

*amani*  
BY RENSON



**CAMPAIGN KIT**



**Amani, meaning:**

- Peace - noun/mass noun - freedom from disturbance; tranquillity: mental or emotional calm, not having to worry, the peace of mind this product will give you

**Title:**

- About Amani
- Amani, by Renson

**Tagline:**

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

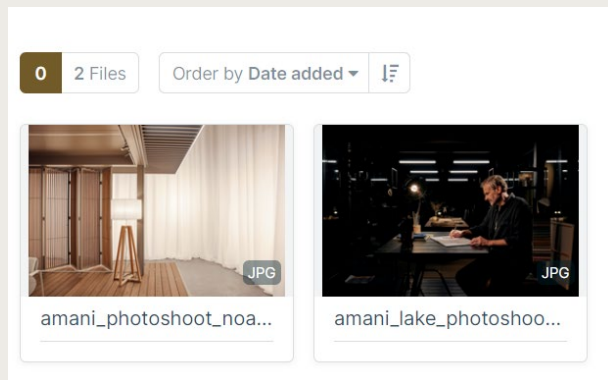
**Three pillars:**

- **[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.

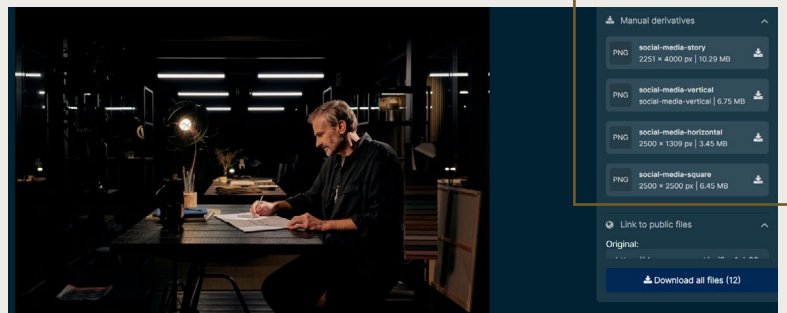


Click on the picture you want to download.

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

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- Social media story format
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- Social media square format



