

NUXE®

PREMIUM WALNUT
COLLECTION

CONTENT KIT - 01



INTRODUCTION & GOALS

INTRODUCING NUXE

Nuxe is our new, premium walnut collection. Making walnut easy to apply consistently into designs. Giving you a wide range of possibilities, from natural variations to new undertones, by colouring the heartwood.

From American walnut to Exotic walnuts like our West African Dibétou and Brazilian Ipé.

GOALS OF THE CONTENT KIT

We want to help you introduce this new collection and educate your customers about walnut. From teasing and making sure people know Nuxe is coming, to helping them understand everything there is to know about walnut veneer.

THE CONCEPT

We've brought the Nuxe collection to life by matching the stories of our colleagues with the unique characters in the collection. Each piece in the collection is introduced as a character, with qualities that people can relate to. This creative concept is central to both our teaser and release posts.

The teasers are designed to build excitement and anticipation for the collection's launch. To make it more accessible, we've adapted the original copy so that you can present the collection in a broader, more general way. This ensures that the focus stays on the upcoming collection while still sparking curiosity.

TIMELINE

Content kit 01

February: Nuxe teasers

Content kit 02

March: Nuxe launch
and history of walnut

Content kit 03

April:
Best practices of Nuxe
and characteristics of
walnut

CONTENT DISTRIBUTION

USAGE

We created two teaser versions for you to introduce Nuxe to your audience. One connects our colleagues to the collection, while the other is a more neutral teaser. You can choose the version that fits best, but be sure to post only one version per teaser.

These teasers are deployed between 3 and 28 February. With each medium, you can find suggested dates and timestamps to deploy the teasers. There are three ways you can tease your audience with:

- LinkedIn carousel: 10 posts
- Instagram reel: 3 reels
- Instagram story: 10 stories

You can find the copy in this document and the visuals through the download link.

CALL TO ACTION

You can use the call to action to guide your audience to a Decospan landing page where they can subscribe for an exclusive preview or to let them subscribe to your own newsletter.

LINKEDIN TEASERS

USAGE

These teasers are deployed between 3 and 28 February. You can deploy the content after the following time stamps:

- Nuxe Elegance: 3 February - 5 P.M. CET
- Nuxe Mystique: 5 February - 5 P.M. CET
- Nuxe Heritage: 7 February - 5 P.M. CET
- Nuxe Artisan: 10 February - 5 P.M. CET
- Nuxe Symphony Infinite: 12 February - 5 P.M. CET
- Nuxe Imperial: 14 February - 5 P.M. CET
- Nuxe Monarch: 17 February - 5 P.M. CET
- Nuxe Noble: 19 February - 5 P.M. CET
- Nuxe Spectrum: 19 February - 5 P.M. CET
- Nuxe One week*: 24 February - 5 P.M. CET

*during the one week teaser we'll send an exclusive preview to the subscribers of the NUXE collection.

TEASERS

NUXE ELEGANCE V1

What happens when we match the story of characters with the story of wood?

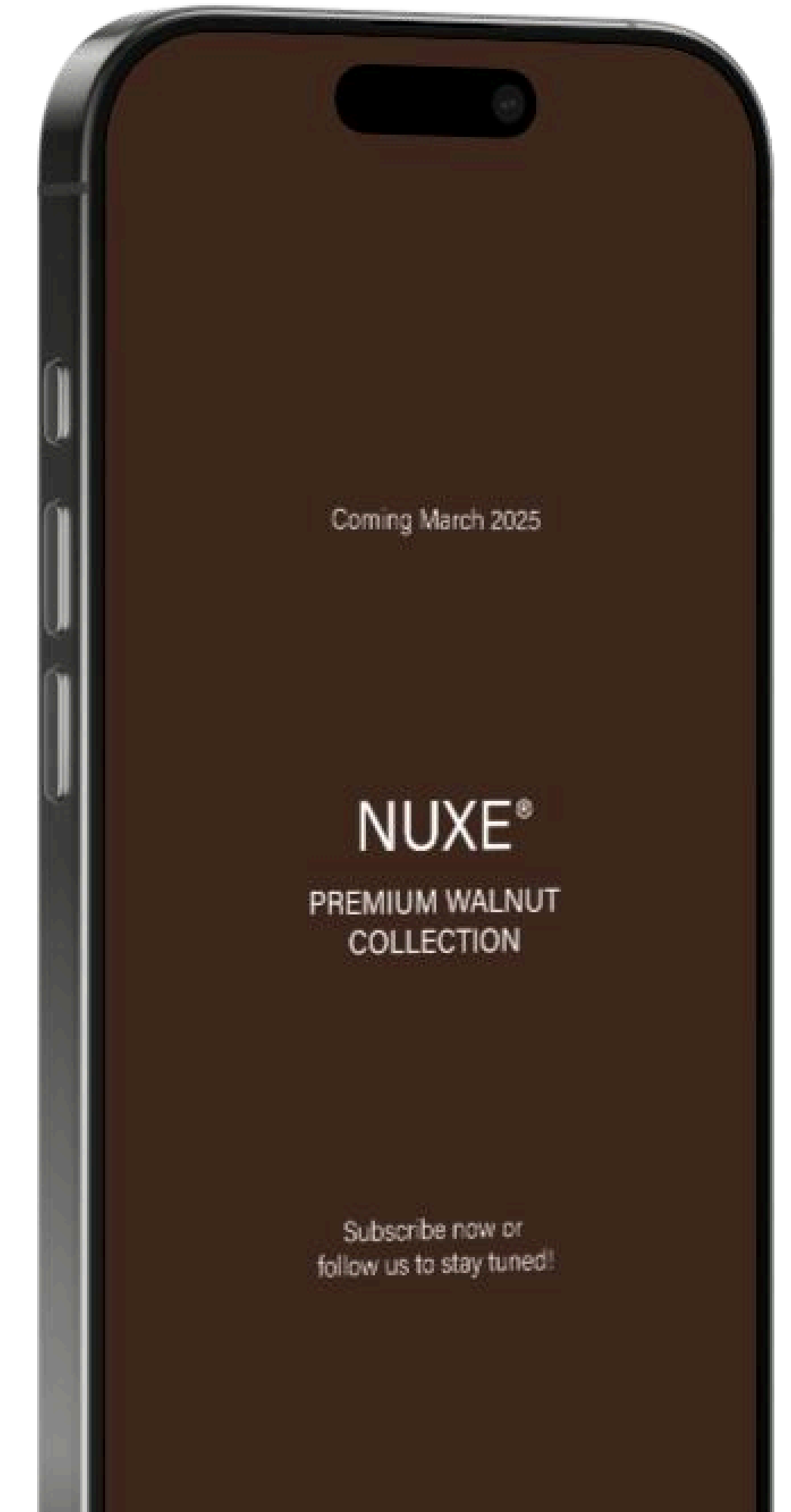
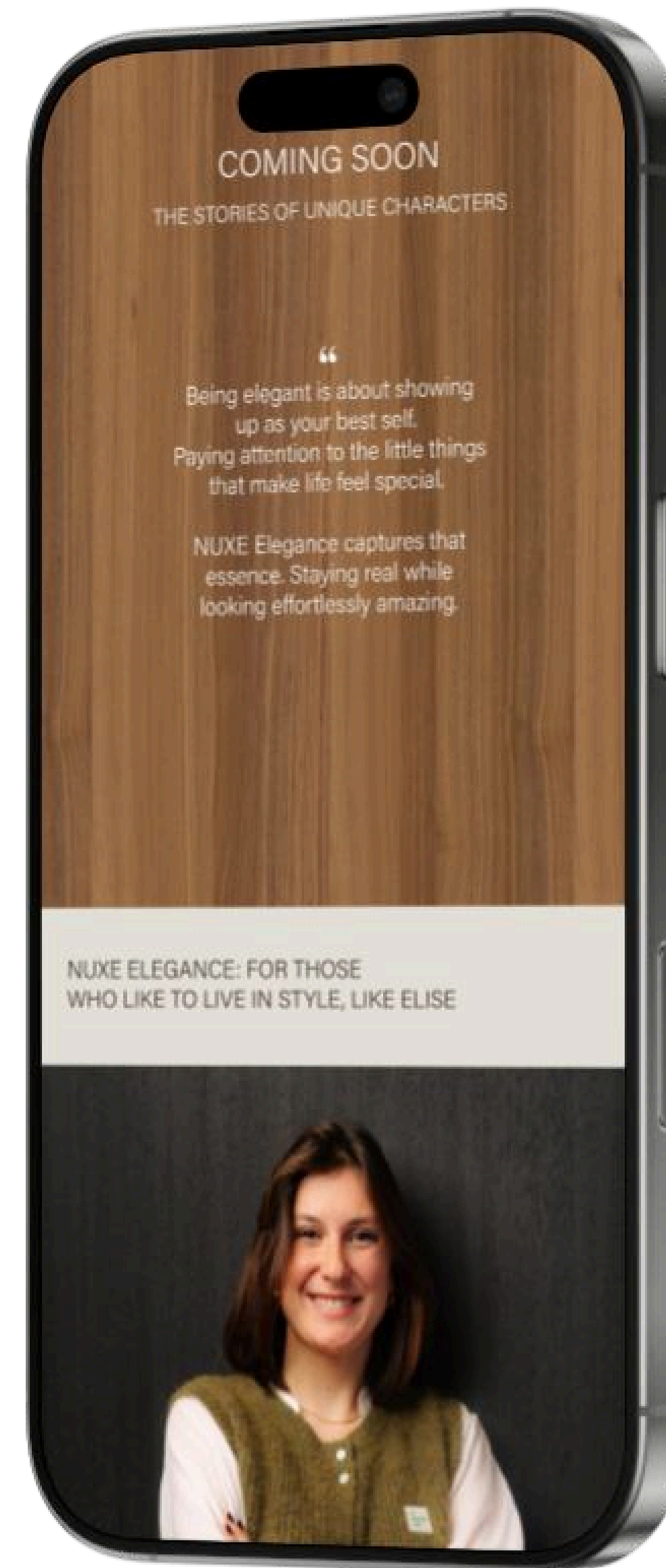
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Elise! Just like Nuxe Elegance, she has her own story to share: the story of elegance.

👁️ Stay tuned to find out more, or subscribe to our newsletter for an exclusive preview!

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TEASERS

NUXE ELEGANCE V2

What happens when we match the story of characters with the story of wood?

Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Nuxe Elegance shares its own story: the story of elegance.

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NUXE MYSTIQUE V1

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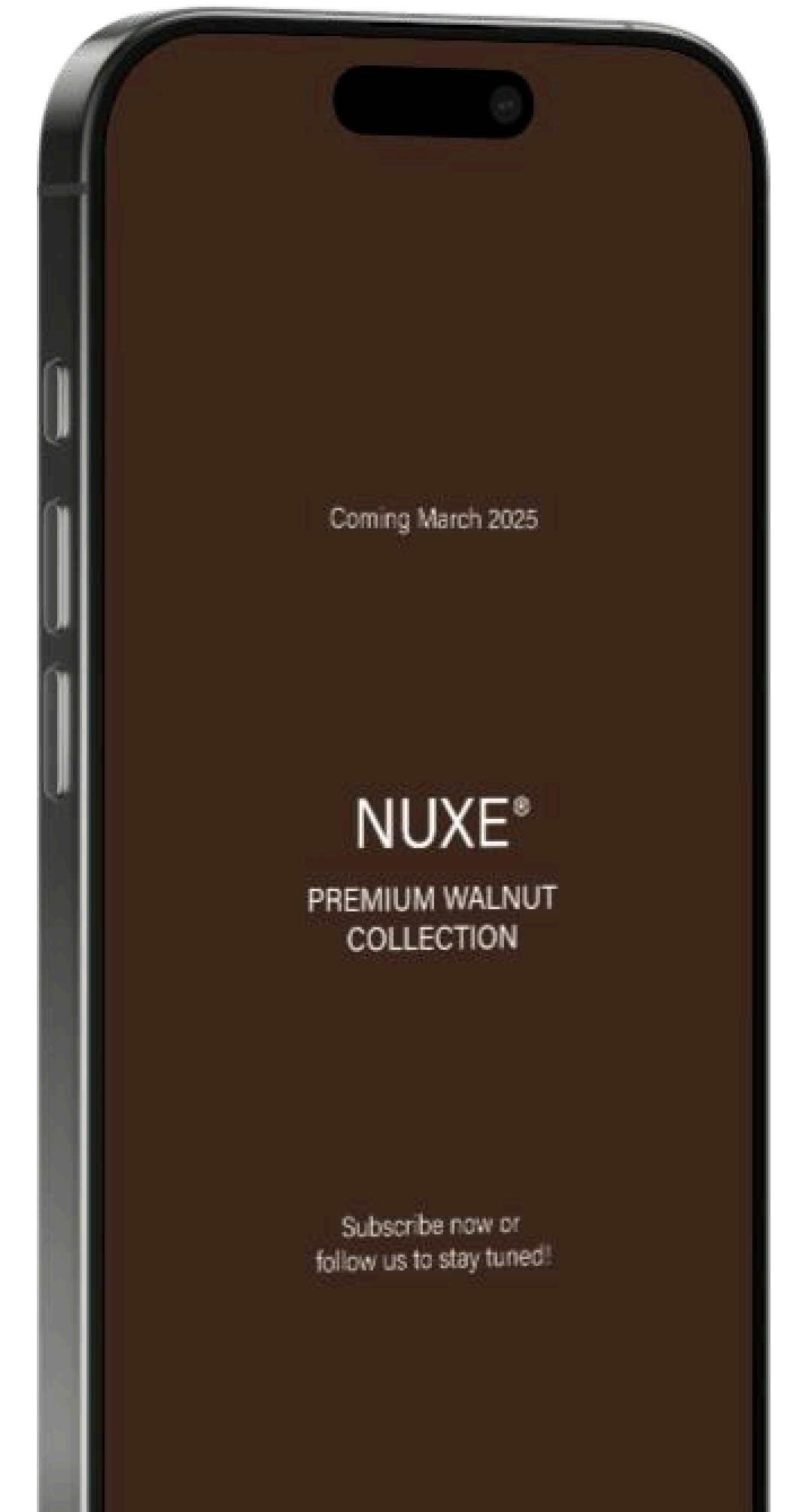
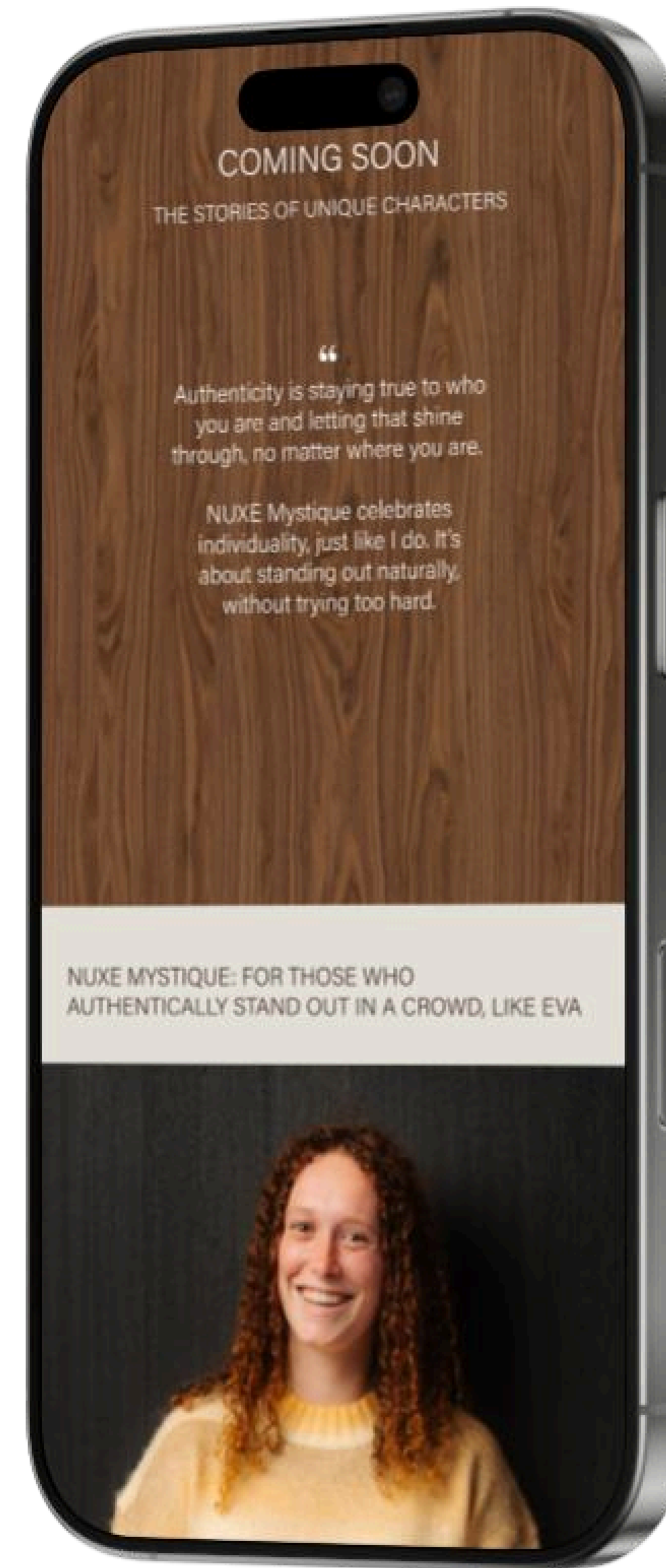
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Eva! Just like Nuxe Mystique, she has her own story to share: the story of authenticity.

