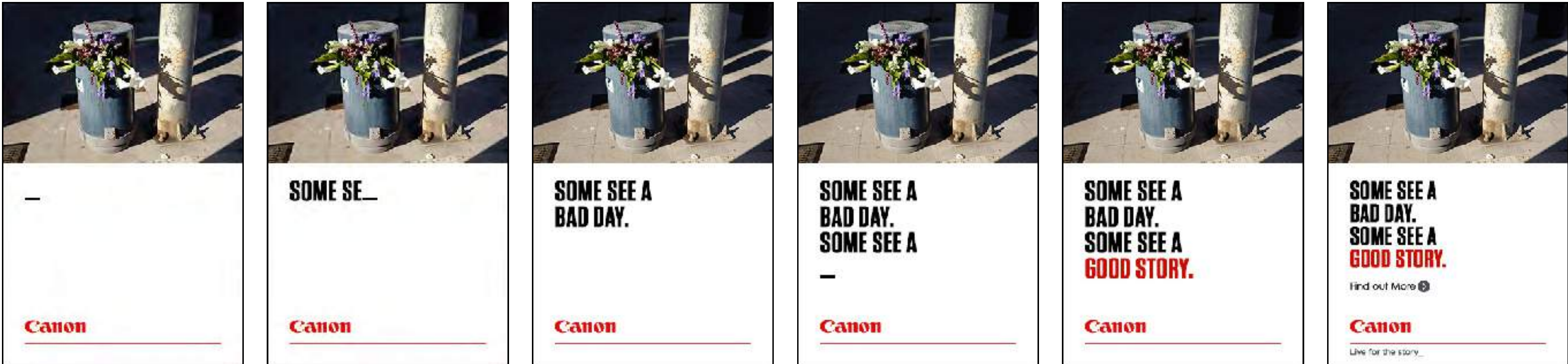
BRAND DIGITAL DISPLAY: 160X600 BRAND BANNER



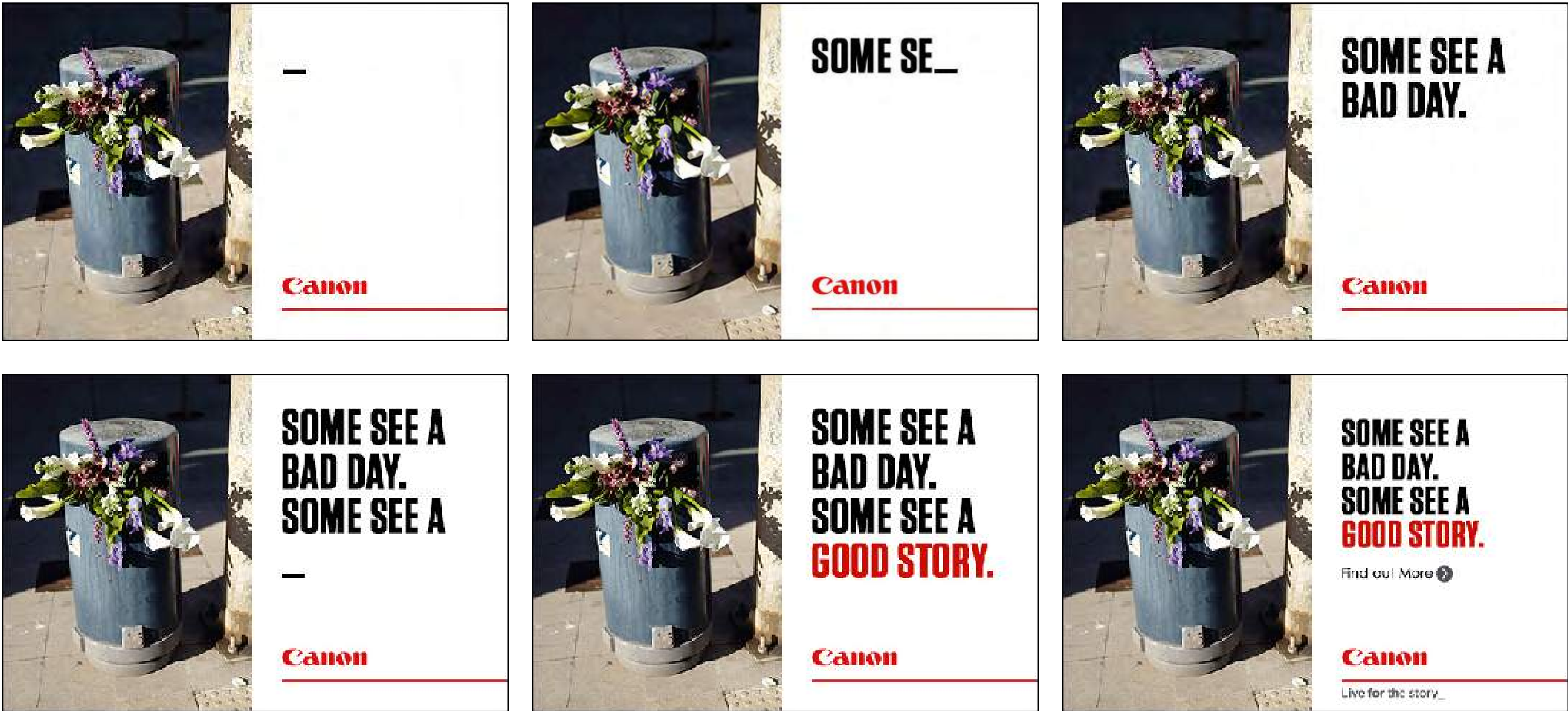
BRAND DIGITAL DISPLAY: 728X90 BRAND BANNER

-		Canon Live for the story_
SOME SE_		Canon Live for the story_
SOME SEE A BAD DAY.		Canon Live for the story_
SOME SEE A -		Canon Live for the story_
SOME SEE A GOOD STORY.		Canon Live for the story_
SOME SEE A BAD DAY. SOME SEE A GOOD STORY.		Find out More > Canon





BRAND DIGITAL DISPLAY: 320X480 BRAND BANNER



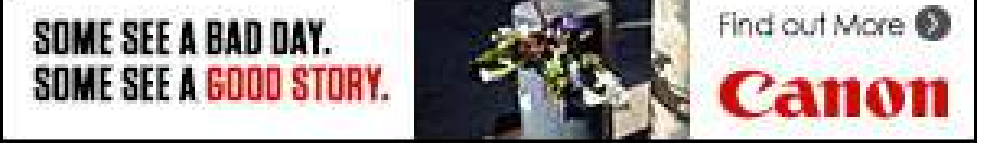
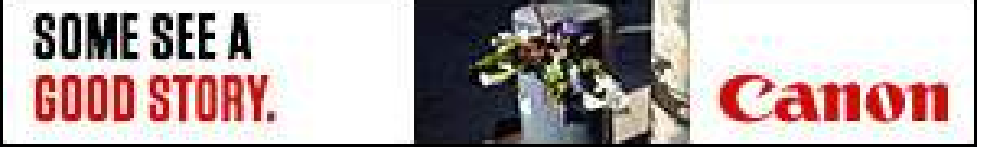
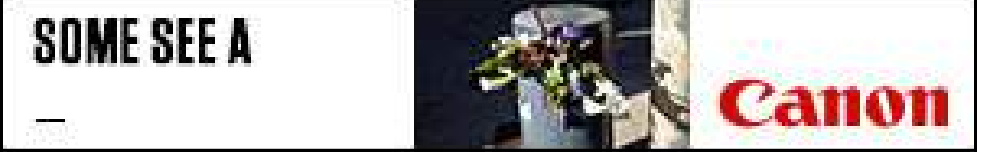
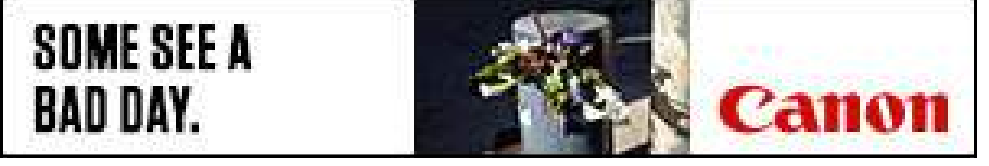
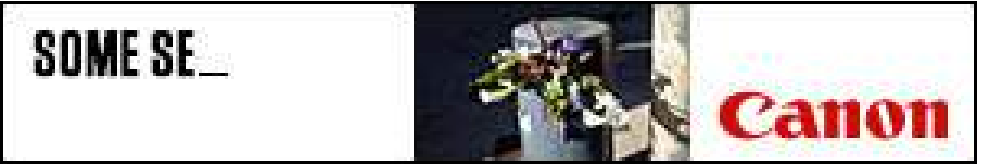
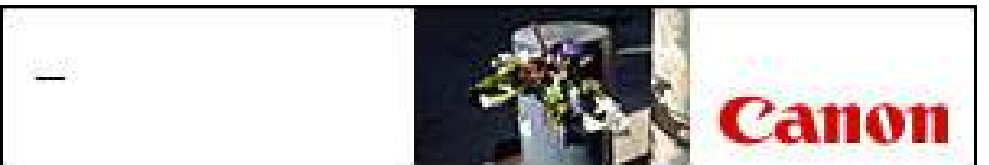
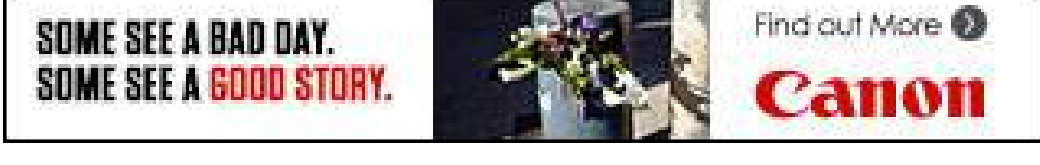
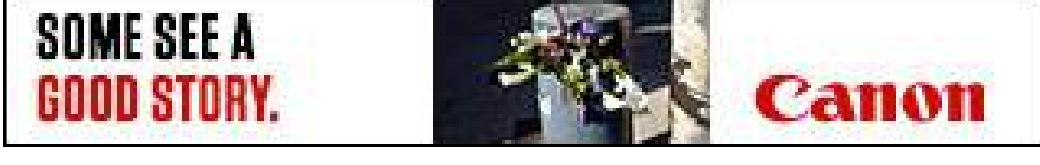
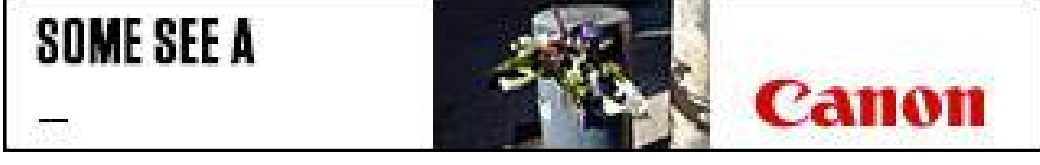
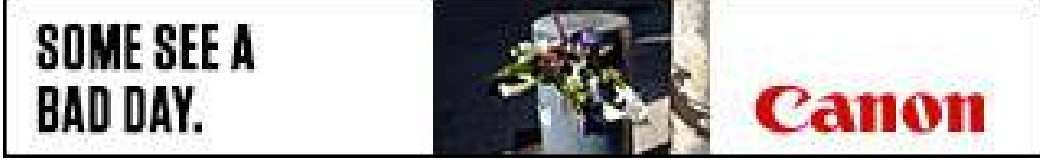
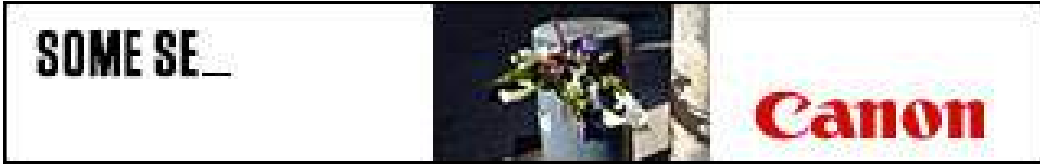
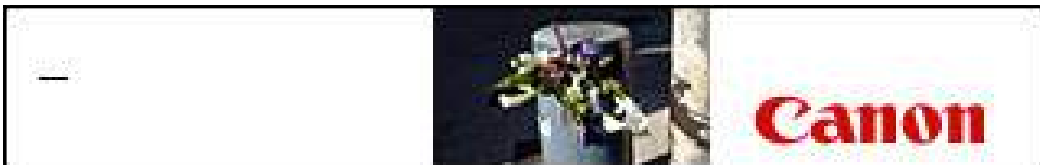
BRAND DIGITAL DISPLAY: 480X320 BRAND BANNER



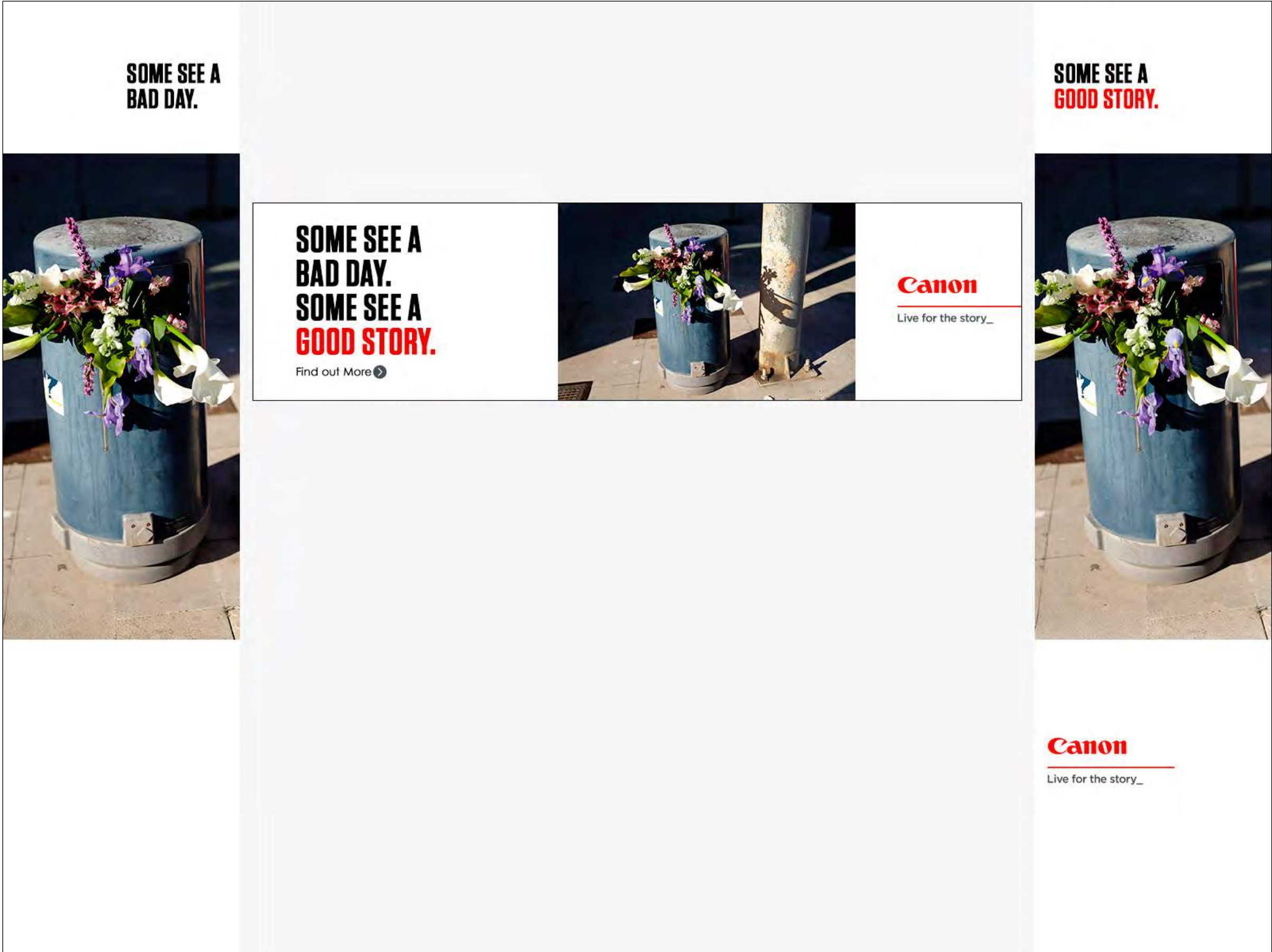
BRAND DIGITAL DISPLAY: 970X250 BRAND BANNER

-			SOME SE_		
SOME SEE A BAD DAY.			SOME SEE A BAD DAY. SOME SEE A _		
SOME SEE A BAD DAY. SOME SEE A GOOD STORY.			SOME SEE A BAD DAY. SOME SEE A GOOD STORY. Find out More 		 <small>Live for the story...</small>

BRAND MOBILE: 320X50/300X50



BRAND DIGITAL PAGE RESKIN



MIRRORLESS PRINT: SINGLE PAGE

MIRRORLESS PRINT: DOUBLE PAGE SPREAD

MIRRORLESS OOH: 48 SHEET

MIRRORLESS OOH: 6 SHEET

MIRRORLESS DOOH: D48 SHEET / D6 SHEET

MIRRORLESS DIGITAL DISPLAY: 300X250 / 300X600 /
160X600 / 728X90 / 320X480 / 470X250

MIRRORLESS MOBILE: 320X50/300X50

MIRRORLESS DIGITAL PAGE SKIN

INTRODUCTION TO THE TOOLKIT

The following section of the toolkit will provide you with the strategic framework, insights, usage guidelines and optimisation recommendations for retail.

We have developed this toolkit to demonstrate how we launch '**Live for the story**'. We have used Mirrorless cameras as the lead product to bring the brand repositioning and campaign to life.

1. Strategic background and core campaign assets

- Objectives
- Challenges
- Campaign proposition
- Target audience
- Guidance on usage

2. Engaging with shoppers in retail

- Shopper journey
- Jobs to be done

3. Visual direction

- In store activation
- Online activation
- Social activation

The appendix includes guidance on Must have, Good to have, Better to have principles.

5.31 STRATEGIC BACKGROUND AND CORE CAMPAIGN ASSETS

CAMPAIGN OBJECTIVES

The objectives for retail are twofold:

1. To land the new positioning of the brand

- Talk to shoppers in a new, emotive way – a unique approach within the category.
- Establish Canon's credentials – offering product and services beyond cameras.

2. Driving purchase of Mirrorless

- In a competitive environment that establishes DSLR as the front-runners in camera quality, position the Mirrorless range as a comparable camera.
- Drive acquisitions of new (smartphone) shoppers into the category.
- Get prosumers (professional consumers) to trade across the category and choose a Mirrorless.
- Drive value that's relevant to them.

INSIGHTS INTO OUR TARGET AUDIENCE

Understanding **WHO** our target audience is will ensure that we're addressing their needs in the right way and at the right time.

Entry level users (acquisition)



Approach to the category: Currently unengaged in the camera category and have a low understanding of camera products.

Key Insights

- Shoppers recognise the role a camera can play in increasing the quality of their images.
- Retailers responding to behavioural needs (e.g. Go Pro Action Camera / Samsung Connected Tech).
- Competitor brands (e.g. Fuji / Sony / Panasonic) are dominating Mirrorless.

Prosumers (trade across)



Approach to the category: Engaged with photography and have a good understanding of the latest camera products.

Key Insights

- Canon has to work hard to earn the right in Mirrorless (vs. established competition).
- Shopper need based on second camera (in addition to DSLR) to suit need for compact everyday.
- Retailers responding by building added value around emotional benefit.

OUR CHALLENGES

From an extensive market audit, we've identified key challenges which have been carefully considered when developing in store and online assets, messaging and consistency throughout the journey. Here are key outputs from this audit.

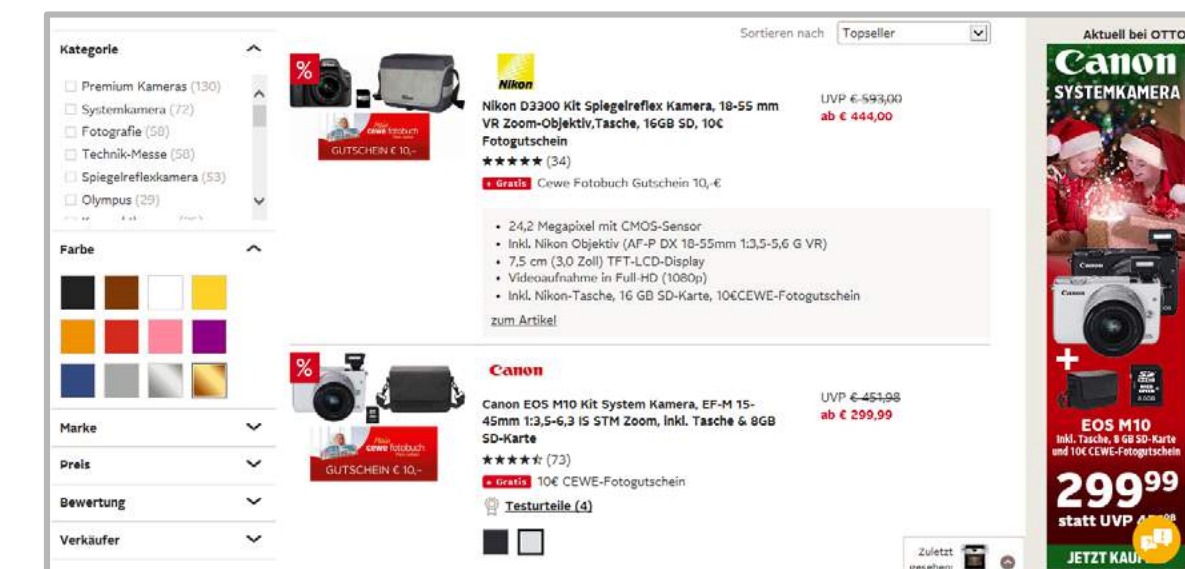
Retail fallen out of love



Poor product differentiation



Retailers and brands are slowly addressing the functional needs of shoppers e.g. connected tech, but lack the emotional benefit at the point of conversion.



WHAT IS LIVE FOR THE STORY IN RETAIL?

Data has shown that 90% of purchase decisions are emotional vs. rational*.

Live for the story is a new opportunity (more so within the category) to speak to shoppers in a new way – tapping into their emotion at the key point of conversion.

We want to enable new and existing shoppers to tell their stories in the best way possible.



Unemotional, cold and unengaged

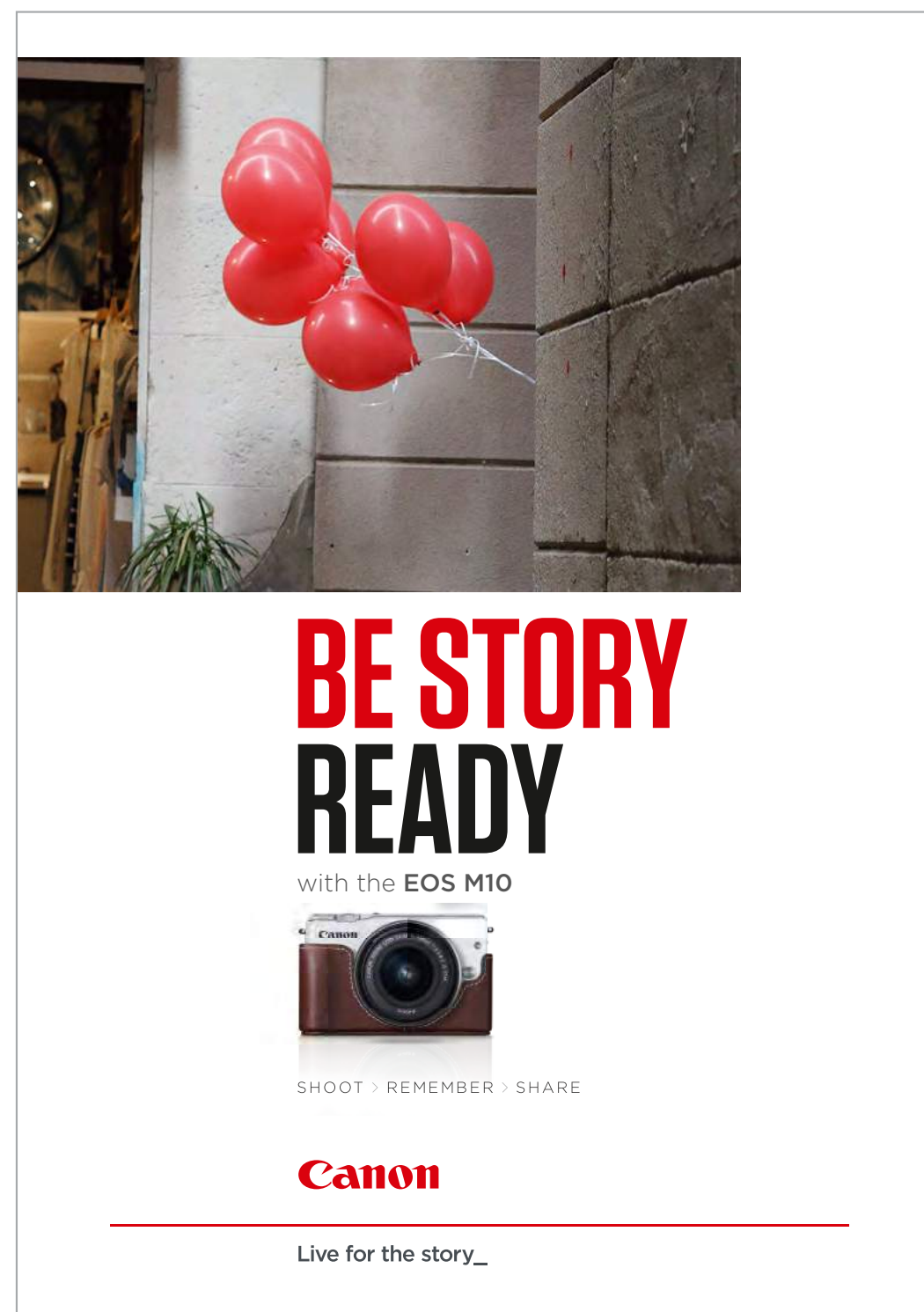
*Daniel Kahnemann, Thinking Fast and Slow, October 2011

SUMMARY OF THE APPROACH


Objective	Consideration	Strategy
To drive conversion for 'entry-level' and 'prosumer' shoppers in online and offline spaces by convincing them that Canon addresses all of their needs at the point of purchase.	With an understanding of our competitive landscape, to be seen and heard as a differentiator.	Deliver an emotional hook as our point of difference to create shopper preference beyond the technical excellence and rational offers.

CORE CAMPAIGN ASSETS

For entry level users communication



**BE STORY
READY**
with the **EOS M10**



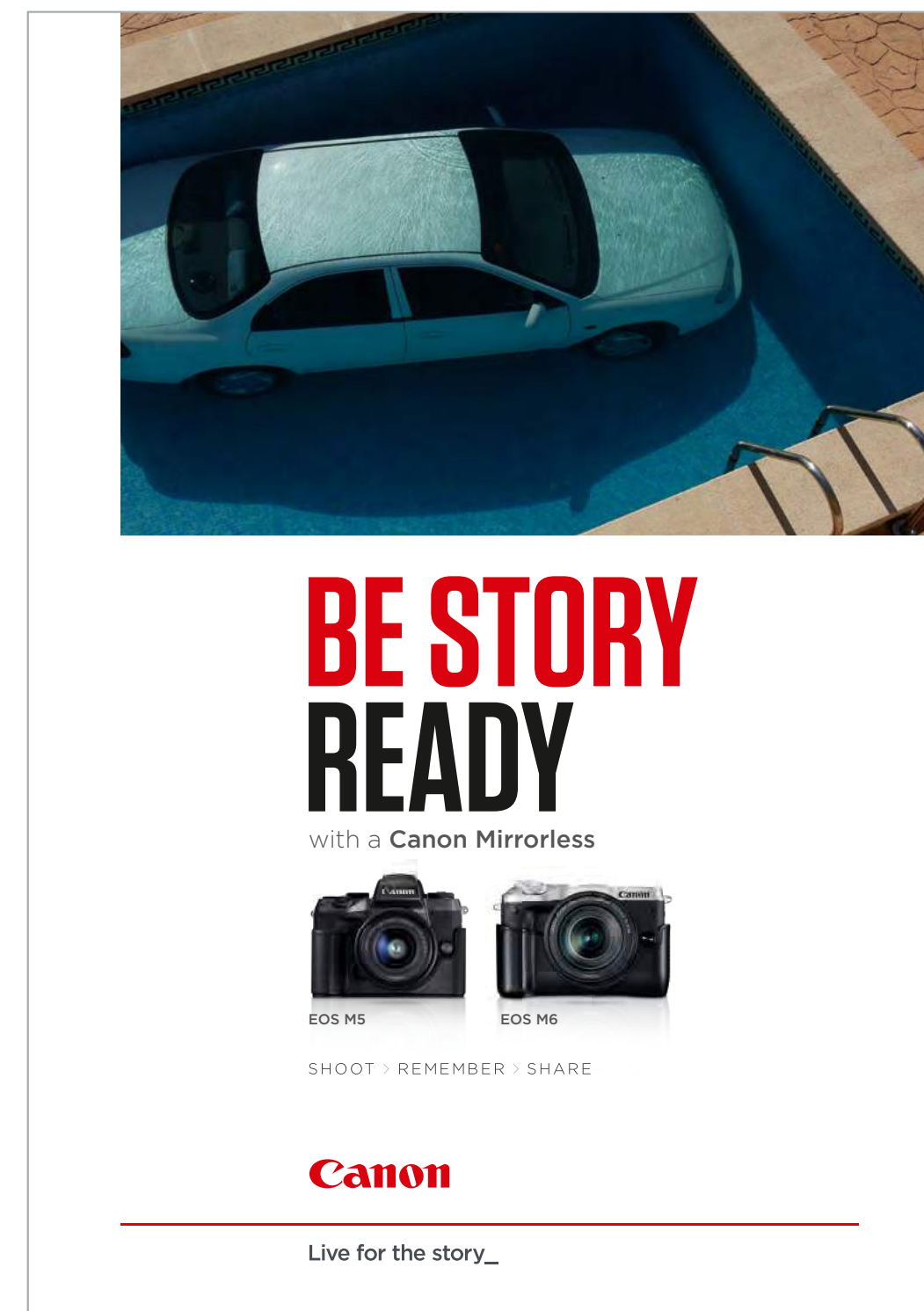
SHOOT › REMEMBER › SHARE

Canon


Live for the story_

EOS M10

For prosumer communication



**BE STORY
READY**
with a **Canon Mirrorless**



EOS M5 EOS M6

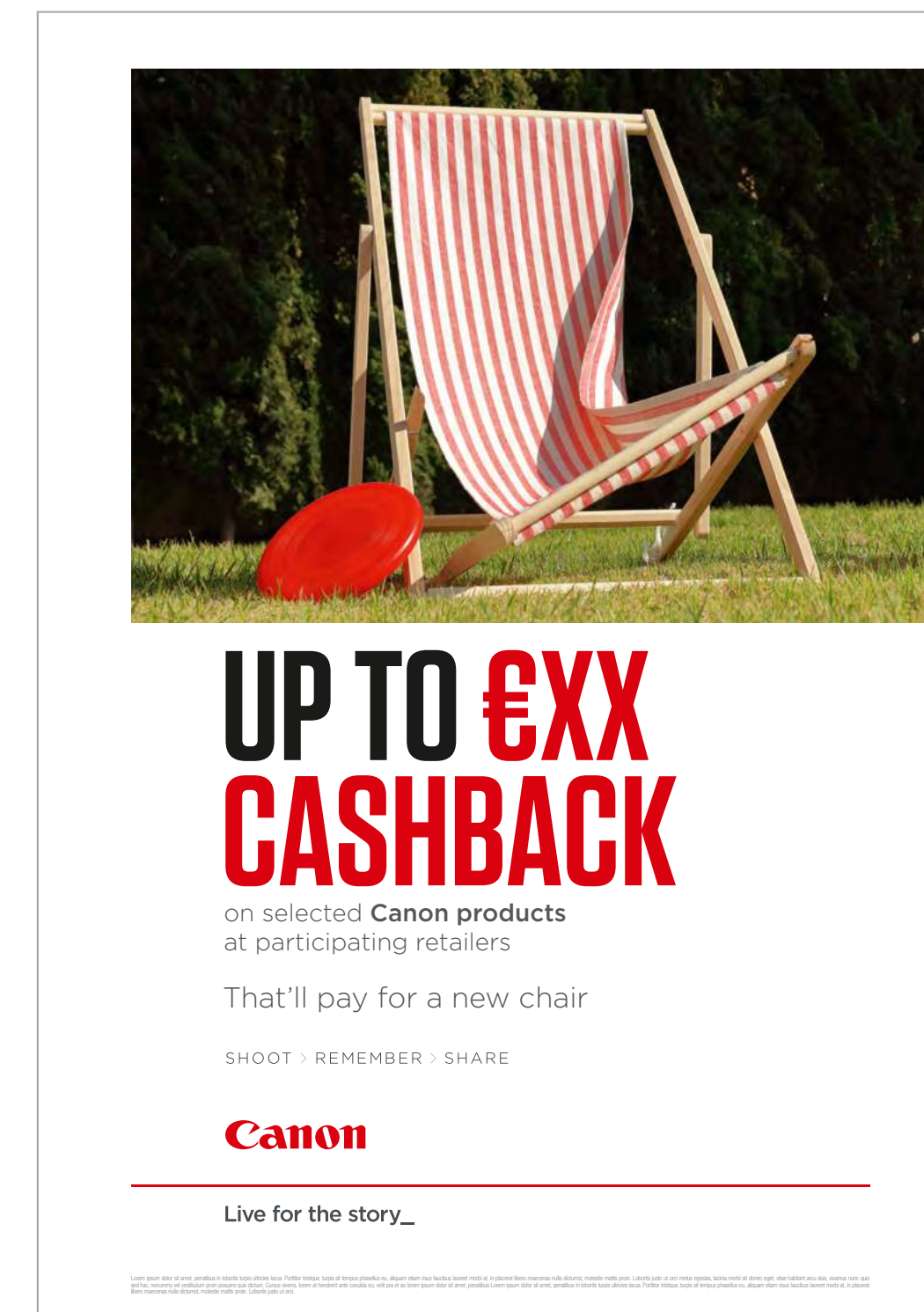
SHOOT › REMEMBER › SHARE

Canon

Live for the story_

EOS M5 & M6

For value-led communication



**UP TO €XX
CASHBACK**
on selected **Canon products**
at participating retailers

That'll pay for a new chair

SHOOT › REMEMBER › SHARE

Canon

Live for the story_

Cashback

CORE CAMPAIGN ASSETS – M10, M5 / M6, CASHBACK

When choosing an asset, please ensure consistency across in store and online.