# Overview of campaign tools

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## Pictures

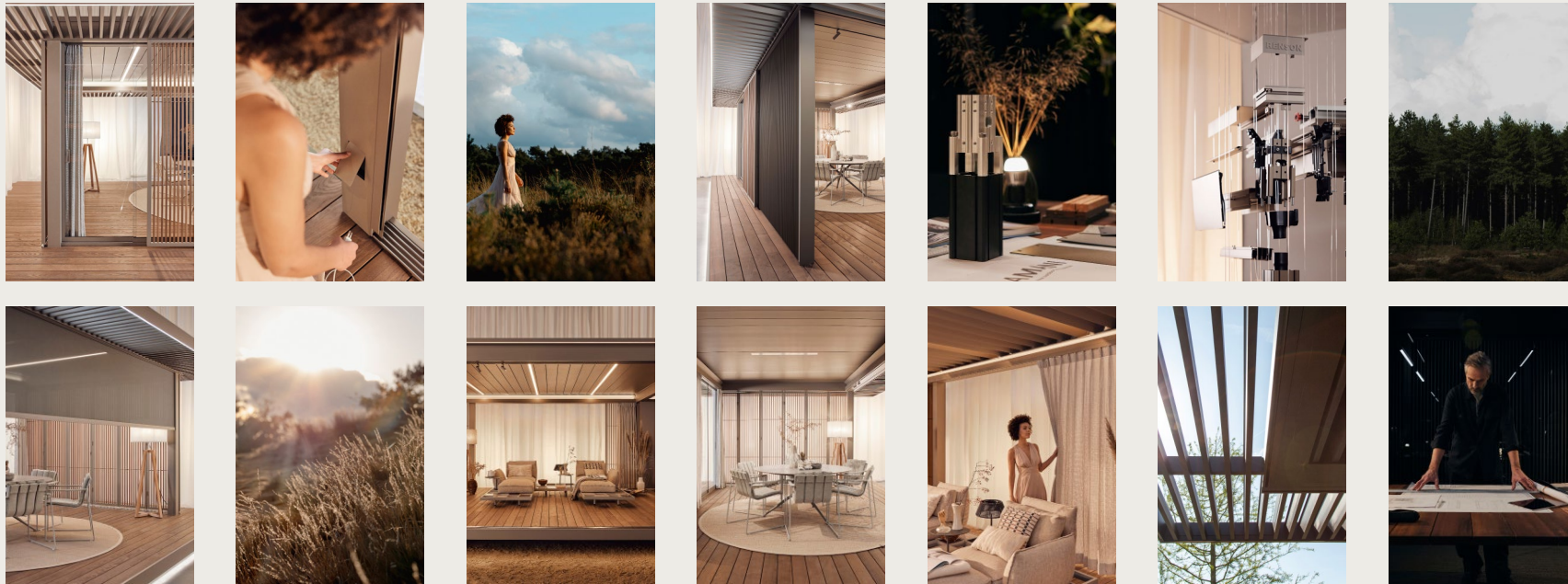


## Timeline



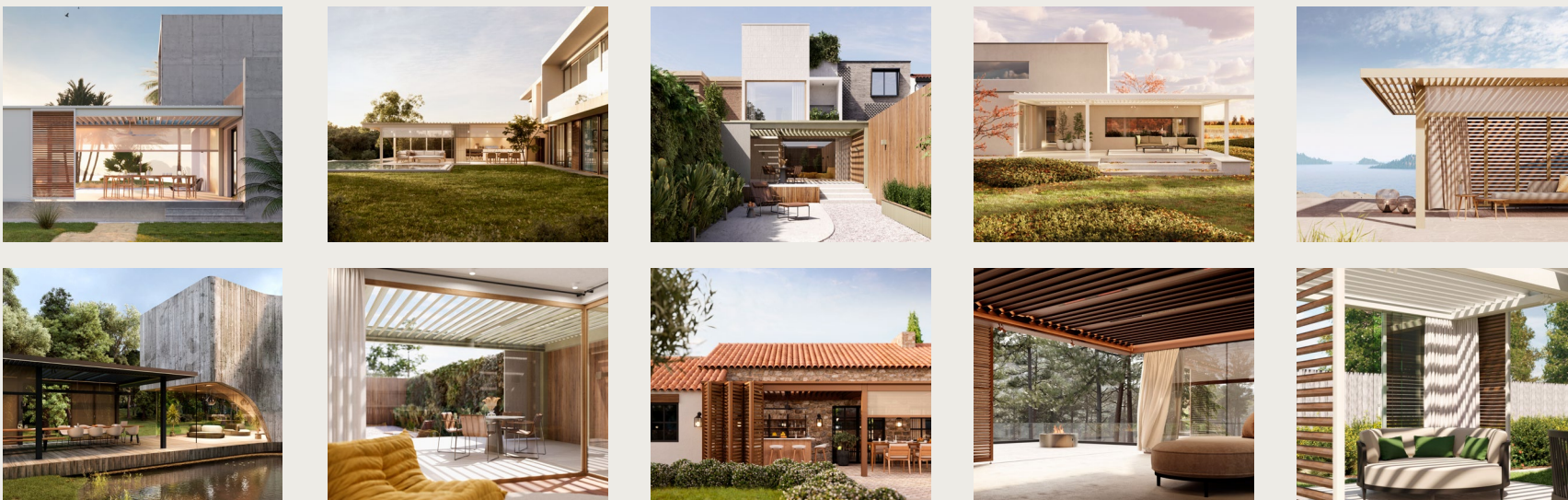
## Stories for Instagram

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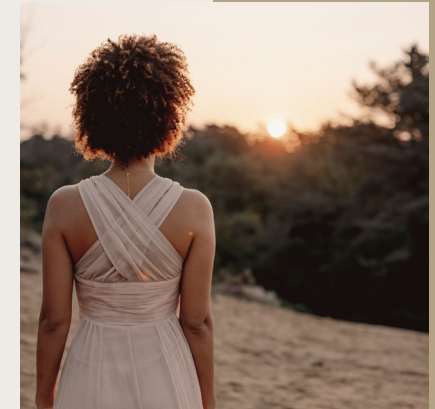