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NUXE MYSTIQUE V2

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NUXE HERITAGE V1

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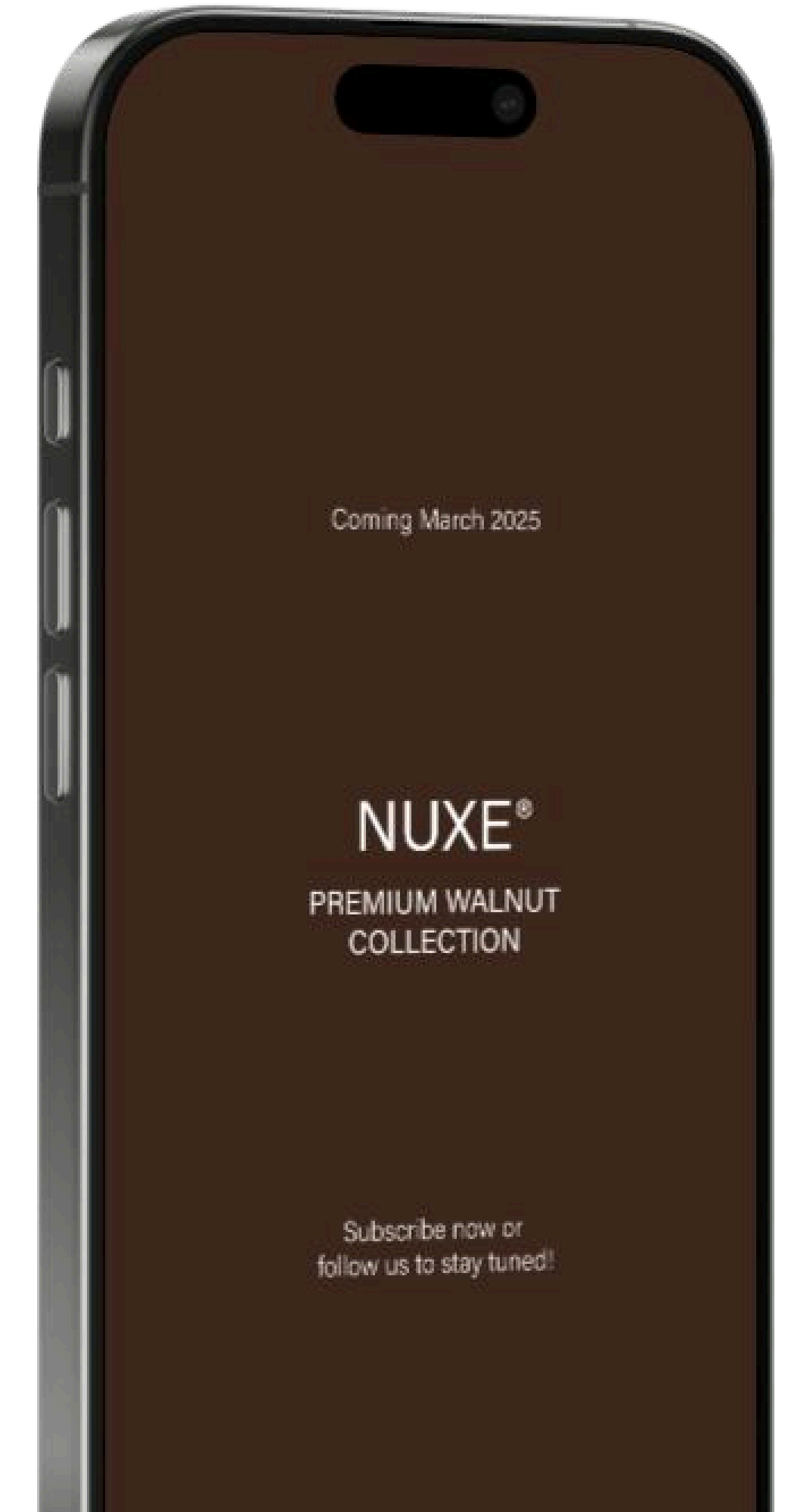
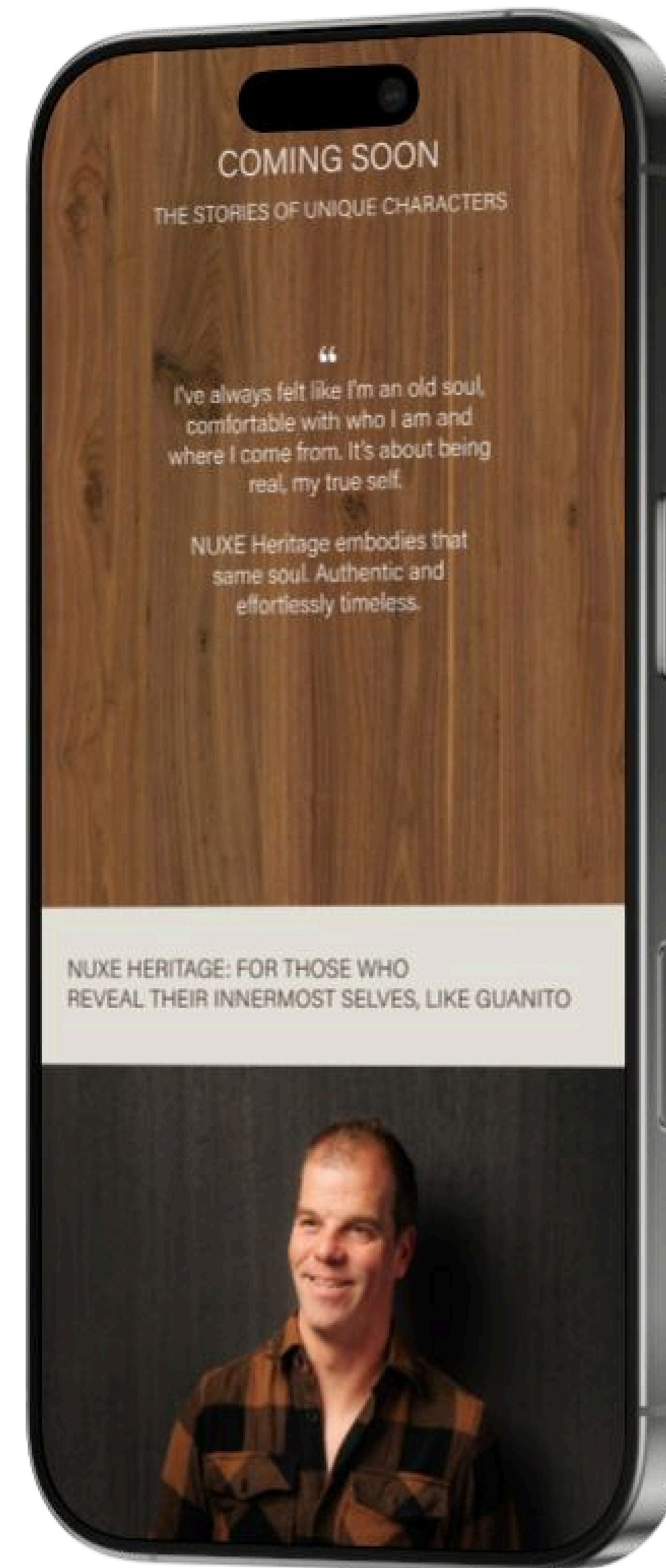
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Guanito! Just like Nuxe Heritage, he has his own story to share: the story of the innermost self.

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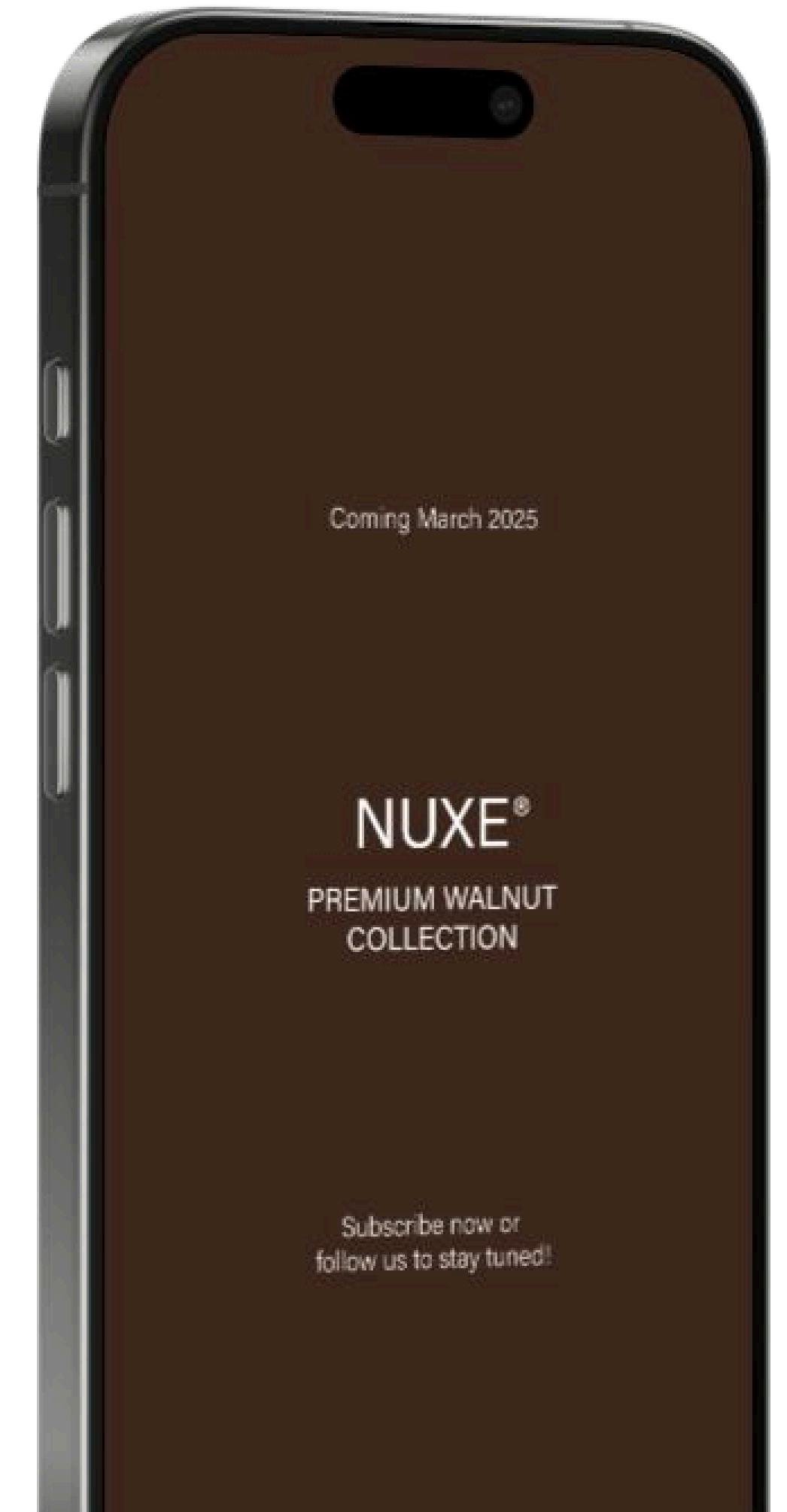
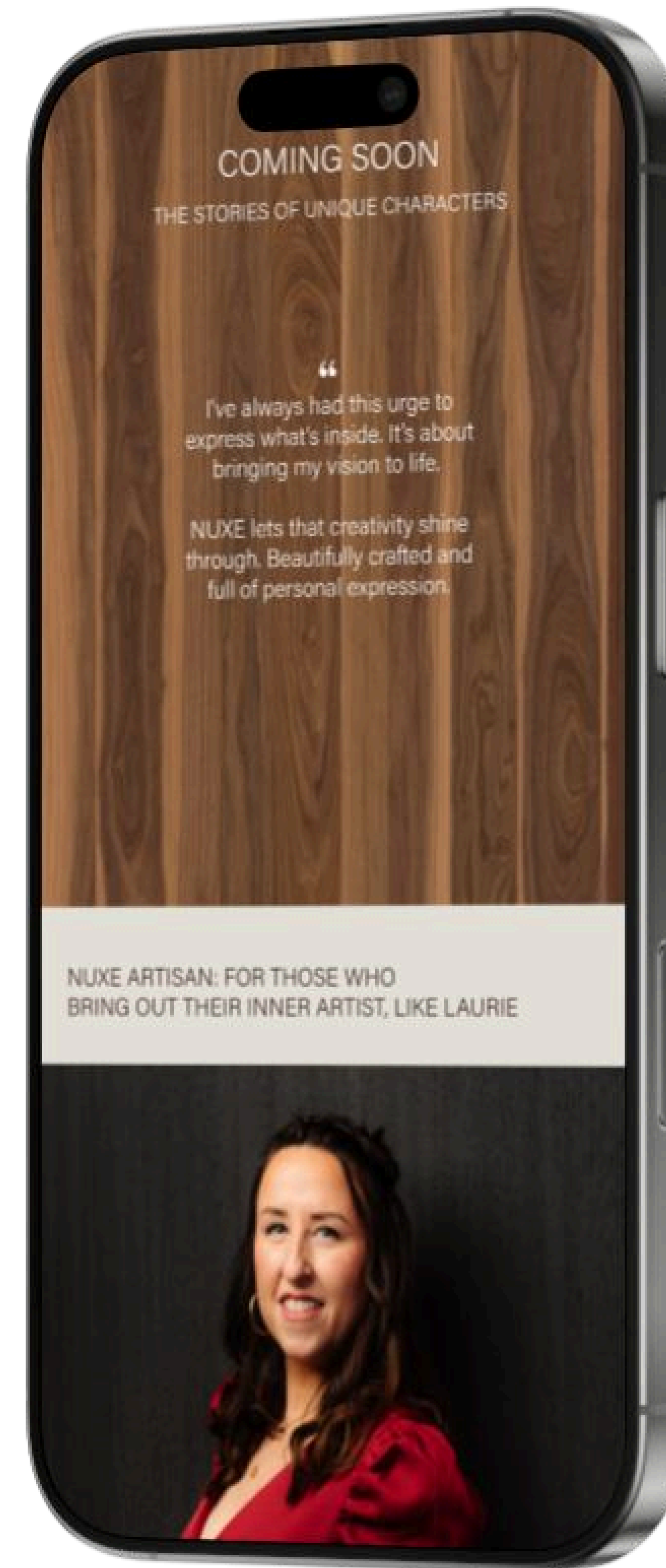
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Laurie! Just like Nuxe Artisan, she has her own story to share: the story of creativity.