M10 shot variations
For entry level users communication



M5 / M6
For prosumers communication



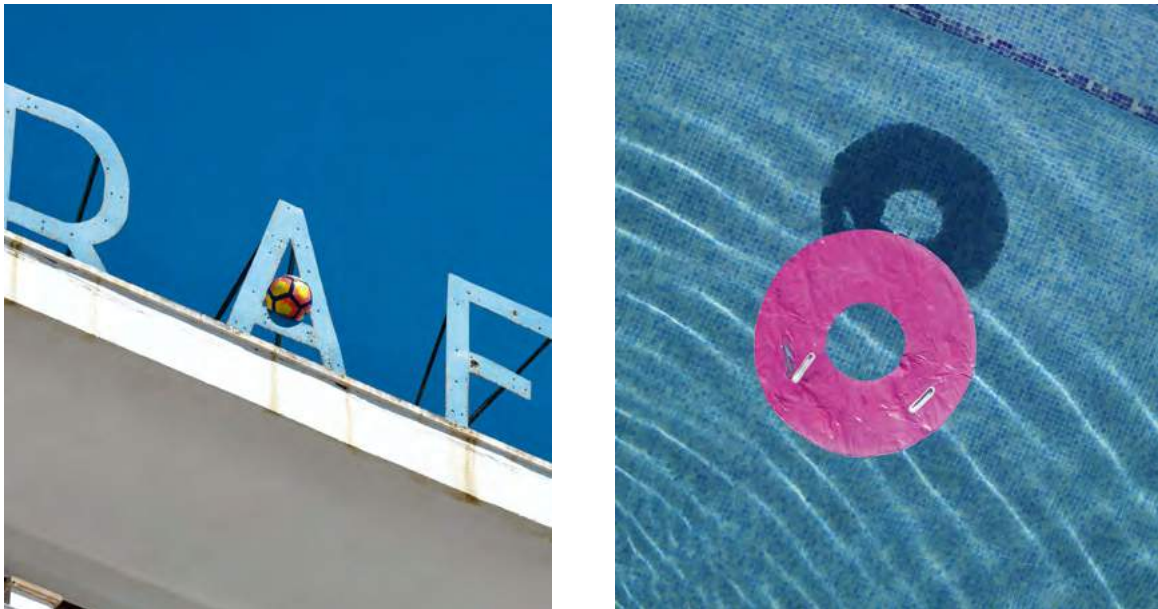
Cashback offer shot variations
For value-led communication



* Ballet shoes image to be used only in portrait format.



* Always ensure that three letters are visible when cropped, so that the height and scale of the shot are apparent.



OTHER CAMPAIGN ASSETS - LIFESTYLE MIRRORLESS

The Mirrorless images have been selected for retailer social media as they hero the product within a lifestyle environment in a way that connects with people emotionally, relevant for this channel.

Retailer social media shot variations
Lifestyle Mirrorless



SHOOT, REMEMBER, SHARE

We have been exploring a conversion message that expresses the ecosystem benefit of Canon's unique portfolio of products and services. To show how this might be utilised in retail we have applied it to the design in the assets you see presented in this toolkit.

What are the design principles?

It is a communication tag on retail point of sale and sits just above the Canon and **Live for the story** lock up.

The words should not be divided or one word should not be attributed to a specific product, service or offer.

Where possible, Shoot > Remember > Share should be written out on a single line as demonstrated throughout the in store and online executions. In the worst case scenario, where there is limited space or long wording, please use the stacked version provided.

Arrows have been deliberately used to deliver the following;

- Acts as a divider for the wording
- Serves as a graphical device, often used in the photographic world
- Most importantly, invites a feeling of action to **Live for the story** and Shoot > Remember > Share

Single line lock up

SHOOT > REMEMBER > SHARE

Always ensure that there is a safe area of 3X the height of the Shoot > Remember > Share lock up, above and below.



Stacked lock up

SHOOT >
REMEMBER >
SHARE >

Dont's

✗ SHOOT > REMEMBER > SHARE
Do not change the weight of the words or arrows

✗ SHOOT > REMEMBER > SHARE
Do not change the colour of the words or arrows

✗ SHOOT > REMEMBER > SHARE
Do not change the size of the words or arrows

CORE CAMPAIGN ASSETS DOS & DON'TS

We've curated the appropriate imagery and messaging for retail (offline and online) and guidelines should be followed to ensure consistency across all omni-channels including out of home, above the line, public relations, social and digital.

Do

- Use the images selected for in store, online and social retail items
- Ensure to use the recommended messaging, product shot and brand assets (local language adaptation will be required)

Don't

- Use imagery outside of this document on in store and online formats
- Alter the crop, layout, font, messaging and imagery provided

ROLE OF 'ENTRY LEVEL' CORE ASSETS

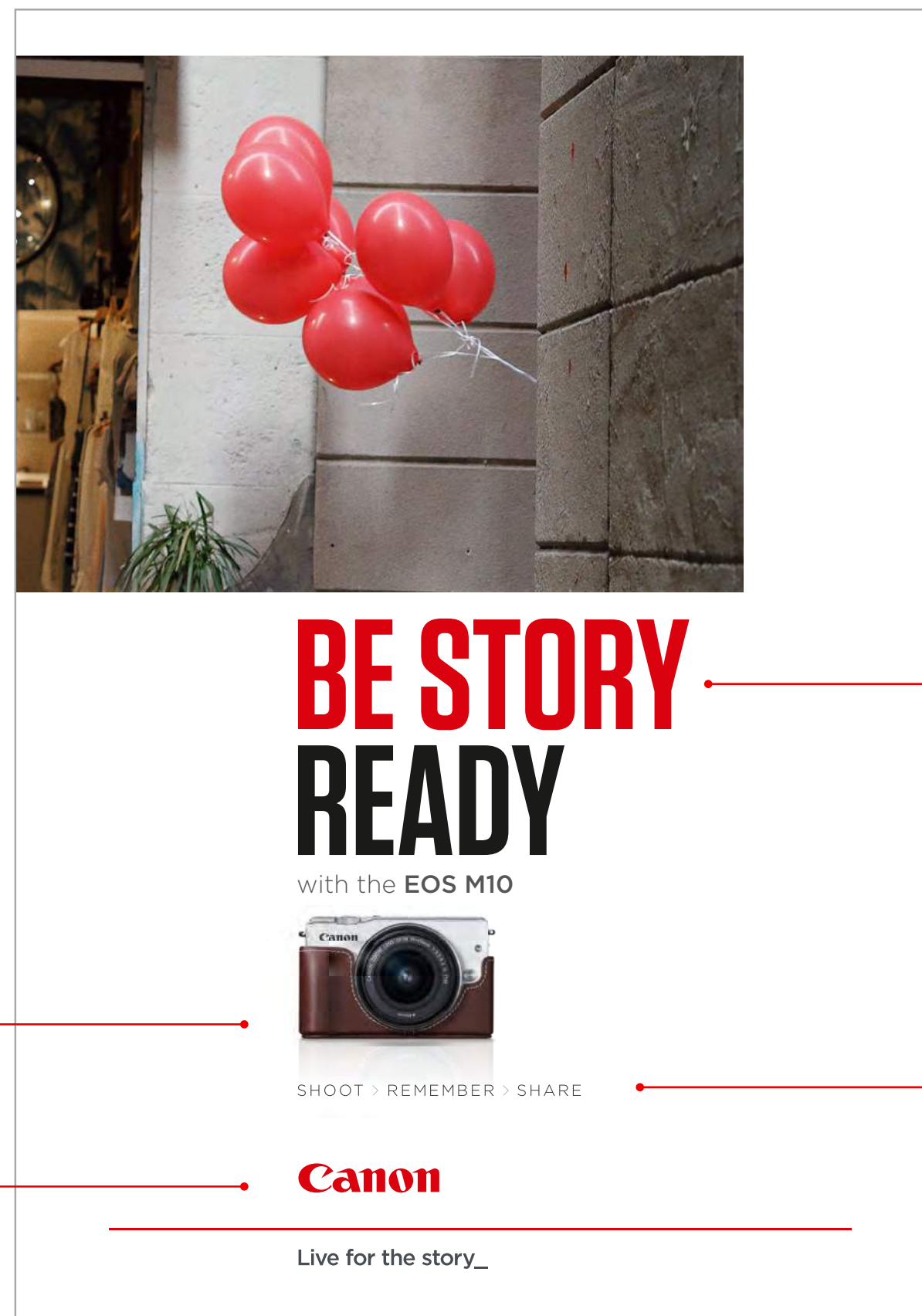
This page provides details of the role of 'entry level' core assets. Assets have been laid out based on messaging hierarchy for retail and should not be altered.

Image
Captures real moments that provoke intrigue – storytelling moments. The reportage images ensure that we're appealing to 'entry level' users by depicting real life narratives that would ordinarily be shared.

Note: Guidance has been provided on the crop of the image. Please use as visualised and supplied.

Product shot
Beauty shot of the product serves as a reminder of the hero product within the range. It draws attention to the product's features, and also aids in navigation.

Canon/Live for the story_
Central and strong brand sign off, that acts as a signpost for the campaign.



The image is a vertical composition. At the top is a photograph of several red balloons tied to a grey stone wall. Below the photo is the text 'BE STORY READY' in large, bold, black letters, with 'with the EOS M10' in smaller text underneath. Below the text is a product shot of a Canon EOS M10 camera. Below the camera is the text 'SHOOT > REMEMBER > SHARE'. At the bottom is the Canon logo and the slogan 'Live for the story_'. Red lines connect the text on the left and right to the corresponding elements in the image.

Headline
The call to action encourages shoppers to be ready to tell their story with Canon as the enabler. This message has been included throughout all POS materials (except value-led comms) to boost memorability through the campaign period.

Note: The call to action should not be altered, only adapted to local language.

Shoot/ Remember/ Share
The lockup is used to communicate Canon as more than just a camera brand – offering other products and services.

Note: This should always be used as a lockup and in uppercase. Please see guidelines on usage on page titled 'SHOOT, REMEMBER, SHARE' within this section of the toolkit.

ROLE OF 'PROSUMER' CORE ASSETS

This page provides details of the role of each prosumer core asset. Assets have been laid out in order of the messaging hierarchy for retail and should not be altered.

Image

Captures more noteworthy moments that provoke intrigue – storytelling moments. The execution is still in keeping with the reportage style, but captures a more established, professional approach/style – appealing to our prosumers.


Note: Guidance has been provided on the crop of the image. Please use as visualised and supplied.

Product shot

Beauty shot of the product serves as a reminder of the hero product within the range. It draws attention to the product's features and also aids in navigation.


Canon/Live for the story_

Central and strong brand sign off. It is a signpost for the campaign.



**BE STORY
READY**

with a **Canon Mirrorless**



EOS M5 EOS M6

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

Headline

The call to action encourages shoppers to be ready to tell their story with Canon as the enabler. This message has been included throughout all POS materials (except value led comms) to boost memorability through the campaign period.

Note: The call to action should not be altered and only adapted to local language.

Shoot/ Remember/ Share

The lockup is used to communicate Canon as more than just a camera brand – offering other products and services.

Note: This should always be used as a lockup and in uppercase. Please see guidelines on usage on page titled 'SHOOT, REMEMBER, SHARE' within this section of the toolkit.

ROLE OF 'VALUE' CORE ASSETS

This page provides details of the role of each value core asset. Assets have been laid out in order of the messaging hierarchy for retail and should not be altered.

Image

Capturing real moments that provoke intrigue – storytelling moments. The broken/ unkempt items provide a gateway to talk about the value of the cashback at an emotional level.

Note: Alternative images are available. Do not alter the crop of the image – please use as supplied and visualised.

Optional product shot

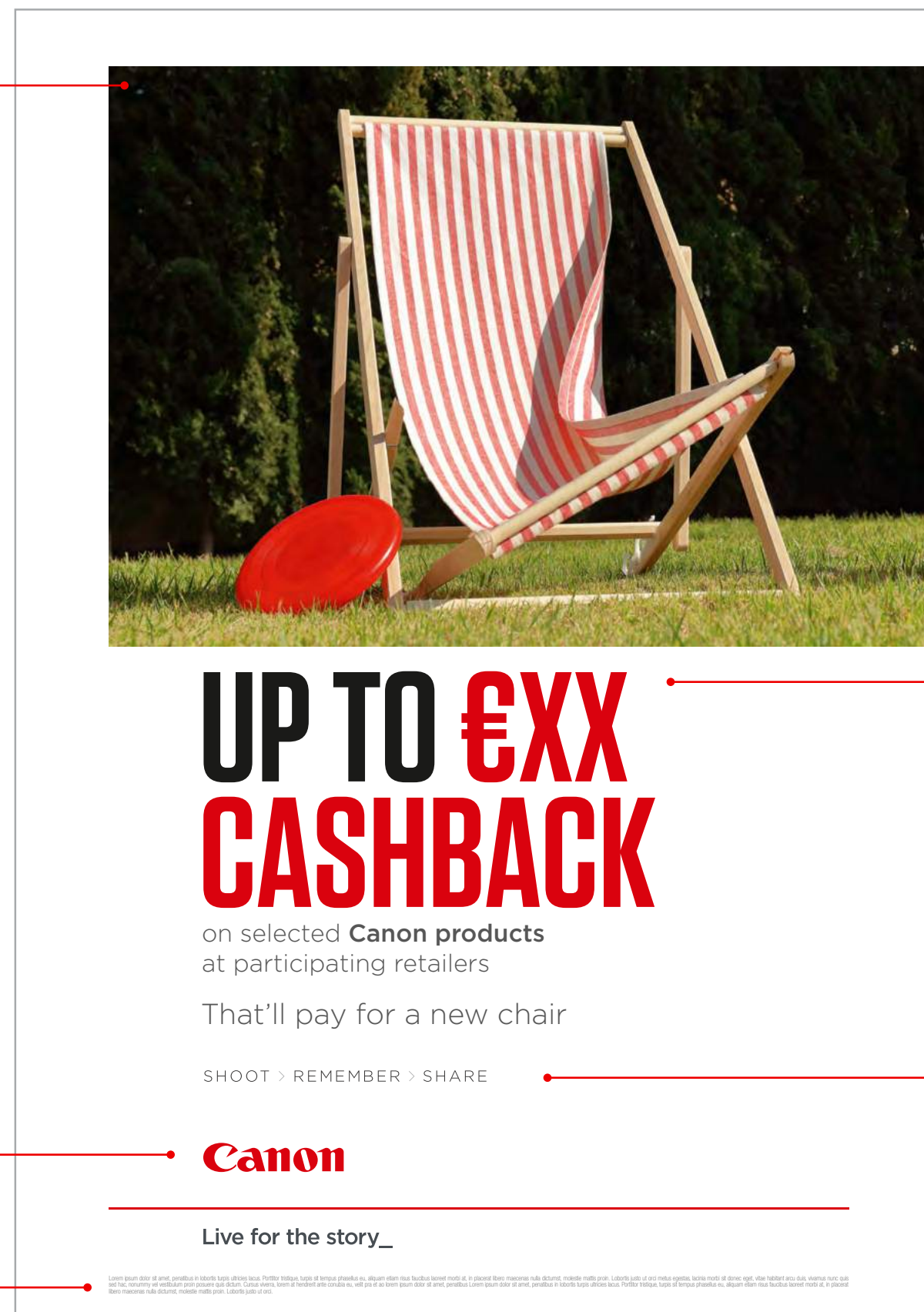
Where the product cashback offer is specific to one or a range of products, please include the product shot and name. This will aid shoppers when in store.

Canon/Live for the story_

Central and strong brand sign off. It is a signpost for the campaign.

Terms and Conditions

Terms and Conditions to be localised based on product and offer availability.



Headline

The call to action announces the Cashback offer (rational benefit) coupled with the emotional reward saving to pay for a new item.

Note: The call to action should not be altered, only adapted to local language.

Shoot/ Remember/ Share

The lockup is used to communicate Canon as more than just a camera brand – offering other products and services.

This should always be used as a lockup and in uppercase. Please see guidelines on usage on page titled 'SHOOT, REMEMBER, SHARE' within this section of the toolkit.

ROLE OF SOCIAL POST ASSETS

This page provides details of the role of each social post asset. Assets have been laid out in order of the messaging hierarchy for retail and should not be altered.

Lockup

Seals the retailer and brand partnership.

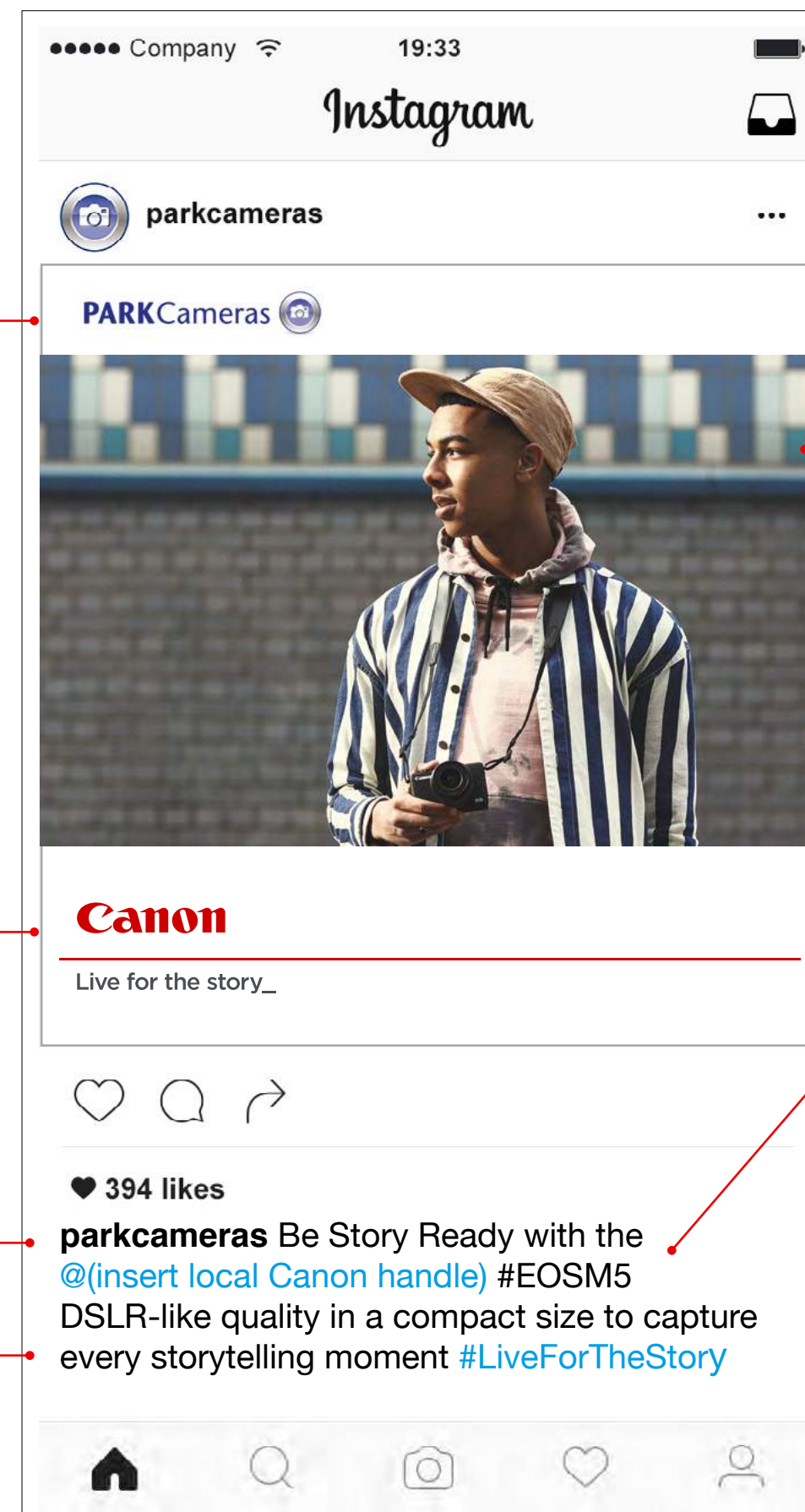
Note: Due to the exclusion zone around the Canon **Live for the story** lock up, the retailer logo is to be placed in the top corner, aligned with Canon **Live for the story** lock up.

Call to action

Prepares people to Be Story Ready and reinforces the campaign proposition. Makes Canon relevant to their lives.

Hashtag

Drives people to engage with the social activation and reinforces the campaign proposition.



Image

Heroes the product in a lifestyle environment.

Product name

Announces a specific product and serves as reminder when they get onto product pages.

ROLE OF SOCIAL POST ASSETS

This page provides details of the role of each social post asset. Assets have been laid out in order of the messaging hierarchy for retail and should not be altered.

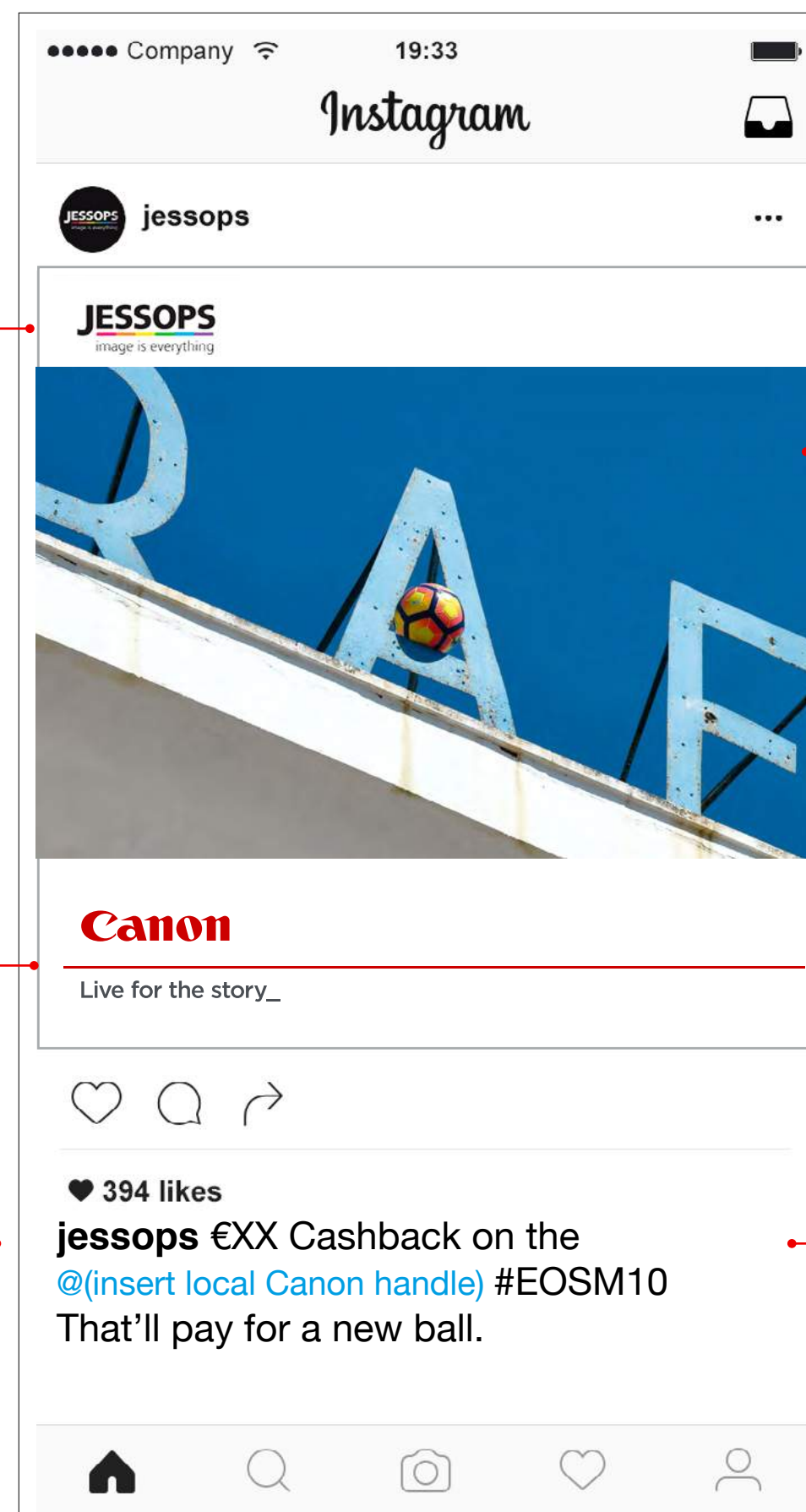
Lockup

Seals the retailer and brand partnership.

Note: Due to the exclusion zone around the Canon **Live for the story** lock up, the retailer logo is to be placed in the top corner, aligned with Canon **Live for the story** lock up.

Call to action

Lead with the compelling added value offer.



Image

Capturing real moments that provoke intrigue – storytelling moments. The broken/unkept items provide a gateway to talk about the value of the cashback at an emotional level.

Note: Alternative images are available. Do not alter the crop of the image – please use as supplied and visualised.

Product name

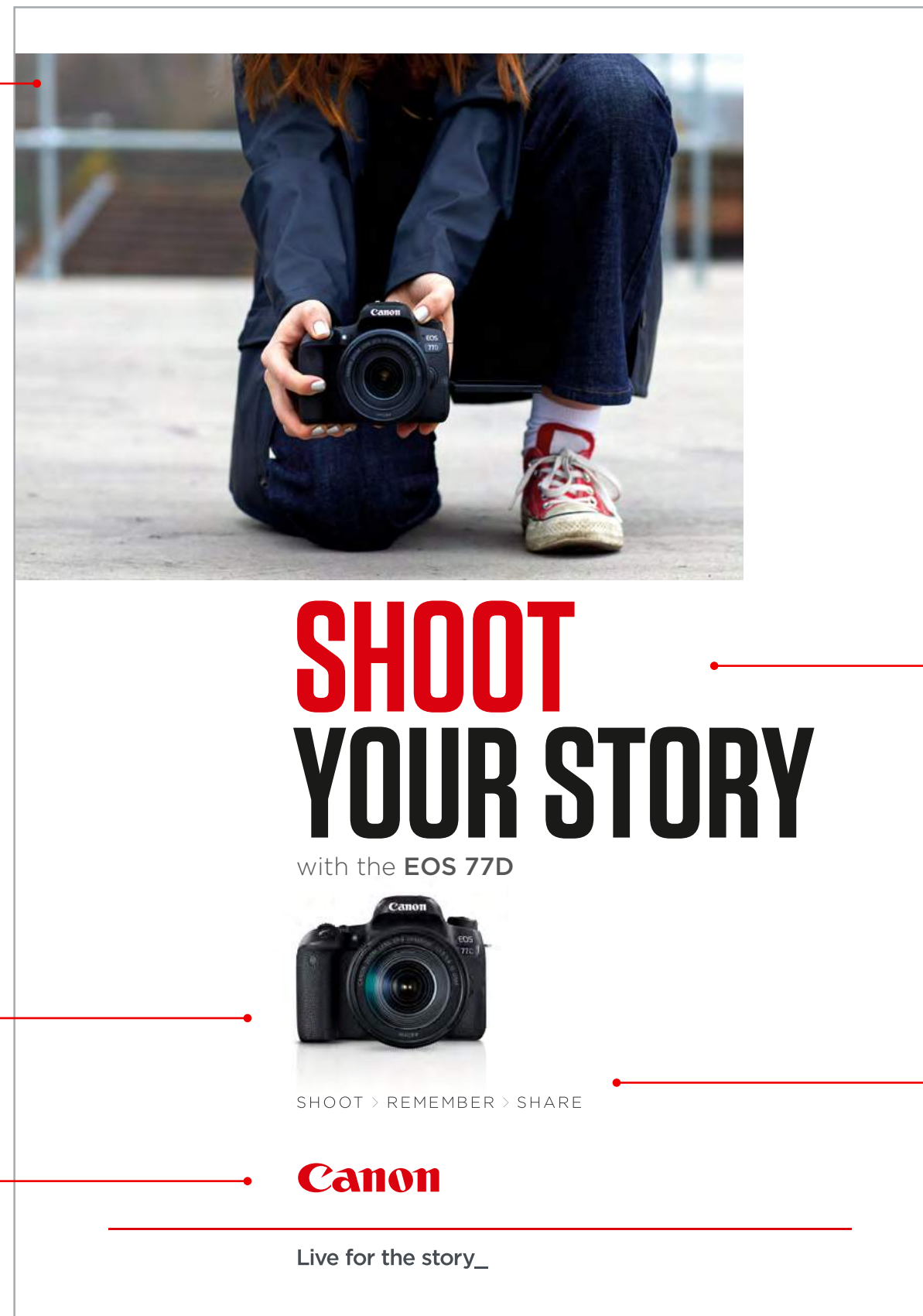
Announces a specific product and serves as reminder when viewers get onto product pages.

DSLR LAUNCH DURING SUMMER CAMPAIGN PERIOD

In markets where Mirrorless is not the lead range offer over the Summer campaign period, we have provided guidelines for adaptation to DSLR. Images should only be used for DSLR communication online and offline.

Image

The image should capture 'reportage' style shots - story telling moments with people using DSLR.



Headline: Shoot Your Story

The call to action encourages people to see and capture their story with Canon as the enablers to do so.

Note: The call to action should not be altered, only adapted to local language.

Shoot/ Remember/ Share

The lockup is used to communicate Canon as more than just a camera brand - offering other products and services.

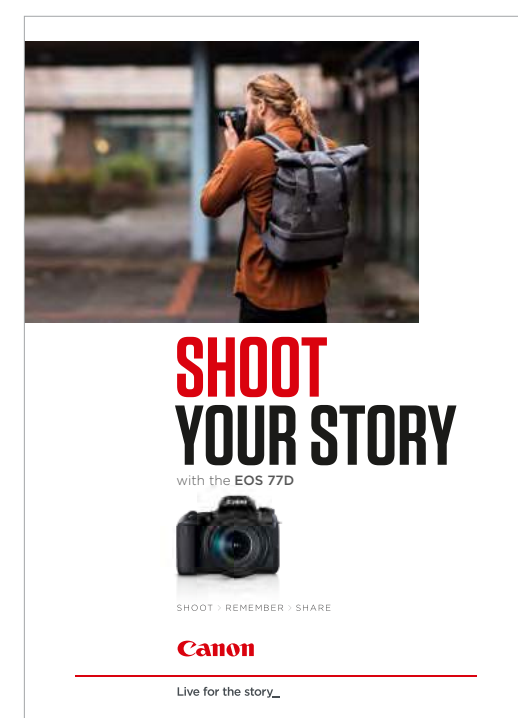
Note: This should always be used as a lockup and in uppercase. Please see guidelines on usage on page titled 'SHOOT, REMEMBER, SHARE' within this section of the toolkit.

Product shot

Beauty shot of the product serves as a reminder of the hero product within the range. It draws attention to the product's features and also aids in navigation.

Canon/Live for the story_

Central and strong brand sign off. It is a signpost for the campaign.



Second image option

PRINT LAUNCH DURING SUMMER CAMPAIGN PERIOD

Core assets for print are currently in development. If materials are needed urgently, please utilise imagery available on Kura.

Do select imagery that follows the reportage style that captures more social settings i.e people viewing photos on the wall, hanging a photo.

WORK IN PROGRESS

EXISTING CANON POINT OF SALE MATERIALS

Where there are existing point of sale materials in market from previous local activity, please be aware that we are in a transition phase. These materials do not need to be discarded, but please limit the use of them as **Live for the story** needs to be the dominant message in retail. Please remove Come And See assets.

Examples of materials from previous activity



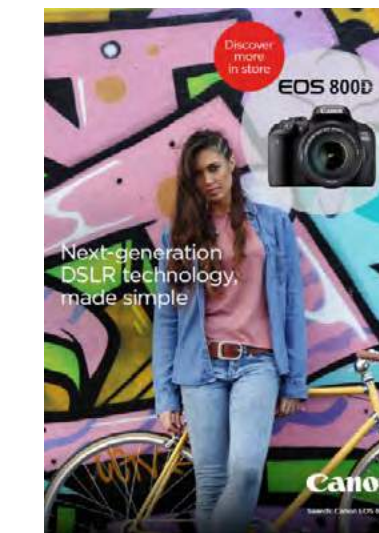
Creativity and control at your fingertips

EOS 77D



Capture the moments that no one else notices

EOS M6



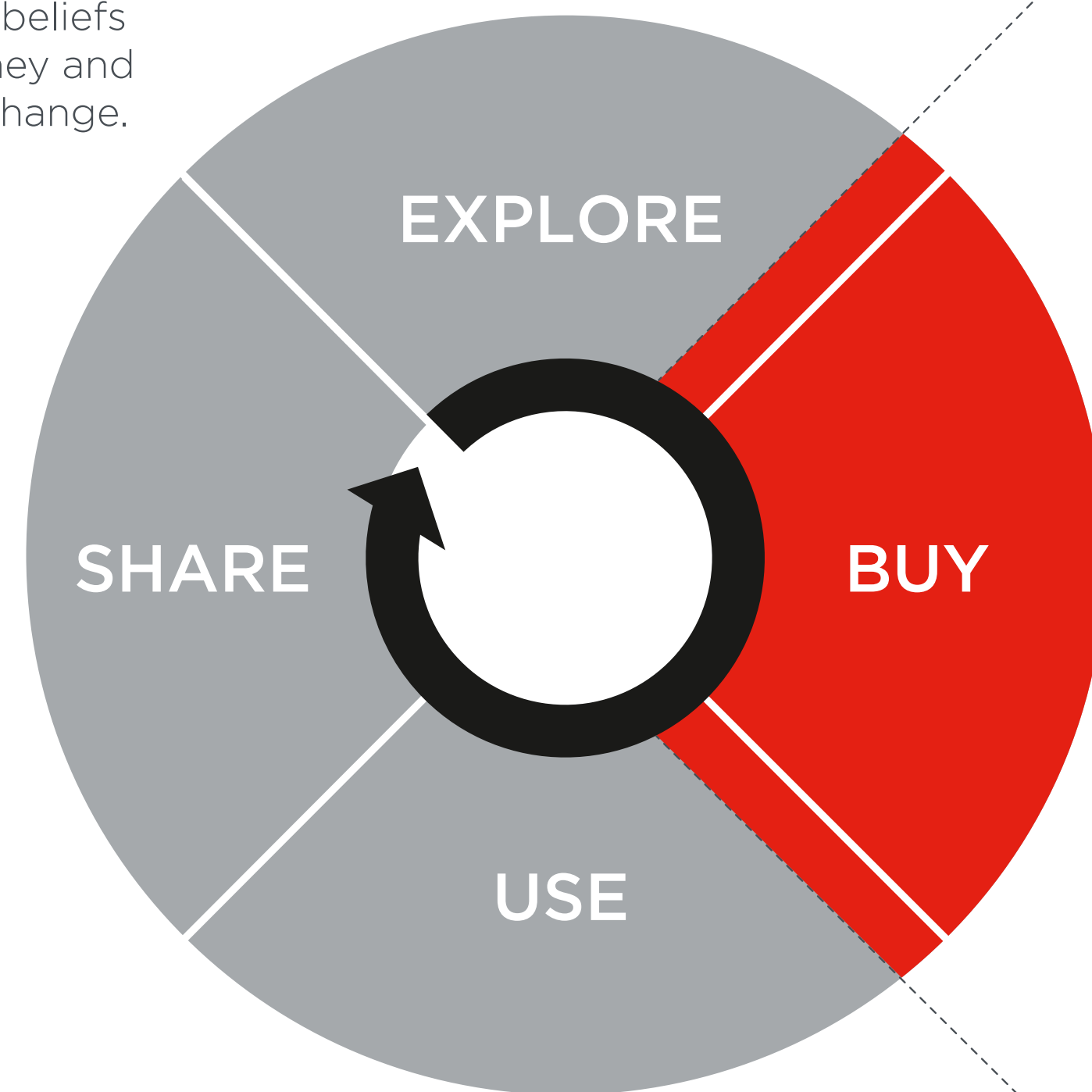
Next-generation DSLR technology, made simple

EOS 800D

5.3.2 HOW DO WE ENGAGE WITH SHOPPERS IN RETAIL?

ADDRESSING CURRENT SHOPPER BELIEFS

Retail predominantly occupies the 'buy' space within the overall consumer journey. We've identified key shopper beliefs throughout the shopper journey and our role as Canon to trigger change.



