

amani
BY RENSON



CAMPAIGN KIT



Amani, meaning:

- Peace - noun - freedom from disturbance; tranquillity: Peace refers to a state of freedom from disturbance and a sense of tranquility. It encompasses mental or emotional calm and the absence of worry. Experience the peace of mind this product will provide you.

Title:

- About Amani
- Amani, by Renson

Tagline:

- 'Pure comfort, architectural design and intelligent engineering ... shaped from the heart'

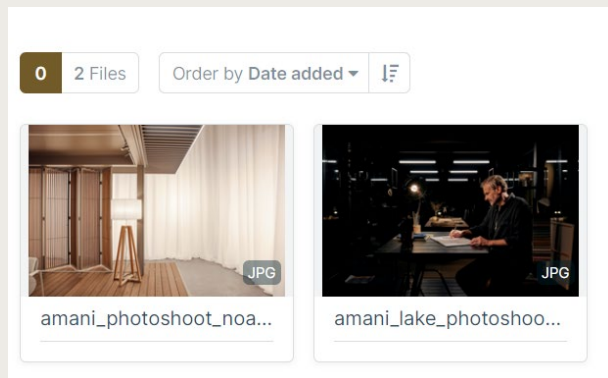
Three pillars:

- **[COMFORT]** (experience / peace / tranquility)
 - "Pure comfort, pure serenity"
 - "Where comfort meets imagination"
 - "A perfect place to unwind"
- **[DESIGN]** (architectural design / sleek lines / visual peace)
 - "Sculpted serenity, architectural poetry"
 - "Where sleek lines and visual harmony unite"
 - "Architectural elegance, designed from the heart"
- **[ENGINEERING]** (intelligent engineering / sophisticated development)
 - "Crafted with passion, refined with precision"
 - "Developed with the heart, perfected with the mind"
 - "Continuous development"

Bynder information

Bynder is our new image gallery/platform through which we can make images available to you, in addition to the digital photo books in the Professional Portal.

Each image in this campaign kit can be downloaded both in full size and in the suggested formats.

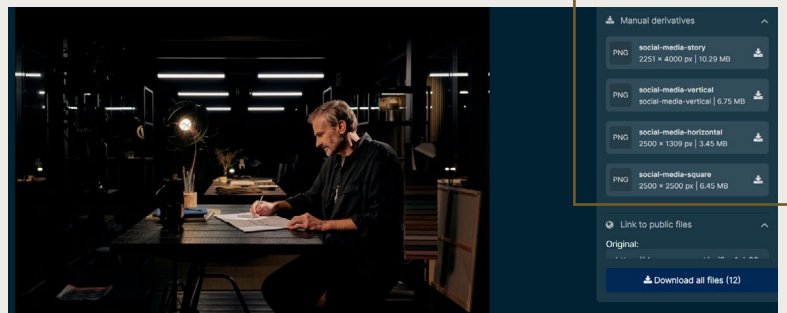


Click on the picture you want to download.

On the detail page, you can scroll down until you see 'manual derivatives'

You can choose between

- Social media story format
- Social media vertical format
- Social media horizontal format
- Social media square format