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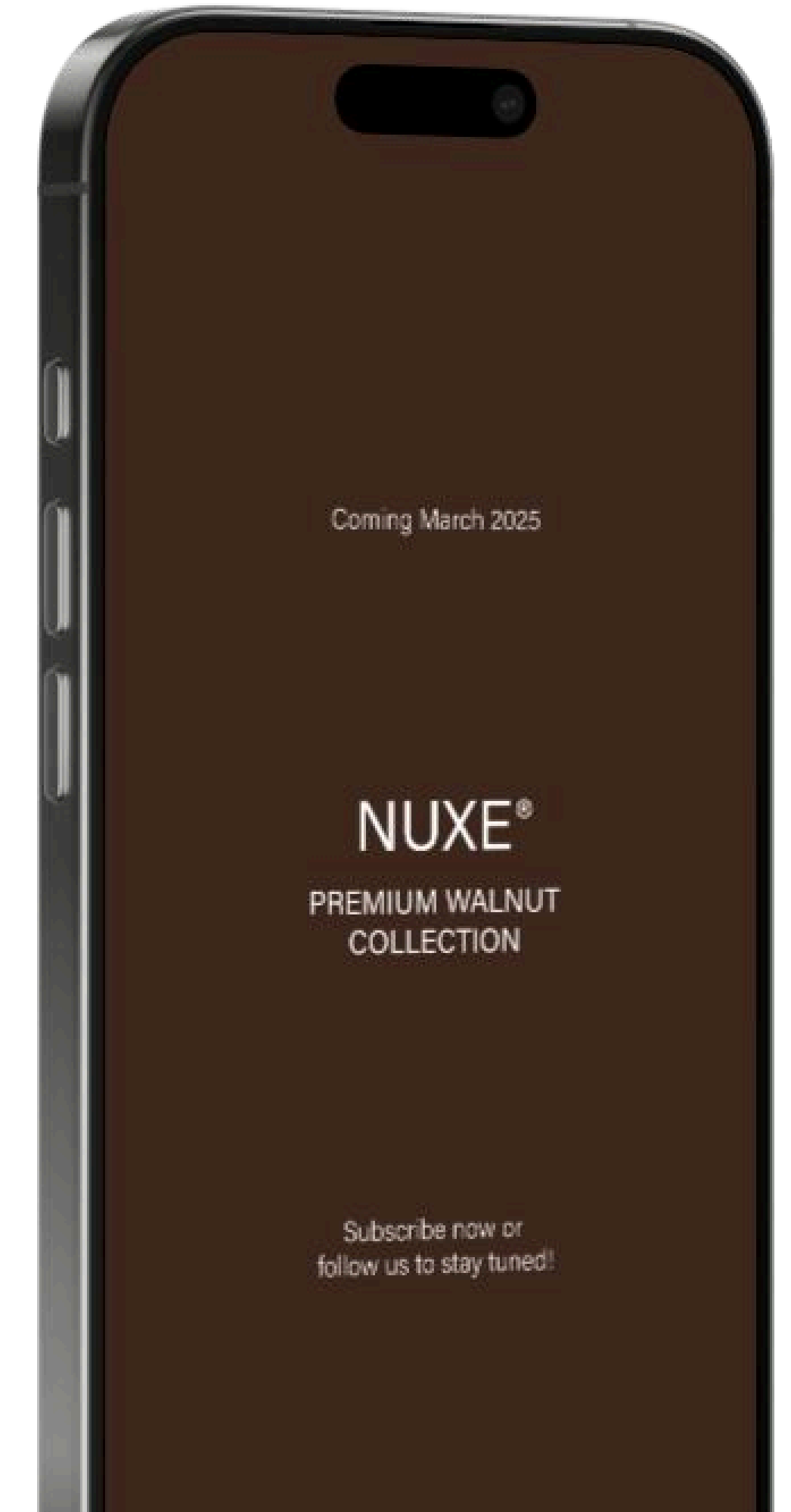
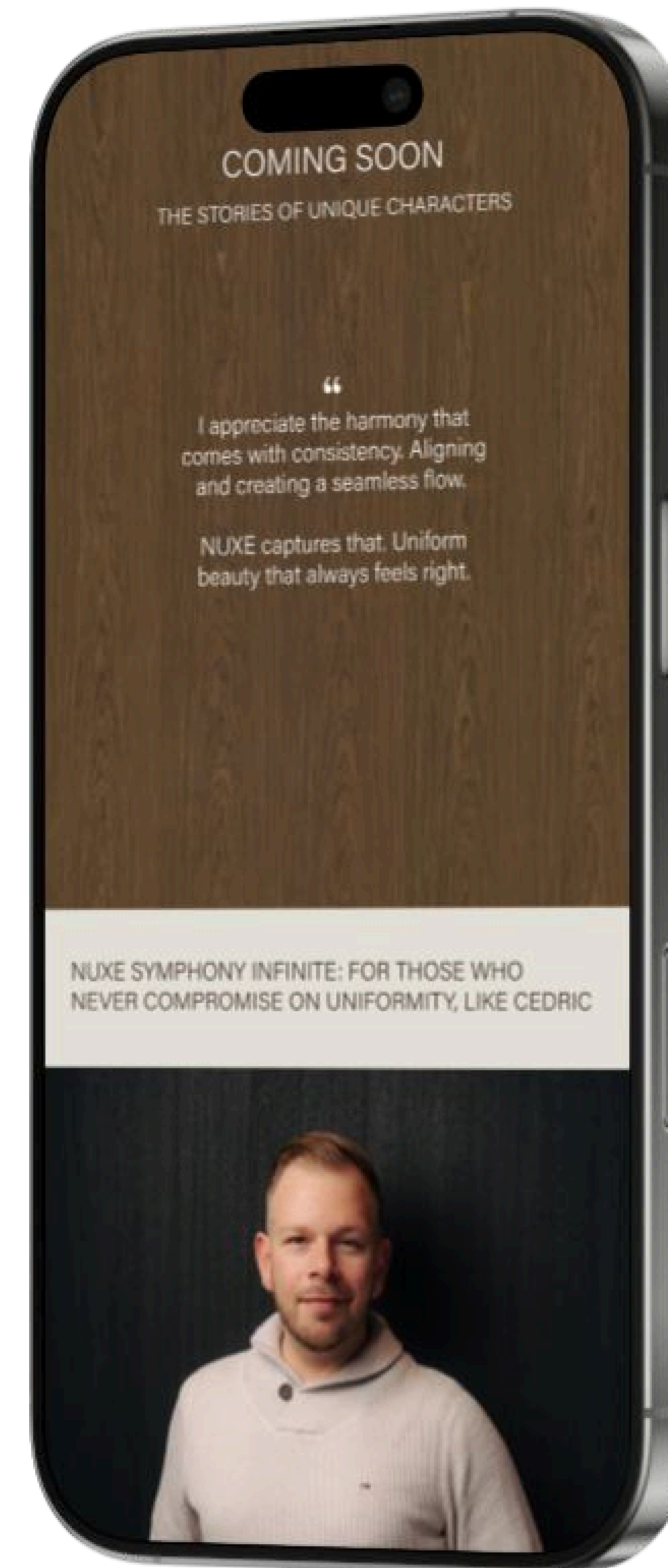
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Cédric! Just like Nuxe Symphony Infinite, he has his own story to share: the story of consistency.

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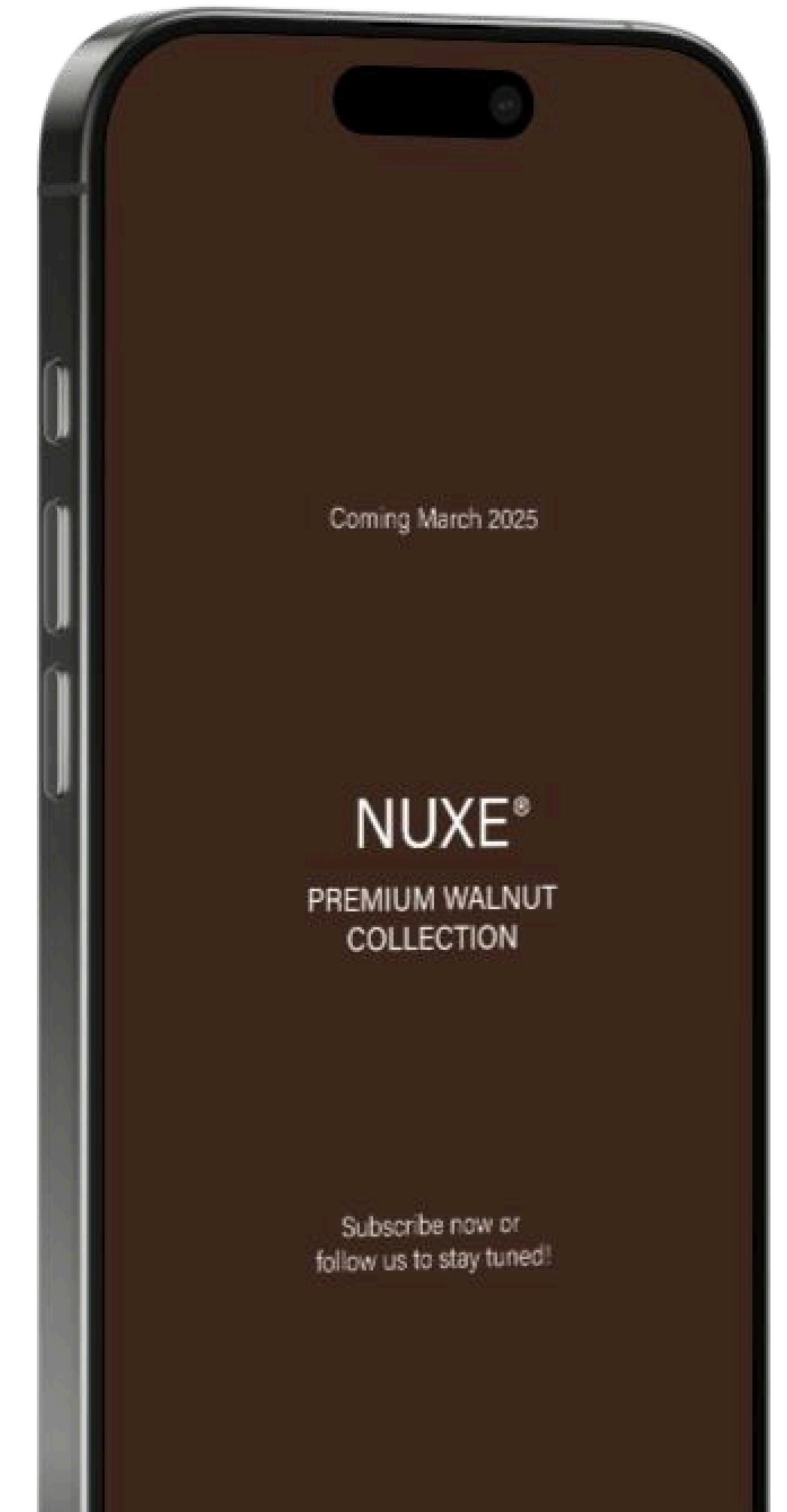
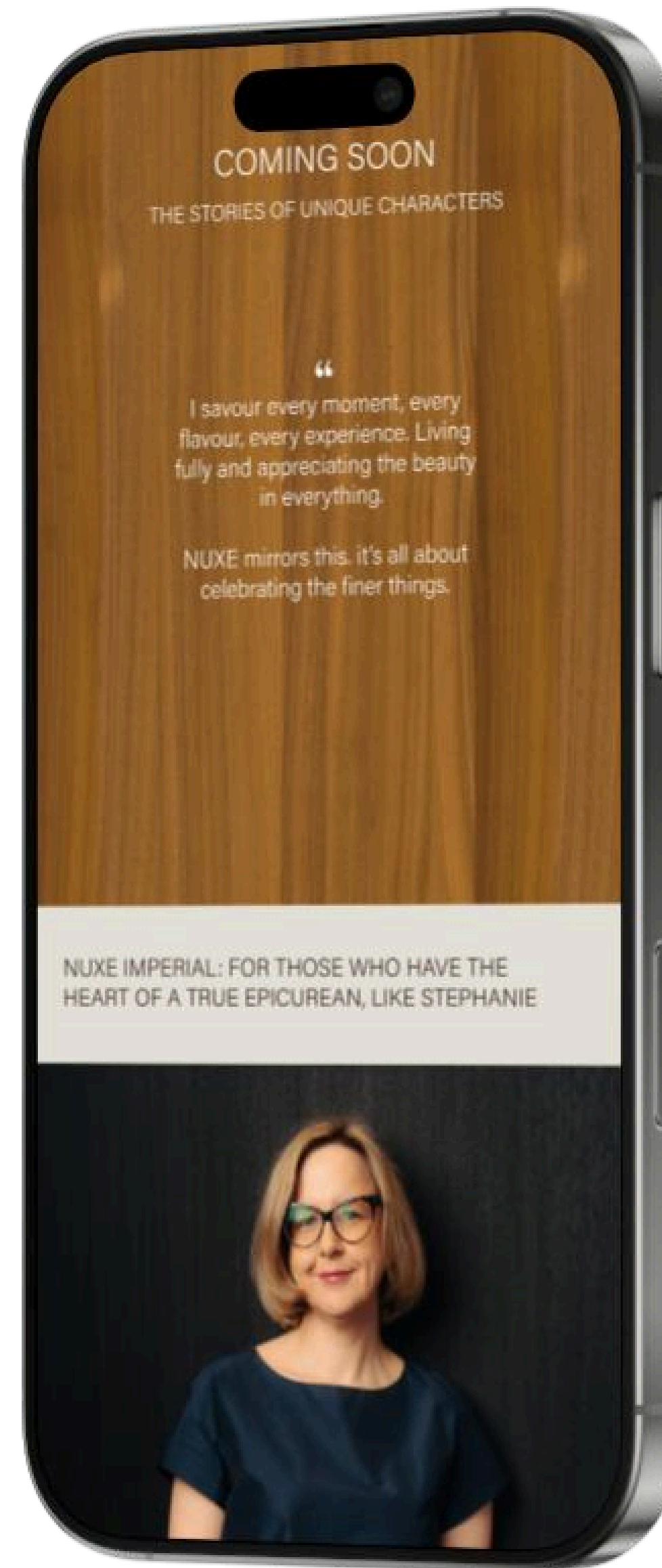
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NUXE MONARCH V1