		EXPLORE			CONVERT	USE
Entry Level Users e.g. M10 shoppers	Current shopper belief	My smartphone does it all.	Why do I need a camera? Why would I click / come into store to meet my image needs?	Don't make it complicated in store! How is this better than a smartphone?	I'm not qualified to choose. Do I really need it?	It's my first technical camera, the set up looks difficult.
	Trigger to change	Tell better emotion-packed visual stories.	Be the best everyday visual storyteller. Make it relevant to my moment.	Clear in store navigation. Relevance to emotional moments in my life clarity and simplicity.	Just be really clear about what I get and list the benefits.	Clear set up and aftercare benefits. (unboxing / videos / chat).
Prosumer e.g. M5 / M6 shoppers	Current shopper belief	My smartphone is my second camera.	I know Canon is great for DSLR.	Don't make me have to look for the Mirrorless camera.	I don't have all the facts at my fingertips. Is it the right time for a second camera?	I know how to set up these cameras, but if I have any questions where do I go?
	Trigger to change	See how the Mirrorless takes better everyday shots.	Canon understand visual storytelling and their offer is good, I need to re-evaluate.	Clear in store navigation. Relevance to my advanced storytelling needs with expert help.	Just be really clear about what I get and list the benefits.	Access to expert help.

JOBS TO BE DONE & KEY ASSETS IN RETAIL

ZONE	JOBS TO BE DONE	TOUCHPOINT	KEY PRINCIPLES & ASSETS
Attract	<p>Category – Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless – Create a link between Canon Mirrorless products and everyday storytelling.</p>	<p>In store</p> <ul style="list-style-type: none"> Window poster TV attractor loop Magazine editorial <p>Online</p> <ul style="list-style-type: none"> Retailer eNewsletter Retailer homepage takeover Dynamic banners – leaderboard, skyscraper, pop-under Static banners – leaderboard, skyscraper, pop-under Shop-in-shop leaderboard <p>Social</p> <ul style="list-style-type: none"> Retailer social posts (Facebook, Instagram) Unboxing 	<ul style="list-style-type: none"> To land Live for the story brand assets Use images that hero intriguing yet everyday stories Introduce images that glorify the products Use compelling, action-orientated headlines to land immediacy and product proposition <p>Assets</p> <ul style="list-style-type: none"> Reportage (M10) / Prosumer reportage shots (M5/M6) Be Story Ready CTA Product shot Canon / Live for the story lockup
Interact	<p>Category – Make the benefit of a camera / second camera relevant to me.</p> <p>Mirrorless – Make the benefit of the Mirrorless camera clear.</p>	<p>In store</p> <ul style="list-style-type: none"> Tent card Product tags <p>Online</p> <ul style="list-style-type: none"> Retailer website / social reel <p>Social</p> <ul style="list-style-type: none"> Facebook Canvas Instameet 	<ul style="list-style-type: none"> Use images that hero intriguing yet everyday stories Introduce images that glorify the products Use compelling, action-orientated headlines to land immediacy and product proposition Use additional content that provides proof points for how Canon products help you tell your story (and tell it better) <p>Assets</p> <ul style="list-style-type: none"> Reportage (M10) / Prosumer reportage shots (M5/M6) Be Story Ready CTA Product shot Supporting product benefits Canon / Live for the story lockup
Convert	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>	<p>In store</p> <ul style="list-style-type: none"> Cashback poster Cashback pull up banner Cashback tent card Cashback iPad attractor loop Cashback leaflet & dispenser Cashback product tag Memory card tent card Gift box leaflet Gift box <p>Online</p> <ul style="list-style-type: none"> Cashback shop-in-shop leaderboard Cashback dynamic banners- leaderboard, skyscraper, pop-under Cashback static banners – leaderboard, skyscraper, pop-under 	<ul style="list-style-type: none"> Use images that hero intriguing yet everyday stories Use headlines that lead with added value offers Use sub copy that demonstrates that the added value offer can help you tell your stories (specific to story we're showing) <p>Assets</p> <ul style="list-style-type: none"> Cashback images (chair / ball / ballet shoes / rubber ring) Up to €XX Cashback / €XX Cashback Product shot (optional) Canon / Live for the story lockup

MESSAGING ALONG THE PATH TO PURCHASE



Attract

Message

Be Story Ready with Canon Mirrorless

Role: Messaging that requires little decoding. Compelling call to action lands the product proposition that you can be story ready with Mirrorless.

Interact

Message

Be Story Ready with Canon Mirrorless (Product Features)

Role: Messaging that requires little decoding. Compelling call to action lands the product proposition that you can be story ready with Mirrorless. Reasons to believe through product benefits related to telling a story.

Convert

Message

Up to €XX / €XX Cashback, That'll pay for...

Role: Rational message delivered in a way that shows how the added value offer can help you tell your stories, therefore tapping back into emotion to help drive conversion.

WINDOW POSTER – M10 / M5 & M6

Item	Posters – M10 / M5 & M6
Path to Purchase	Attract
Jobs to be done	Category – Create a strong emotional call to action around visual storytelling. Mirrorless – Create a link between Canon Mirrorless product and everyday storytelling.
Guidelines	Dependent on the product lead offer in market, please use the appropriate poster at front of store. Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.
Essential	Must have



**BE STORY
READY**

with the **EOS M10**

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

**BE STORY
READY**

with a **Canon Mirrorless**

EOS M5 **EOS M6**

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

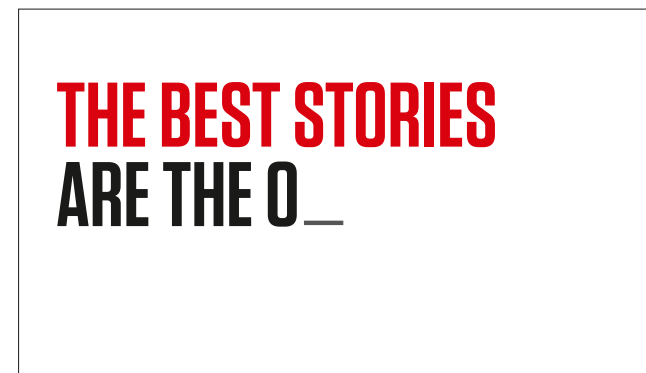
RETAIL EDITORIAL MAGAZINE

Item	Retail editorial magazine
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>When developing retail editorial content, use a combination of lifestyle imagery (with product in-situ), appropriate reportage imagery based on the product focus and product beauty shot.</p> <p>The example provided focuses on the M10.</p> <p>The key messages to land:</p> <ul style="list-style-type: none"> • Product features and benefits • Essential techniques to take the best photos • Canon enables people to tell the best stories • Products and services beyond came ras i.e. storage, printing and video <p>Note: Due to the exclusion zone around the Canon Live for the story lock up, the retailer logo is to be placed in the top corner, aligned with Canon Live for the story lock up.</p>
Essential	Better to have



TV ATTRACTOR LOOP

Item	TV attractor loop
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>To be used on front of store TV screens. Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Note: Master file of the attractor loop as visualised will be provided when finalised.</p> <p>Video guidance for in store use:</p> <ul style="list-style-type: none"> • Should ideally be 15-20 seconds loops • If subtitles are to be included they should be a legible size and within the screen safe area. • Try to avoid any audio backdrop as the film should work where audio is not obtainable.
Essential	Better to have



A message appears on the screen as if it were being typed



The full message is revealed



An image fades in to shot



After a few seconds a second image fades in



After a few seconds a third image fades in



After a few seconds the image fades to white, and the Be Story Ready message starts to be typed on screen



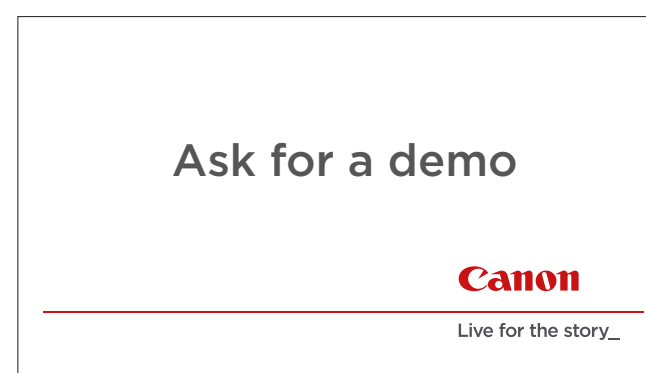
The second part of the message then follows



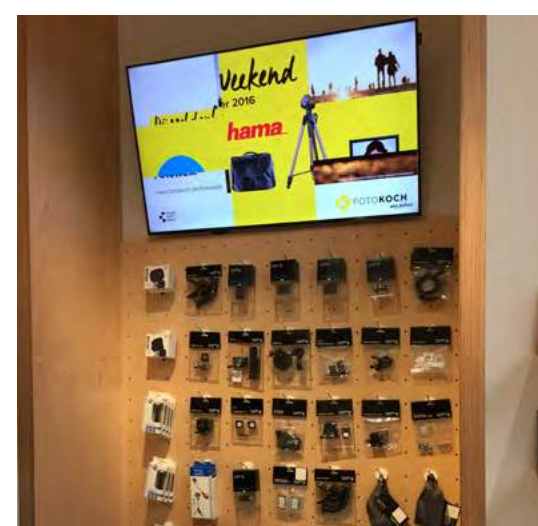
The full message is revealed, along with the product shot



The Shoot > Remember > Share lock up appears



Ask for demo message appears, along with the Canon lock up, completing the scene



TENT CARD - M10

Item	Tent card - M10
Path to Purchase	Interact
Jobs to be done	<p>Category - Make the benefit of a camera relevant to me.</p> <p>Mirrorless - Make the benefit of the Mirrorless camera clear.</p>
Guidelines	<p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit. If an alternative camera is used, please include 3-4 key product features and benefits. This should be described in an emotive, storytelling tone of voice.</p> <p>Be Story Ready with the EOS M10</p> <ul style="list-style-type: none"> • Same DSLR quality • Compact EOS performance • Beautifully simple, flexibly creative • Connect, shoot and share wirelessly
Essential	Must have



TENT CARD - M6

Item	Tent card - M6
Path to Purchase	Interact
Jobs to be done	<p>Category - Make the benefit of a camera / second camera relevant to me.</p> <p>Mirrorless - Make the benefit of the Mirrorless camera clear.</p>
Guidelines	<p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit. If an alternative camera is used, please include 3-4 key product features and benefits. This should be described in an emotive, storytelling tone of voice.</p> <p>Be Story Ready with the EOS M6</p> <ul style="list-style-type: none"> • Big on quality, small in size • Fast and precise autofocus and tracking (Dual Pixel CMOS AF) • A-list levels of movie creativity • Share your stories using Wi-Fi
Essential	Must have



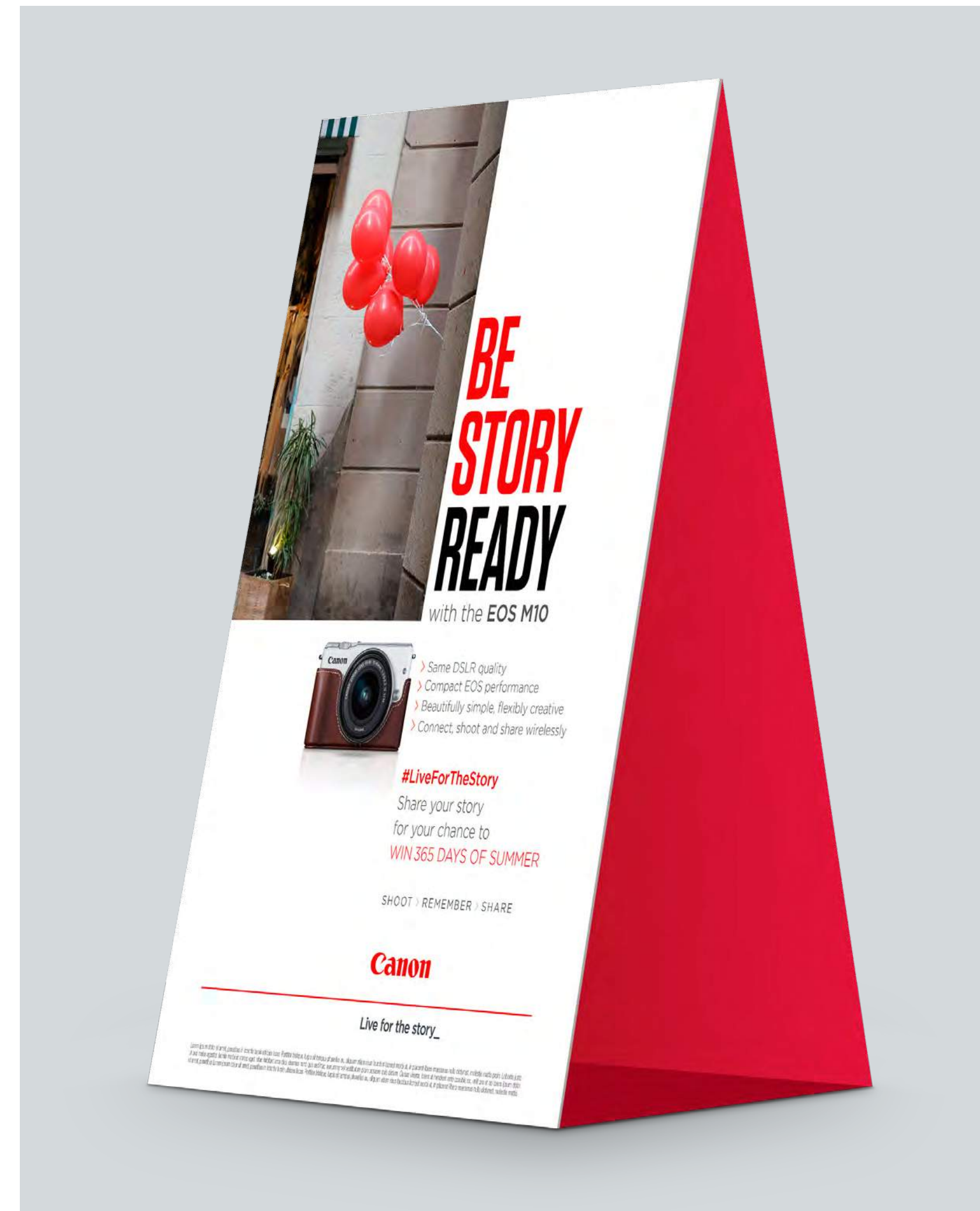
TENT CARD - M5

Item	Tent card - M5
Path to Purchase	Interact
Jobs to be done	Category - Make the benefit of a camera / second camera relevant to me. Mirrorless - Make the benefit of the Mirrorless camera clear.
Guidelines	<p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit. If an alternative camera is used, please include 3-4 key product features and benefits. This should be described in an emotive, storytelling tone of voice.</p> <p>Note: Option B provides layout example where there is longer form copy within the headline.</p> <p>Be Story Ready with the EOS M5</p> <ul style="list-style-type: none"> • DSLR-like quality • Quick and accurate autofocus and tracking (Dual Pixel CMOS AF) • Perfect for creative filmmaking • Wi-Fi connection for wireless sharing • DSLR-style viewfinder for framing shots
Essential	Must have



TENT CARD FOR SOCIAL ACTIVATION

Item	Tent card for social activation - front
Path to Purchase	Interact
Jobs to be done	Category - Make the benefit of the camera relevant to me. Mirrorless - Make the benefit of the Mirrorless camera clear.
Guidelines	In markets participating in the social activation, include Win message (as suggested) and hashtag handle. If local adaptation is required, please ensure that the hashtag is included to drive shareability on online spaces, and drive brand proposition. Subsequent subtext should include any legal messaging. Be Story Ready with the EOS M10 <ul style="list-style-type: none"> • Same DSLR quality • Compact EOS performance • Beautifully simple, flexibly creative • Connect, shoot and share wirelessly #LiveForTheStory Share your story for the chance to WIN 365 Days of Summer
Essential	Must have



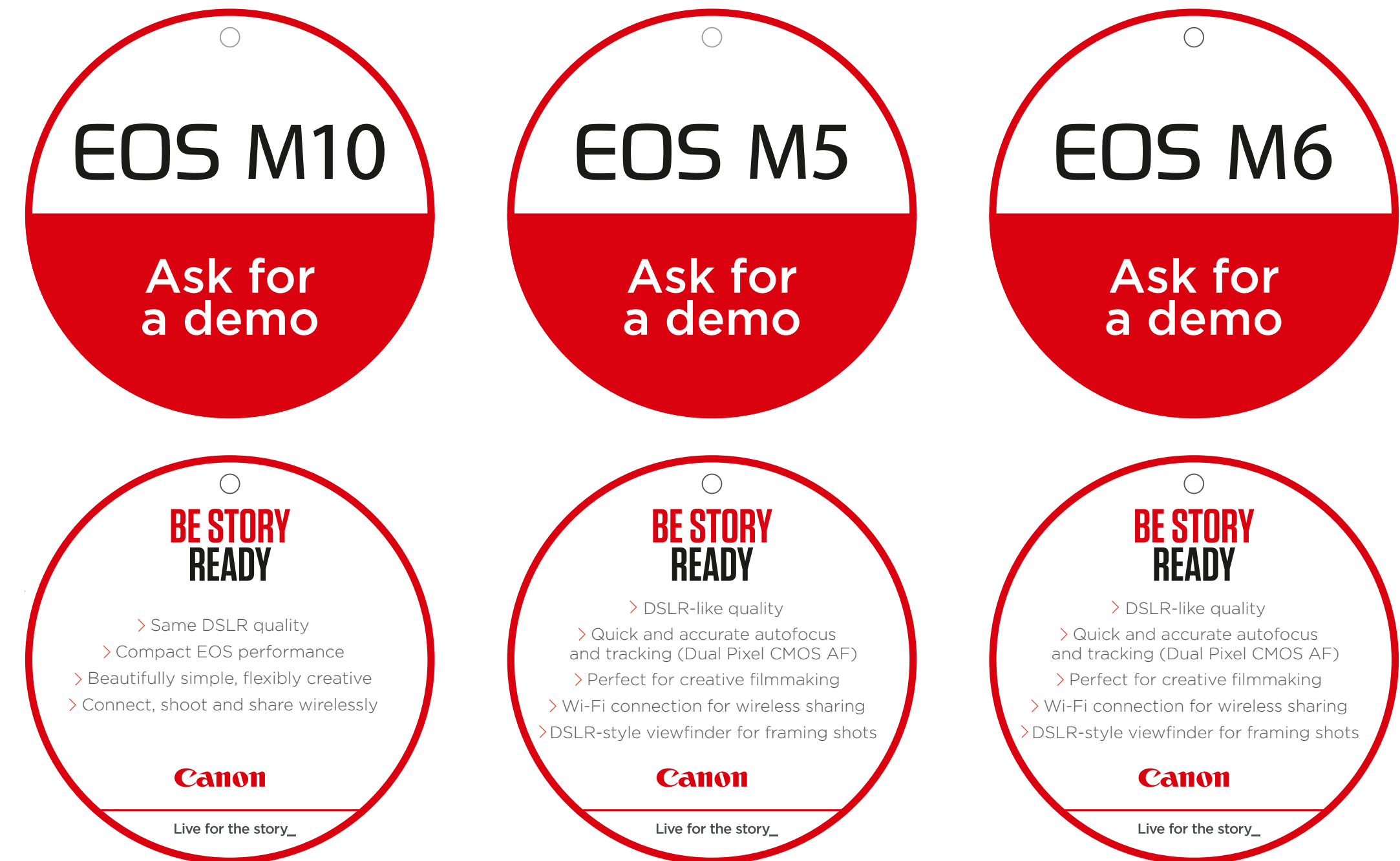
TENT CARD FOR SOCIAL ACTIVATION

Item	Tent card for social activation – reverse
Path to Purchase	Interact
Jobs to be done	Category – Make the benefit of the camera relevant to me. Mirrorless – Make the benefit of the Mirrorless camera clear.
Guidelines	Use the reverse of the tent card to provide details on 'how to enter' the competition. Note: Terms and Conditions to be localised based on product and offer availability. Share your Summer story with us for the chance to WIN a 365 day trip around the world STEP 1 – Capture your Summer story on your chosen devices. STEP 2 – Select one picture that illustrates it and write a caption telling the whole story. STEP 3 – Upload picture and caption to Instagram using the hashtag #LiveForTheStory. Don't forget to @mention (insert local market ID).
Essential	Must have



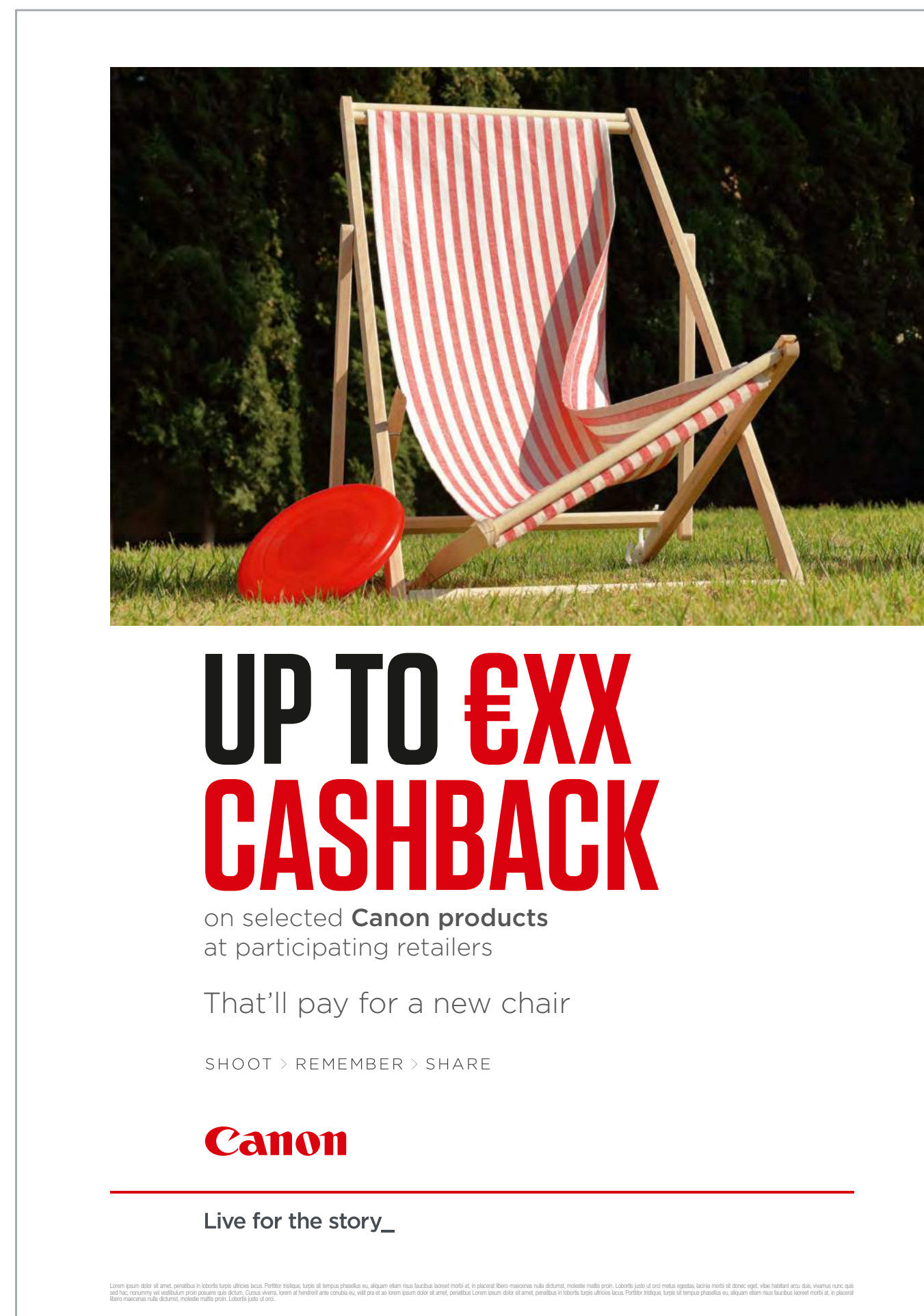
PRODUCT TAGS – M10, M5, M6

Item	Product tags – M10, M5, M6
Path to Purchase	Interact
Jobs to be done	Category – Make the benefit of a camera / second camera relevant to me. Mirrorless – Make the benefit of the Mirrorless camera clear.
Guidelines	<p>Product tags should provide concise product benefits and features (on the reverse) in a storytelling tone of voice. Copy should be laid out as visualised.</p> <p>'Ask for a demo' message is particularly important in instances where cameras are encased.</p> <p>EOS M10, Ask for a demo</p> <ul style="list-style-type: none"> • Same DSLR quality • Compact EOS performance • Beautifully simple, flexibly creative • Connect, shoot and share wirelessly <p>EOS M5, Ask for a demo</p> <ul style="list-style-type: none"> • DSLR-like quality • Quick and accurate autofocus and tracking (Dual Pixel CMOS AF) • Perfect for creative filmmaking • Wi-Fi connection for wireless sharing • DSLR-style viewfinder for framing shots <p>EOS M6, Ask for a demo</p> <ul style="list-style-type: none"> • Big on quality, small in size • Compact EOS performance • Fast and precise autofocus and tracking (Dual Pixel CMOS AF) • A-list levels of movie creativity • Share your stories using Wi-Fi
Essential	Must have



GENERIC CASHBACK POSTER

Item	Generic cashback poster
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>If multiple products have been adjudicated to the cashback offer, please include up two product beauty shots with the following messaging:</p> <ul style="list-style-type: none"> • €XX Cashback on [product name] • [product beauty shot] • That'll pay for a new chair • Shoot Remember Share • Canon & Live for the story lock up <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Must have



GENERIC CASHBACK PULL UP BANNER

Item	Generic cashback pull up banner
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>If multiple products have been adjudicated to the cashback offer, please include up two product beauty shots with the following messaging:</p> <ul style="list-style-type: none"> • €XX Cashback on [product name] • [product beauty shot] • That'll pay for a new chair • Shoot Remember Share • Canon & Live for the story lock up <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Good to have

UP TO €XX CASHBACK

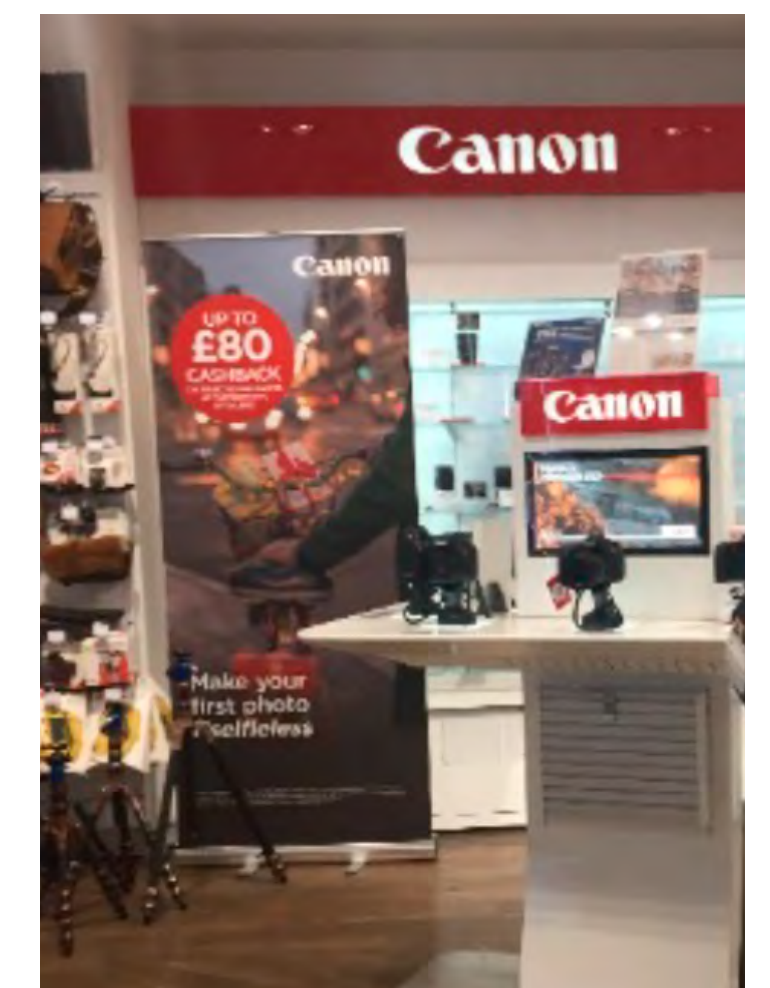
on selected **Canon products** at participating retailers

That'll pay for a new chair

SHOOT > REMEMBER > SHARE

Canon

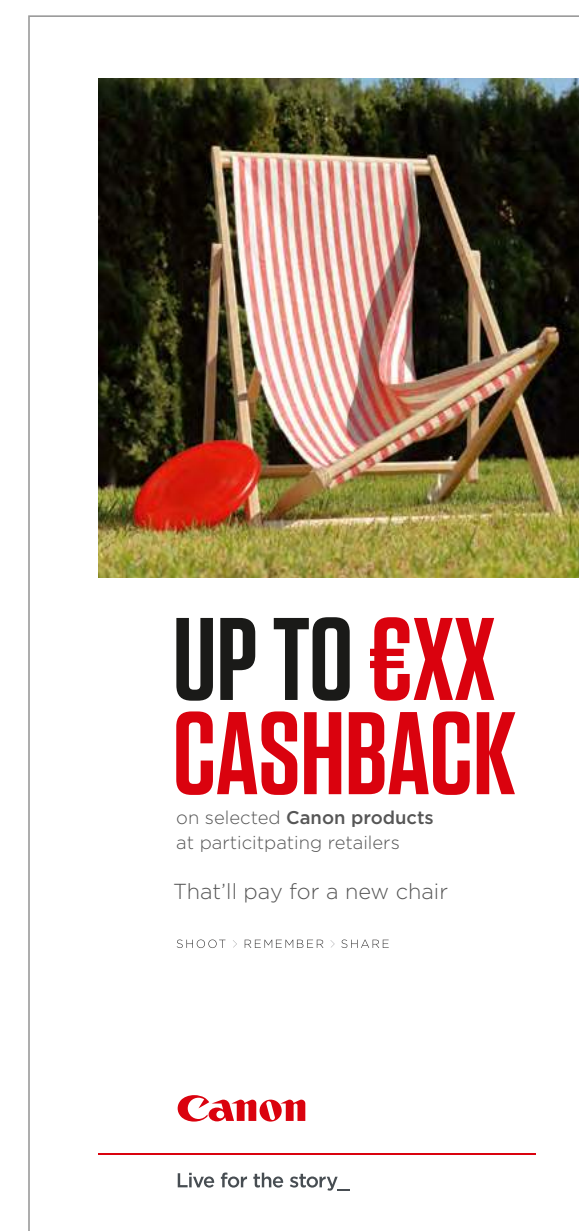
Live for the story_



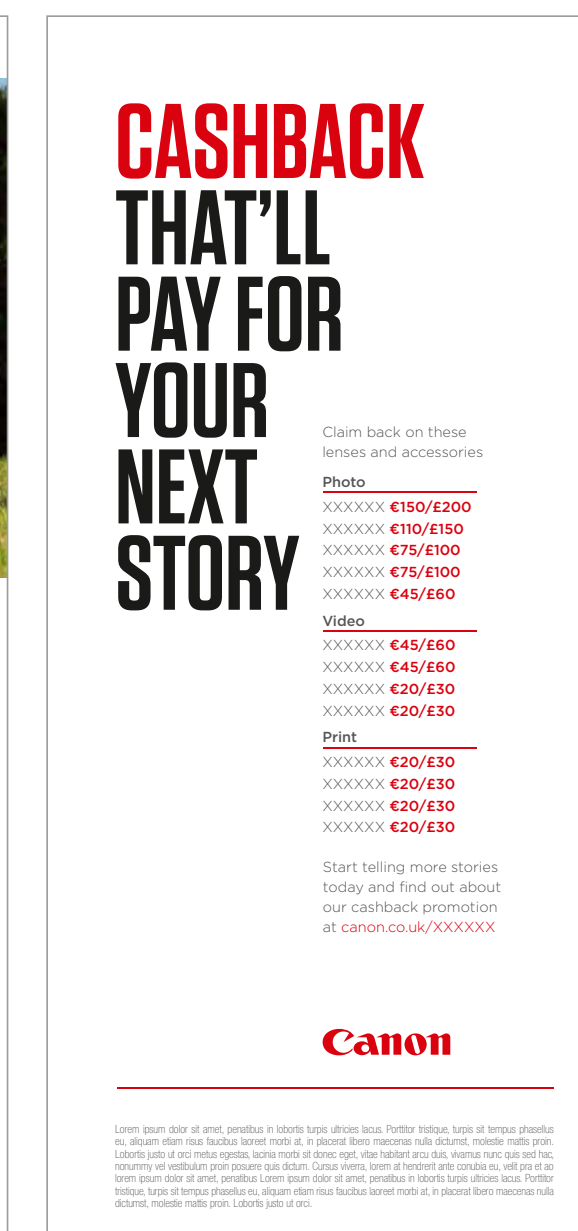
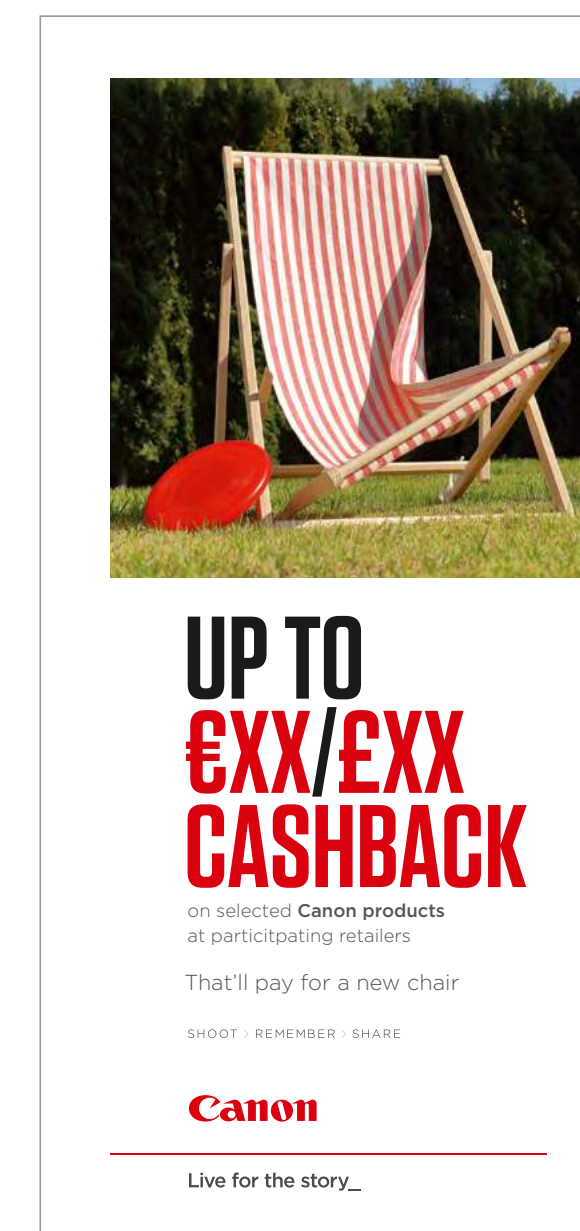
GENERIC CASHBACK LEAFLET AND DISPENSER