Overview of campaign tools

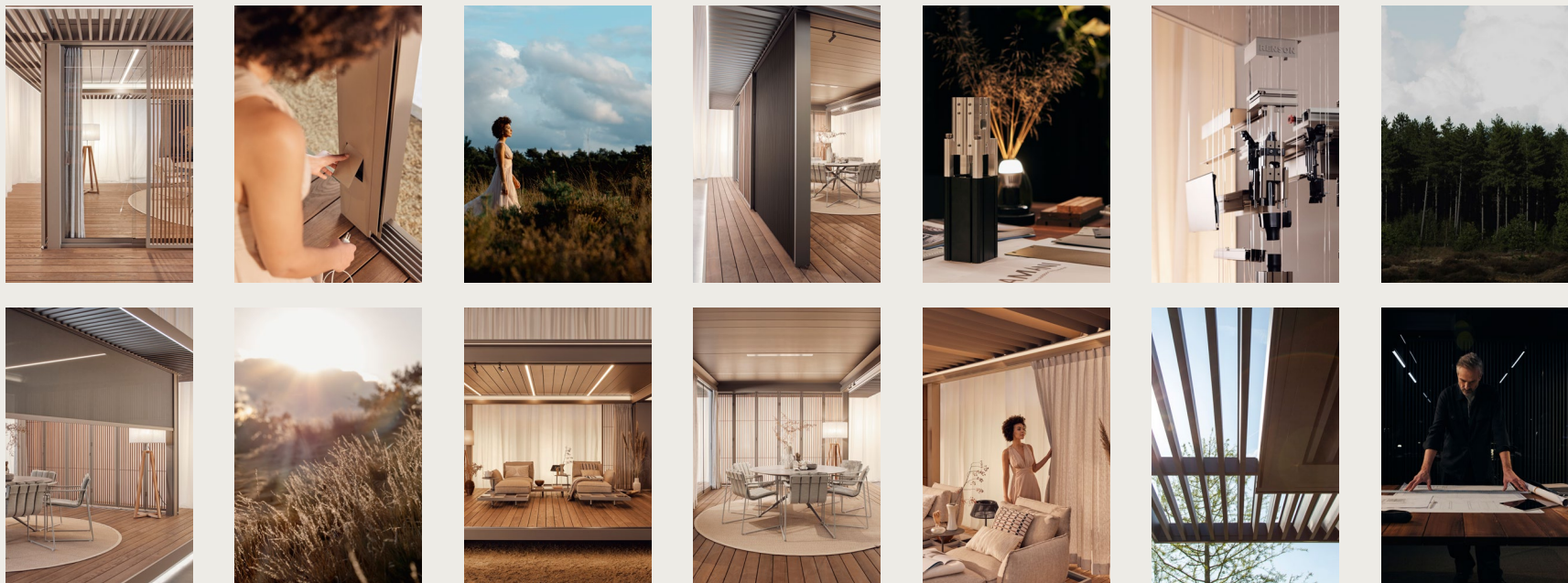
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Pictures



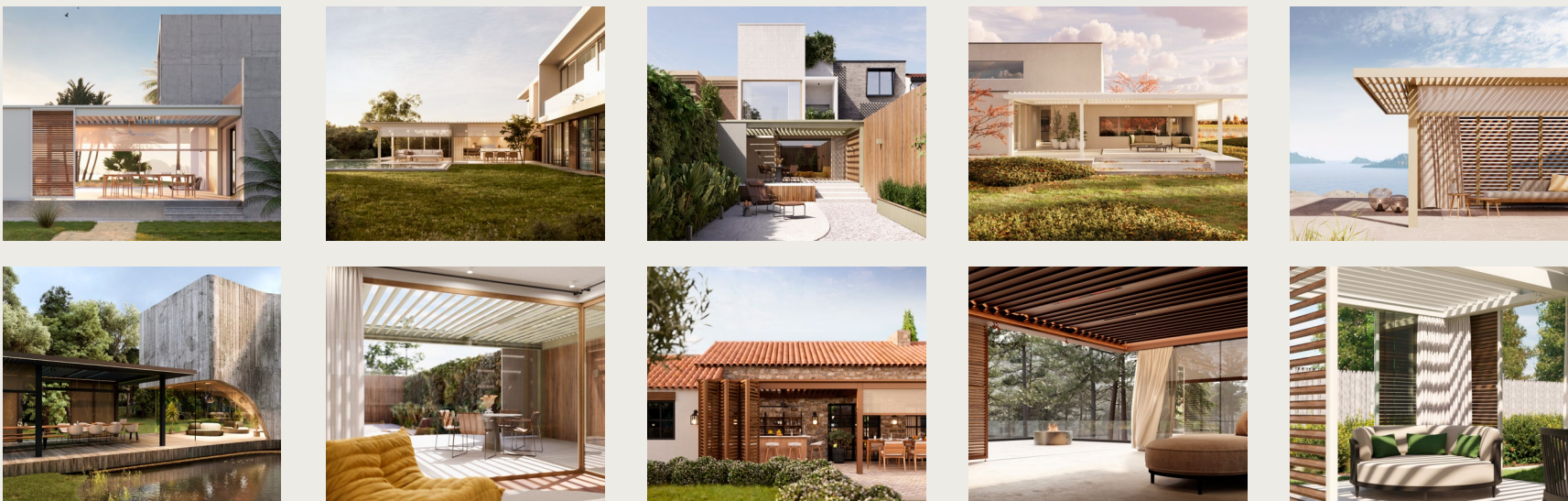
Stories for Instagram

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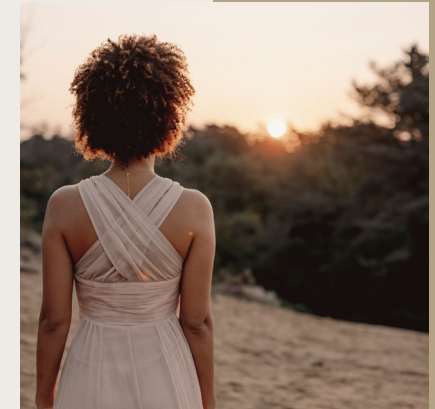