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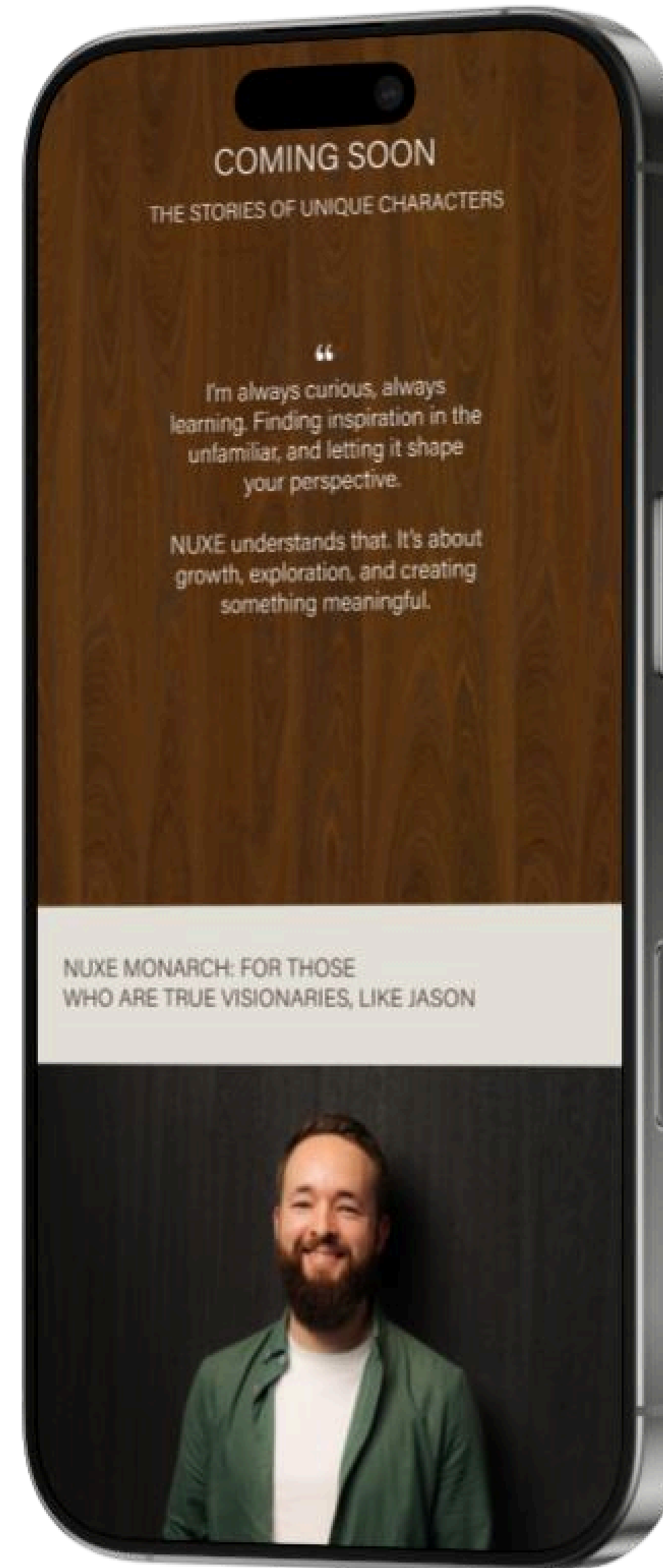
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Jason! Just like Nuxe Monarch, he has his own story to share: the story of visionaries.

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NUXE MONARCH V2

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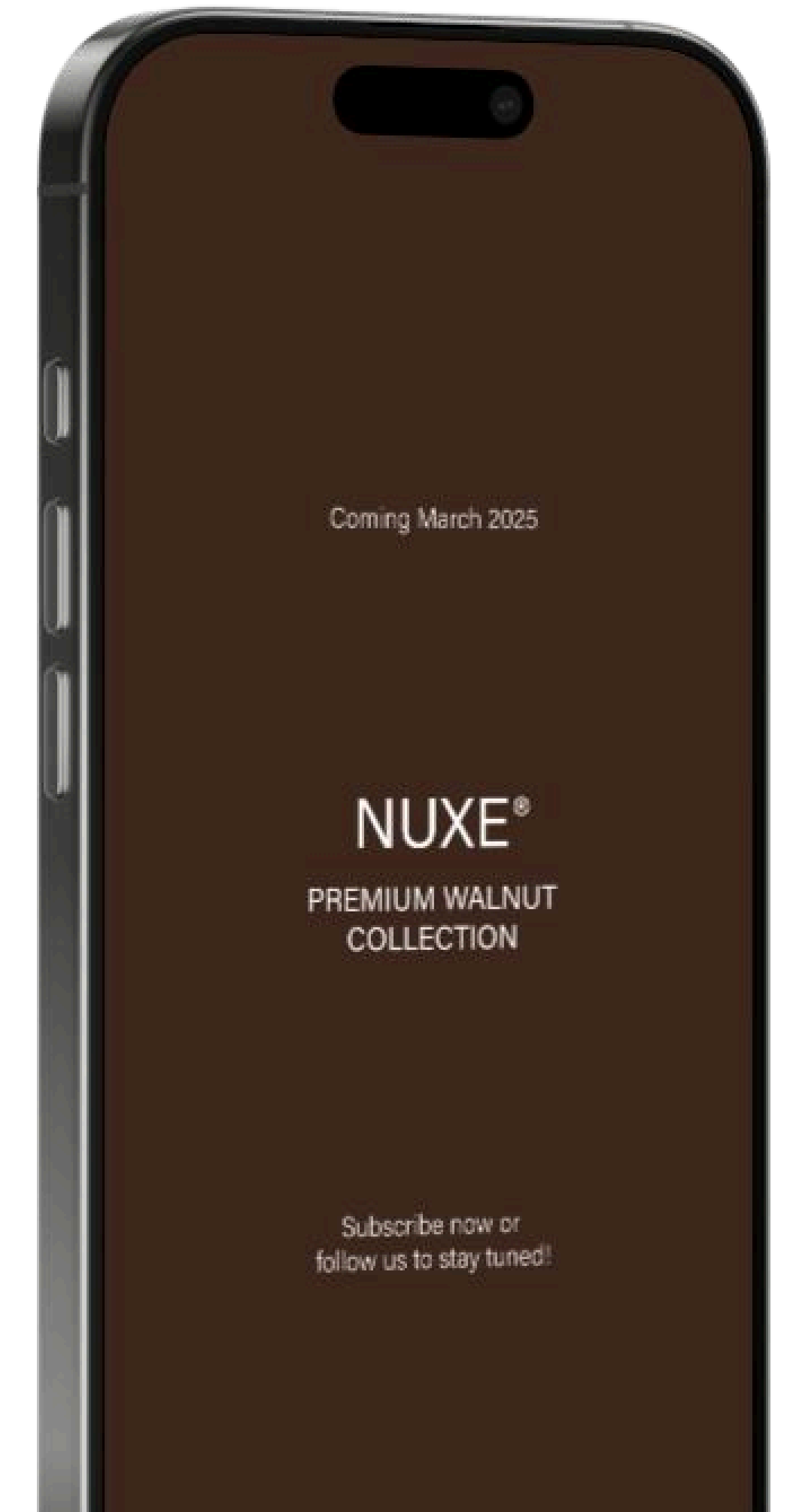
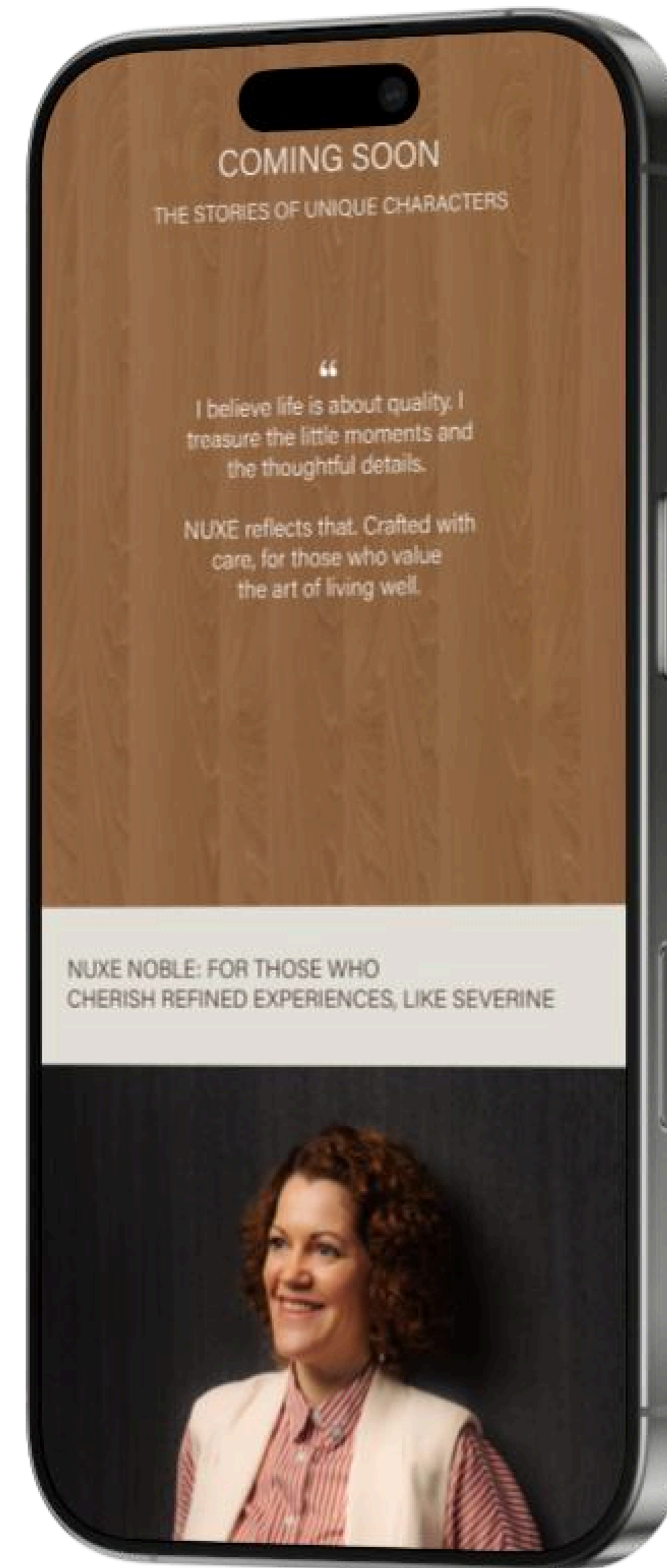
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Séverine! Just like Nuxe Noble, she has her own story to share: the story of refined experiences.

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NUXE SPECTRUM V1

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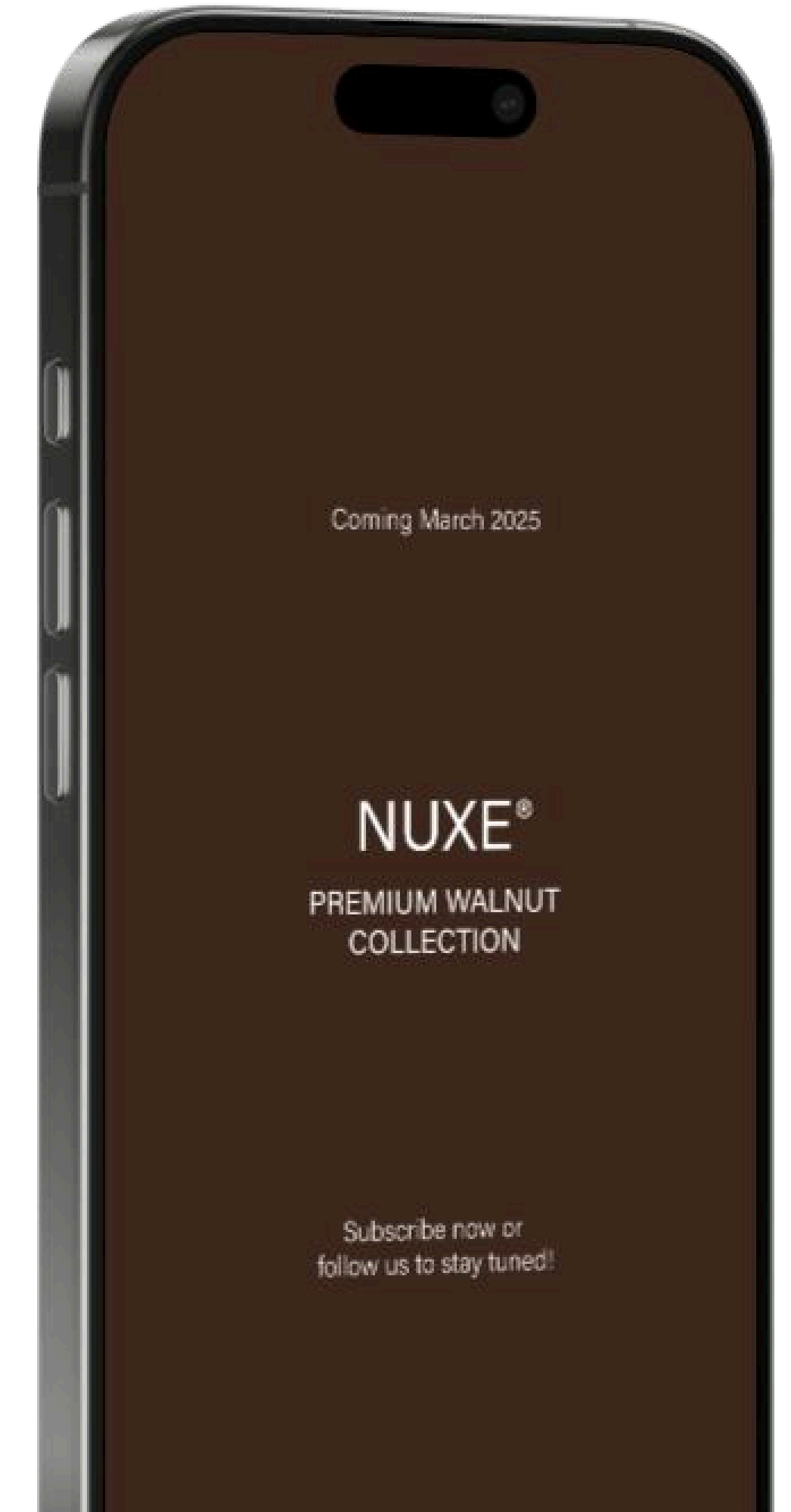
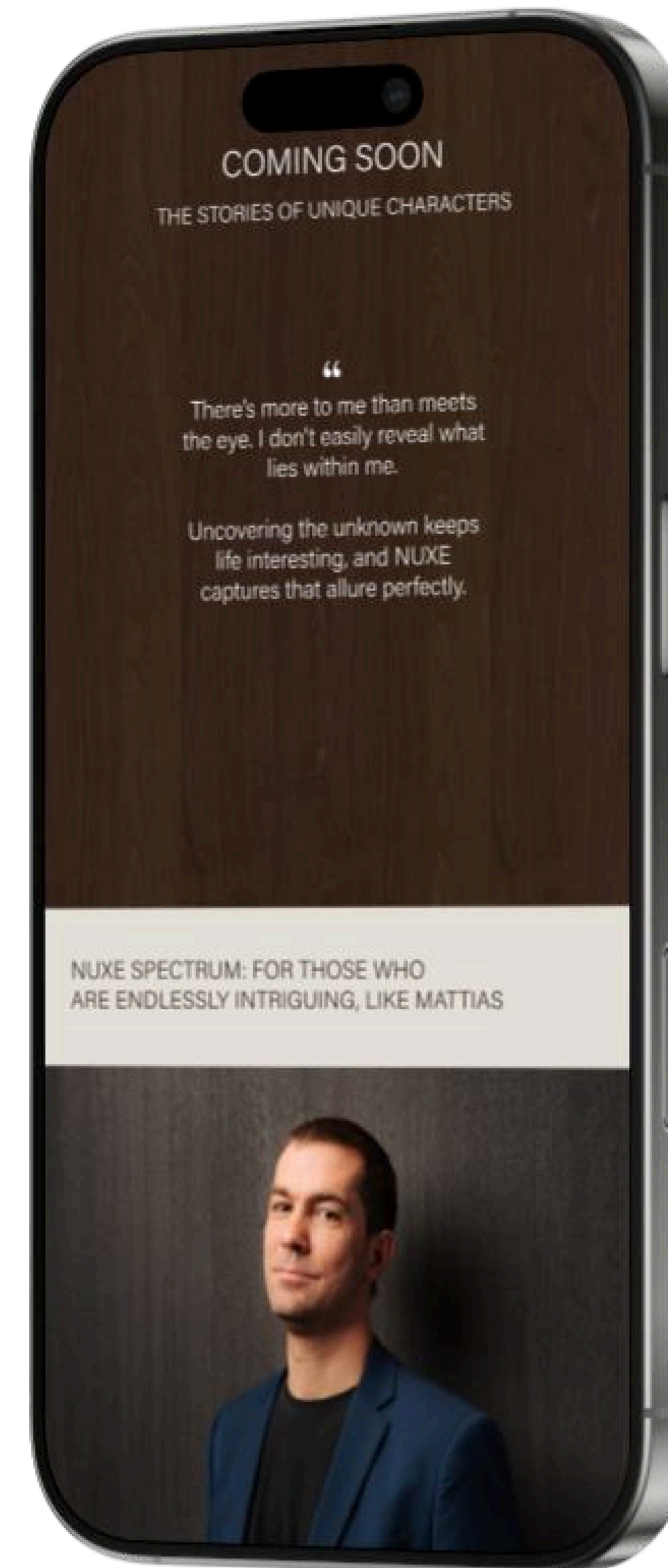
Just like every individual, wood has its own characteristics. Nuxe brings you the story of walnut. Unique grains, each with its own story to tell. Meet Mattias! Just like Nuxe Spectrum, he has his own story to share: the story of being endlessly intriguing.