Item	Generic cashback leaflet and dispenser
Path to Purchase	Convert
Jobs to be done	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>If multiple products have been adjudicated to the cashback offer, please include up two product beauty shots with the following messaging:</p> <ul style="list-style-type: none"> • €XX Cashback on [product name] • [product beauty shot] • That'll pay for a new chair • Shoot Remember Share • Canon & Live for the story lock up <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Leaflet dispenser should include the hero image as the background and the offer message around the sleeve to ensure visibility at all times.</p> <p>Note: Where dual currency is to be included please follow the layout in option B. Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Good to have

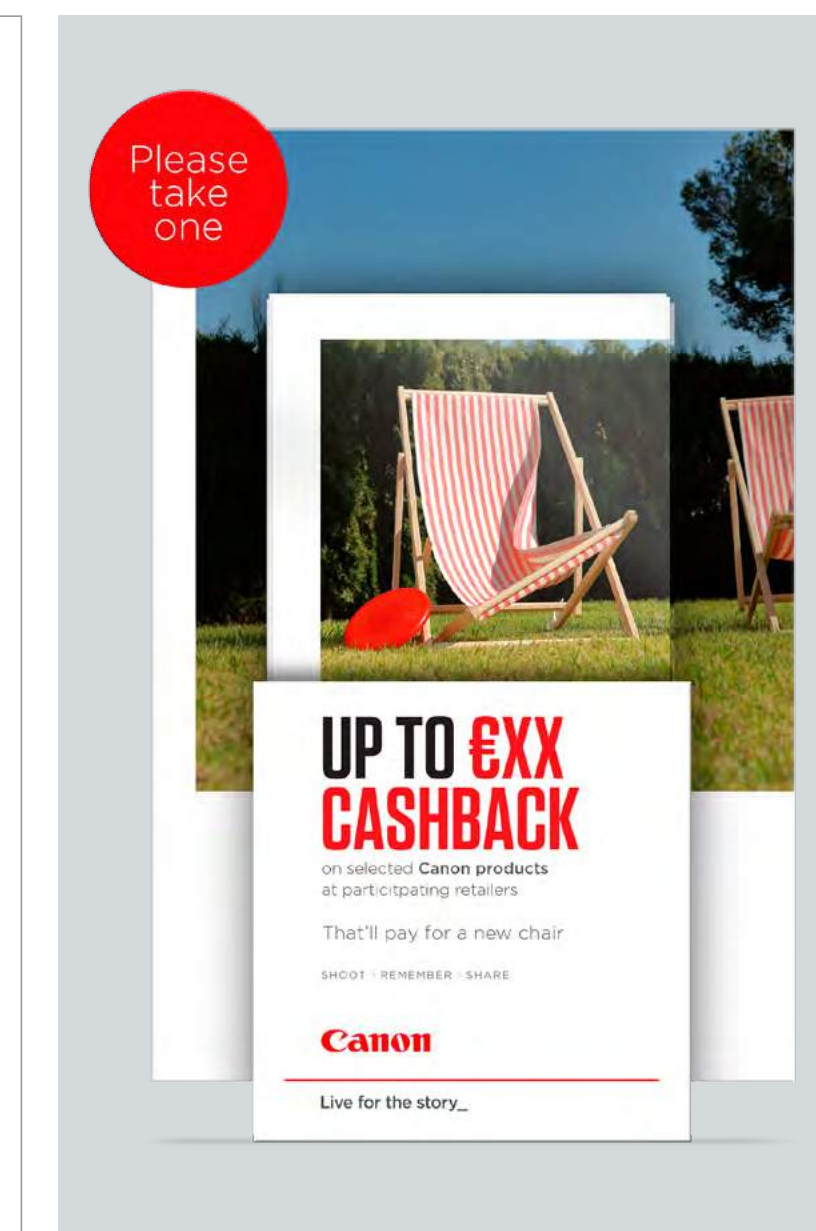
Option A front cover



Option B front cover



Leaflet dispenser



M10 CASHBACK TENT CARD

Item	M10 cashback tent card
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Always ensure that three letters are visible when cropped, so that the height and scale of the shot is apparent.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Must have



M10 CASHBACK IPAD ATTRACTOR LOOP

Item	M10 cashback iPad attractor loop
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>To be used on iPads and placed beside products with cashback offer. If an alternative product is to be used, ensure to include product beauty shot and name as detailed in storyboard.</p> <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Always ensure that three letters are visible when cropped, so that the height and scale of the shot is apparent.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p> <p>Note: Markets participating in #LiveForTheStory social mechanic to also include this CTA.</p> <p>Master file of the attractor loop as visualised will be provided when finalised.</p> <p>Video guidance for in store use:</p> <ul style="list-style-type: none"> • Should ideally be 15-20 seconds loops • If subtitles are to be included they should be a legible size and within the screen safe area. • Try to avoid any audio backdrop as the film should work where audio is not obtainable.
Essential	Good to have



Video starts with an image



The image fades to white with a message appearing on screen as if it were being typed



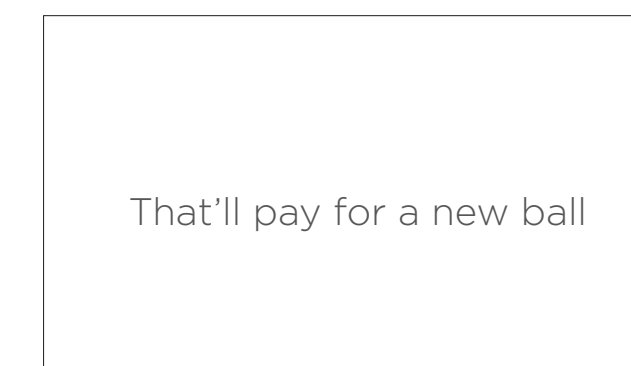
The full message is revealed



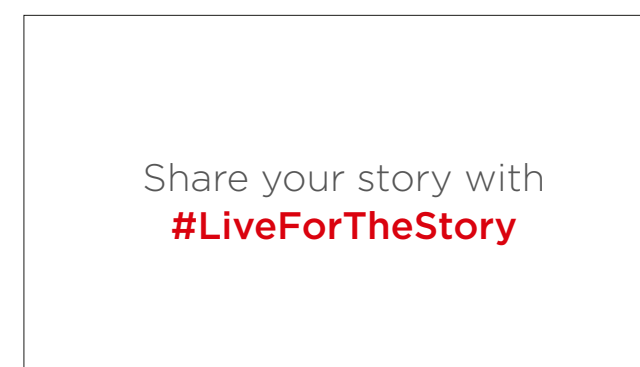
A second message starts being typed on screen



As the product name is being typed the image of the M10 appears, along with the T&C's



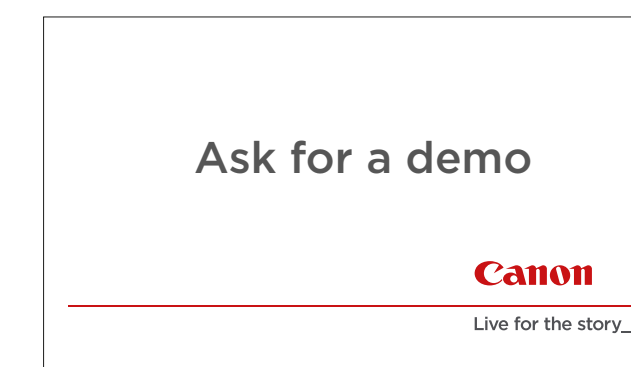
The third line then follows after a few seconds



Share your story CTA appears



The Shoot > Remember > Share lock up appears



Ask for demo message appears, along with the Canon lock up, completing the scene



M10 CASHBACK PRODUCT TAG

Item	M10 cashback product tag
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>For cashback product tags, include the offer and Terms and Conditions on the front and product benefits and features on the reverse.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Must have



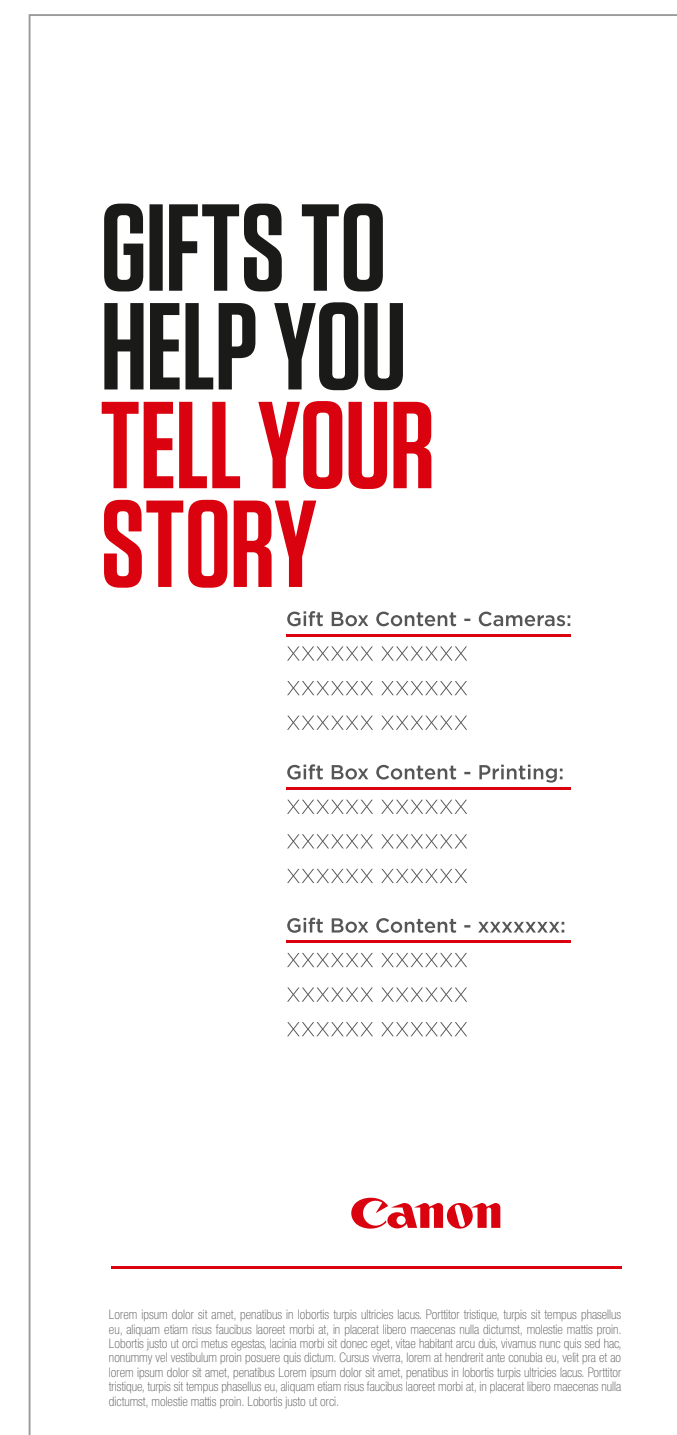
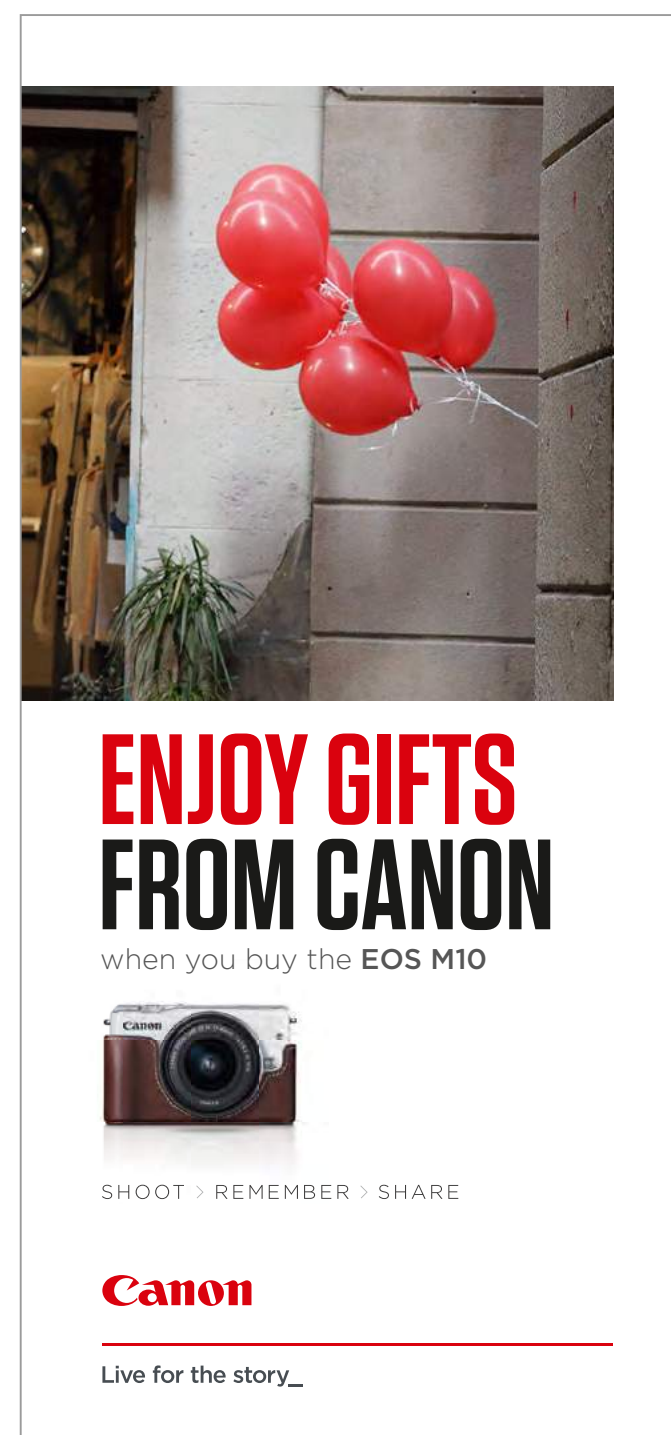
MEMORY CARD TENT CARD

Item	Memory card tent card
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit. Include image of memory card on offer to call out gift with purchase more obviously.</p> <p>Note: Terms and Conditions to be localised based on product offer availability.</p> <p>Get your Memory Card with the EOS M5 Because no story should pass you by</p>
Essential	Must have



GIFT BOX AND LEAFLET

Item	Gift box and leaflet
Path to Purchase	Convert
Jobs to be done	<p>Category - Drive conversion at the point of purchase with added value.</p> <p>Mirrorless - Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>Applicable for selected markets participating in the gift box offer.</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Note: Master file of the leaflet will be supplied on Kura for localisation of gift content.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Better to have



RETAILER eNEWSLETTER

Item	Retailer eNewsletter
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>Cashback imagery Always ensure when using the ball image, that three letters are always visible when cropped, so that the height and scale of the shot is apparent.</p> <p>Content - Where possible include content on storytelling, product and cashback offer. In markets participating in the social activation, additionally include content on 365 Days of Summer. Where only a small amount of content is available, ensure the individual section has a call to action to click through to the retailer product page.</p> <p>Subject line - 45-60 characters are safe across the majority of mobile emails. Questions are generally considered to be among the most effective e.g. Are You Story Ready?</p> <p>Personalisation can be really effective too e.g. NAME, Are You Story Ready?</p> <p>Fonts - Where possible, please use the Canon web friendly fonts below when Tungsten & Gotham are not available.</p> <p>Tungsten > Impact Gotham > Arial</p> <p>Note: Terms and Conditions to be localised based on product offer availability</p>
Essential	Better to have

Desktop

Kücher DIGITALE WELT 0043 642 434222 services@kuecher.com

THE BEST STORIES ARE THE ONES NO ONE ELSE IS TELLING.

Dear Name,


All moments have the potential to be important, even if you don't realise it at the time. Each one, another page in the book. A story, there for you to tell. That's why we're working with Canon to help you tell your stories in easy and exciting ways.

From the professional quality of their exclusive EOS mirrorless cameras, smarter storage with irista, to printers that bring stories to life in stunning clarity. You can find everything you need in store.

We are all storytellers. So go out and tell yours.

Canon
Live for the story_

BE STORY READY
with the EOS M10




- > Same DSLR quality
- > Compact EOS performance
- > Beautifully simple, flexibly creative
- > Connect, shoot and share wirelessly

Available Now




€XX CASHBACK
on the EOS M10
That'll pay for a new ball **Available Now**

WIN 365 DAYS OF SUMMER
Share your summer story with us, for your chance to win a 365 days trip around the world **#LiveForTheStory**

 [insert local instagram handle here]

Canon
Live for the story_

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Zentrale Salzburg
Innovations-Boothof 73
Telefon: 0043 642 434222
office@kuecher.com

Filiale Salzburg
Mogelwiese 66
Telefon: 0043 642 874207
vogelweiser@kuecher.com

Filiale Linz
Maurerstr. 27
Telefon: 0043 732 781436
linz@kuecher.com

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Mobile

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Available Now




€XX CASHBACK
on the EOS M10
That'll pay for a new ball **Available Now**

WIN 365 DAYS OF SUMMER
Share your summer story with us, for your chance to win a 365 days trip around the world **#LiveForTheStory**

 [insert local instagram handle here]

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Live for the story_

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Zentrale Salzburg
Innovations-Boothof 73
Telefon: 0043 642 434222
office@kuecher.com

Filiale Salzburg
Mogelwiese 66
Telefon: 0043 642 874207
vogelweiser@kuecher.com

Filiale Linz
Maurerstr. 27
Telefon: 0043 732 781436
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Individual modules

THE BEST STORIES ARE THE ONES NO ONE ELSE IS TELLING.

Dear Name,

All moments have the potential to be important, even if you don't realise it at the time. Each one, another page in the book. A story, there for you to tell. That's why we're working with Canon to help you tell your stories in easy and exciting ways.

From the professional quality of their exclusive EOS mirrorless cameras, smarter storage with irista, to printers that bring stories to life in stunning clarity. You can find everything you need in store.


We are all storytellers. So go out and tell yours with the EOS M10.

Available Now

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Live for the story_

€XX CASHBACK
on the EOS M10
That'll pay for a new ball **Available Now**


WIN 365 DAYS OF SUMMER
Share your summer story with us, for your chance to win a 365 days trip around the world **#LiveForTheStory**

 [insert local instagram handle here]

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Live for the story_

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BE STORY READY
with the EOS M10



- > Same DSLR quality
- > Compact EOS performance
- > Beautifully simple, flexibly creative
- > Connect, shoot and share wirelessly

Available Now

Canon
Live for the story_

WIN 365 DAYS OF SUMMER
Share your summer story with us, for your chance to win a 365 days trip around the world **#LiveForTheStory**

 [insert local instagram handle here]

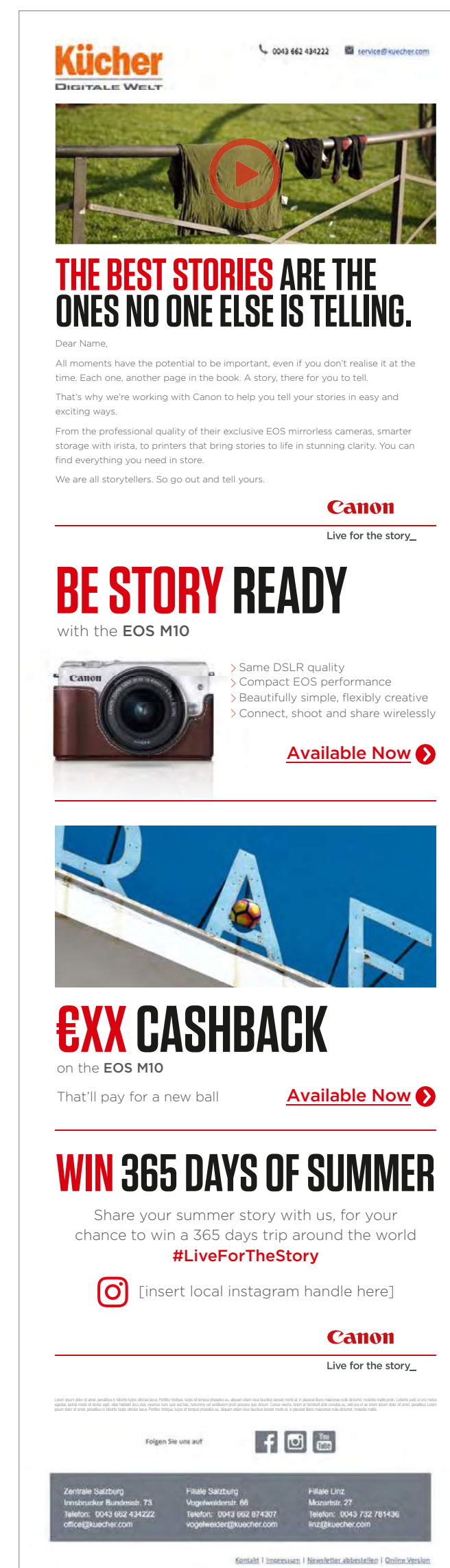
Canon
Live for the story_

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RETAILER eNEWSLETTER WITH VIDEO

Item	Retailer eNewsletter with video
Path to Purchase	Attract
Jobs to be done	Category - Create a strong emotional call to action around visual storytelling. Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.
Guidelines	<p>Video creates an uplift in newsletter response, but there can be some challenges with this. The reliance on streaming or downloading video content in a newsletter in order for it to play means the end user experience isn't that predictable and can be ruined by all sorts of factors including environmental (bad Wi-Fi) or personal (small data package).</p> <p>Where markets produce the retailer website / social reel, a gif or still image of this can be included within the newsletter with a 'play' button to clearly demonstrate that there's a video to be watched - this can be as/more effective than including the full video within the newsletter (and is more compatible/reliable).</p> <p>This would need to link out to a retailer website or social page where the video is hosted - it can be viewed by the shopper from there.</p> <p>Subject line options - Are You Story Ready? Watch our video here NAME, Are You Story Ready? Watch our video here</p> <p>Using the word 'video' in an email subject line boosts open rates by 19% and click through rates by 65%.*</p>
Essential	Better to have

*https://blog.hubspot.com/marketing/visual-content-marketing-strategy#sm.0000qf02imv95eg0ubc10kcr0lgtc



The best stories are the ones no one else is telling.

Dear Name,

All moments have the potential to be important, even if you don't realise it at the time. Each one, another page in the book. A story, there for you to tell.

That's why we're working with Canon to help you tell your stories in easy and exciting ways.

From the professional quality of their exclusive EOS mirrorless cameras, smarter storage with irista, to printers that bring stories to life in stunning clarity. You can find everything you need in store.

We are all storytellers. So go out and tell yours.

Be story ready with the EOS M10

- Same DSLR quality
- Compact EOS performance
- Beautifully simple, flexibly creative
- Connect, shoot and share wirelessly

Available Now

€XX Cashback on the EOS M10

That'll pay for a new ball

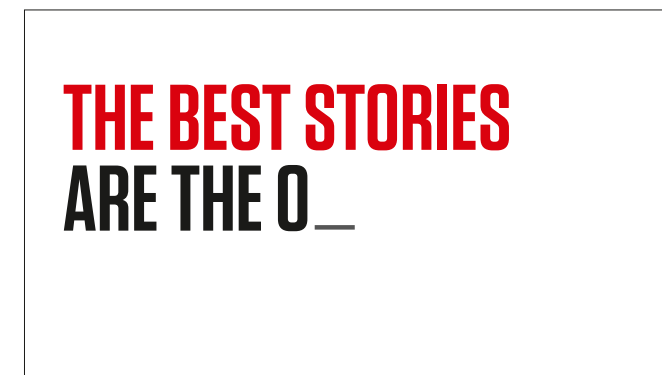
Available Now

Win 365 days of summer

Share your summer story with us, for your chance to win a 365 days trip around the world #LiveForTheStory

RETAILER WEBSITE / SOCIAL REEL

Item	Retailer website / social reel
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>To ensure balance of brand and product information, the visualised frames should be used on branded areas of retailer websites.</p> <p>For markets participating in the social activation #Liveforthestory, use the optional frame provided. Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit. If an alternative camera is used, please include 3-4 key product features and benefits. This should be described in an emotive, storytelling tone of voice.</p> <p>Note: Master file of the attractor loop as visualised will be provided when finalised,</p> <p>Video guidance for in store use:</p> <ul style="list-style-type: none"> • Should ideally be 15-20 seconds loops • If subtitles are to be included they should be a legible size and within the screen safe area. • Try to avoid any audio backdrop as the film should work where audio is not obtainable.
Essential	Better to have



A message appears on the screen as if it were being typed



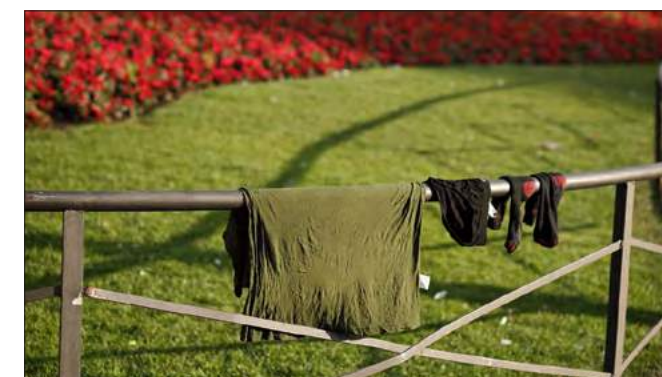
The full message is revealed



An image fades into shot



After a few seconds a second image fades in



After a few seconds a third image fades in



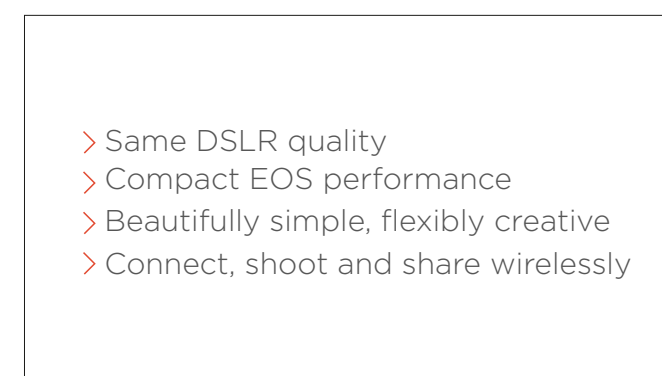
After a few seconds the image fades to white, and the Be Story Ready message starts to be typed on screen



The second part of the message then follows



The full message is revealed, along with the product shot



The product benefits appear on screen one after another



Share your story CTA appears

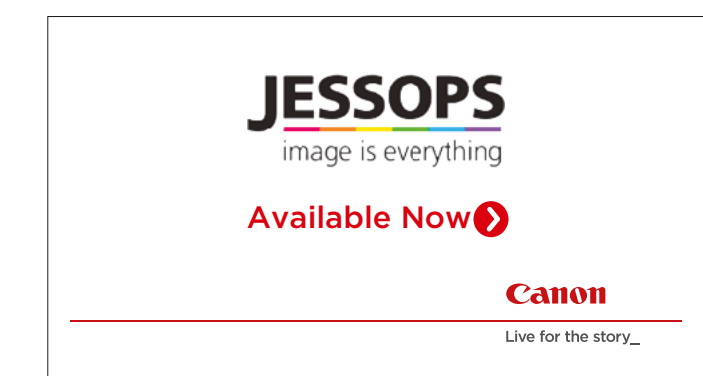
Optional frame



The Shoot > Remember > Share lock up appears



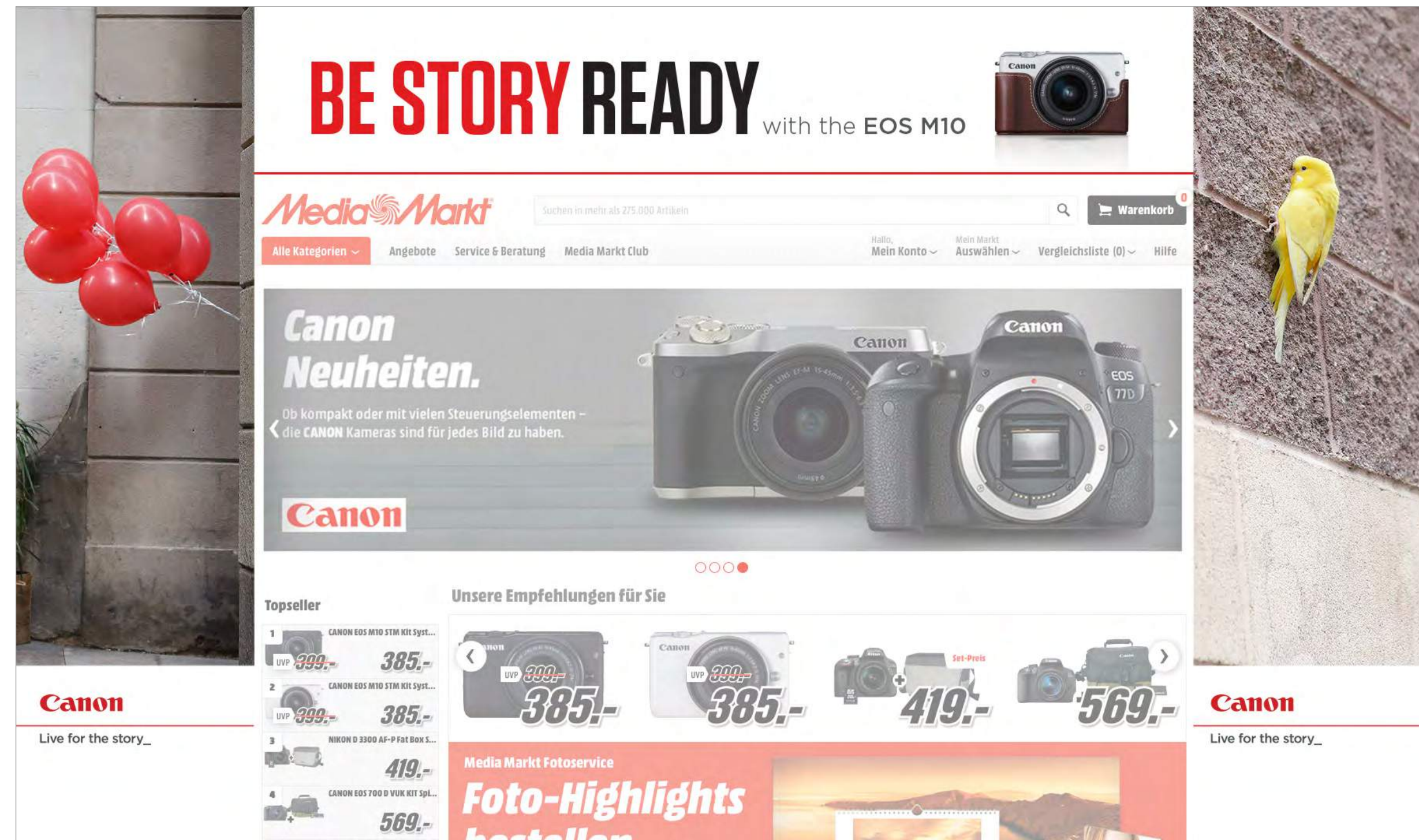
The Canon lock up then flashes in to shot to complete the scene



Retailer end frame option

HOMEPAGE TAKEOVER – M10

Item	Homepage takeover – M10
Path to Purchase	Attract
Jobs to be done	<p>Category – Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless – Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>Where media permits ensure that the new branding and campaign is optimised as much as possible on takeover pages.</p> <p>Ensure click through takes shopper to M10 product page.</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p>
Essential	Better to have