Different settings

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Post 1 – General



OCTOBER 1

Pure comfort, pure serenity. Amani is your personalised architectural masterpiece. Customized blend of luxury and serenity offers you an immersive space to unwind and to enjoy outdoor living to the fullest, whenever and however you like.

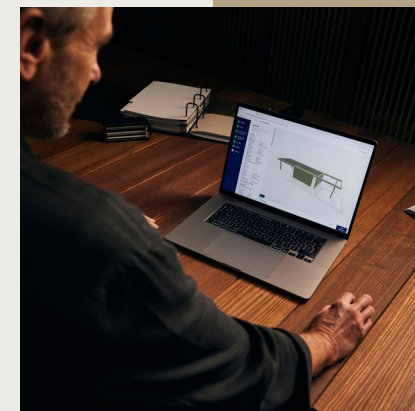
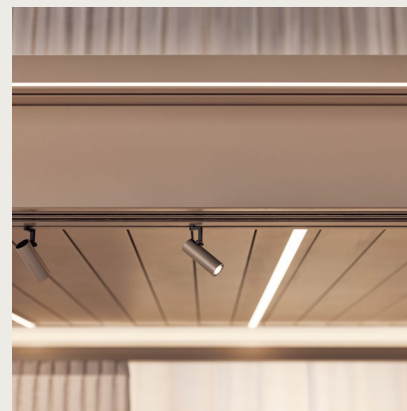
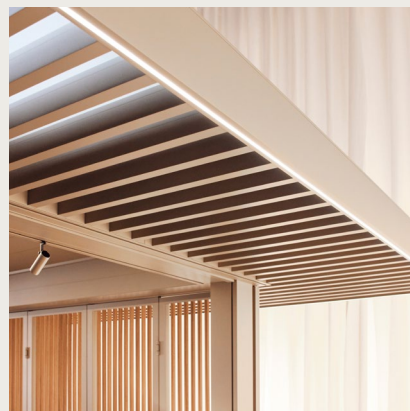
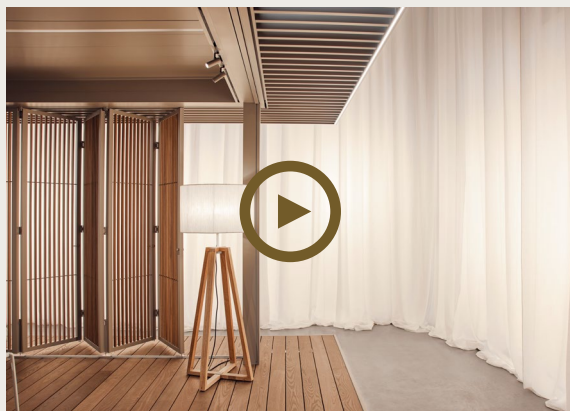
Discover more: <https://bit.ly/amani-by-renson-enus>

Please always mention: **@rensonworldwide #renson**

Additional hashtags: #amani #amanibyrenson #outdoorliving #new #newproduct #design #comfort #engineering #sophisticated #distinctive #innovation #rensonoutdoor #harmonious #launch #lifestyle

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VISUALS AND TEXT

Post 2 – Design



OCTOBER 15

Where modern design meets timeless beauty, Amani arises. A vision of serenity and harmony, born from passion and precision.