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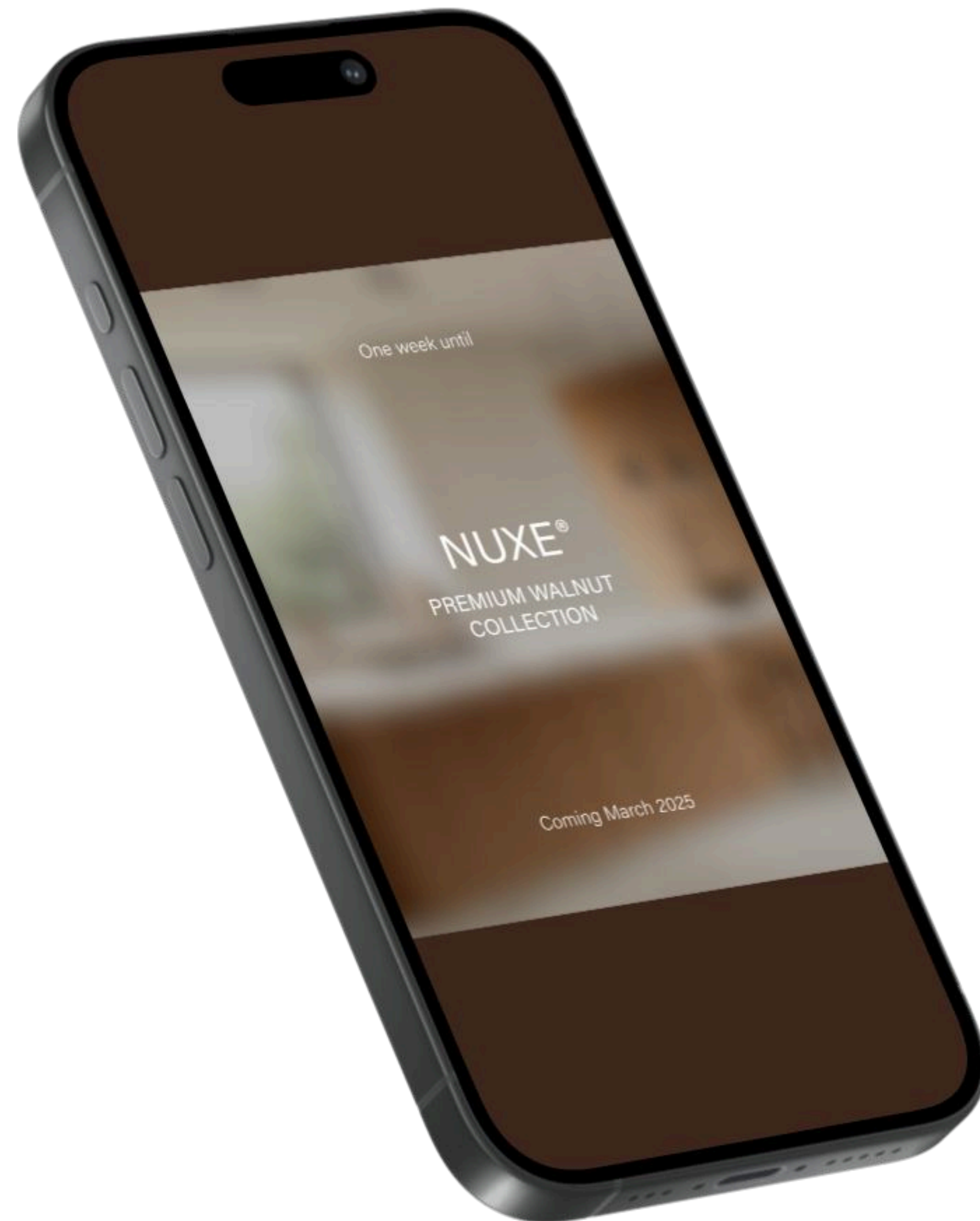
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ONE WEEK LEFT

One week left until the Nuxe premium walnut collection launch!

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INSTAGRAM REEL TEASERS

USAGE

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- Nuxe Spectrum: 19 February - 5 P.M. CET

TEASERS

NUXE ELEGANCE V1

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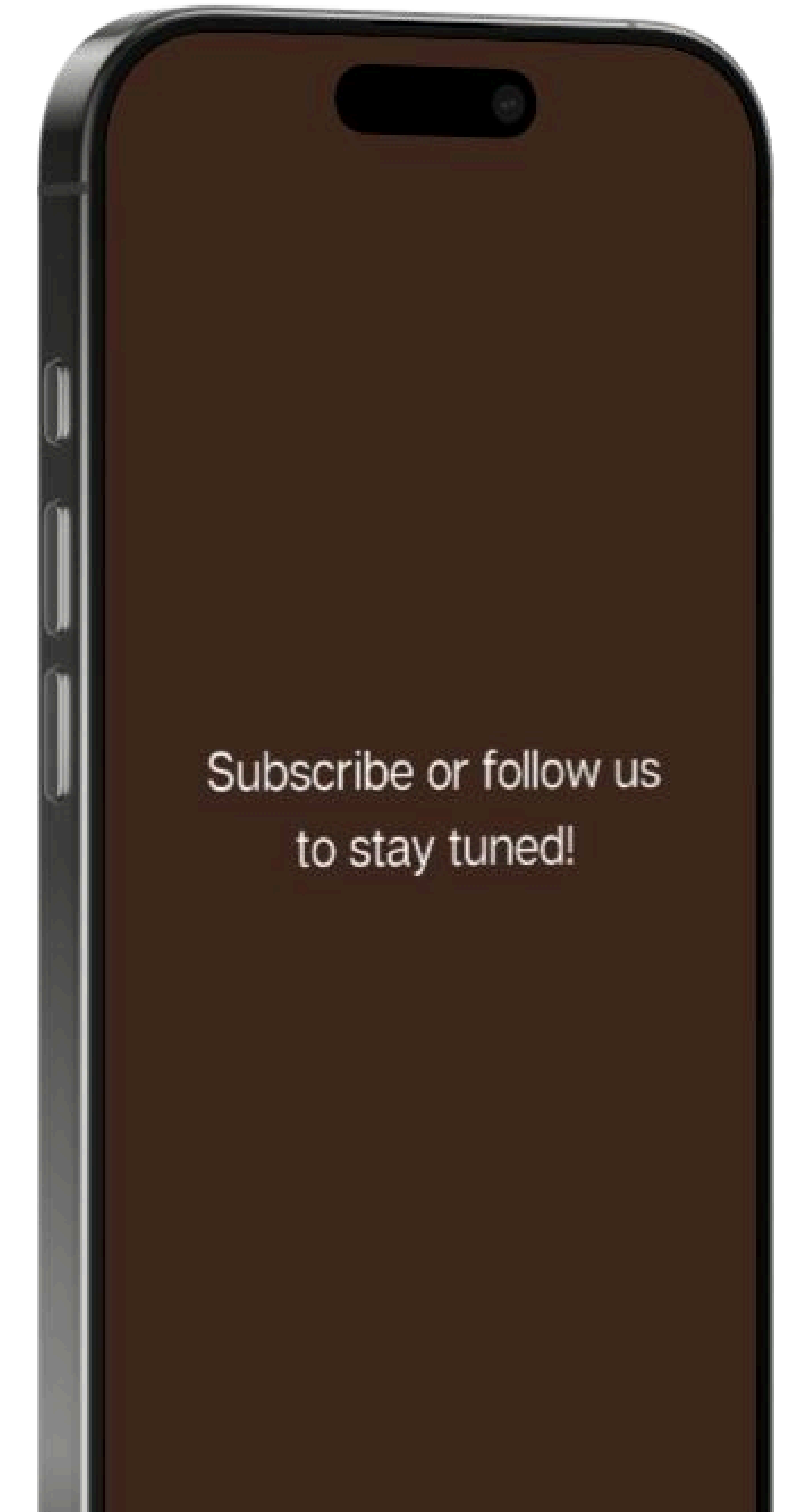
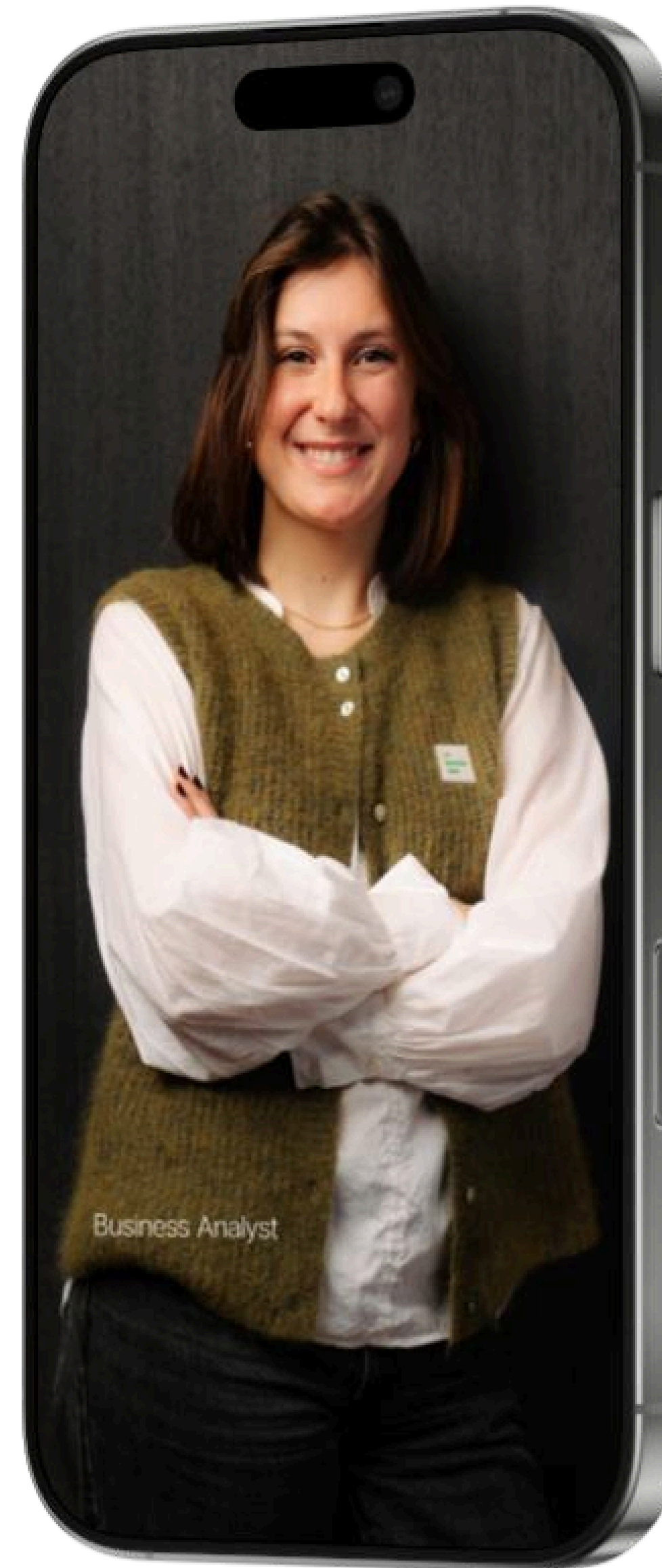
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NUXE MONARCH V1