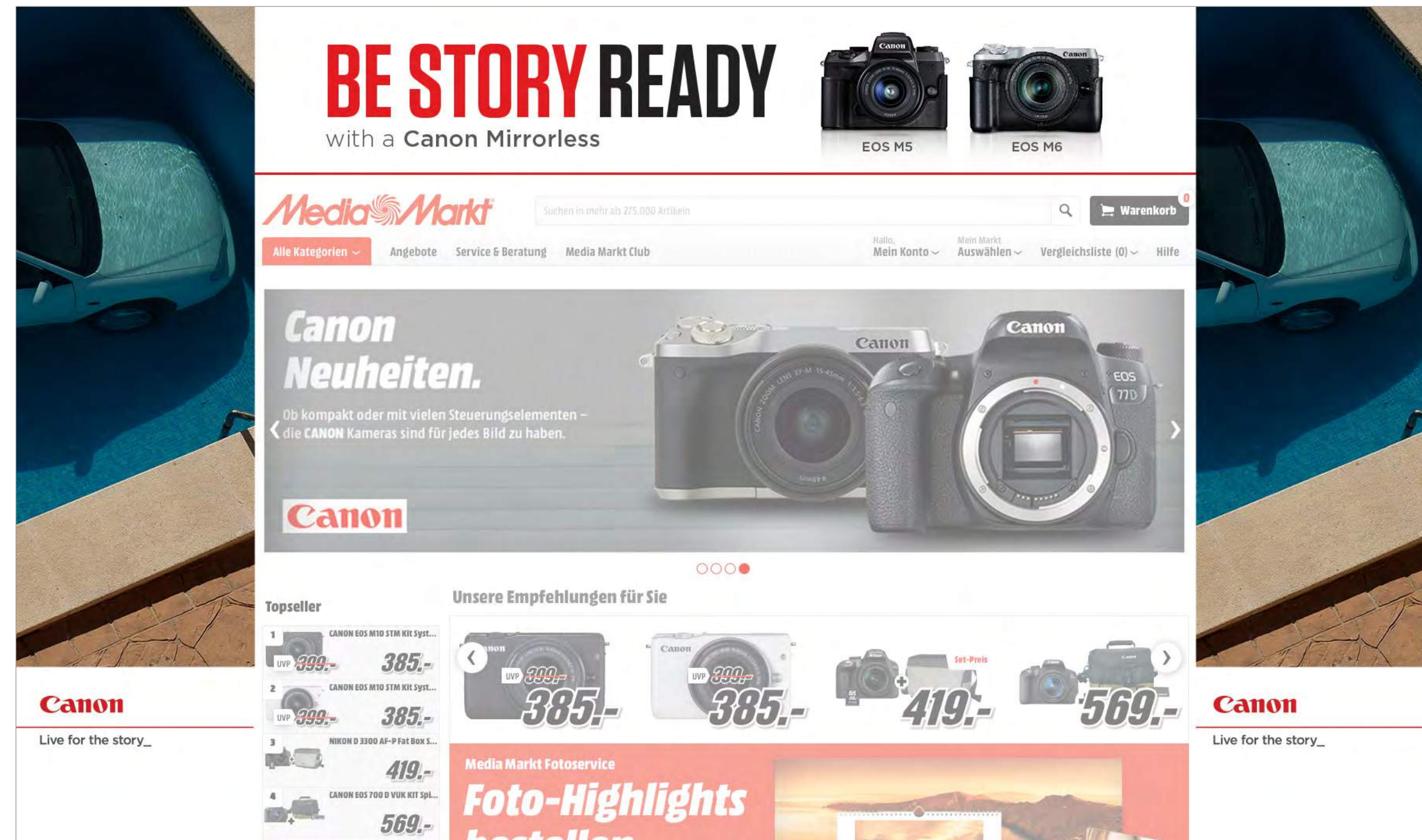
STATIC BANNERS - M10

Item	Static banners - M10
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>The click through should lead to M10 product page.</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p>
Essential	Good to have



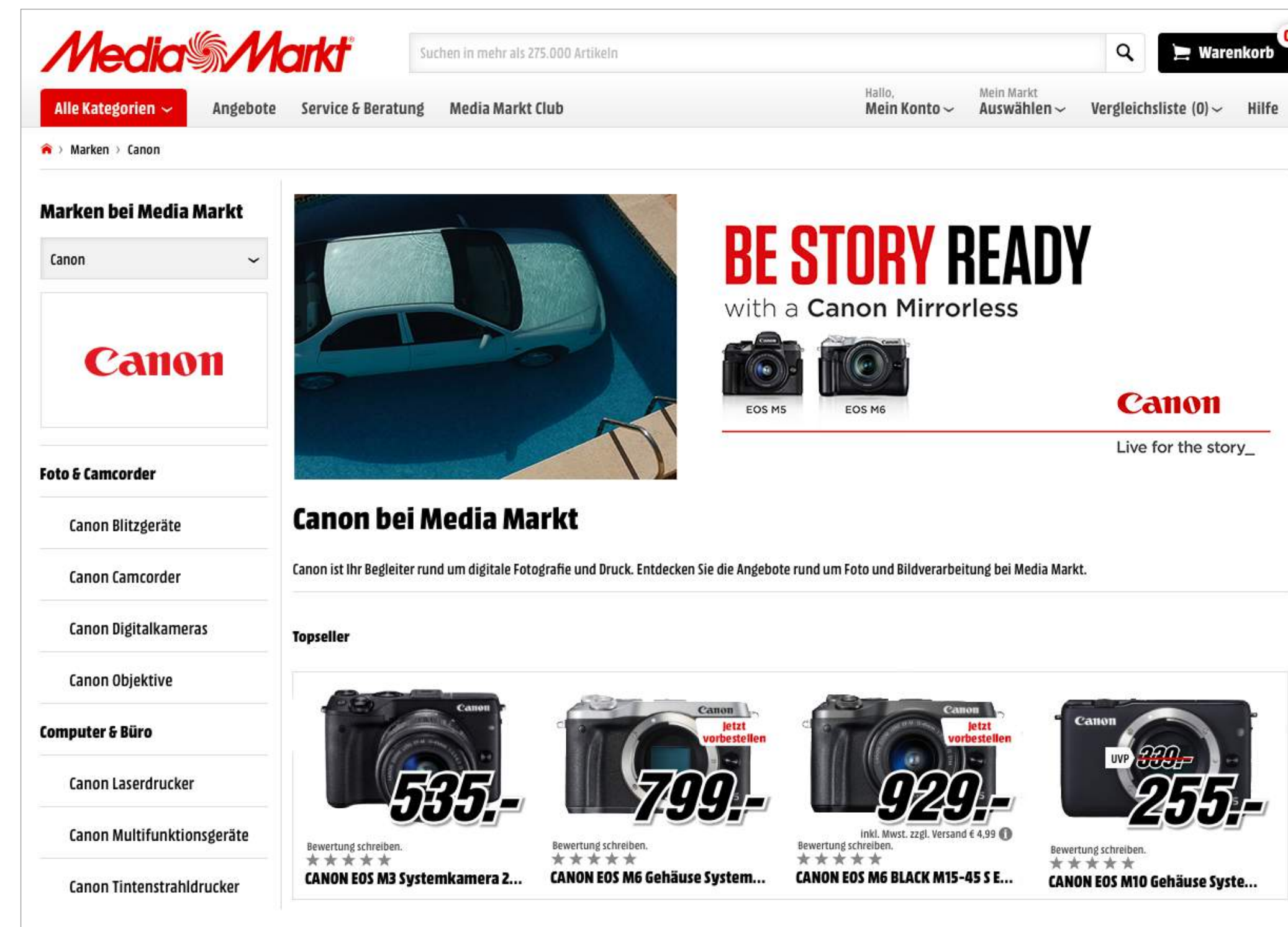
HOMEPAGE TAKEOVER – M5 & M6

Item	Homepage takeover – M5 & M6
Path to Purchase	Attract
Jobs to be done	<p>Category – Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless – Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>Where media permits ensure that the new branding and campaign is optimised as much as possible on takeover pages.</p> <p>Ensure click through takes shopper to product page, Mirrorless category page or Canon shop-in-shop (where relevant).</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p>
Essential	Better to have



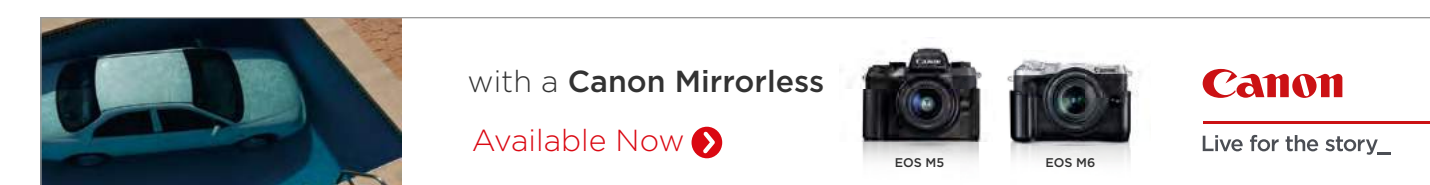
SHOP-IN-SHOP LEADERBOARD

Item	Shop-in-shop leaderboard - M5 & M6
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>The click through should lead to product page or Mirrorless category page</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p>
Essential	Must have



DYNAMIC BANNERS

Item	Dynamic banners- leaderboard, skyscraper, pop-under
Path to Purchase	Attract
Jobs to be done	<p>Category - Create a strong emotional call to action around visual storytelling.</p> <p>Mirrorless - Create a link between Canon Mirrorless product and everyday storytelling.</p>
Guidelines	<p>Ensure click through takes shopper to product page, Mirrorless category page or Canon shop-in-shop (where relevant).</p> <p>Product beauty shots and reportage imagery are interchangeable, but should be based on the suite provided within the toolkit.</p>
Essential	Better to have



CASHBACK SHOP-IN-SHOP LEADERBOARD

Item	Cashback shop-in-shop leaderboard
Path to Purchase	Convert
Jobs to be done	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>Where products within the Cashback offer have been specified, include product beauty shot and name with the following messaging:</p> <ul style="list-style-type: none"> • €XX Cashback on [product name] • [product beauty shot] • That'll pay for a new chair • Canon & Live for the story lock up <p>The click through should lead to product page or relevant category page.</p> <p>Product beauty shots and cashback imagery are interchangeable but should be based on the suite provided within the toolkit.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Good to have

The screenshot shows the Media Markt website interface. At the top, there's a navigation bar with 'Alle Kategorien', 'Angebote', 'Service & Beratung', and 'Media Markt Club'. A search bar indicates 'Suchen in mehr als 275.000 Artikeln'. The main content area features a large banner for 'UP TO €XX CASHBACK on selected Canon products at participating retailers'. The banner includes an image of a striped lounge chair and the text 'That'll pay for a new chair'. Below the banner is a 'Canon bei Media Markt' section with a list of product categories: Canon Blitzgeräte, Canon Camcorder, Canon Digitalkameras, Canon Objektive, Canon Laserdrucker, Canon Multifunktionsgeräte, and Canon Tintenstrahldrucker. A 'Topseller' section displays four Canon camera models with their prices and ratings: CANON EOS M3 Systemkamera 2... (535.-), CANON EOS M6 Gehäuse System... (799.-), CANON EOS M6 BLACK M15-45 S E... (929.-), and CANON EOS M10 Gehäuse Systeme... (255.-).

CASHBACK STATIC BANNERS

Item	Cashback static banners – leaderboard, skyscraper, pop-under
Path to Purchase	Convert
Jobs to be done	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>Where products within the Cashback offer have been specified, include product beauty shot and name with the following messaging:</p> <ul style="list-style-type: none"> • €XX Cashback on [product name] • [product beauty shot] • That'll pay for a new chair • Canon & Live for the story lock up <p>The click through should lead to product page or relevant category page.</p> <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Note: Option B provides guidance where there` is dual currency.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Good to have

Option A

Option B

M10 CASHBACK SHOP-IN-SHOP LEADERBOARD

Item	M10 cashback shop-in-shop leaderboard
Path to Purchase	Convert
Jobs to be done	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>The click through should lead to M10 product page.</p> <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>Always ensure when using the ball image that three letters are visible when cropped, so that the height and scale of the shot is apparent.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Good to have

The screenshot shows the Media Markt website interface. At the top, there's a search bar with the text 'Suchen in mehr als 275.000 Artikeln' and a 'Warenkorb' icon with a '0' notification. The navigation menu includes 'Alle Kategorien', 'Angebote', 'Service & Beratung', and 'Media Markt Club'. There are also links for 'Hallo, Mein Konto', 'Mein Markt Auswählen', 'Vergleichsliste (0)', and 'Hilfe'.

The main content area features a 'Marken bei Media Markt' section with a 'Canon' dropdown menu. Below this is a 'Foto & Camcorder' section with a list of products: Canon Blitzgeräte, Canon Camcorder, Canon Digitalkameras, and Canon Objektive. There's also a 'Computer & Büro' section with Canon Laserdrucker, Canon Multifunktionsgeräte, and Canon Tintenstrahldrucker.

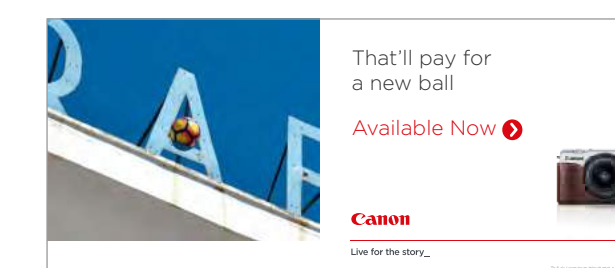
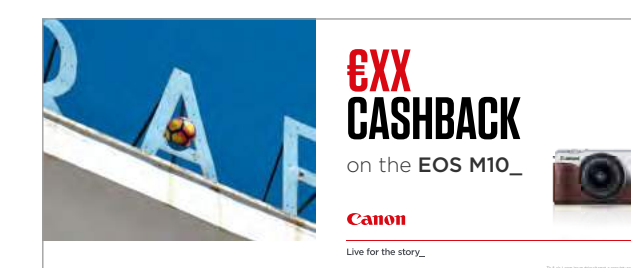
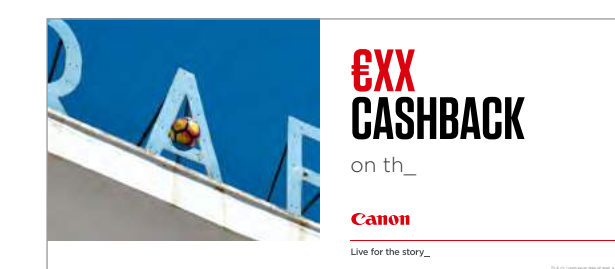
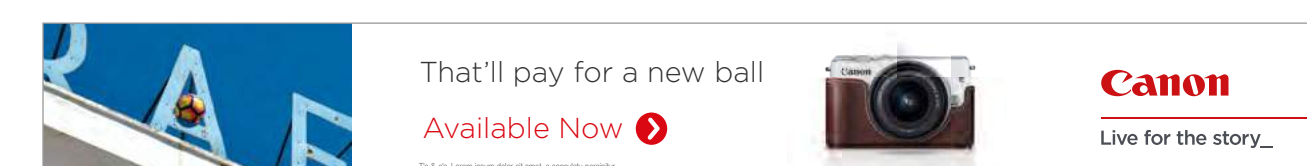
The central banner is for a '€XX CASHBACK on the EOS M10' promotion. It includes the text 'That'll pay for a new ball' and an image of a soccer ball on a roof. Below the banner is a 'Canon bei Media Markt' section with the text 'Canon ist Ihr Begleiter rund um digitale Fotografie und Druck. Entdecken Sie die Angebote rund um Foto und Bildverarbeitung bei Media Markt.'

The 'Topseller' section displays four camera models with their prices and ratings:

- CANON EOS M3 Systemkamera 2...: 535,-
- CANON EOS M6 Gehäuse System...: 799,-
- CANON EOS M6 BLACK M15-45 S E...: 929,-
- CANON EOS M10 Gehäuse System...: 255,-

M10 CASHBACK DYNAMIC BANNERS

Item	M10 cashback dynamic banners – leaderboard, skyscraper, pop-under
Path to Purchase	Convert
Jobs to be done	<p>Category – Drive conversion at the point of purchase with added value.</p> <p>Mirrorless – Drive product conversion by making the rational reward (cashback / memory card) relevant to the emotional benefit (storytelling).</p>
Guidelines	<p>The click through should lead to M10 product page.</p> <p>Product beauty shots and cashback imagery are interchangeable, but should be based on the suite provided within the toolkit.</p> <p>When using the ball image, always ensure that three letters are visible when cropped, so that the height and scale of the shot is apparent.</p> <p>Note: Terms and Conditions to be localised based on product and offer availability.</p>
Essential	Better to have



OBJECTIVES OF RETAILER SOCIAL CONTENT

1. Drive retailer participation and engagement with the brand.
2. Use retailer channels as a vehicle to reach a wide and varied audience **into the category** (entry level users) and occupy **across the category** (prosumers).

What this will cover?

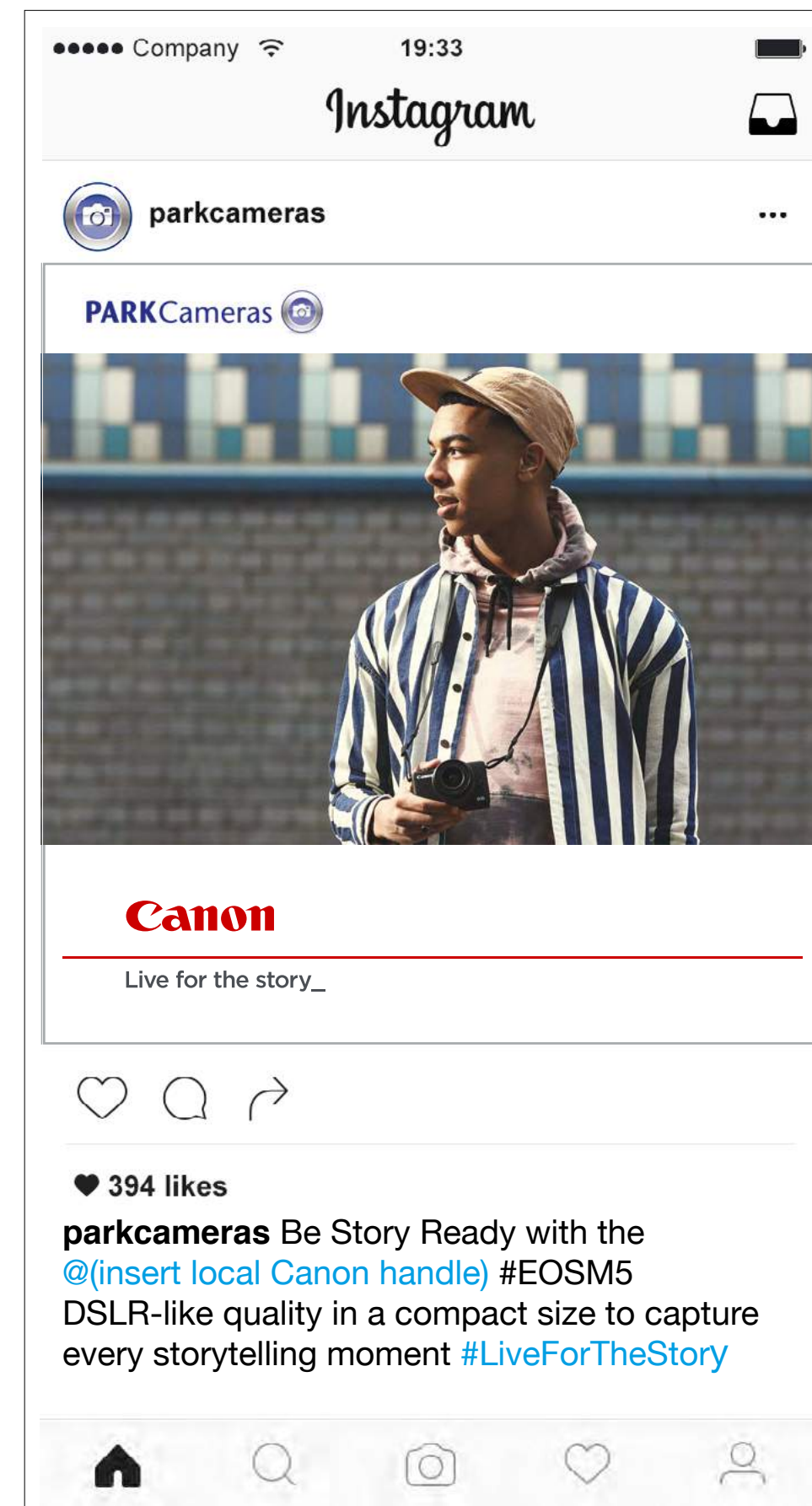
This section will look at key scenarios where retailers can utilise social media channels to engage with their shoppers. The following pages will provide guidance on how these scenarios can be best executed within the context and strategic framework of social media within the Summer campaign.

SOCIAL TEMPLATE - BE STORY READY

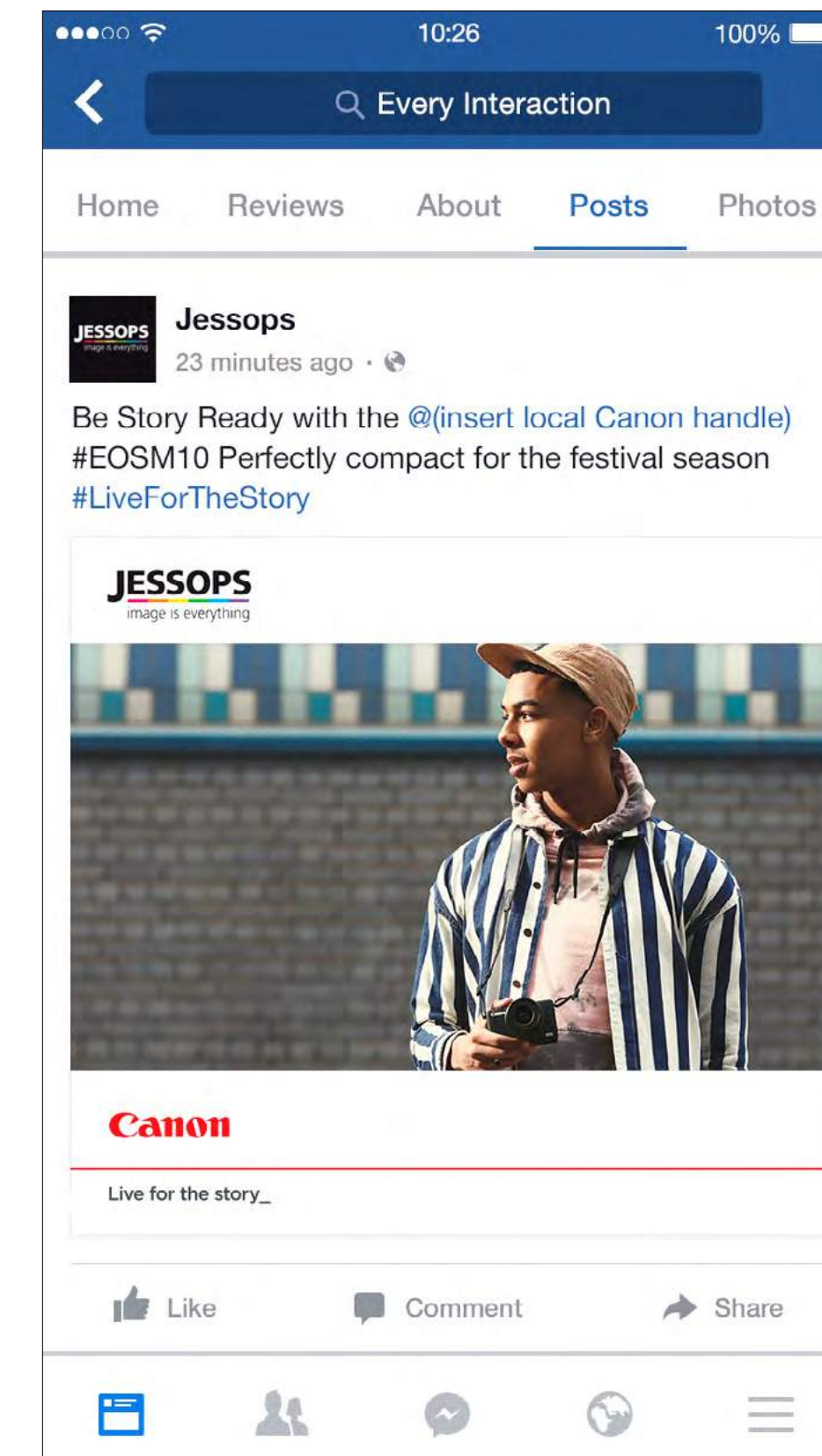
These are examples of how the dual-branded templates for retail partners should look across the two social channels: Facebook and Instagram. Templates will allow for retail partners to switch out hero imagery, based on the options provided in this toolkit. Please note they need to adhere to masterbrand guidelines for colourisation and layout.

Layout options provided, cover posts for mass and specialist retailers.

Essential: Better to have



Specialist

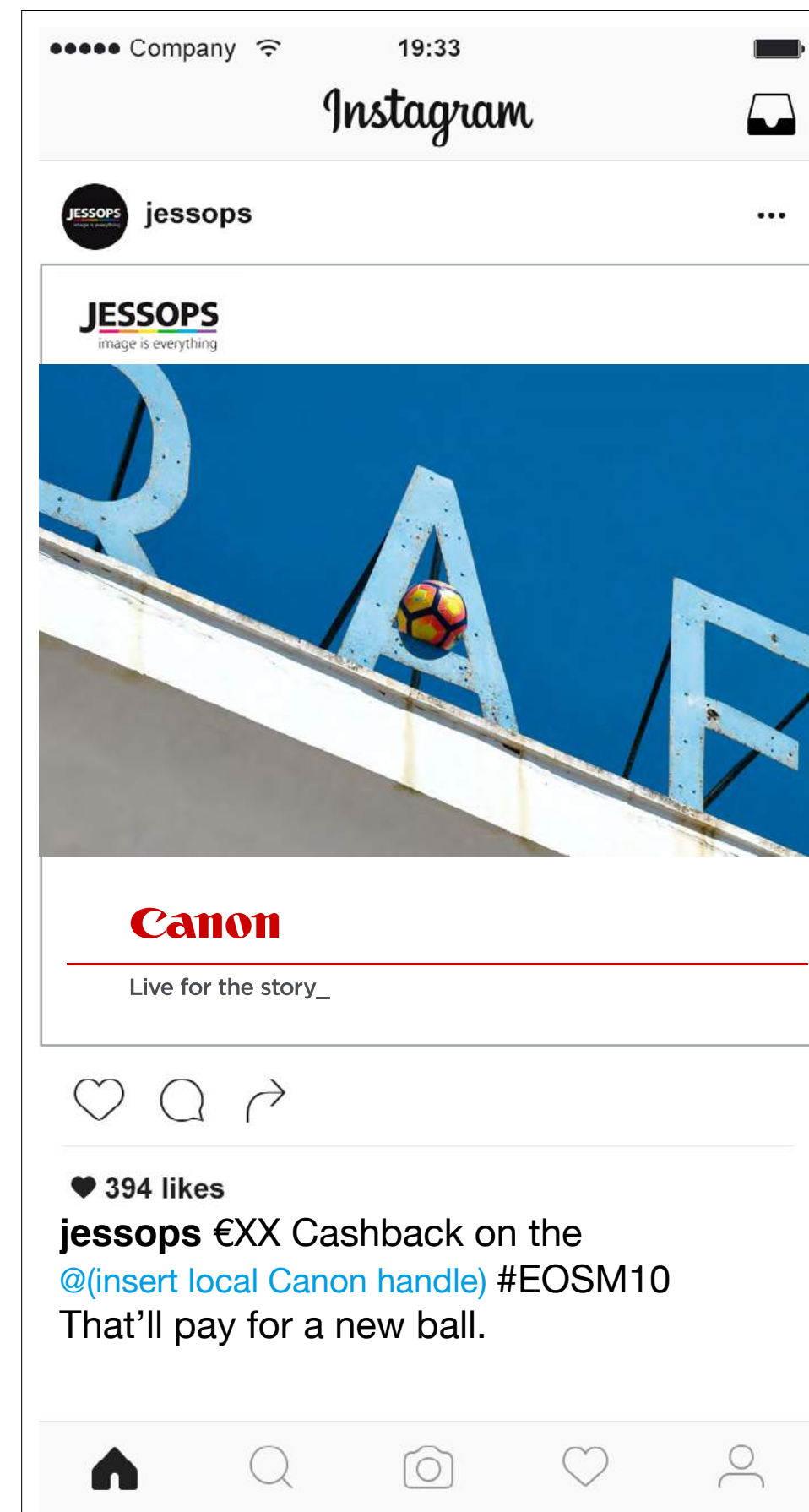


Mass market

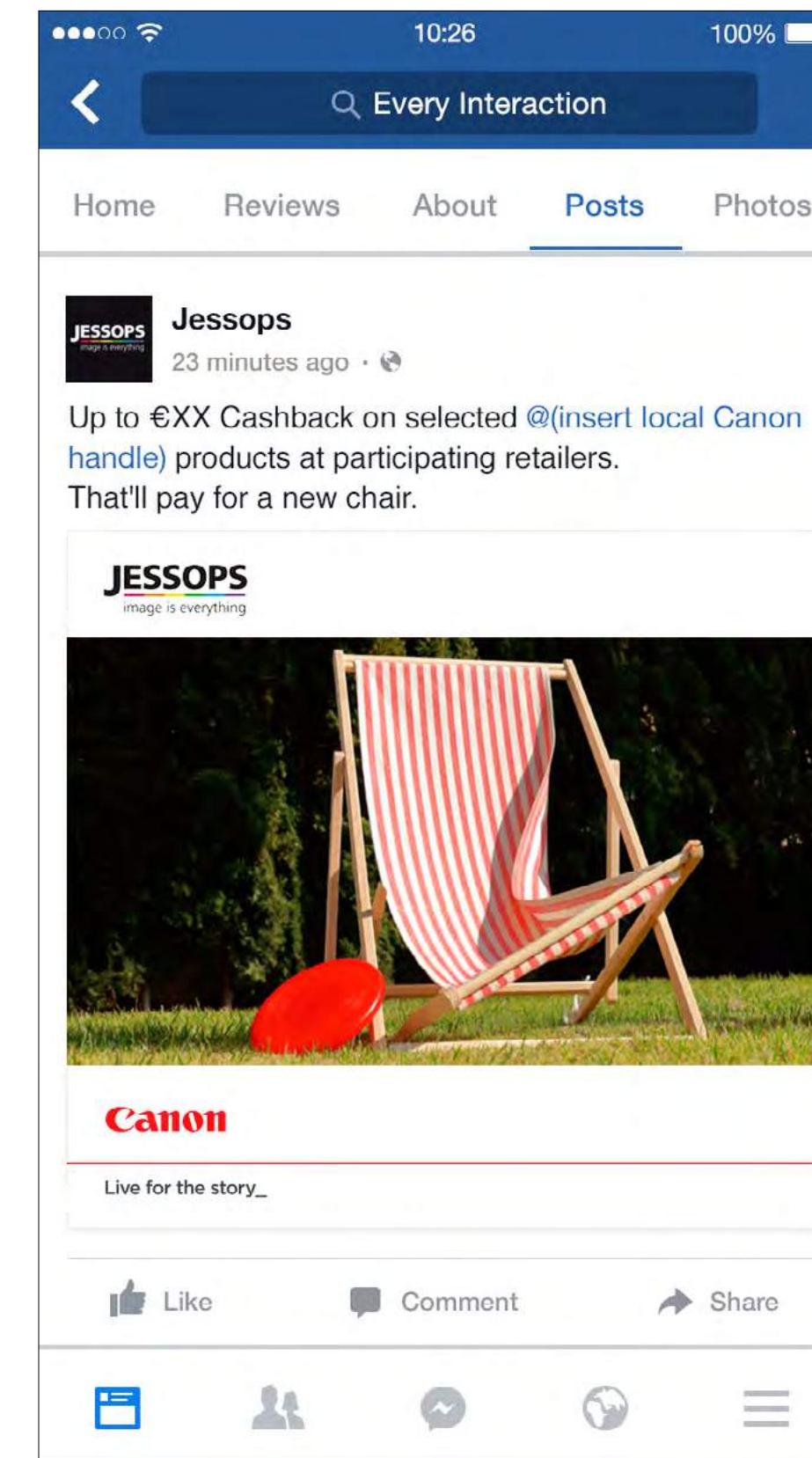
SOCIAL TEMPLATE - CASHBACK

We have also included an additional dual-branded template for retail partners who wish to promote a cashback offer. Templates will allow for retail partners to switch out cashback, but needs to follow masterbrand guidelines for colorisation.

Essential: Better to have



M10 cashback



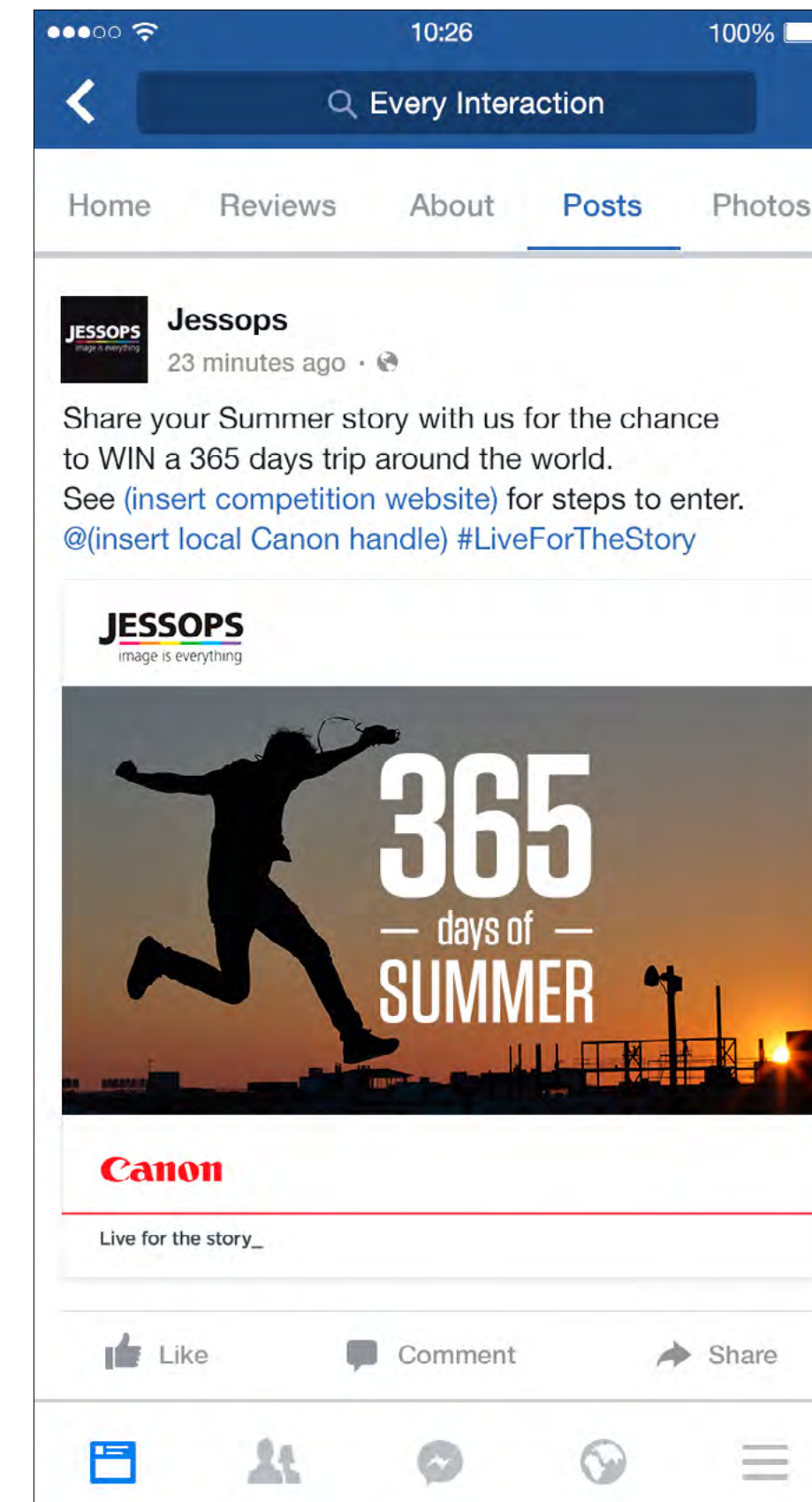
Generic Cashback

SOCIAL ACTIVATION POST

To drive people to the social microsite / website.