## Different settings

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## Post 1 – General



## MARCH 1

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

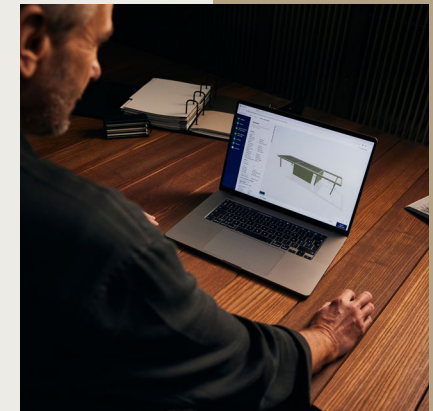
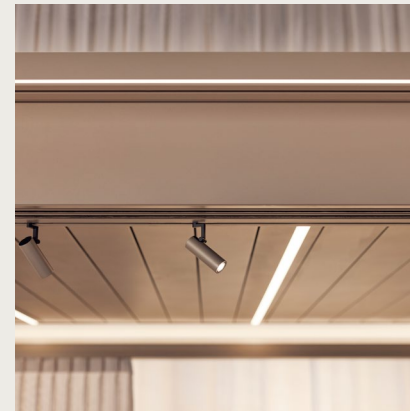
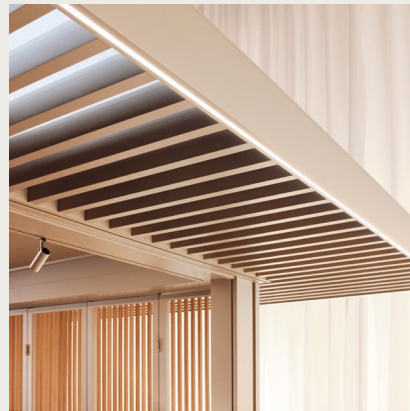
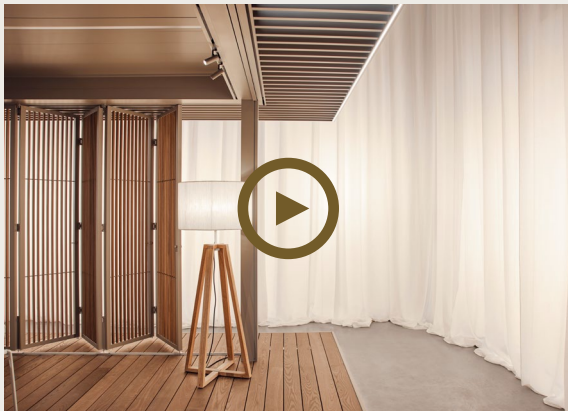
Discover more: <https://bit.ly/amani-by-renson-en>