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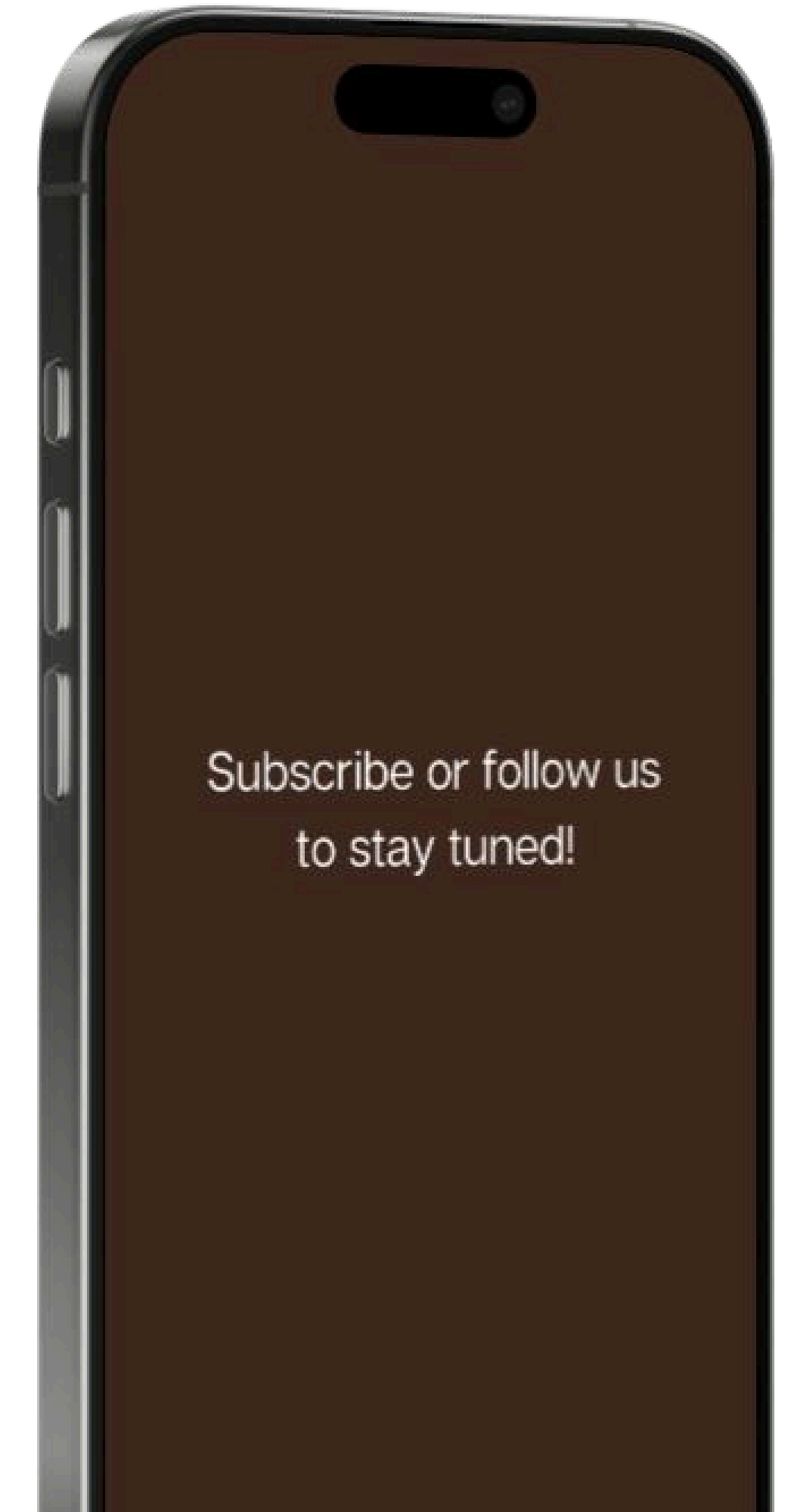
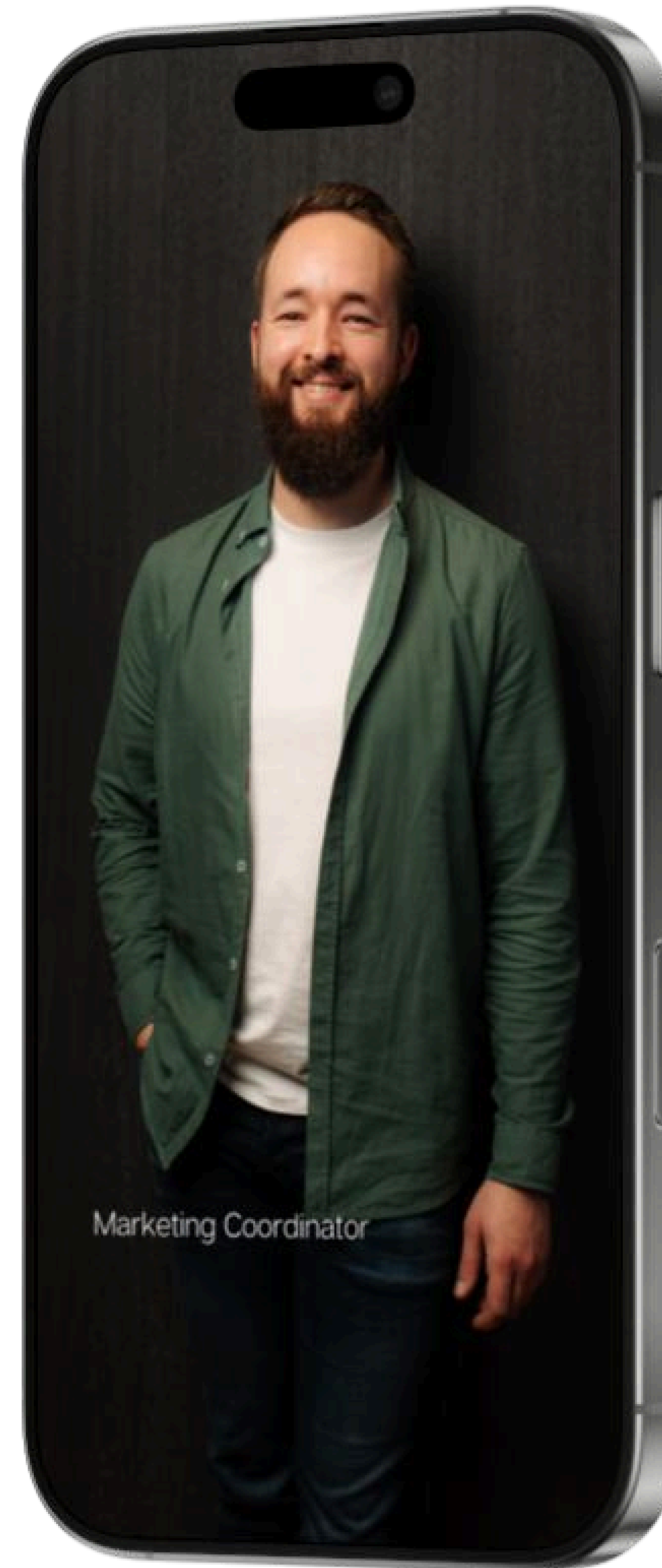
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NUXE MONARCH V2