Participating retailers can post to encourage people to partake.

Essential: Better to have



FACEBOOK CANVAS

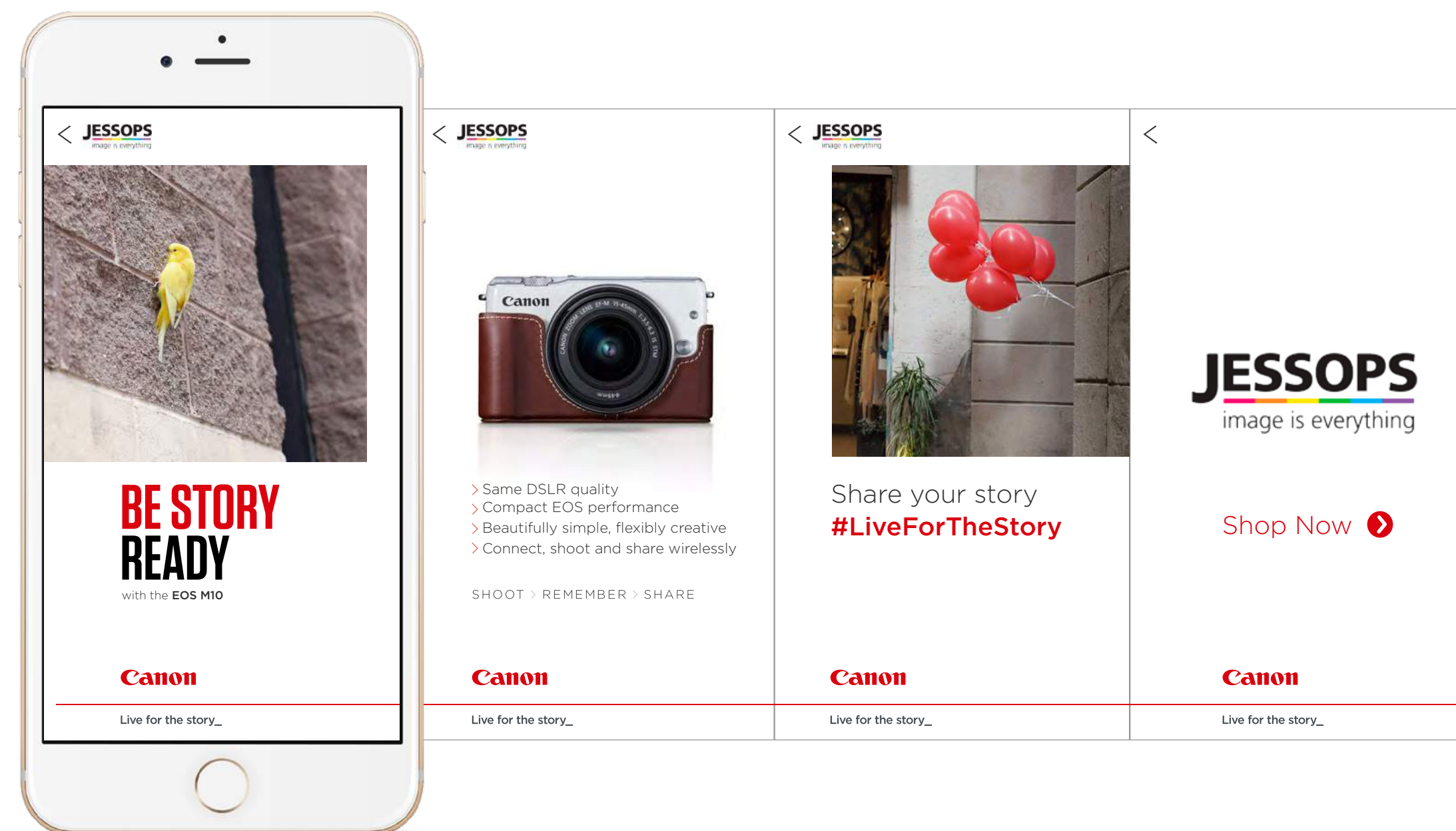
What is Facebook Canvas?

It is a canvas of video and / or still images which provides a much more immersive experience on Facebook.

People are able to swipe through a carousel of images, tilt and view panoramically that brings content to life. The visual provided is designed for mobile and demonstrates how content can be laid out using reportage imagery, encouraging people to share their own story.

The end frame provides the retailer sign off and directs people to their website, where they can view more information on the product page.

Essential: Better to have



SOCIAL VIDEO HINTS AND TIPS

These are the 5 key things to bear in mind when creating best practice social video content.

The 3 second rule

To stand out and engage your target audience, you need to stop them in their timeline and engage within the first three seconds. This is contrary to more traditional formats, which can afford to build anticipation in the narrative.

Incentivise engagement

Provide a reason for someone to engage with your video. Is there something in it for them? A special offer or a limited time experience? This can be done within the body copy rather than video narrative, but provides an additional hook.

Be relevant

Remember why your target market are on social media in the first place. It's not because they're looking to buy products! Demonstrate how your product links to their personal interest areas and lifestyle choices to maximise interest.

Be succinct

People are time-poor. Entertain them or educate them in an easily digestible, snackable format and you'll be more likely to achieve social video success.

Drive further interest

Don't forget to provide easy ways for your engaged audience to discover your products. This includes best practice product naming, linking end frame to site etc.

WHY UNBOXING?

Unboxing works best for brands if being carried out by an influencer.*

It can provide an independent source of trust and validation in the product. It can provide greater understanding of what the consumer is getting for their money, however should always maintain an “independent” viewpoint or it may lack the impact.

We propose UGC unboxing content is briefed out to relevant market influencers and shared out from influencers’ owned channels should a retail partner wish to take advantage of this.

Please note influencers who Canon have briefed for the Summer storytelling activation cannot be engaged for product-focused content.

Canon recommends influencers with a history of doing unboxing videos, or alternatively those who fulfil a specific genre or topic relevant to the target consumer.

Essential: Better to have



*Learning from the Canon social team

OTHER ENGAGEMENT IDEAS USING INFLUENCERS

INSTAMEET

There is an opportunity to engage customers in genuine **Live for the story** experiences in retail e.g. hands on tutorials from influencers educating shoppers on capturing their best stories using the Mirrorless range.

How do we engage with shoppers?

- 1.** Via retailer: Posts from retailers through their social platforms (Facebook, Instagram) to drive shoppers to store to meet local influencer and be part of the experience.
- 2.** Via influencer: Local influencers post through their social channels (Facebook, Instagram) to drive shoppers to store to meet them and be part of the experience.
- 3.** At store, shoppers can meet the influencer where they discover their Summer stories and learn tips & tricks to create their own stories with the Mirrorless range.
- 4.** At fixture, shoppers can find the best Mirrorless camera relevant to them based on the product features, benefits and promotional offers.

Essential: Better to have



SHARING CANON OWNED OR INFLUENCER CONTENT

Please note Canon owned social media content cannot be repurposed for use on retailer partner owned channels.

Canon are happy for partners to like, comment or share (via reposting, retweeting) any of their content and should be encouraged to do so. However saving assets and editing or posting them as an owned asset from channels is not permitted.

Influencer content adheres to the same process.

For example influencer content demonstrating Canon product unboxing cannot be used as part of retailer comms.

SOCIAL VIDEO CREATION CHEAT SHEET

Below are the standard guidelines for social video creation for channels. Please follow these when creating any assets.

	Facebook	Instagram	Twitter	YouTube
Length	120 minutes max	60 seconds	140 seconds	Up to 15 mins (longer if account verified)
Max file size:	4 GB	4 GB	512 MB	128 GB
Minimum Resolution	600 x 315 (1.9:1 landscape) / 600 x 600 (square)	600 x 315 (landscape) 600 x 600 (square) 600 x 750 (vertical)	32 x 32	426 x 240
Aspect ratio	1.77:1, 16:9, 2:39:1 or 2:40:1 (HDTV), Widescreen, 9:16, 1:1, 1.33:1, 4:3 , 1.375:1 (SDTV), 1.91:1 (landscape) 1.85:1 (film)	1.91:1 (landscape) / 1:1 (Square) 4:5 (vertical)	1:2.39 to 2.39:1	16:9
Container	MP4 or MOV	MP4	MP4 & MOV	MP4
Max Frames	30 FPS	30 FPS	40 FPS	24, 25, 30, 48, 50, 60 FPS

**6 LIVE FOR THE STORY
SUMMER ACTIVATION
EU19**

OVERVIEW OF CONTENTS

The following presentation is to give you clarity around the activation idea we have designed to bring to life 'Live for the story'.

We need to provide consumers who have seen our new brand positioning with a reason to engage with the brand so we have created a programme of activity

which incentivises sharing user generated content on social media.

We will detail out the core elements, what CEL will provide you with and the additional elements to implement on a local market basis:

Chapters:

1. What's the idea?
2. How will the campaign be amplified?
3. How is the campaign structured?
4. User journeys
5. Assets to come

Still to come:

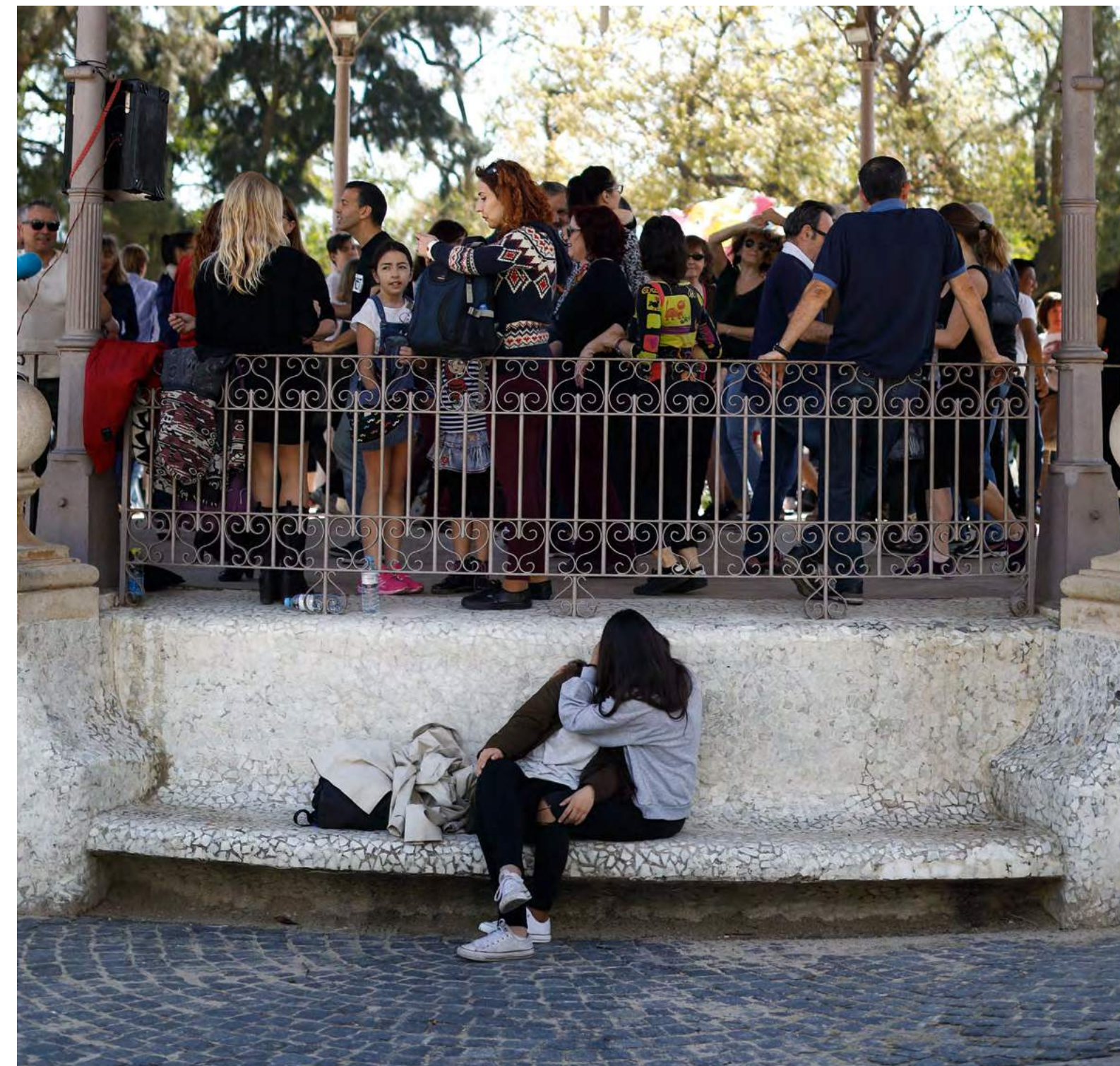
1. Crisis management plan
2. Press releases
3. Community management guidelines (gold/silver/bronze)
4. Moderation tool training & guidelines
5. 10 week social content plan including copy, assets and options for organic social content
6. Trade launch event

THE ACTIVATION

We will be activating a socially-led programme focused on Instagram that inspires people to Live for the story by collecting and celebrating tales of summer past and present.

To encourage participation we have partnered with storytellers and local influencers to inspire, curate and judge what they deem to be the best summer stories.

We'll reward the most inspiring with an amazing prize - chasing summer around the world for 365 days.



ACTIVATION: BRAND OBJECTIVES AND MEASUREMENT

WHY CANON IS DOING THIS:

We need to bring new people into the brand.

We will do this by inspiring them to populate the #hashtag as well as increase dwell time on the website (with the long term view of driving Mirrorless sales).

Objective:

Drive participation and engagement with the brand

KPIs:

1. Engagement (social post, web page, video views, etc.)
2. TNS Brand Equity measures
3. Media coverage

WHY THIS WILL APPEAL

Insight

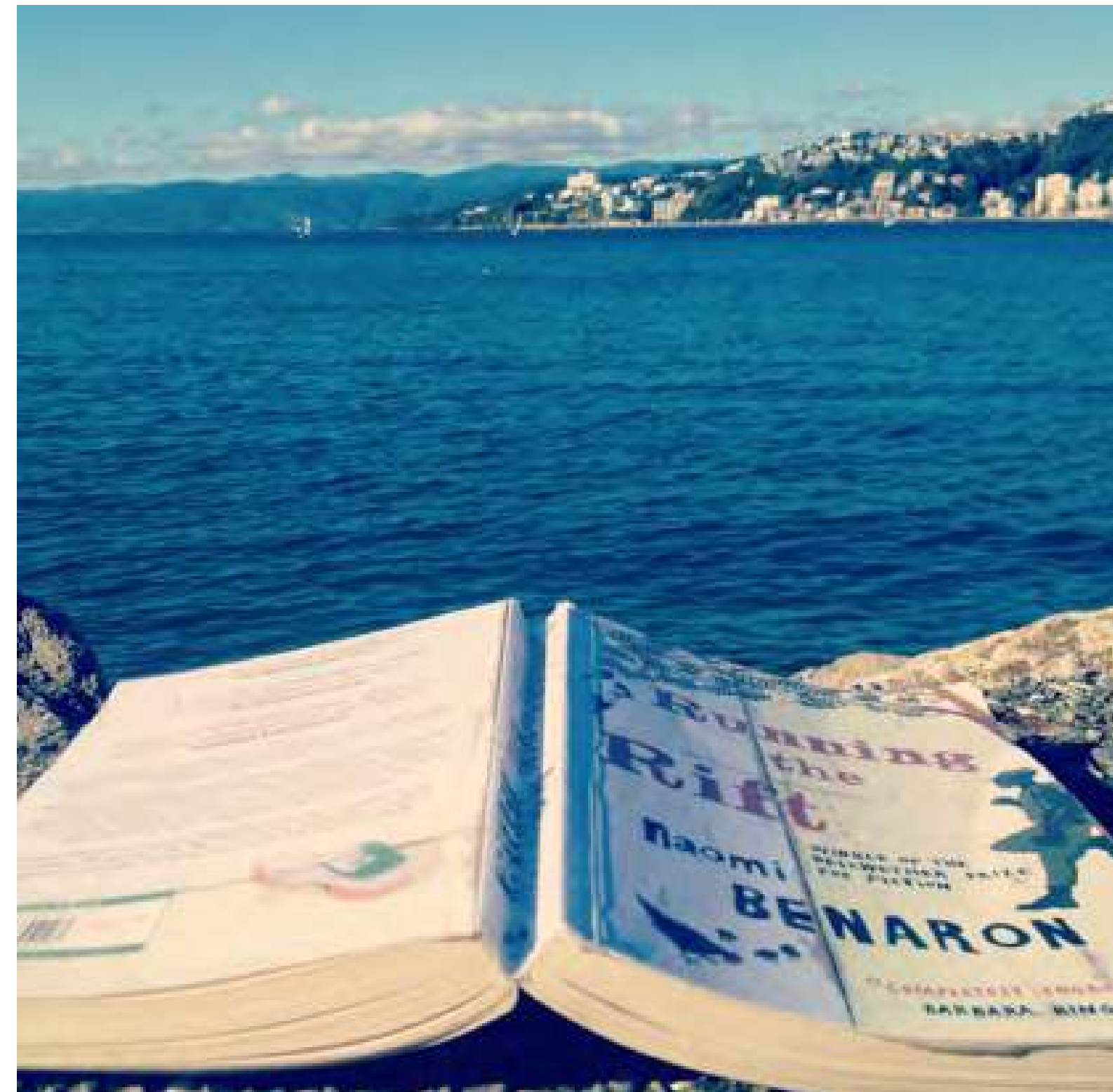
Storytelling is getting lost in an ocean of selfies, cats and avocado brunches with Facebook now permanently deleting old photos which are no longer being engaged with.

Our response

We want to inspire people to tell their own amazing stories of summer rather than simply take photographs.

Why will people talk about it?

There's no better time to live for the story than Summer, when we trade office hours for happy hours and we do more, make more memories, collect more stories.



OVERVIEW: PRIZE STRUCTURE FOR THE COMPETITION

ALL MARKETS WILL BE ELIGIBLE* (CEL will fund)

HERO PRIZE -

- 1 winner to chase summer for 365 days (consisting of 1 x round the world ticket and accommodation for a year)

LOCAL MARKET IDEAS (NSO funded)

Optional prizes -

- Gallery events to hero best entries of summer
- Cameras, jackets and straps to reward best entries of summer

*Please note Italy will not be eligible for this as previously discussed.



EXAMPLE IMAGERY ONLY.
CAMPAIGN IMAGERY TO FOLLOW



EXAMPLE IMAGERY ONLY.
CAMPAIGN IMAGERY TO FOLLOW



EXAMPLE IMAGERY ONLY.
CAMPAIGN IMAGERY TO FOLLOW

PR ACTIVITY ON A PAGE

LIVE FOR THE STORY

1. Trade press announcement

365 DAYS OF SUMMER

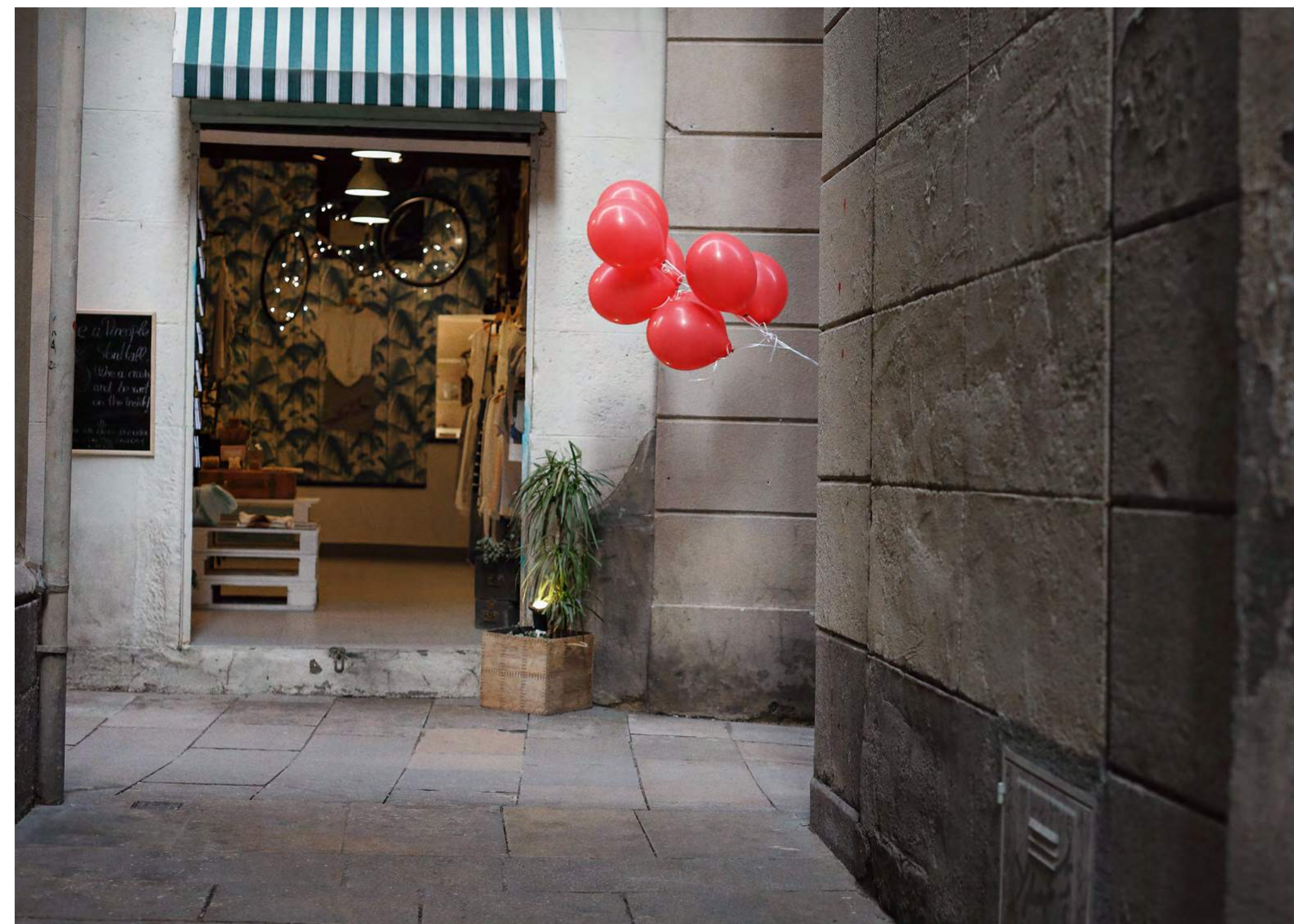
1. Activation announcement to news media
2. Influencer amplification
3. Additional PR activity to maintain momentum throughout the campaign period
4. Announcement of competition winner

OBJECTIVES

The PR and Influencer strategy has been developed primarily to establish Canon as a visual storytelling brand and re-establish relevance with a younger audience (Adventurous Achievers).

Deliver editorial coverage in lifestyle consumer media as well as reaching our target audience through influencers who reflect our audience's passion points.

This section of the toolkit provides guidance and assets to help you launch 'Live for the story' in your market as well as activate a PR and Social focused campaign that brings the new brand attitude of 'Live for the story' to life.



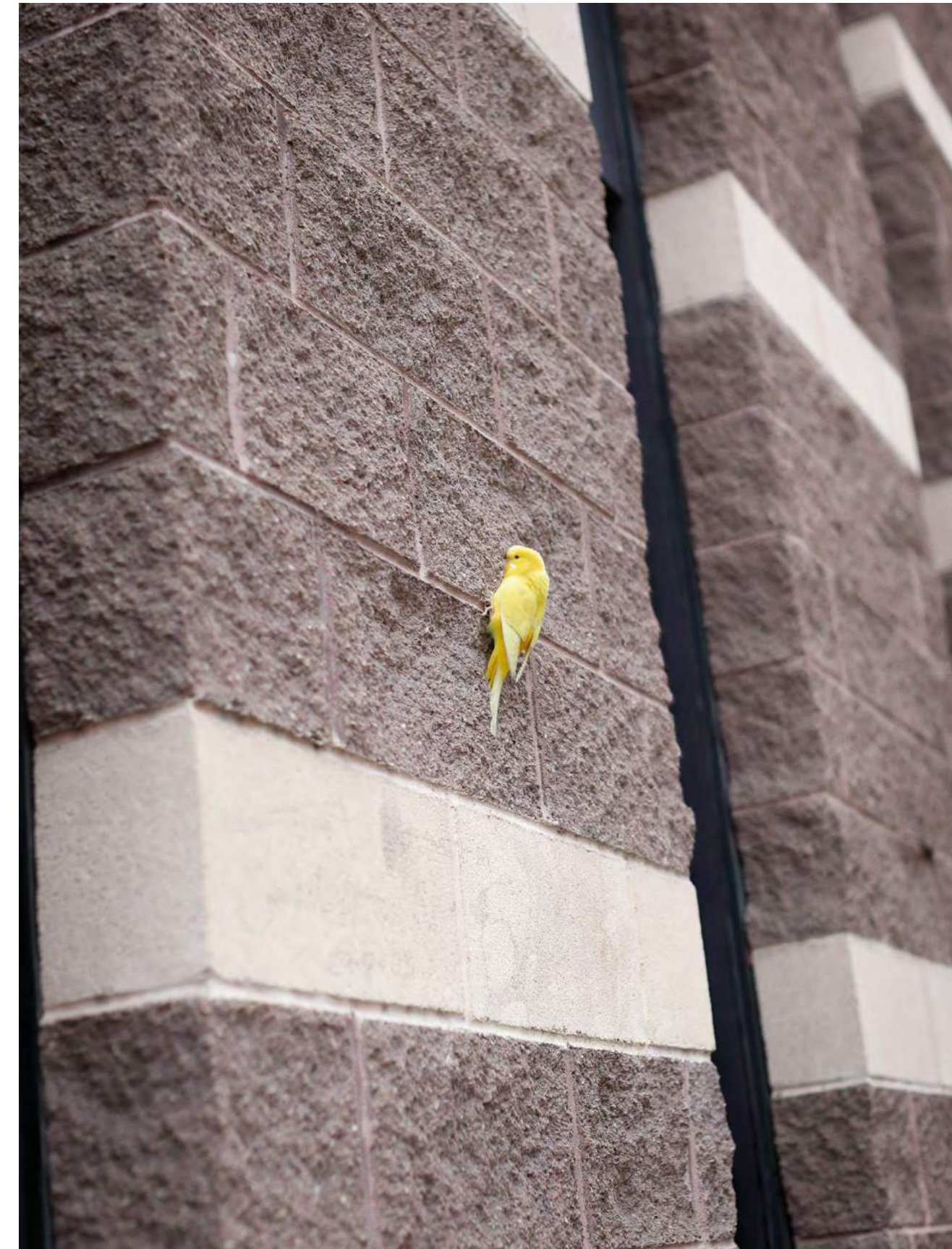
WHO IS THE AUDIENCE

'Live for the story' has been developed to build greater relevance with Adventurous Achievers.

Aged 16 - 44, this audience engages primarily with Instagram and Facebook and have key passion points across film, music, fashion, beauty and travel.

With this audience in mind, it is important to consider new media titles to approach with the campaign detailed in this toolkit. As we take you through the next slides, you will see the key media targets have been highlighted which include:

- Consumer lifestyle online
- Film/Photography/Music titles
- Student press
- Trend websites
- National news



KEY MESSAGES



EMBARGO

All press material is embargoed until 17th May

**EMBARGOED UNTIL
00:01 17th May 2017**

OBJECTIVE

- Clearly communicate the rationale and objectives for the Live For The Story brand relaunch
- Secure face to face media briefings with key titles to communicate the importance of the launch
- Build excitement within the industry and create reappraisal of the Canon brand



APPROACH

- In order to deliver impact and quality of message, we recommend securing a series of sector specific (marketing and photography trade) exclusive interviews between your local Marketing Director and key media before pitching the story to news sections of wider titles in the sector
- By securing an exclusive interview there is more opportunity to communicate the thinking behind Live for the story in more detail
- The interviews should take place at least a week in advance of the campaign launching in your local market with all trade coverage appearing before the campaign launches



LIVE FOR THE STORY KEY MESSAGES FOR TRADE



ASSETS SUPPLIED

In advance of the interviews taking place we recommend that your Marketing Director is supplied with the following assets:

- Profile of the journalist
- Expected questions
- Previous articles from the journalist
- Copy of recent publication

The following assets will be supplied to enable you to deliver coverage

- Announcement press release for Live for the story
- Key messages
- Campaign Q&A document
- Digital files of launch creatives to be shared during the briefing



MEDIA TARGETS

- The primary media targets for this activity should be marketing trade media (including PR and digital trade titles) as Live For The Story is primarily a marketing story
- As this campaign does not include the launch of a new product, the story for photography trade media is less strong but we still recommend securing a face to face briefing with your key local photography trade title(s)
- As well as announcing Live for the story these media briefings create an opportunity to build relationships with key journalists in advance of further campaigns and launches over the next 12 month

Coverage targets:

- 1 x industry trade feature
- 1 x marketing trade feature and 2 x news stories



LIVE FOR THE STORY Q&A

- A separate, detailed Q&A document has also been created to help answer potential questions from media
- This document will be uploaded to Kura for all markets to access w/c 10th April 2017



CEL TO SHARE WITH NSOS W/C 10TH APRIL 2017

**6.4 ACTIVATION LAUNCH
MARKETING PRESS RELEASE
AVAILABLE FROM KURA**

6.5 ACTIVATION ANNOUNCEMENT TO NEWS MEDIA

LAUNCHING THE ACTIVATION TO PRESS

Activity:

Activation launch news.

Purpose:

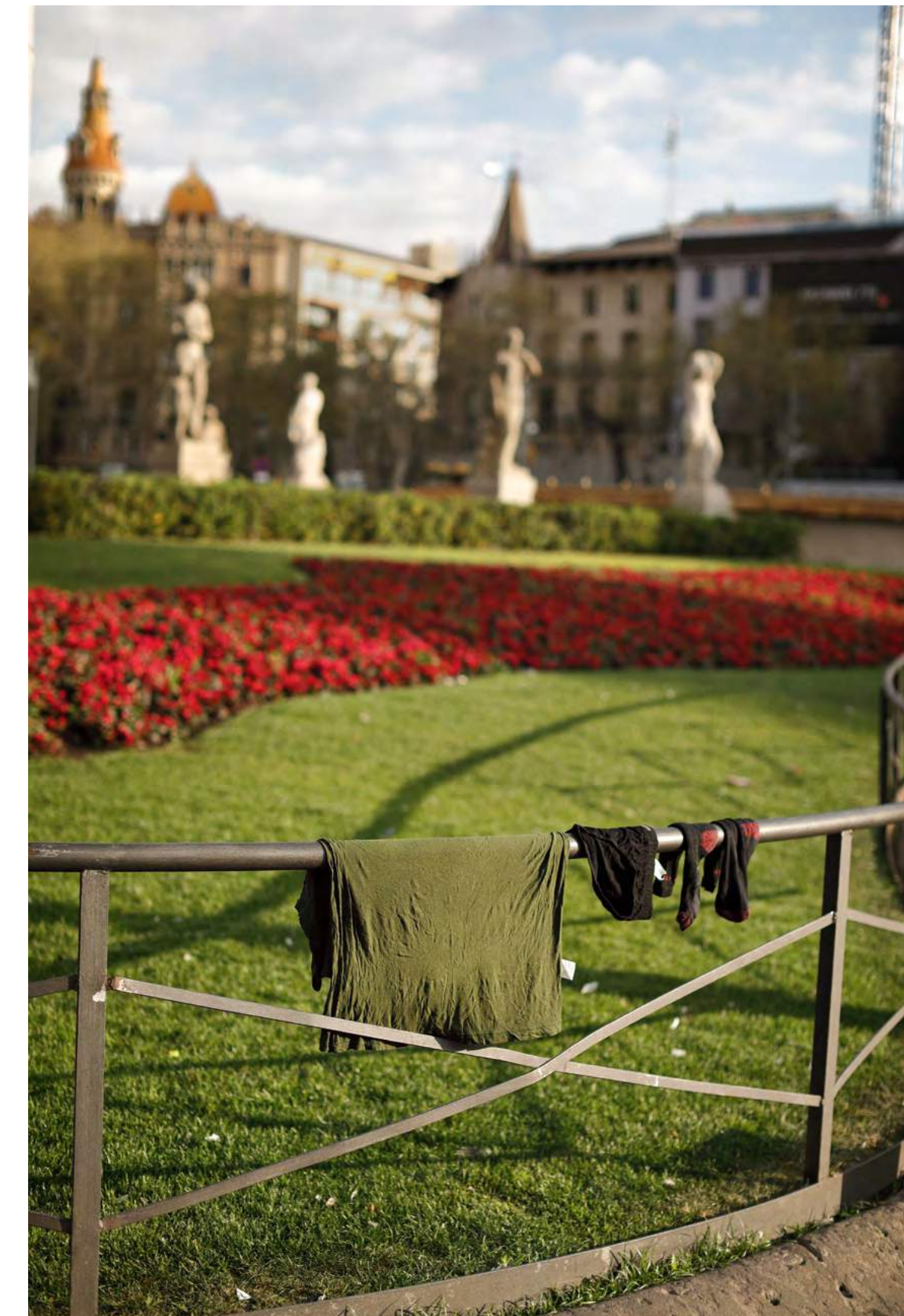
To deliver consumer news announcing the launch of 365 Days of Summer

Key messages to land:

- All moments have the potential to be important and ‘Live for the story’ encourages people to find those special memories no matter where they are or what they are doing
- Canon is on the hunt for a storyteller to spend a year identifying and living 365 new stories across the globe
- Role of a lifetime applications being judged by famous storyteller, Zoe Kravitz

Media to target:

Online, celebrity, consumer lifestyle, travel, art/ photography/film, student media, national newspaper

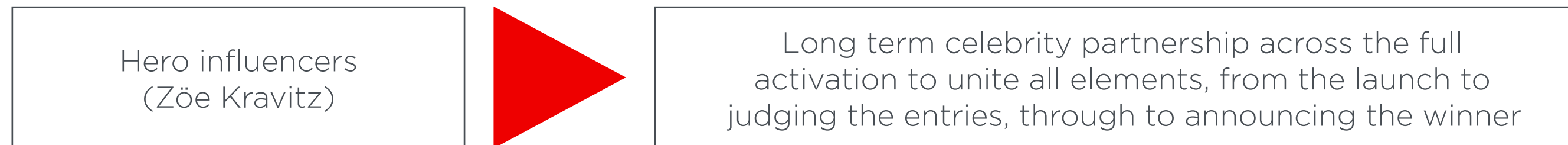


CEL TO SHARE WITH NSOS W/C 10TH APRIL 2017

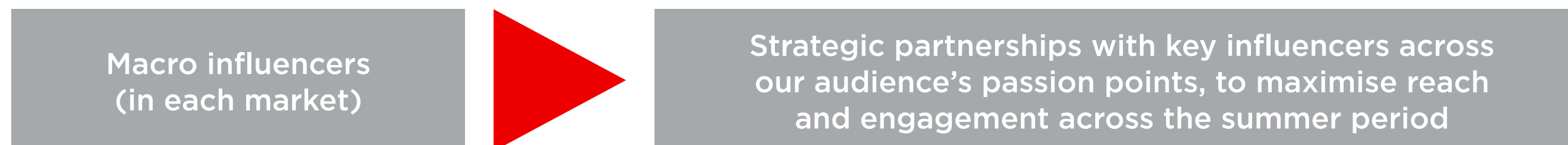
6.6 **ACTIVATION LAUNCH NEWS PRESS RELEASE**

WHO ARE OUR STORYTELLERS?