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



**MARCH 12**

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

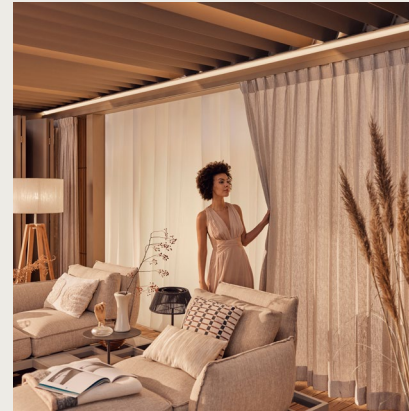
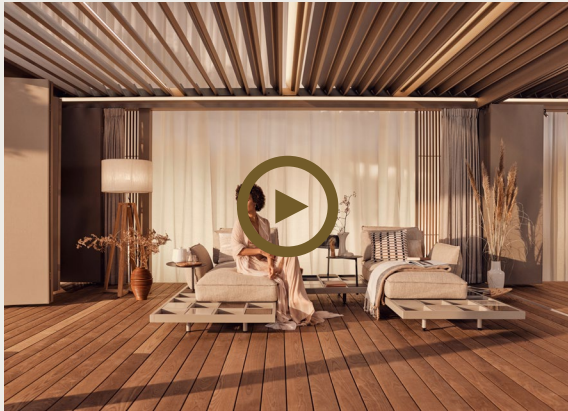
Discover Amani: architectural elegance, designed from the heart ► <https://bit.ly/amani-by-renson-en>

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## Post 3 – Comfort



**MARCH 26**

Amani is the perfect place to unwind, the very essence of comfort where nature's embrace rejuvenates and inspires. Offering you a modern and luxurious outdoor space, where you'll find the peace of mind you've been looking for. All year round.

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

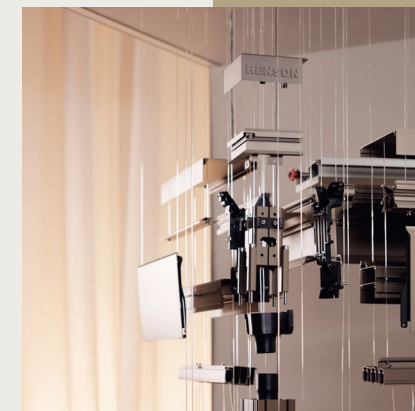
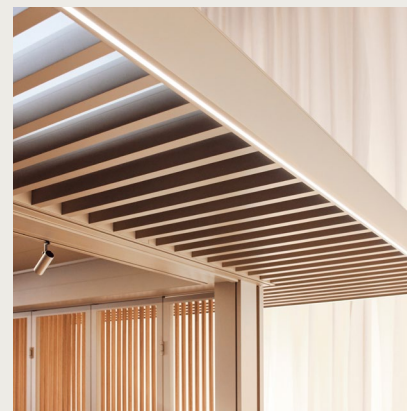
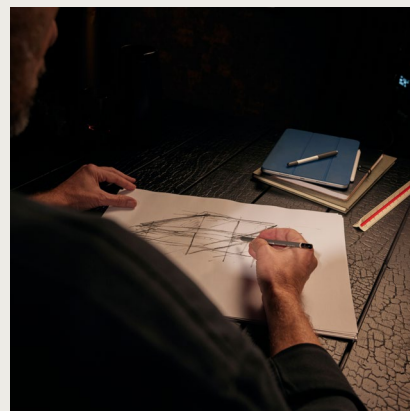
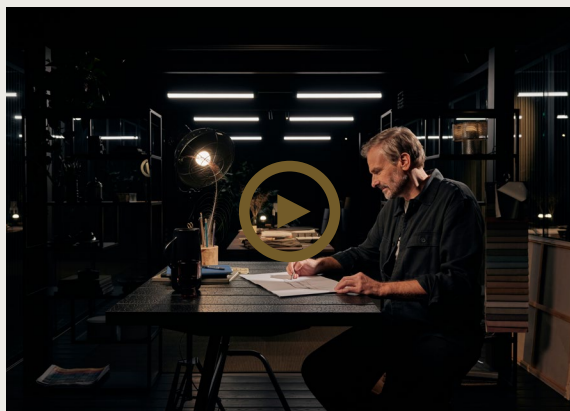
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## Post 4 – Engineering



APRIL 9

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

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

Please always mention: @rensonworldwide #renson

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VISUALS AND TEXT



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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 marketeer.

We're happy to help.