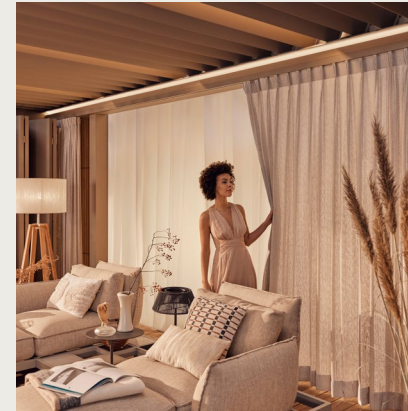
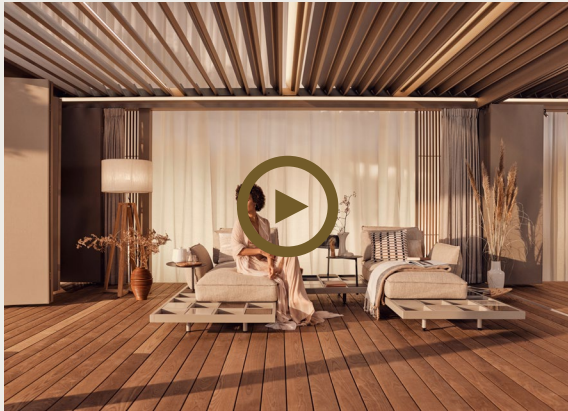
Discover Amani: architectural elegance, designed from the heart ►
<https://bit.ly/amani-by-renson-enus>

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VISUALS AND TEXT

Post 3 – Comfort



OCTOBER 29

Amani is the perfect place to unwind, the very essence of comfort where nature's embrace rejuvenates and inspires. Experience a modern and luxurious outdoor space that offers the peace of mind you've been searching for, all year round..

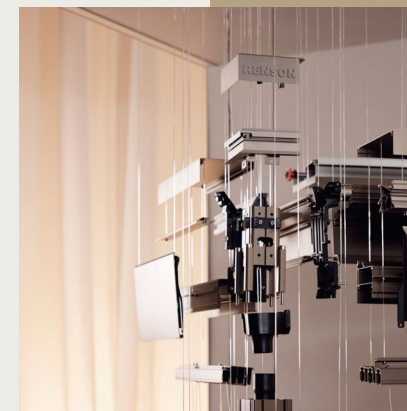
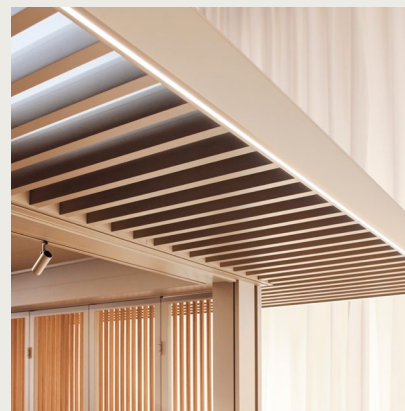
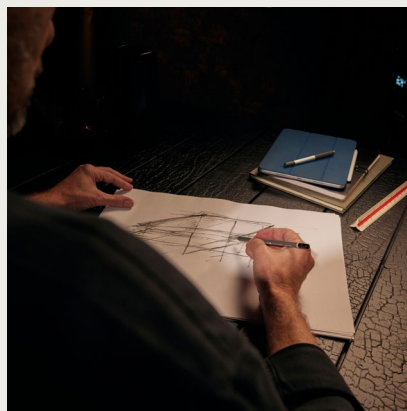
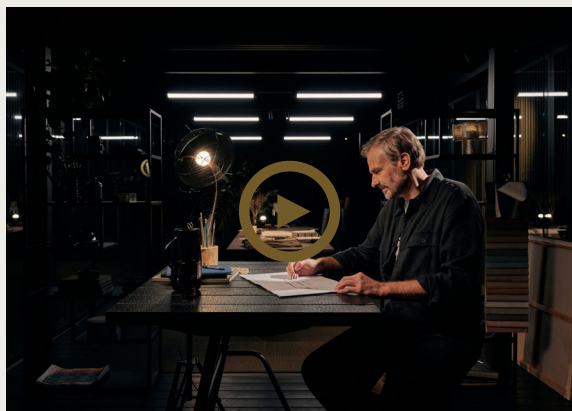
Let Amani nurture your soul, helping you relax and find inner peace.
Get inspired: <https://bit.ly/amani-by-renson-enus>

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Post 4 – Engineering



NOVEMBER 12

Amani is born at the intersection of passion and creativity. Through continuous development, it pushes the boundaries of individual design for outdoor spaces, offering endless possibilities for configuring your personal space.

Discover Amani by Renson, ingenious engineering since 1909: <https://bit.ly/amani-by-renson-enus>

Please always mention: @rensonworldwide #renson

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Questions?

If you have any questions or if you need more inspiration or help, feel free to contact us via your local marketing manager.

We're happy to help.