CEL WILL CREATE, MANAGE & SUPPLY:



LOCAL NSOS TO MANAGE & FUND MACRO AND MICRO INFLUENCERS



OVERARCHING STRUCTURE



CAMPAIGN AMBASSADOR: ZÖE KRAVITZ

Biog

Actress, singer and model Zöe is the daughter of musician Lenny Kravitz. Known for her appearances in the Divergent series, Mad Max, Fantastic Beasts, and for her band Lolawolf. She is currently starring in the major HBO series Big Little Lies and will also star in “Rough Night” alongside Scarlett Johansson, which is released in June 2017. Much loved for her sense of fashion and her credible music.

Audience demographic

- Total Social reach: 2.57m
- Instagram followers: 2,534,440
- % Instagram followers in Europe: 31%
- % instagram followers in G6 & Nordics: 22.4%
- Potential engagement: 2.92 %
- Potential lead market entries: 16,577



WORKING WITH ZÖE KRAVITZ FOR PRESS

As a famous storyteller, Zöe Kravitz adds credibility and gravitas to the campaign as well as enabling us to garner additional media interest in the story and amplify the 'Live for the story' messaging.

NSOs will be provided with quotes, still imagery and video assets, transcript for Zöe's story and the final video story. These can be used to amplify your PR outreach throughout the activation.

We will follow up with a further outline of the exact deliverables in due course.

MACRO AND MICRO INFLUENCERS

In this next section you will find an overview of how to work with Macro and Micro influencers to activate the 365 Days of Summer campaign.

We have provided advice on how to identify your influencers. Please speak to CEL directly if you would like further support to find suitable influencers to work with in your market.

You will also find example briefs and scope of work documents to help brief both your Macro and Micro influencers.

It is your responsibility to liaise with influencers to negotiate costs, contract them and provide all briefing documents. CEL is available to support.

HOW TO IDENTIFY YOUR MACRO INFLUENCERS

Below is a guideline of what to look for when researching a Macro influencer to ensure they have enough traction to make the campaign work as hard as possible.

Impact

- Look at engagement NOT just follower numbers
 - Engagement rates guide*:
Instagram: 2% | Facebook: 1%
Twitter: 1% | YouTube: 4%

Reach

- The influencer should have a minimum of 10,000 followers on their Instagram channel

Content

- Quality imagery
- Imagery is not overly edited
- Content fits at least one of Canon's core passion points
- Always ensure the influencer has a personality or is telling a story through their content

Suitability

- Does not clearly work with competitors
- Posted content in the past 30 days

Please note...

All influencers should be approved by CEL to ensure they adhere to the brand guidelines

*Engagement rate = Interactions (e.g. likes + comments) divided by followers, multiplied by 100

For YouTube, engagement rate = Interactions divided by video views, multiplied by 100

HOW TO IDENTIFY YOUR MICRO INFLUENCERS

Below is a guideline of what to look for when researching a Micro influencer to ensure they have enough traction to make the campaign work as hard as possible.

Impact

- Look at engagement NOT just follower numbers
 - Engagement rates guide*:
Instagram: 2% | Facebook: 1%
Twitter: 1% | YouTube: 4%

Reach

- The influencer should have a minimum of 5,000 followers on their Instagram channel

Content

- Quality imagery
- Imagery is not overly edited
- Content fits at least one of Canon's core passion points
- Always ensure the influencer has a personality or is telling a story through their content

Suitability

- Does not clearly work with competitors
- Posted content in the past 30 days

Please note...

All influencers should be approved by CEL to ensure they adhere to the brand guidelines

*Engagement rate = Interactions (e.g. likes + comments) divided by followers, multiplied by 100

For YouTube, engagement rate = Interactions divided by video views, multiplied by 100

WHAT WE NEED FROM YOU

What CEL is supplying

- Template briefing document
- Template scope of work
- Key messages
- List of recommended influencers (if necessary)
- Support approving influencer assets with NSOs, and providing suggested edits

What NSOs need to do

- Confirm with CEL if you need support finding influencers
- Approach, contract and brief influencers using templates provides
- Work with influencers to approve content
- Tracking all influencer content

EXAMPLE PITCH EMAIL

Hi [insert name],

I am getting in touch from Canon [insert local Canon handle]. From the 17th May we will be launching an entirely new brand proposition, 'Live for the story', and would love for you to be a part of it.

What is the campaign?

Canon is on the hunt for a storyteller to spend a year identifying and living 365 new stories across the globe. This unique position will bring our new 'Live For The Story' proposition to life. The successful candidate will spend a year chasing summer across the globe in order to identify 365 inspiring stories.

Those who think they have what it takes to inspire people to find their own stories can apply by sharing their most memorable summer story on Instagram, tagging [insert local Canon handle] and #Liveforthestory. Submissions will be judged on a number of elements including storytelling ability, visual appeal, originality and

inspirational qualities. The successful candidate will be required to travel the world chasing summer in order to identify 365 inspiring stories throughout the course of the job. The role is all expenses paid and offers a holiday allowance of 365 days per annum.

The activity is being supported by famous storyteller, Zoe Kravitz. She will be sharing her own amazing summer story and will be judging the entries to help us find our winner.

What would we like you to do?

We would like you to get involved by sharing your own amazing summer story from the past or present, using the brand hashtag and guidelines.

Please see below for an overview of the full scope of work required, as well as key messaging for Canon.

Thanks

[insert name]

Please note...

Words highlighted in red should be localised before sending out to influencers

INFLUENCER: SCOPE OF WORK

Macro Influencers

- 1 x Instagram post with their accompanying story
- 1 x Video published on primarily their YouTube channel (but option for integration on other primary channels such as Facebook or blog)
- This video integrates the competition (e.g. a straight promotion of the competition, behind-the-scenes of their 'story' or bringing to life the story further such as through a film or song)
- This video will feature a Mirrorless camera to promote the product range
- Supporting social posts sharing some of their favourite entries from their followers (ideally on their Instagram and Facebook channels)

In addition, we would be keen for influencers to deliver (subject to negotiations):

- 1 x Instagram post of the a mirrorless camera
- Content usage rights for Canon to post on social channels and potentially on local editorial platforms
- Commercial usage rights for paid online only
- Attendance at an InstaMeet

Micro Influencers

- 1 x Instagram post with their accompanying story
- Content usage rights for Canon to post on social channels and potentially on local editorial platforms
- Commercial usage rights for paid online only

EXAMPLE BRIEFING DOCUMENT

Please follow the link below to download an example briefing document for your influencers.

**6.9 ADDITIONAL PR ACTIVITY TO
MAINTAIN MOMENTUM THROUGHOUT
THE CAMPAIGN ACTIVATION PERIOD**

MAXIMISING PR OPPORTUNITIES

The next slides outline optional ways in which you can maximise PR opportunities by creating new reasons for media to talk about Canon's Live for the story campaign throughout the summer.

We are providing you with guidelines for how to activate additional PR activity, to be deployed in your local market. Each activity will need to be supported out of local market budgets.

Please see the appendix for full details on how to activate.



ADDITIONAL OPTIONS

OPTION 1 OPEN AIR GALLERY	OPTION 2 INSTAMEETS	OPTION 3 GIFTING MEDIA	OPTION 4 ENGAGING LIFESTYLE MEDIA
<p>Celebrating some of the best entries in your market with an Open Air Gallery, to further engage media in the campaign</p>	<p>Gathering your instagramers together to share stories and engage with the hashtag and competition mechanic</p>	<p>Gifting media with Mirrorless products to further engage them in the brand</p>	<p>Working with a local influencer, and using competition entries, to create a 'Top 100 Stories To Discover' in your market this summer press release</p>
<p>Recommended budget allowance: 30k euros</p>	<p>Recommended budget allowance: 10k euros</p>	<p>Recommended budget allowance: 5k euros</p>	<p>Recommended budget allowance: 3k euros</p>
<p>See appendix 1.0</p>	<p>See appendix 1.1</p>	<p>See appendix 1.2</p>	<p>See appendix 1.3</p>

ANNOUNCING THE WINNER

Once the final winner has been chosen, an announcement should be sent to press detailing a profile of who they are and the trip they will be taking.

A template release to help with this outreach will be shared once final details are confirmed.



PR TIMINGS

April 2017

Talent

- Filming to take place with Zöe Kravitz (date TBC)
- Long-lead media interviews to take place (date TBC)

Influencer content created and finalised (exact timings TBC)

May 2017

News story issued to media (embargo: 17.05)

Marketing release issued to media (embargo: 17.05)

Talent interviews to go live (embargo: 17.05)

Influencer content to go live (embargo: 17.05)

June 2017

Ongoing influencer content

Ongoing amplification of Zoe Kravitz assets

Optional ongoing media engagement

- Open air galleries
- InstaMeets
- Engaging lifestyle media
- Media gifting

July 2017

Ongoing influencer content

Final winner announced to media

Optional ongoing media engagement

- Open air galleries
- InstaMeets
- Engaging lifestyle media
- Media gifting

MEASUREMENT APPROACH

CEL will be tracking overall campaign results.

The markets will be required to track media and influencer coverage.

Please make sure you are monitoring all activity output on a daily basis

Once the campaign ends, we will require you to send over your collated Influencer & press coverage for inclusion in the final wrap report.

On the following slides we will take you through a recommendation on how to set KPIs, and example evaluation templates for media coverage and influencer work.

MEDIA COVERAGE: KPIS

Agreeing KPIs

The central team will work with you to agree KPIs.

As part of your response after receiving the toolkit, you should recommend what you think you can achieve based on the plan enclosed.

The KPIs will be agreed between you and central team before the activity commences.

Key metrics we would like you to report against:

- Media channel estimates:
 - Broadcast
 - Marketing/trade
 - National print
 - Regional print and online
 - Lifestyle
 - Online (including blogs)
- Estimated total reach
- Key message delivery

MEDIA COVERAGE: EVALUATION

Below is an example template to use to monitor press coverage you achieve throughout the campaign

MEDIA TITLE	COVERAGE TYPE	CIRCULATION/ MONTHLY UNIQUE USERS	HEADLINE	KEY MESSAGE DELIVERY (1, 2, 3)	URL LINK (IF ONLINE)
Huffington Post	Consumer lifestyle online	MUU. 5,992,000	'Travel the world with Cannon'	2	www.huffingtonpost.co.uk/MakethemostofDaylightSavingswithCanon
Metro	National print	C. 1,475,543	'Canon recruit a summer storyteller'	1	N/A

INFLUENCER EVALUATION

Below is an example template to use to monitor influencer coverage you achieve throughout the campaign. Please provide CEL with all links, and reach and engagement rates will be calculated on your behalf.

NAME	ENGAGEMENT			
	Instagram	YouTube	Facebook	Twitter
Insert name of influencer	Post URL	Post URL	Post 1: Post URL	Post URL
			Post 2: Post URL	

365 DAYS OF SUMMER

The aim of this document is to demonstrate how the key visual and its corresponding logo lockup for 365 Days of Summer are applied across all owned and 3rd party properties.

Some elements will be automated by CEL and others will be supplied as assets for you to bring to life in your local market. This has all been clearly identified within the document for clarity.

365
— days of —
SUMMER

BACKGROUND

The 365 Days of Summer lockup has been created to provide the activation with its own unique identity - distinguishing it under the umbrella of the new brand positioning - "Live for the story."

This will provide the competition and prize elements with a creative wrapper and consistent visual thread, which links all activity together across EU19.

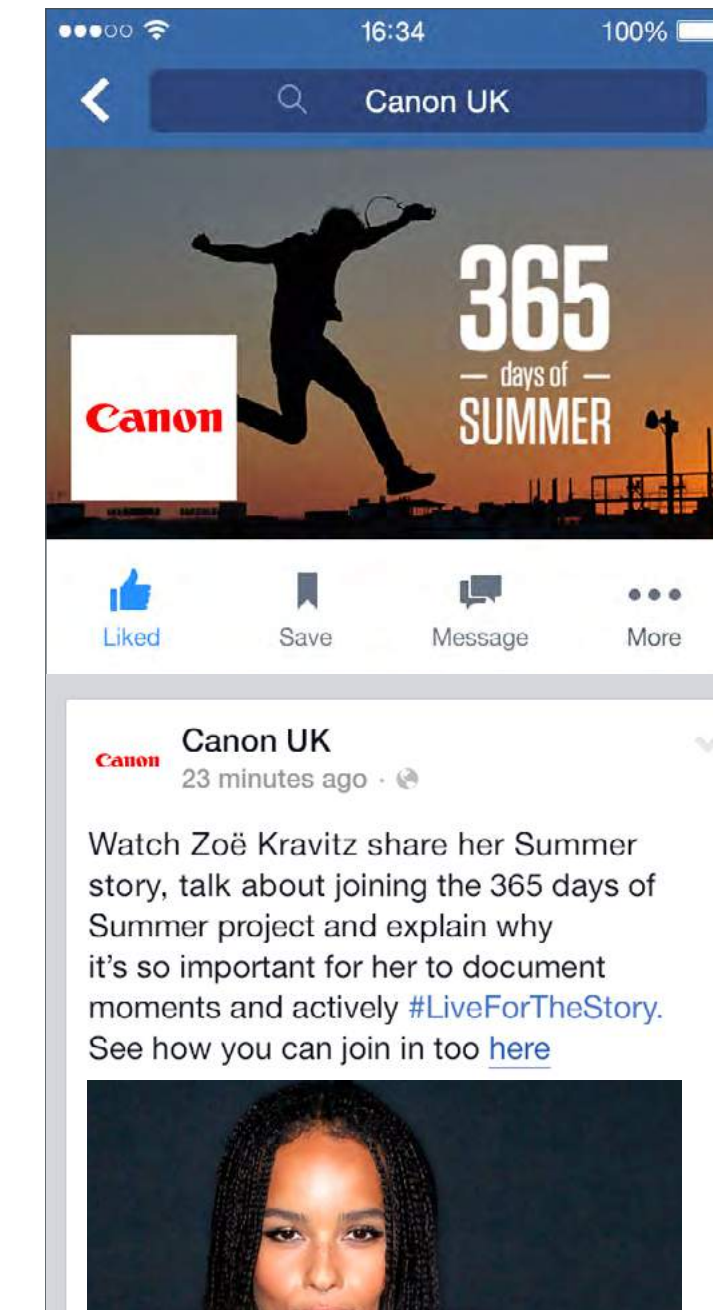
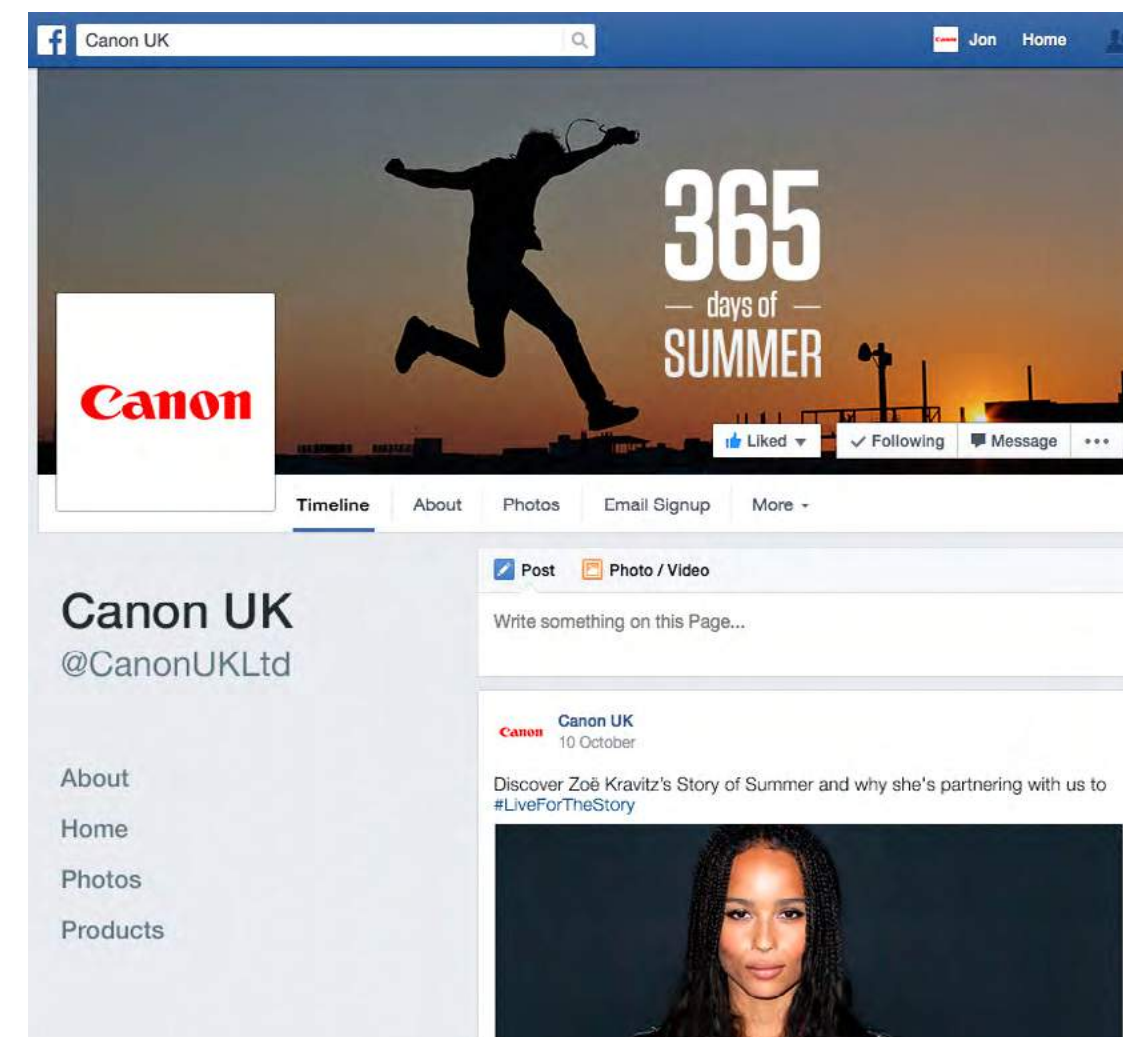
365
— days of —
SUMMER



FACEBOOK

This is the Facebook channel art in situ on desktop and mobile.
It can be downloaded from KURA here:

This needs to be uploaded on the morning of 17th May 2017.



TWITTER

This is the Twitter channel art in situ on desktop and mobile.
It can be downloaded from KURA here:

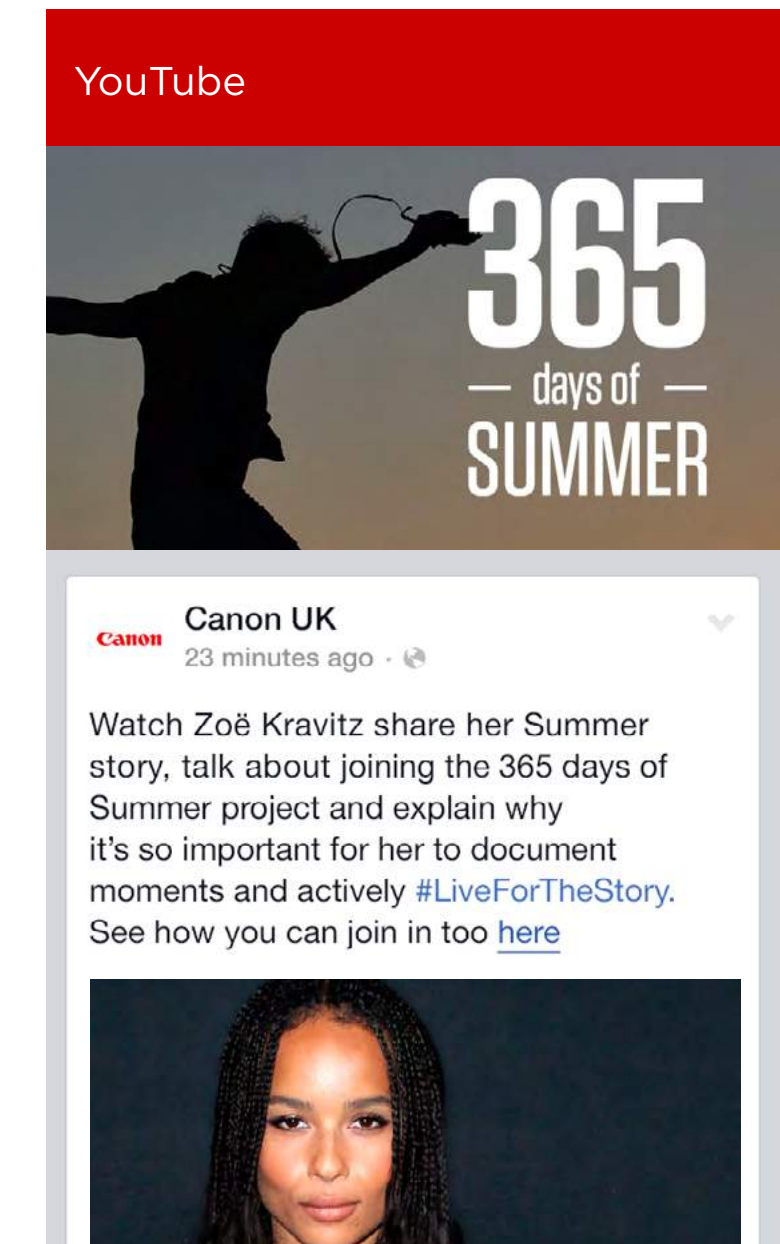
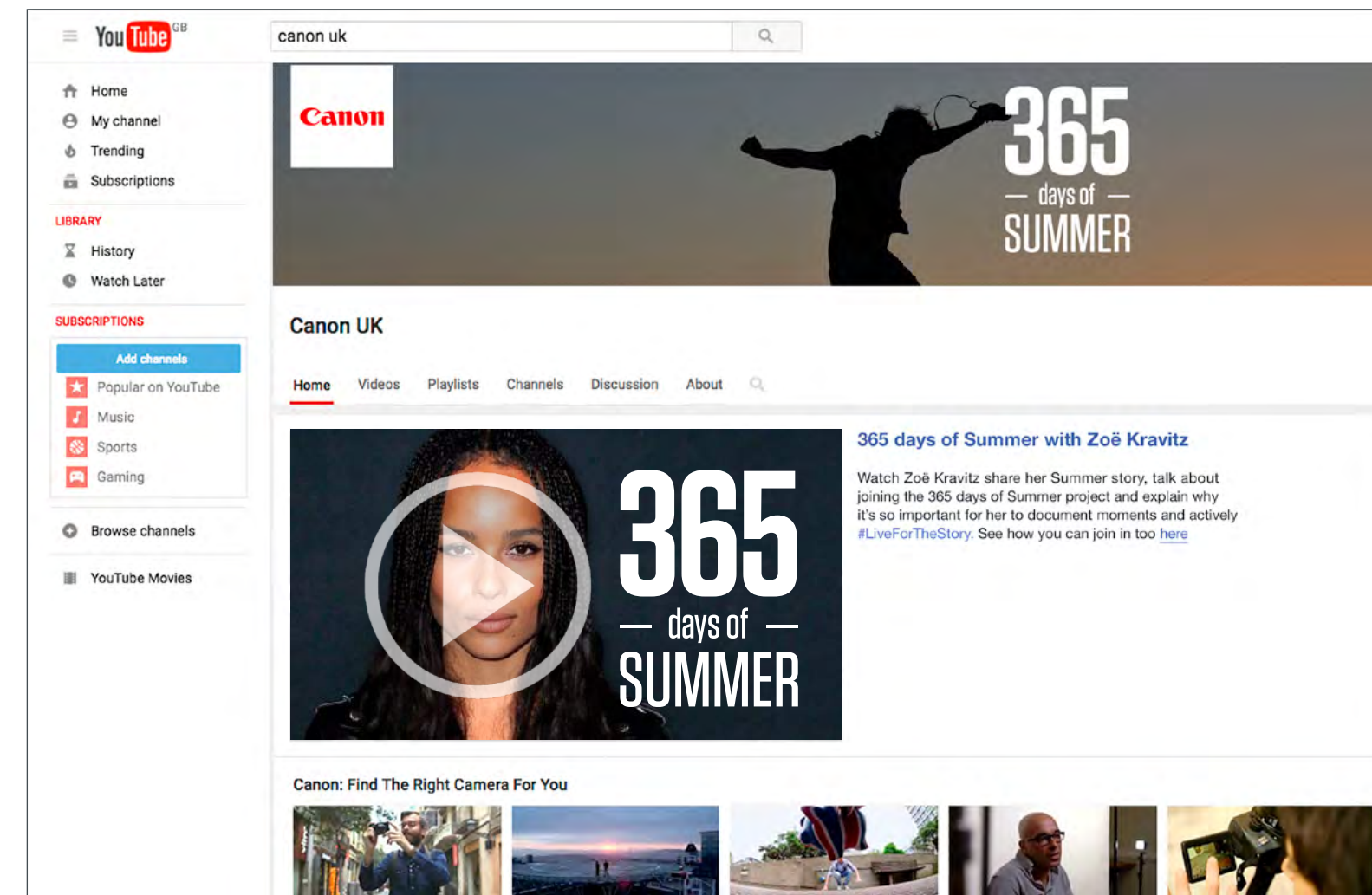
This needs to be uploaded on the morning of 17th May 2017.



YOUTUBE

This is the YouTube channel art in situ on desktop and mobile.
It can be downloaded from KURA here:

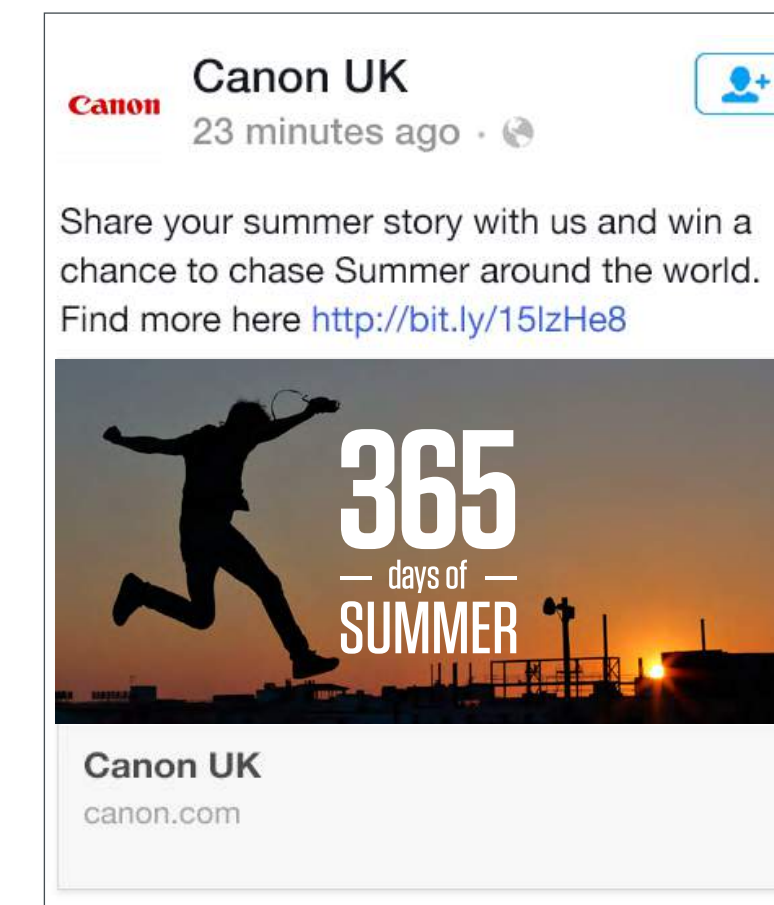
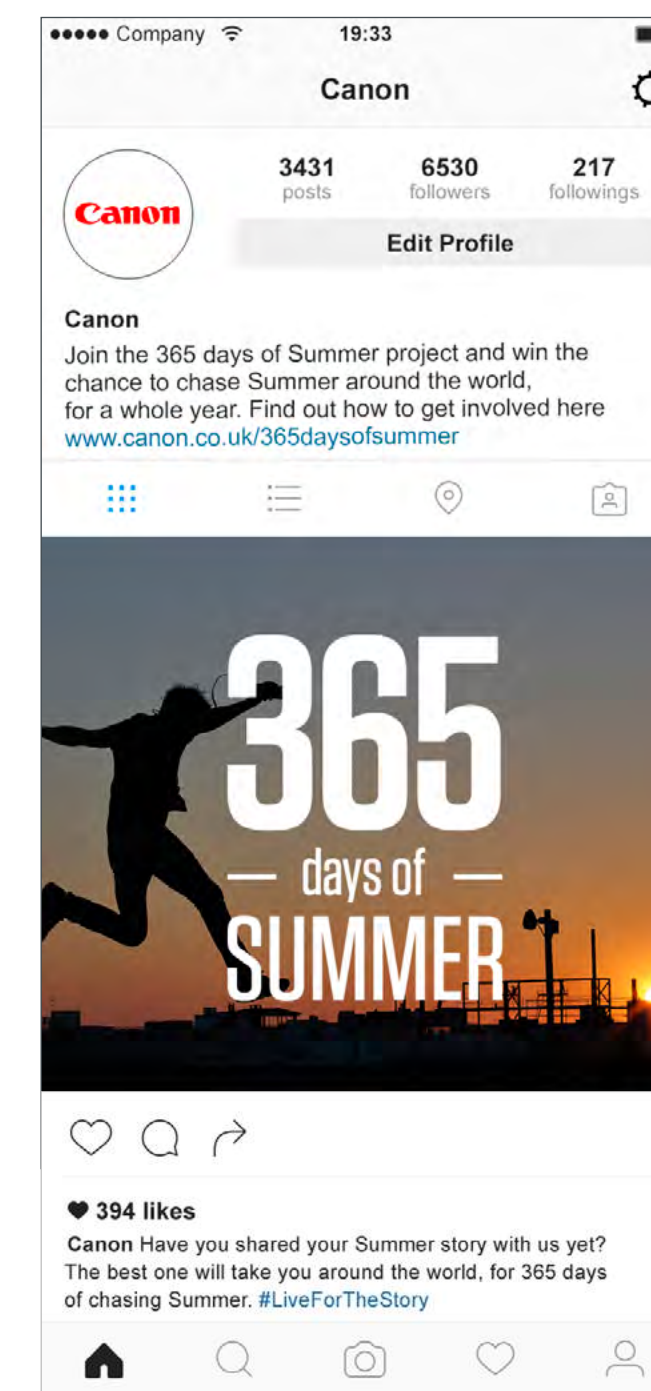
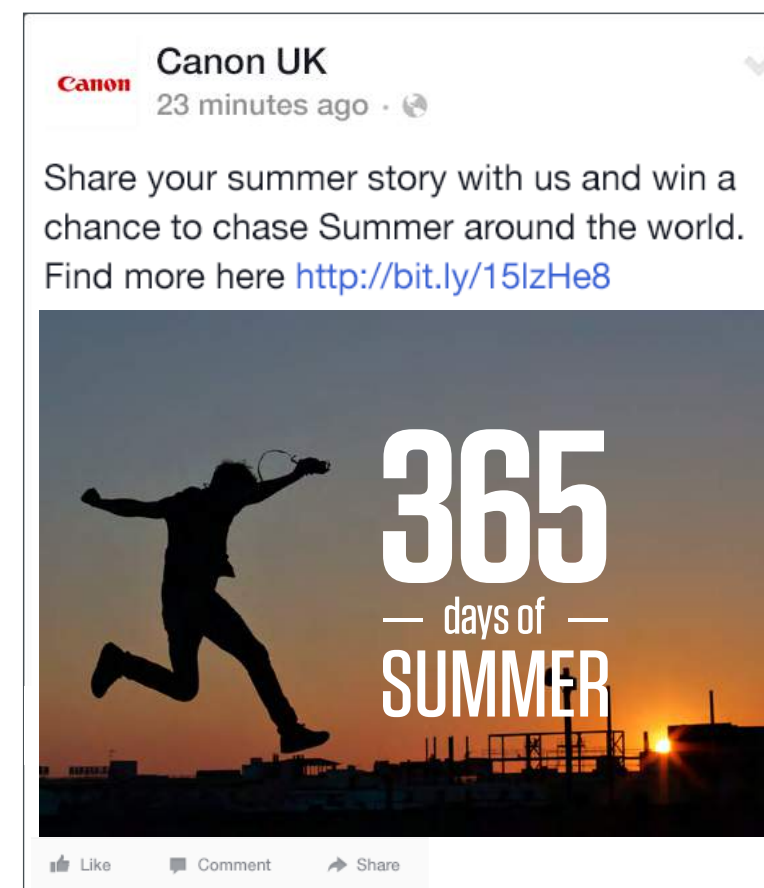
This needs to be uploaded on the morning of 17th May 2017.