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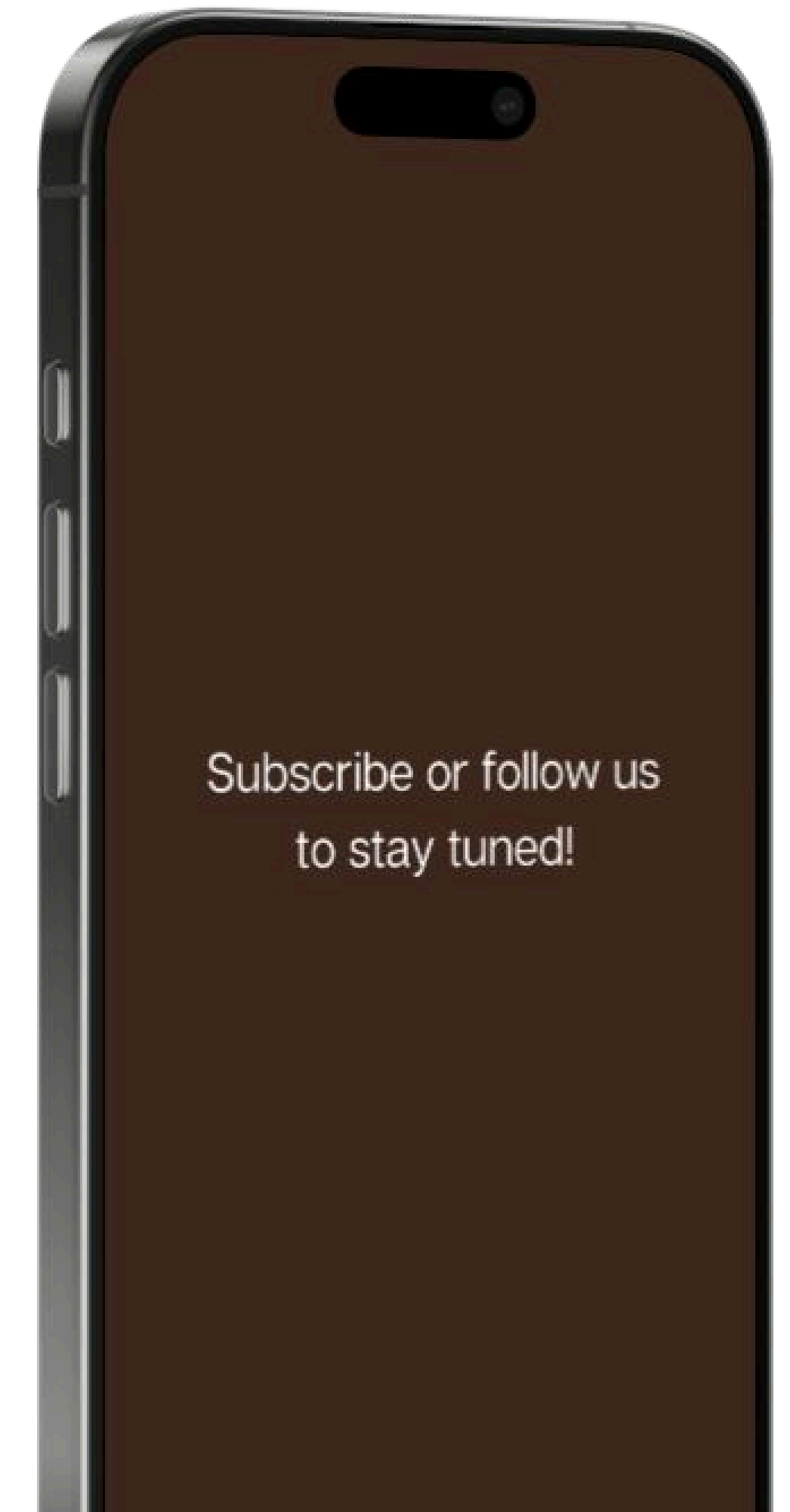
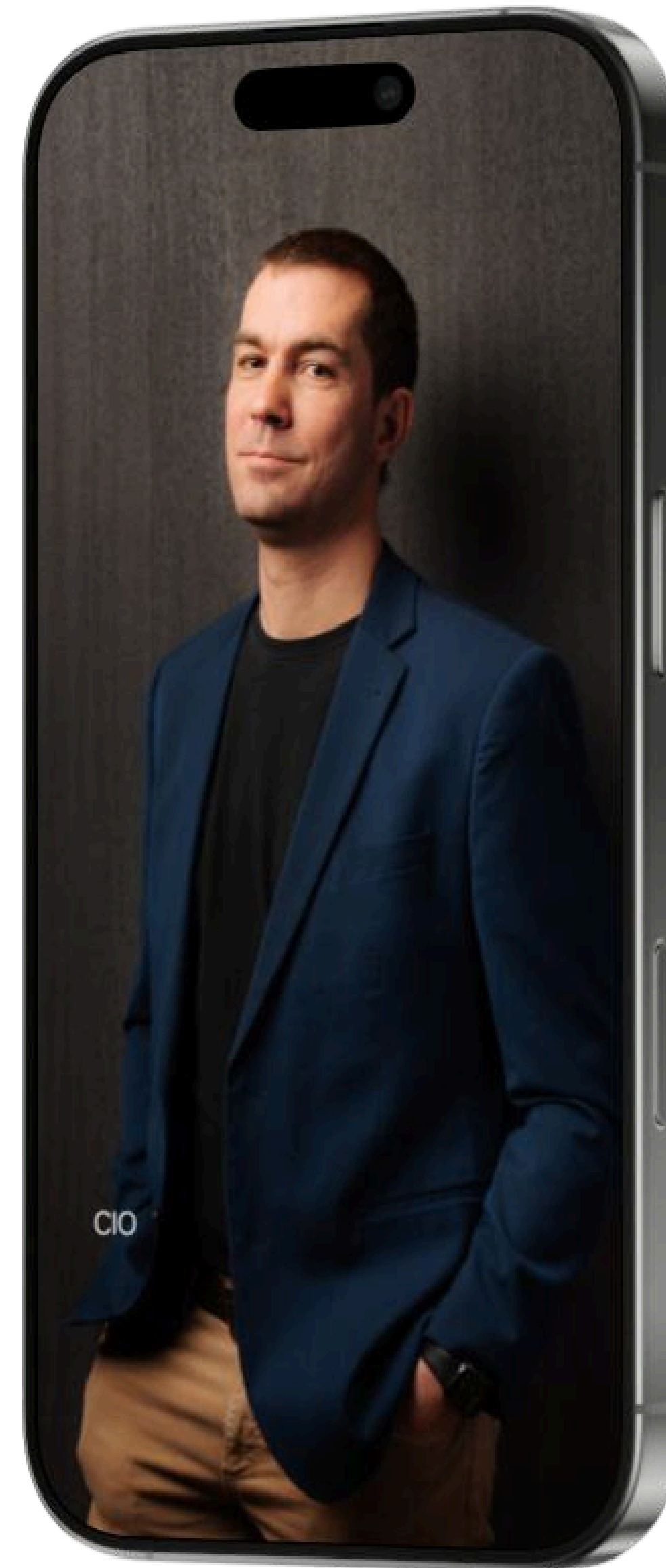
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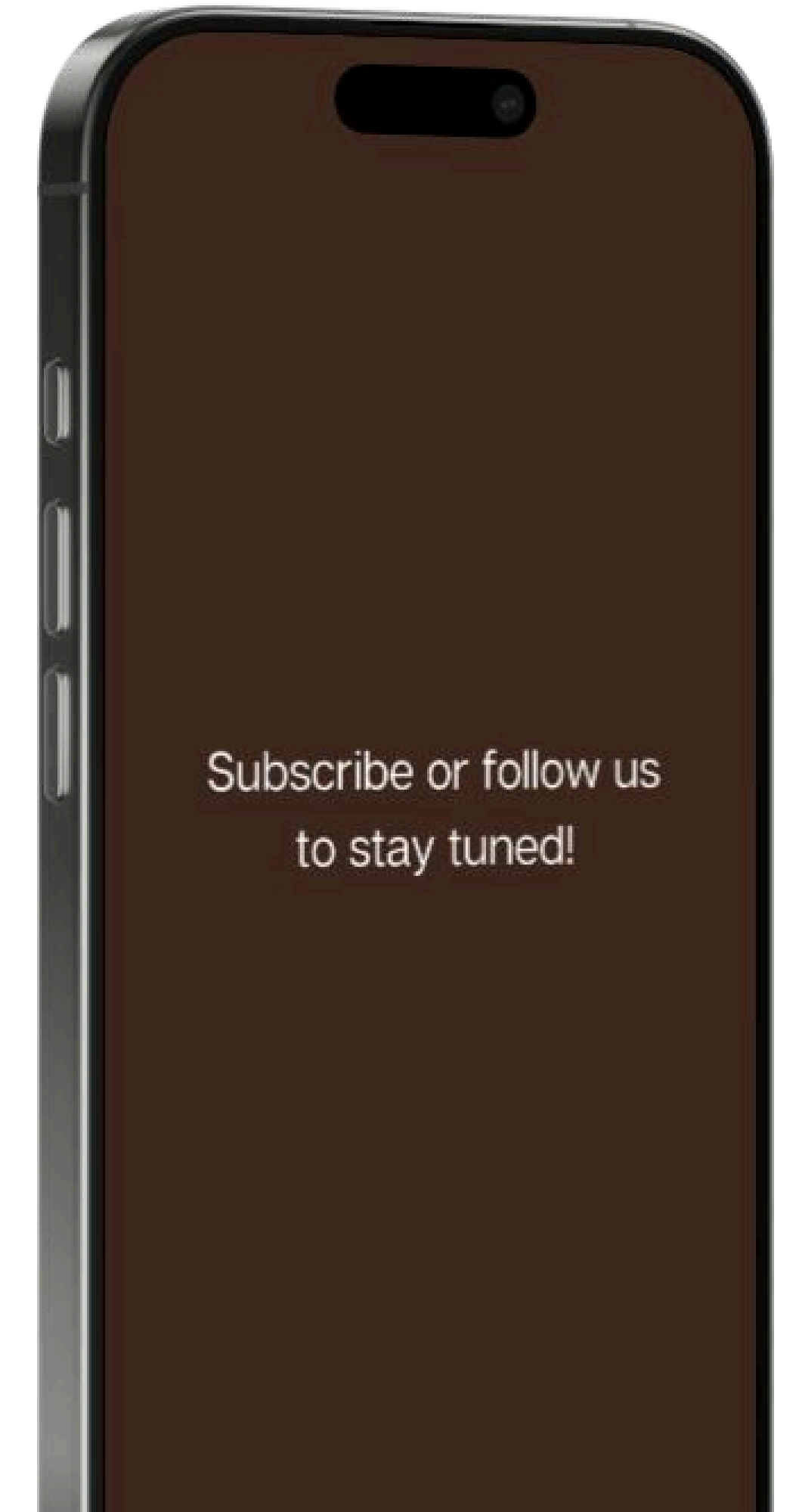
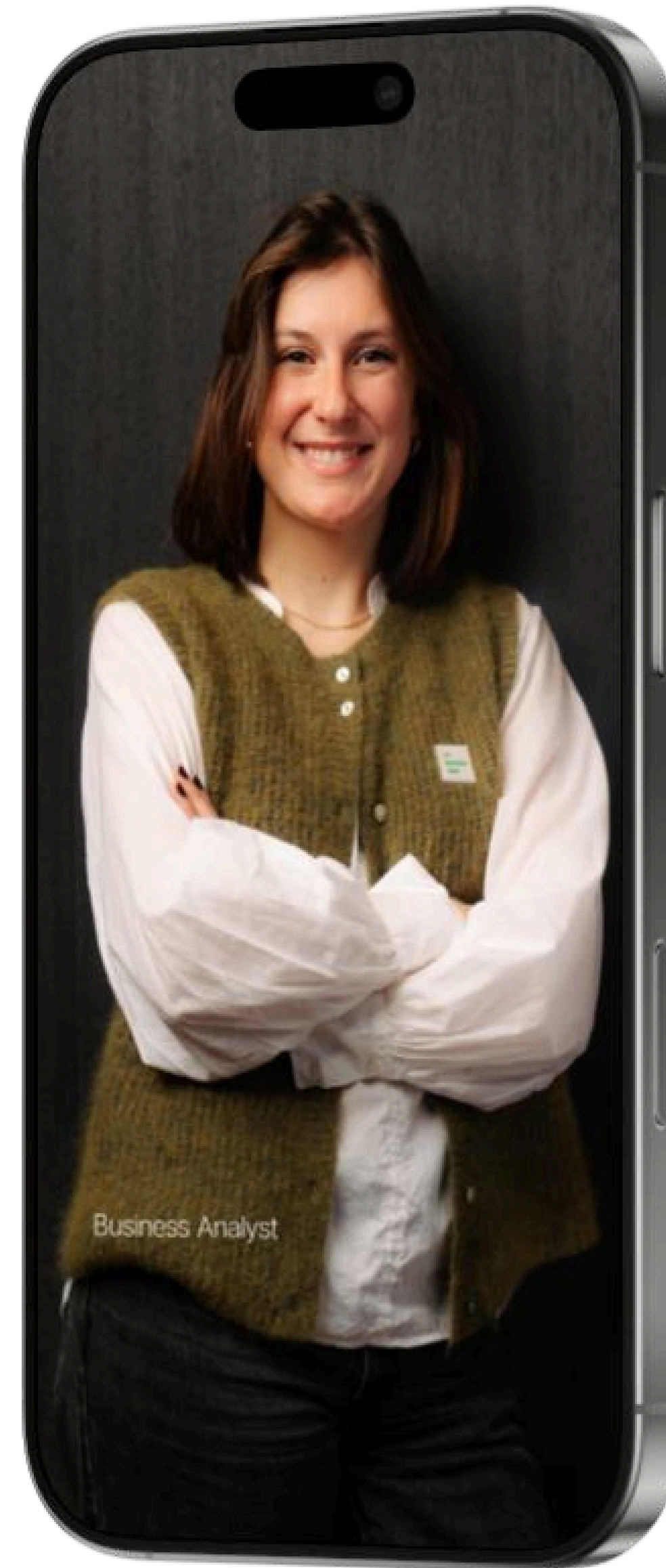
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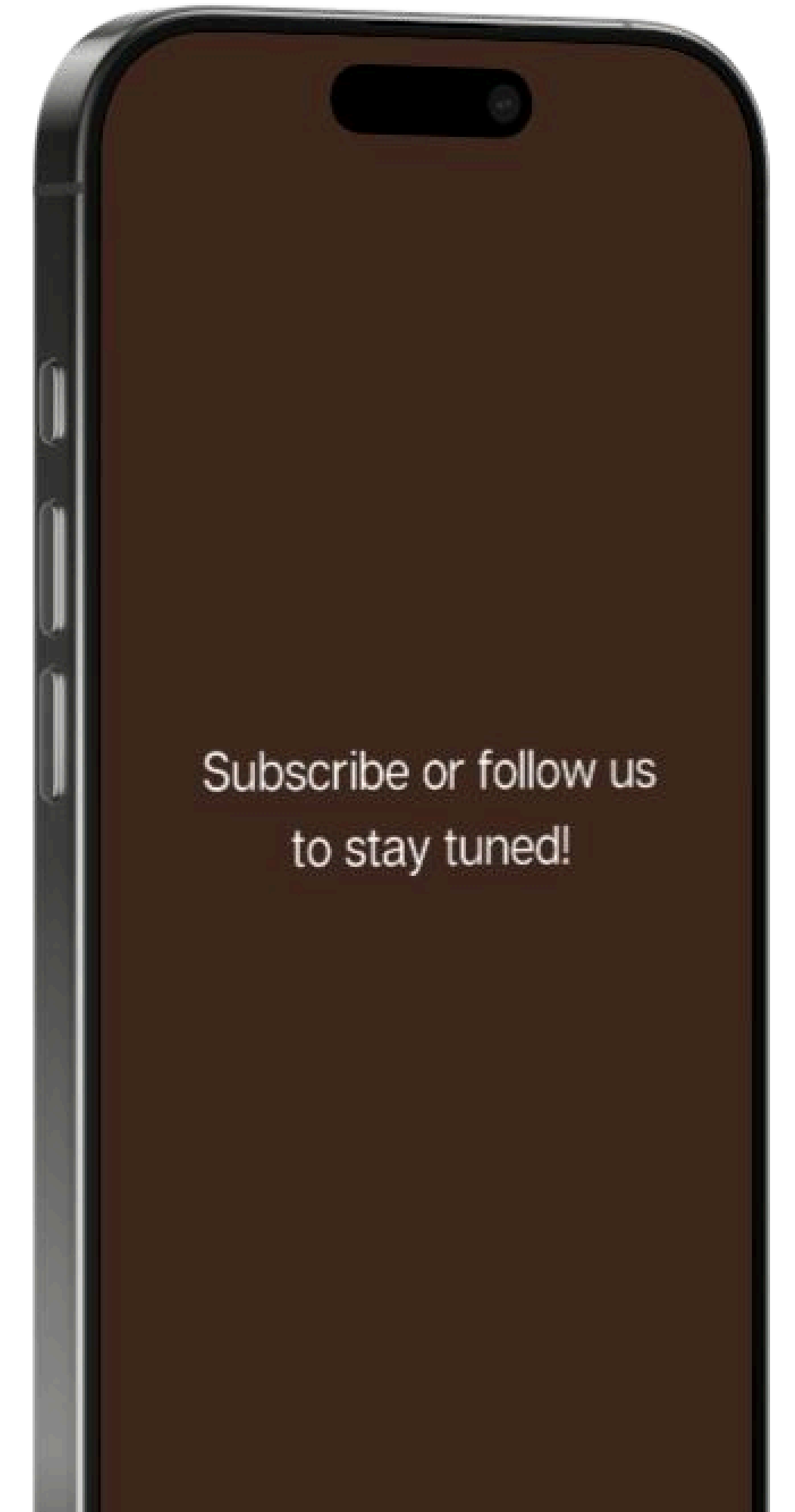
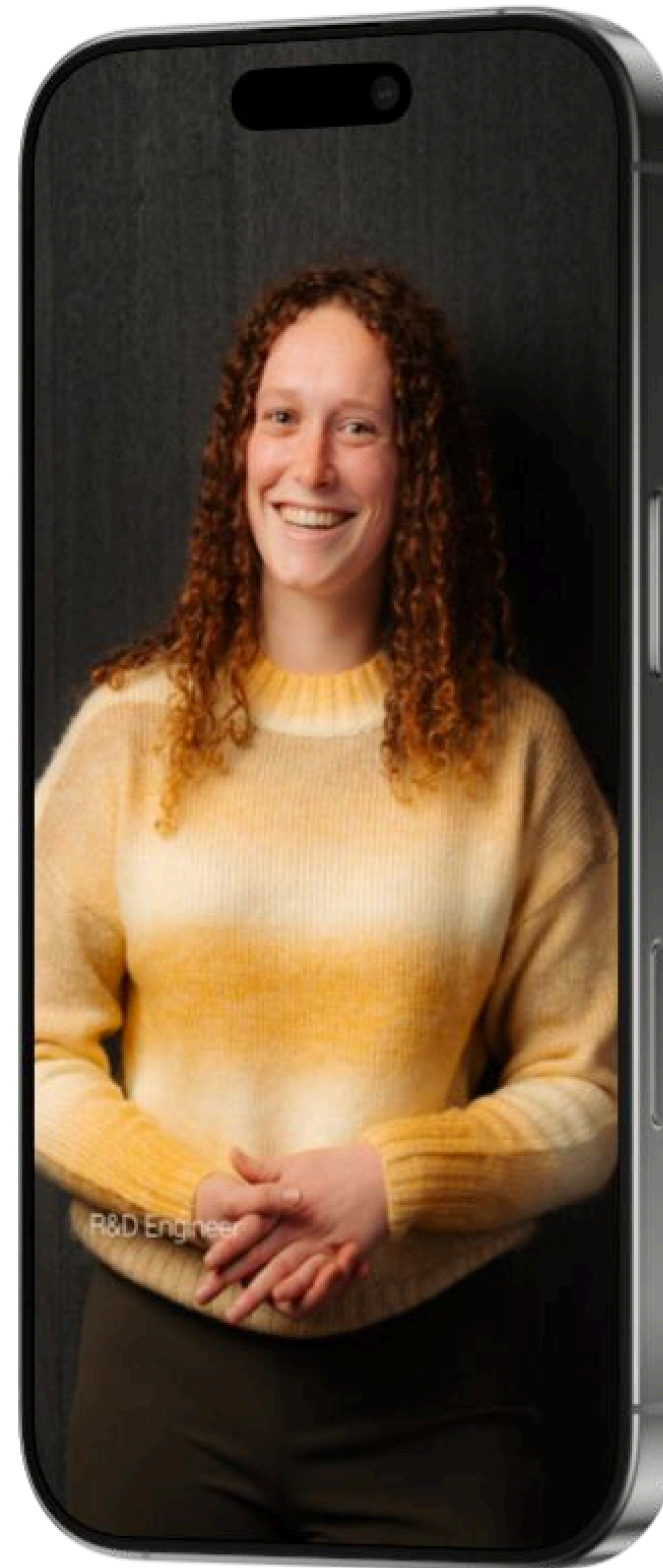