EXAMPLE SOCIAL IMAGE POSTS

These are examples of the activation social posts and how they will appear across your lead channels: Facebook, Instagram & Twitter.

Assets will be supplied pre-formatted to channel guidelines for implementation by local market community managers in the next delivery which contains the full content plan.

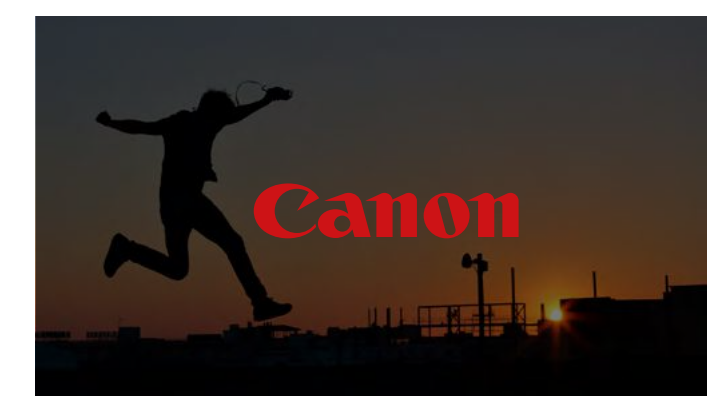


SOCIAL AV END FRAMES

The below explains how the end frame animation to all social AV will play out across 5 frames.

This will automatically be pre- applied to .mp4 and .mov assets being supplied to local markets.

We will also supply this as a standalone AV file so it can be applied to any assets local markets choose to create themselves.



WEBSITE AND CRM

Website

All markets will be sent the URL to a new page on the Canon consumer website which houses all details of the activation including the hero content and how to participate in the competition.

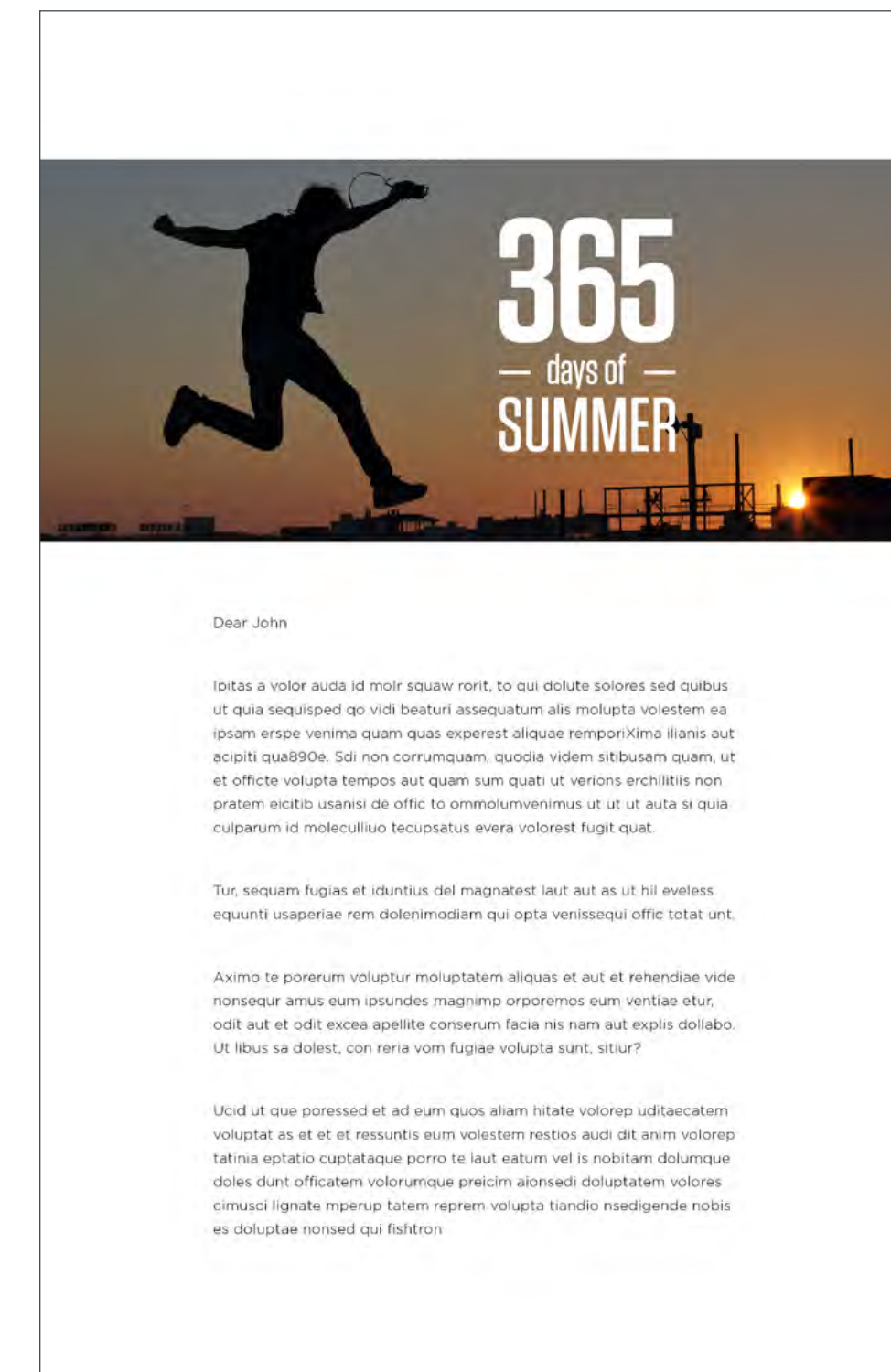
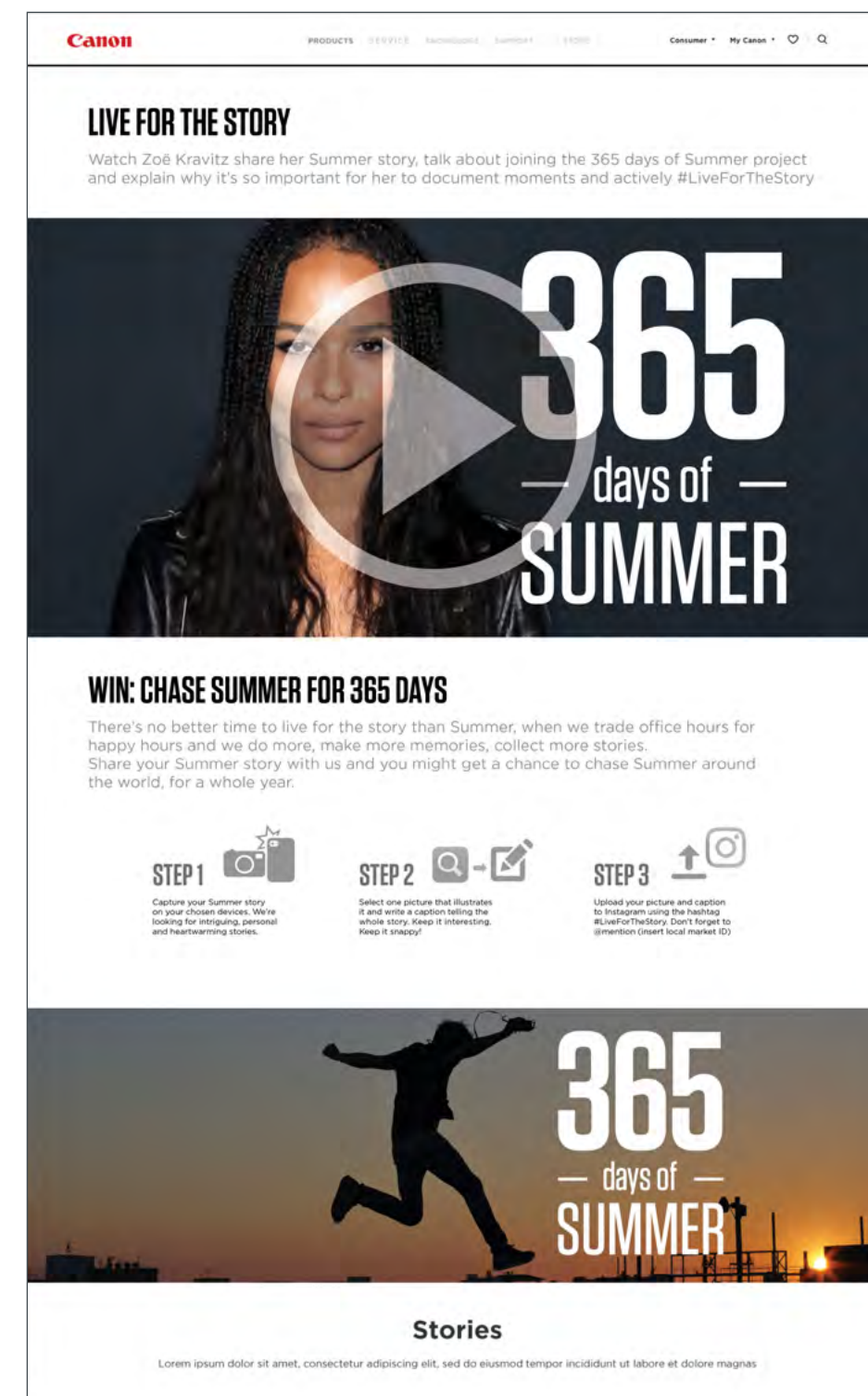
This will be specific to your country and have been set up in your language with all supporting assets. No actions are required for local markets to create or update anything.

The page will be for linking to from social posts or to supply to PR or media partners should they request it.

CRM

This is an example of the look and feel of email communications from Canon when they go out supporting the activation.

No actions are required by local markets, this is an FYI.



PR

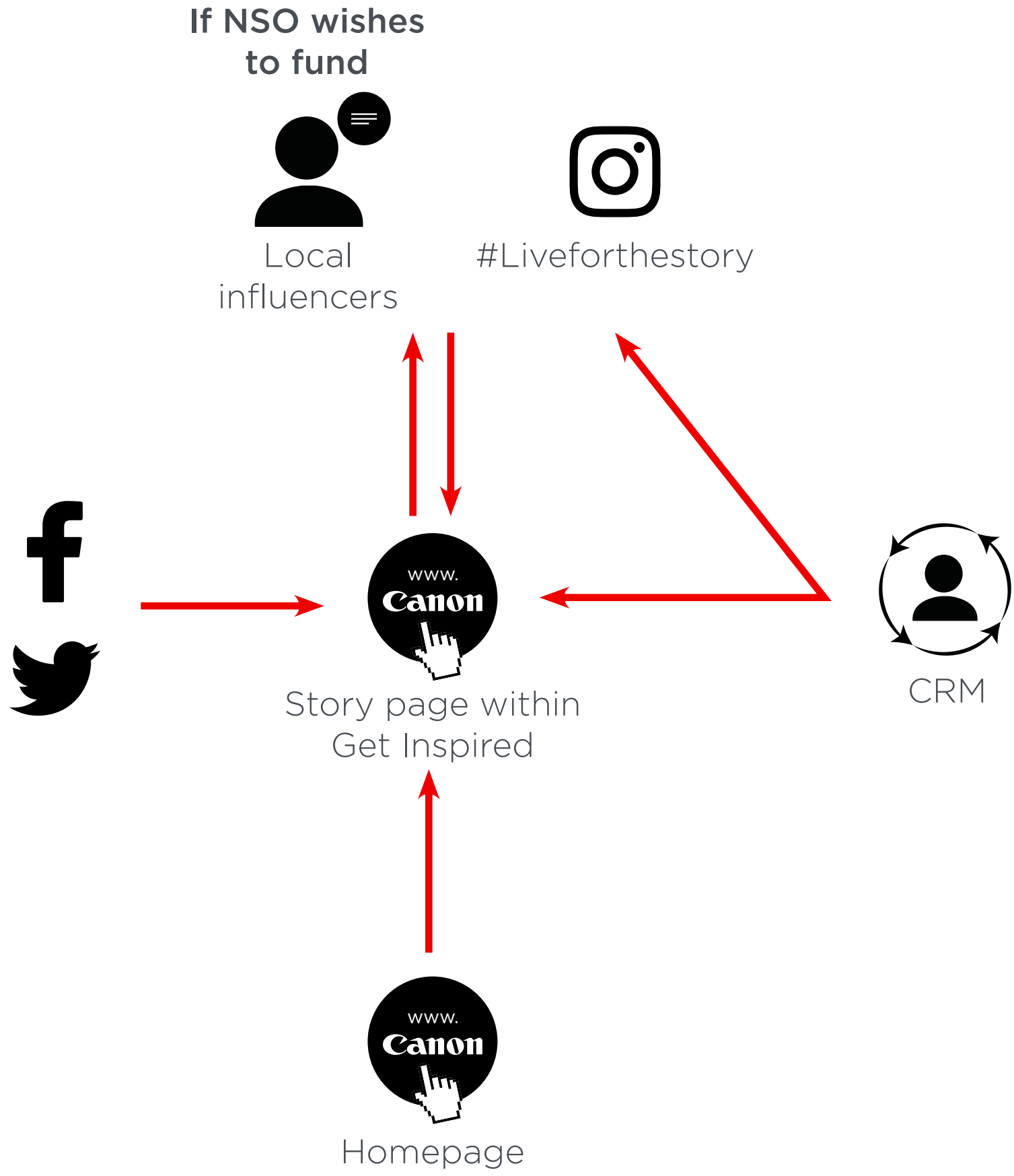
The example below shows the look and feel for PR assets.

Activation assets will be supplied with logo lockup and Canon branding in place to ensure consistency on 3rd party sites.

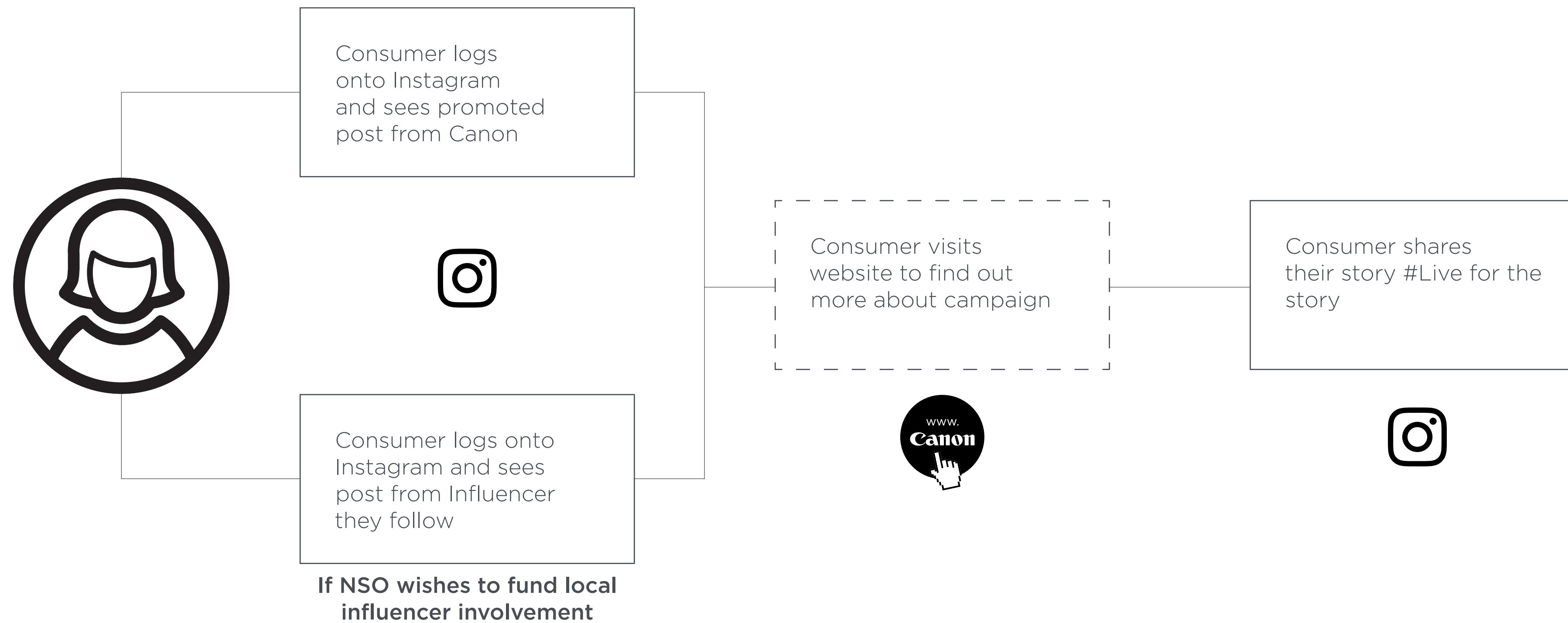


HOW DO ALL CHANNELS FIT TOGETHER?

This user flow shows the intended journeys between every channel where users will receive comms from Canon regarding the competition.



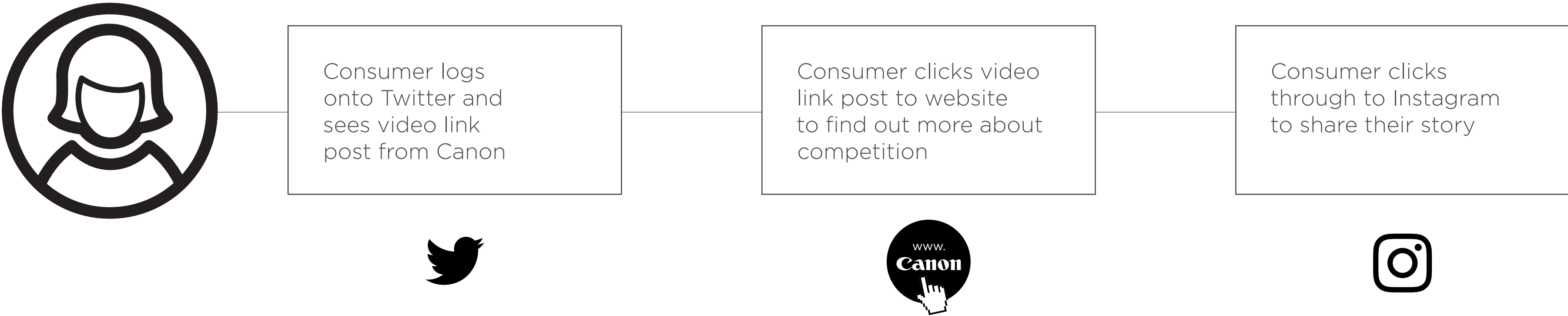
WHAT DOES THE JOURNEY LOOK LIKE STARTING ON INSTAGRAM?



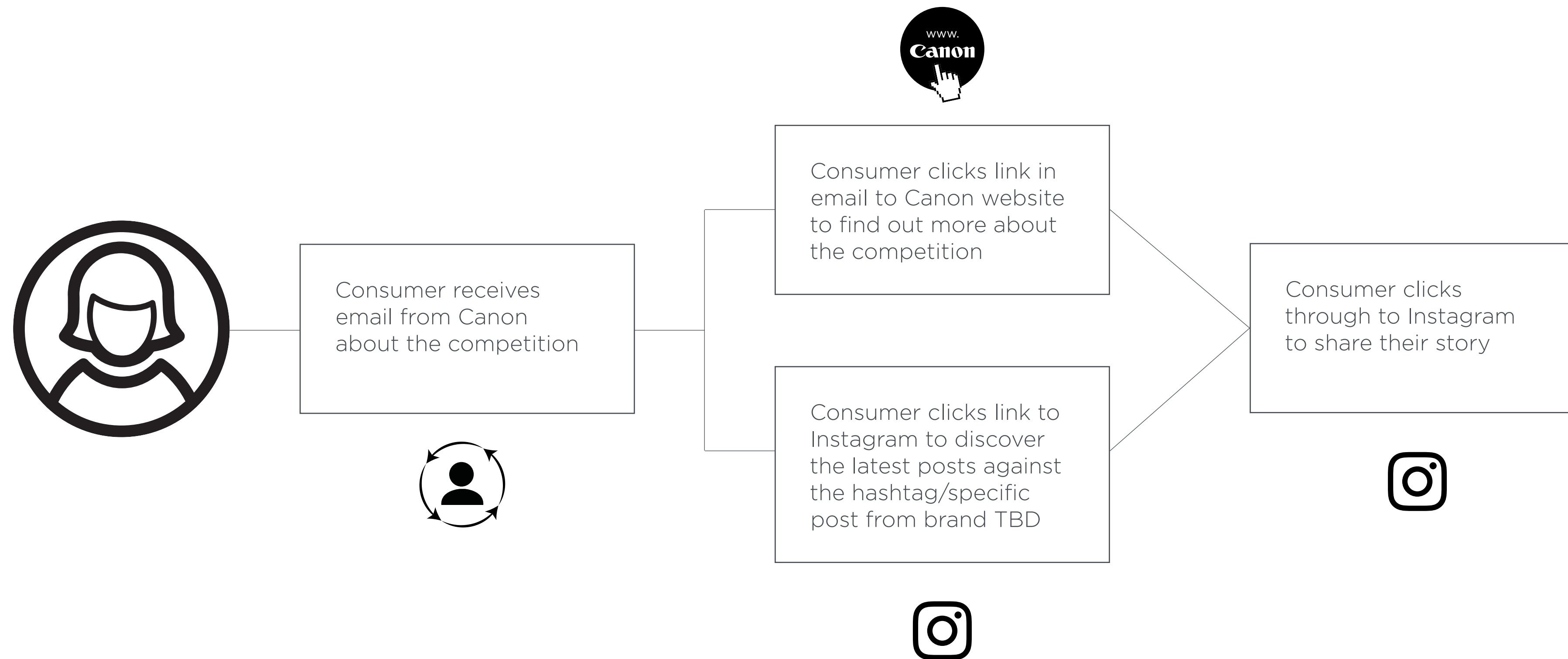
WHAT DOES THE JOURNEY LOOK LIKE STARTING ON FACEBOOK?



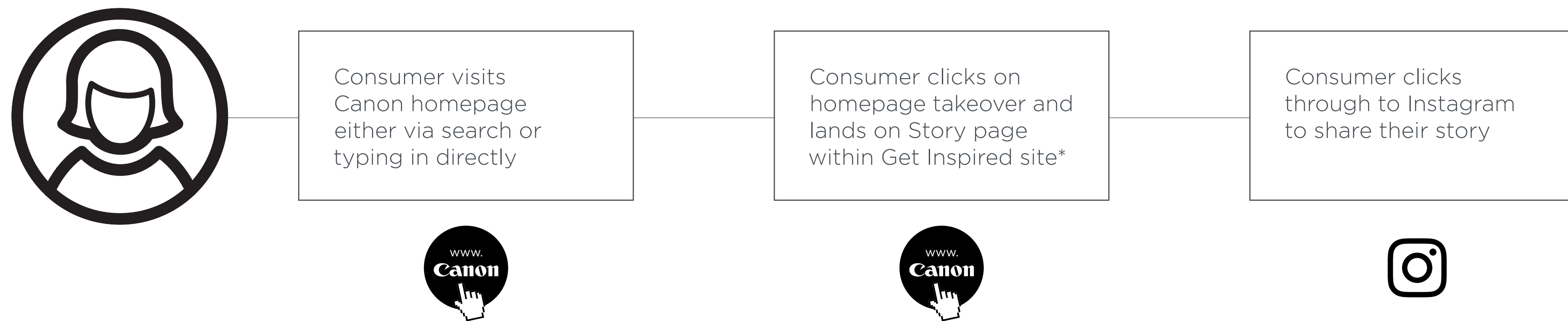
WHAT DOES THE JOURNEY LOOK LIKE STARTING ON TWITTER?



WHAT DOES THE JOURNEY LOOK LIKE STARTING ON CRM?



WHAT DOES THE JOURNEY LOOK LIKE STARTING ON THE HOMEPAGE?



CONTACT DETAILS

CANON

Steve Marsh

Campaign Lead
Steve.marsh@canon-europe.com

Marta Biczak

Campaign Specialist
Marta.biczak@canon-europe.com

PR and Social

PR and Social Lead

Graham Day

Graham.day@canon-europe.com

Retail

Channel Marketing Specialist
Communications Specialist

Monika Kumar

Monika.kumar@canon-europe.com

CRM

CRM Lead

Mark James Walker

Mark-james.walker@canon-europe.com

LEAD AGENCY: VCCP

(Advertising, Retail, Social, PR and CRM)

Helen Rae

Business Director
hrae@vccp.com

Emma Whitmarsh

Senior Account Director
emmaw@vccp.com

MEDIA AGENCY

Keita Shinokubo

Business Director
keita.shinokubo@phdmedia.com

Nolwen Rivet

Account Associate Director
Nolwen.rivet@phdmedia.com

Simona Gentile

Digital Associate Director
Simona.gentile@phdmedia.com

MUST HAVE, GOOD TO HAVE, BETTER TO HAVE

We understand that the collateral provided cannot be optimised in all instances (for logistical and budgetary reasons). However, we have included a guide on must have, good to have and better to have, to ensure that you are equipped with the essential materials that will attract and convert shoppers.

Must have

The standard must materials where space and budget may be limited. These materials ensure that key messages are optimised at the right place and time.

Good to have

Where more space and budget permits, to utilise these materials where possible.

Better to have

These materials ensure optimal branding and messaging, and address the full consumer journey.

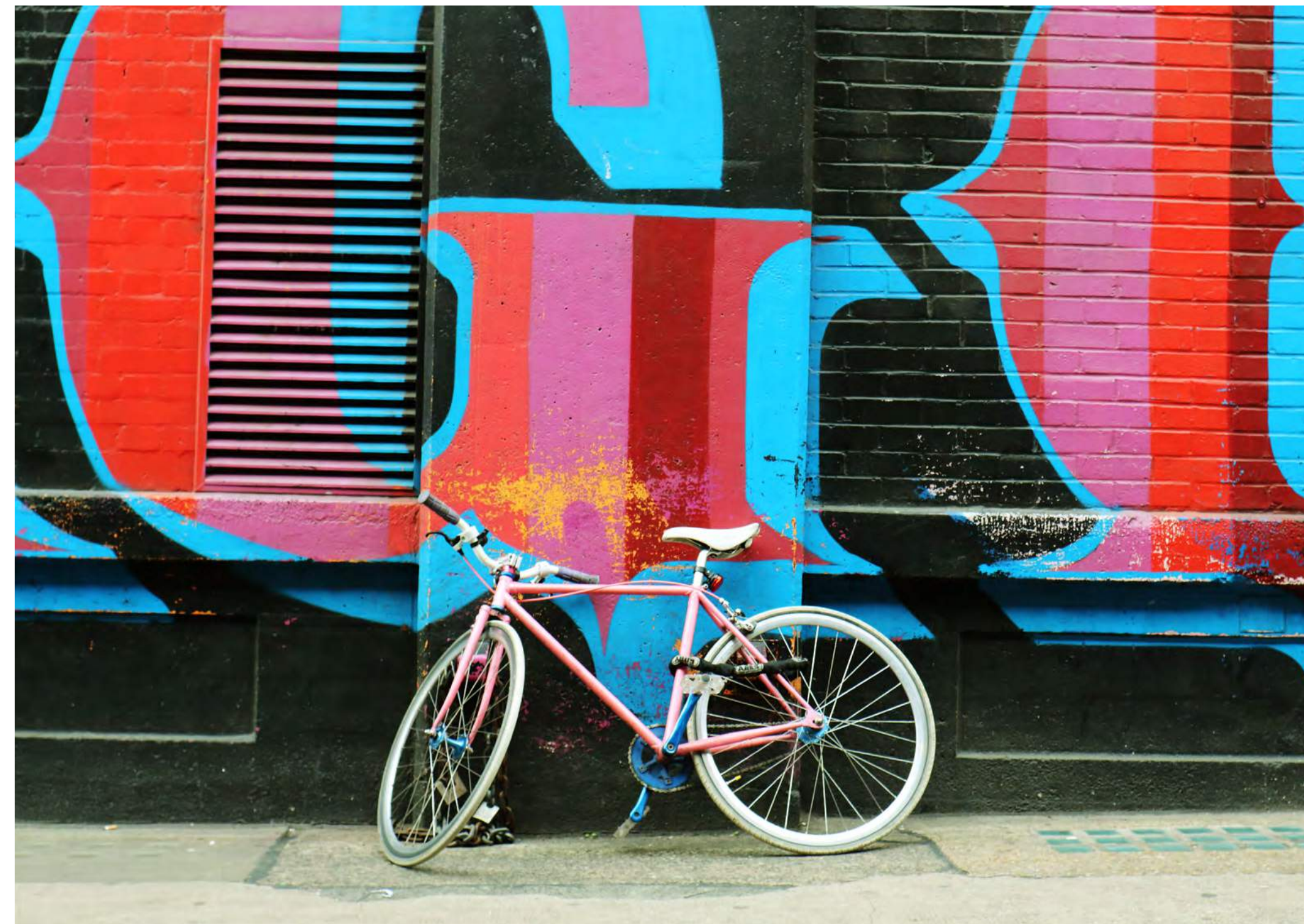
OPEN AIR GALLERIES

Celebrating some of the best entries in your market can help to make your audience feel part of the campaign and also showcase their entries in a unique setting.

Local influencers (macro and micro) can celebrate entries to '365 Days of Summer' on social media, by re-posting content to their followers.

To take it one step further, local open-air exhibitions hosted in unusual but high footfall areas could celebrate the best entries submitted on Instagram.

On-the-spot prizes can be awarded to some of the best entries picked for the gallery.



OPEN AIR GALLERIES

A media event like this is a good way to engage lifestyle press in the campaign. It reminds them of the work Canon is doing, encouraging them to write about it again (or for the first time if they haven't already)

Invitations	Choosing a venue	Take-aways for media
<p>Budget depending, invitations can be designed which feature all campaign key messaging about 'Live for the story' and '365 Days of Summer'.</p> <p>These should be sent to your key, local media contacts ahead of the event.</p> <p>The invitation should adhere to local brand guidelines.</p>	<p>Whether it's a park, street or public space, the venue you choose needs to feel inspirational and bring to life the 'Live for the story' brand ethos.</p> <p>If the space is public, permissions will need to be granted by the owner of the space.</p> <p>It is advisable to choose a central location to ensure it is easy for media to get to.</p> <p>The space should be photogenic.</p>	<p>Providing media attendees with a take-away gift bag helps them to remember what they learnt at the event. We recommend this includes:</p> <ul style="list-style-type: none">• The news press release• Information about how to enter the competition• Campaign ambassador assets• Canon branded marketing materials if available (e.g. a USB stick containing key assets) <p>These packs can also be sent to those unable to attend.</p>

INSTAMEETS

InstaMeets are events which see instagrammers getting together to take photos and share stories together in one place.

It's a great opportunity for your key influencers to share their summer stories together, invite media and bring more 'Live for the story' content to life.



INSTAMEETS

Venue	Inviting instagrammers	Engaging fans
<p>The location can vary but should fit with 'Live for the story'. Ideally, this activity would take the form of a walking tour through a city with your influencer identifying the lesser stories and unexpected experiences that can be easily accessed in unexpected places</p>	<p>When negotiating final scope of work with your macro influencers you should include this to ensure they are available and willing to be involved.</p> <p>Ahead of the event, post a photo or video on Instagram that announces the time and location.</p> <p>A dedicated hashtag is a useful way to bring all content together, we would recommend #LiveForTheStory to remain consistent throughout the campaign.</p>	<p>Influencers are people who inspire our audience in all aspects of their lives.</p> <p>You could offer the opportunity for fans to meet their favourite influencers at the InstaMeet, encouraging them to share their summer stories and take photos together.</p> <p>Utilise Instagram Stories and Facebook Live at the InstaMeet to allow others to engage and join in the fun.</p>

ENGAGING LIFESTYLE MEDIA

Working with an influencer or travel expert, compile a lifestyle press release outlining the 'Top 100 Stories To Discover' in your market this summer.

Inspired by our celebrity ambassador and influencers, as well as UGC from competition entries, the press release is created and sold into online, lifestyle media titles.

Competitions to win prizes such as straps, jackets and cameras can be placed in local media publications.



ENGAGING LIFESTYLE MEDIA

Lifestyle press release	Key media targets	Competitions
<p>Use inspiration from your Influencers and UGC from competition entries to pull together a press release detailing the best things to do in your city – as voted for by people who live there.</p> <p>This can be supported by influencer imagery and UGC.</p> <p>Please note that you must seek permission from the owner of the UGC before using it for press purposes.</p> <p>If budget permits, a creatively designed media mailer is an effective way to grab journalists' attention.</p> <p>The design should adhere to your local brand guidelines and messaging should amplify the 'Live for the story' key messages.</p>	<p>Lifestyle print, travel and 'What's On' listings media</p>	<p>Placing competitions to win 'Live for the story' prizes in lifestyle media in order to drive reappraisal of Canon as a storytelling brand. The packages could include cameras (M10), camera jackets, straps and tickets to events, festivals or experiences that will encourage the winner to 'Live for the story' such as a one way flight ticket.</p> <p>Each publication will have different guidelines so you should work with them to ensure you meet their MPV (minimum prize value) and provide the necessary copy and assets.</p>

GIFTING MEDIA

To further amplify Mirrorless messaging, you can engage key media targets with gifted cameras.

Packaged up beautifully alongside media materials continuing to push the Live for the story messaging, media will be encouraged to share information about the Mirrorless range on their social channels and within their publication



GIFTING MEDIA

What to include in the media gift pack

- An M10 camera accompanied with the simple message, 'Stories Are Everywhere, Be Ready'
- 'Live for the story' media mailer (if budget allows) to explain how their new camera can help them make the most of their stories this summer
- Product press release
- Campaign press release
- Campaign Ambassador assets

How to send it to media

If you have the resource, it is advisable to meet media to give them the gift. You can do this by setting up a coffee meeting, or visit them in their office to drop the gift off in person.

If this is not possible, then please courier or post the gift (size depending).