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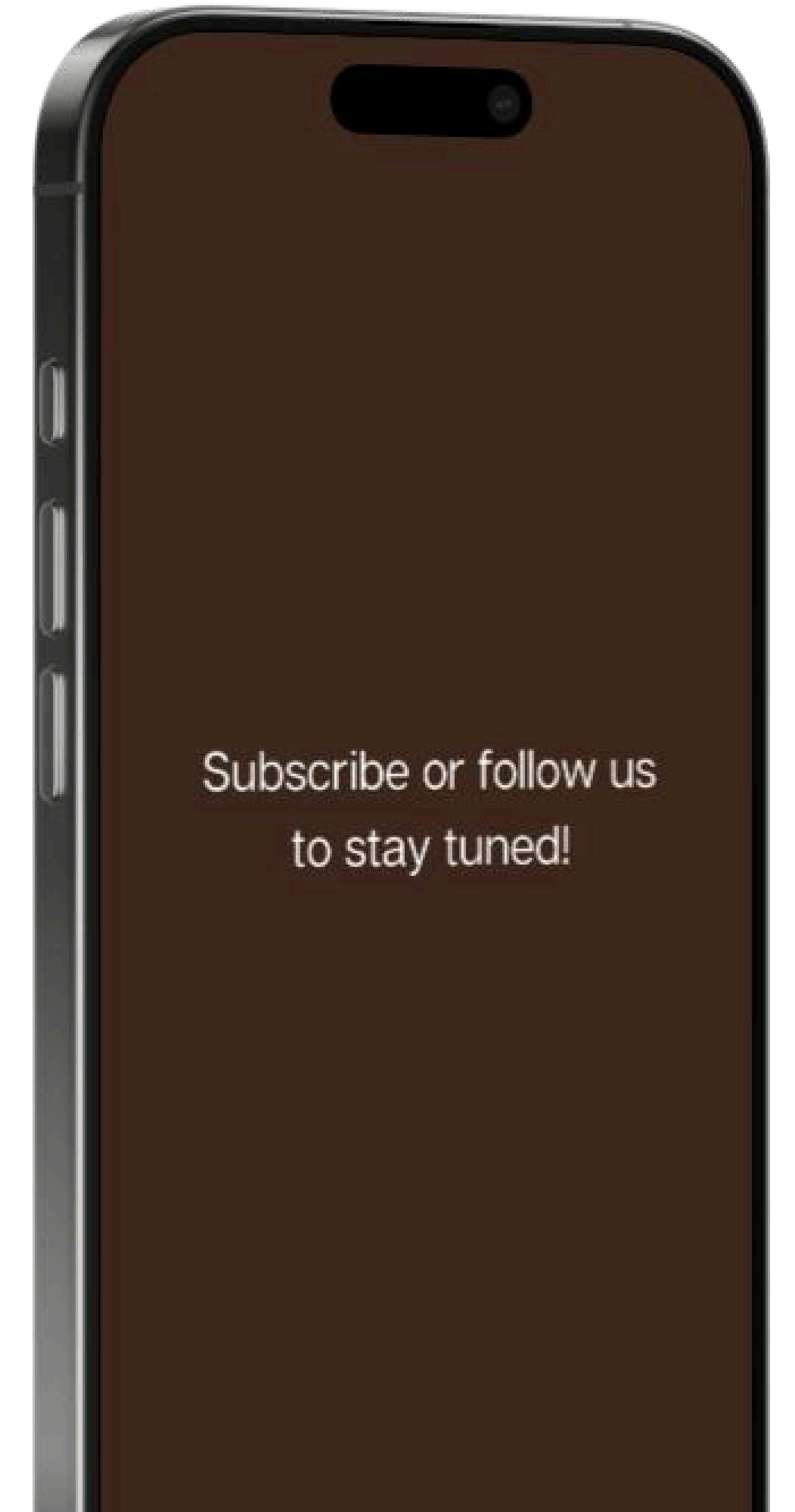
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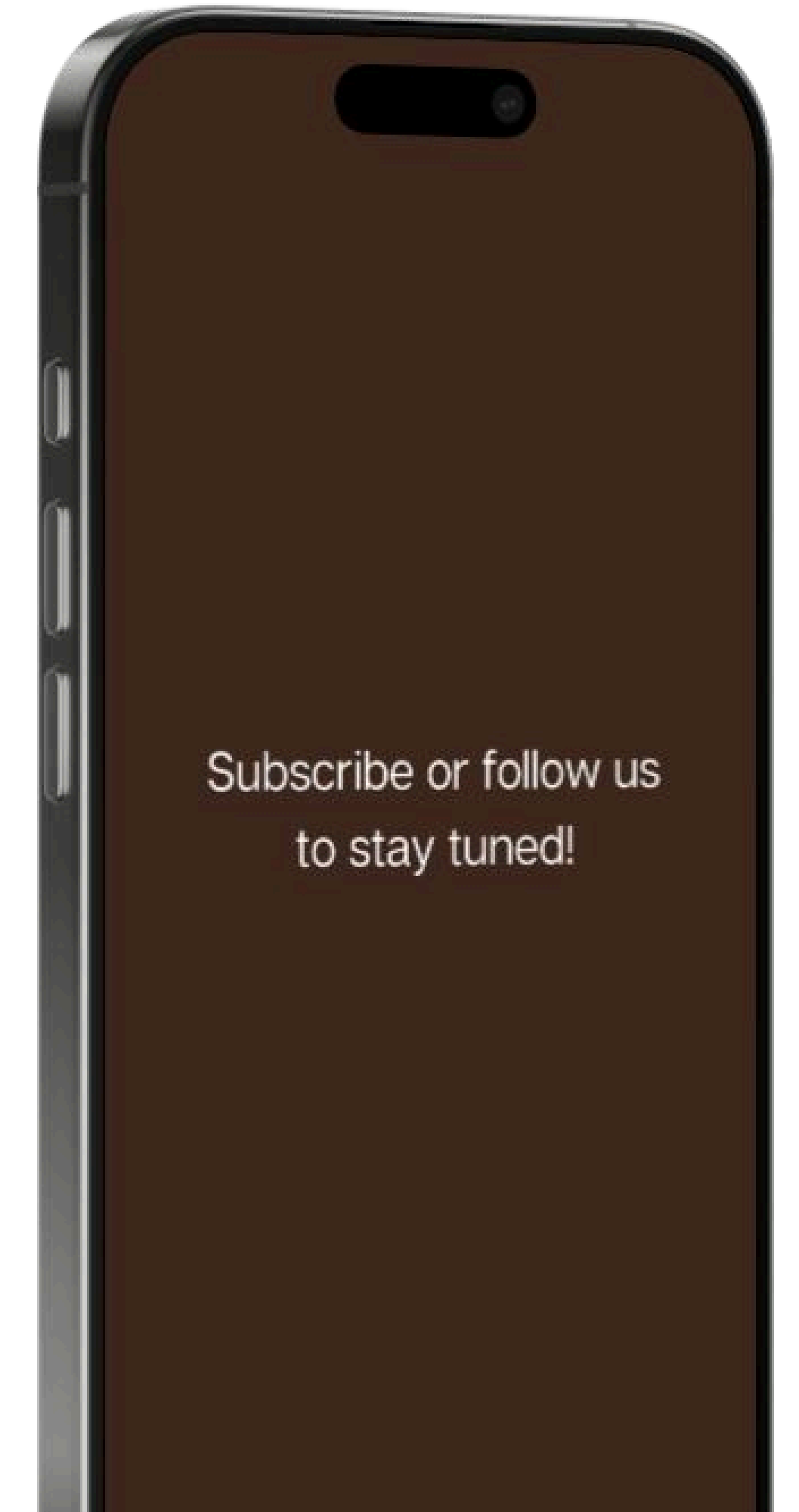
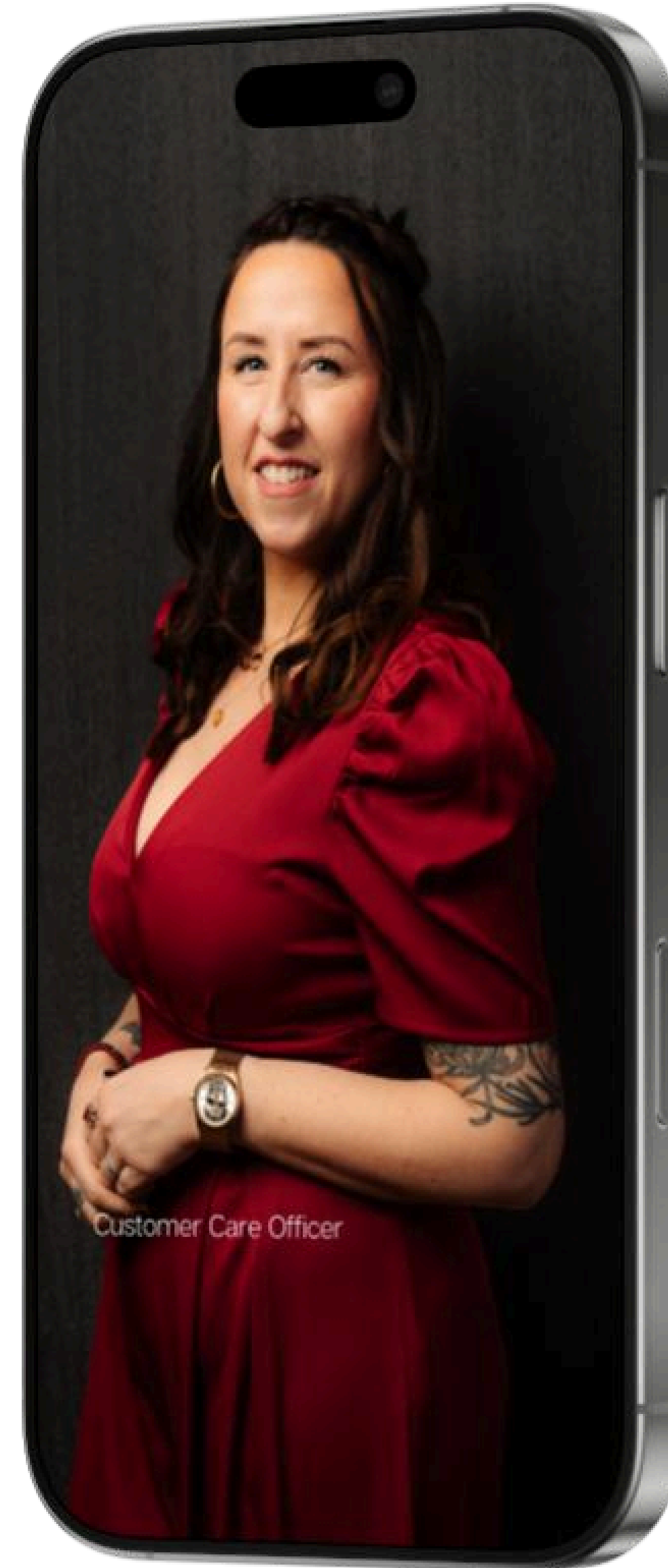
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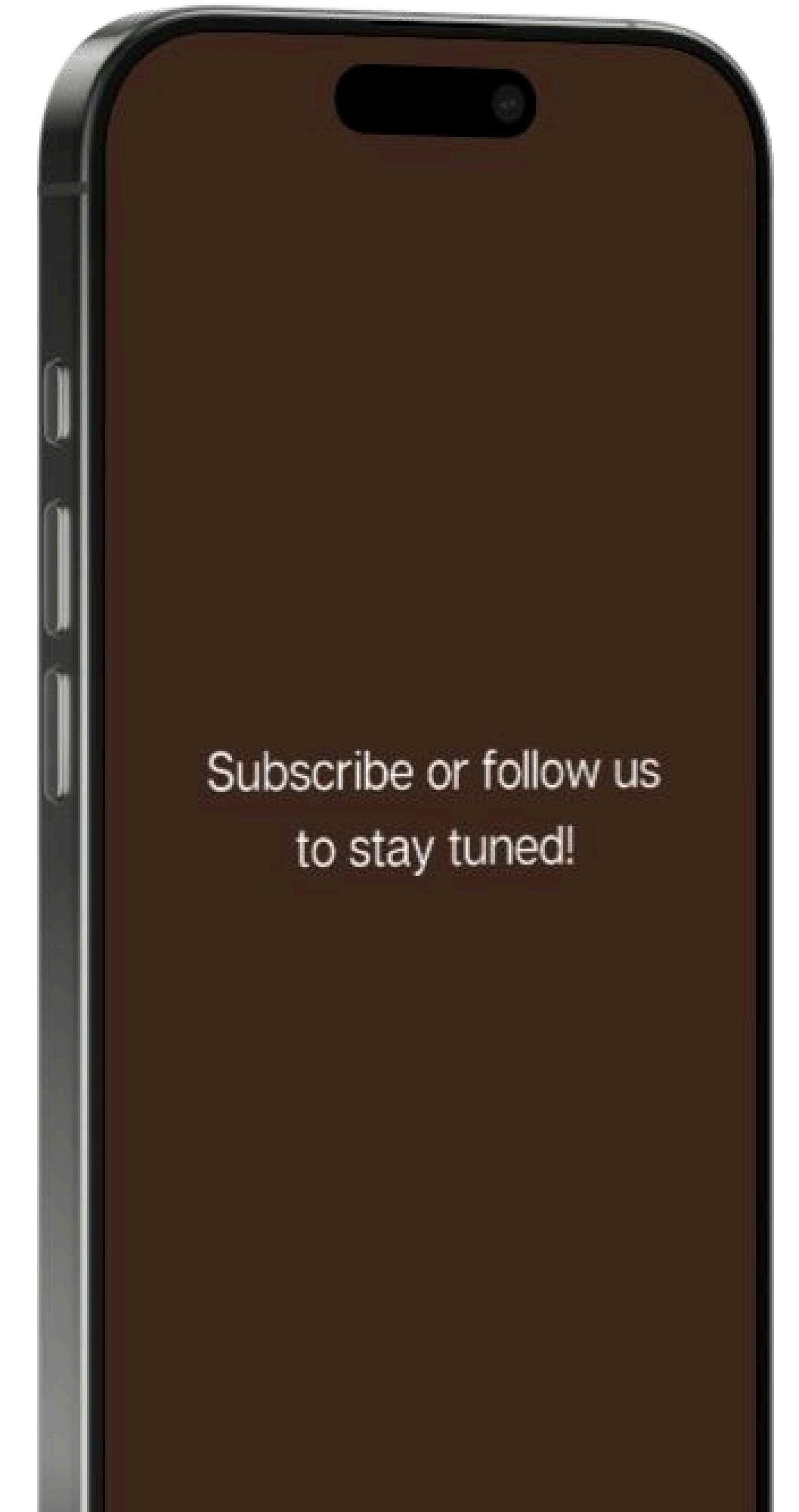
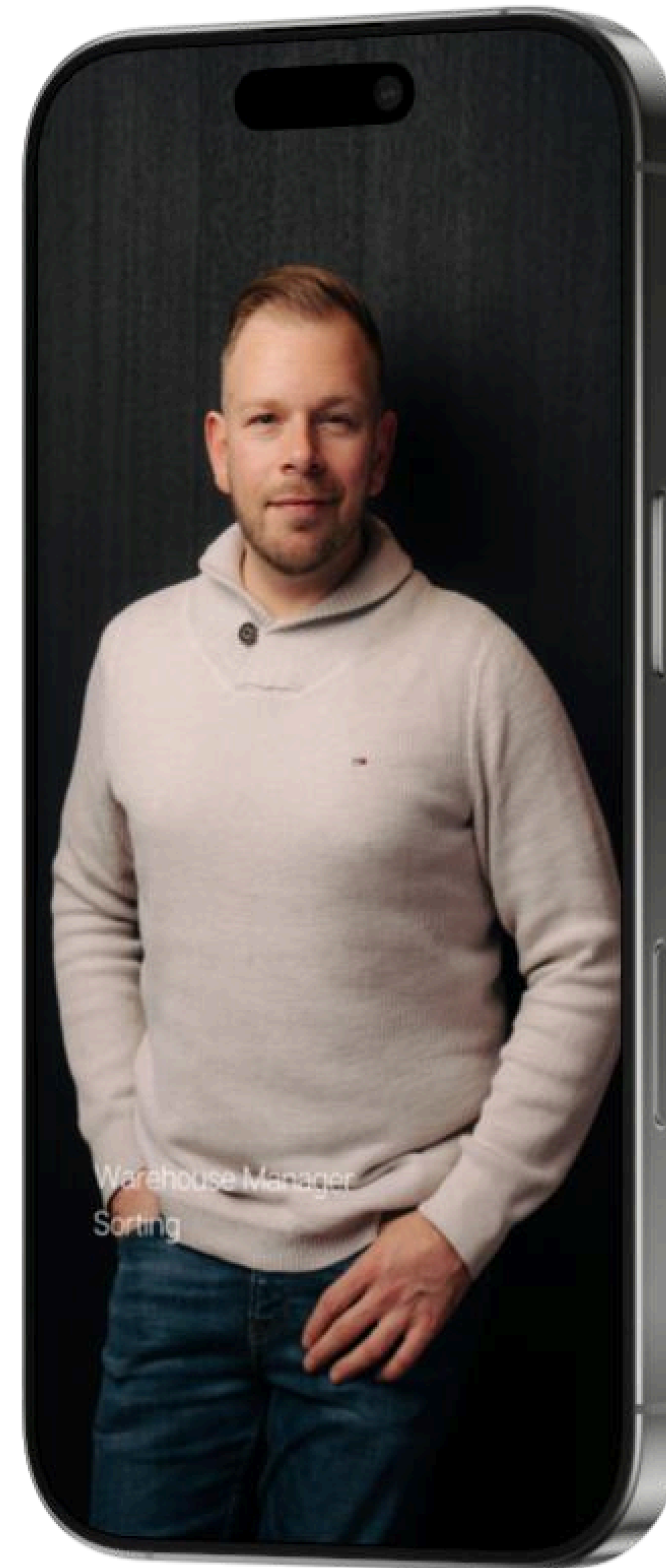
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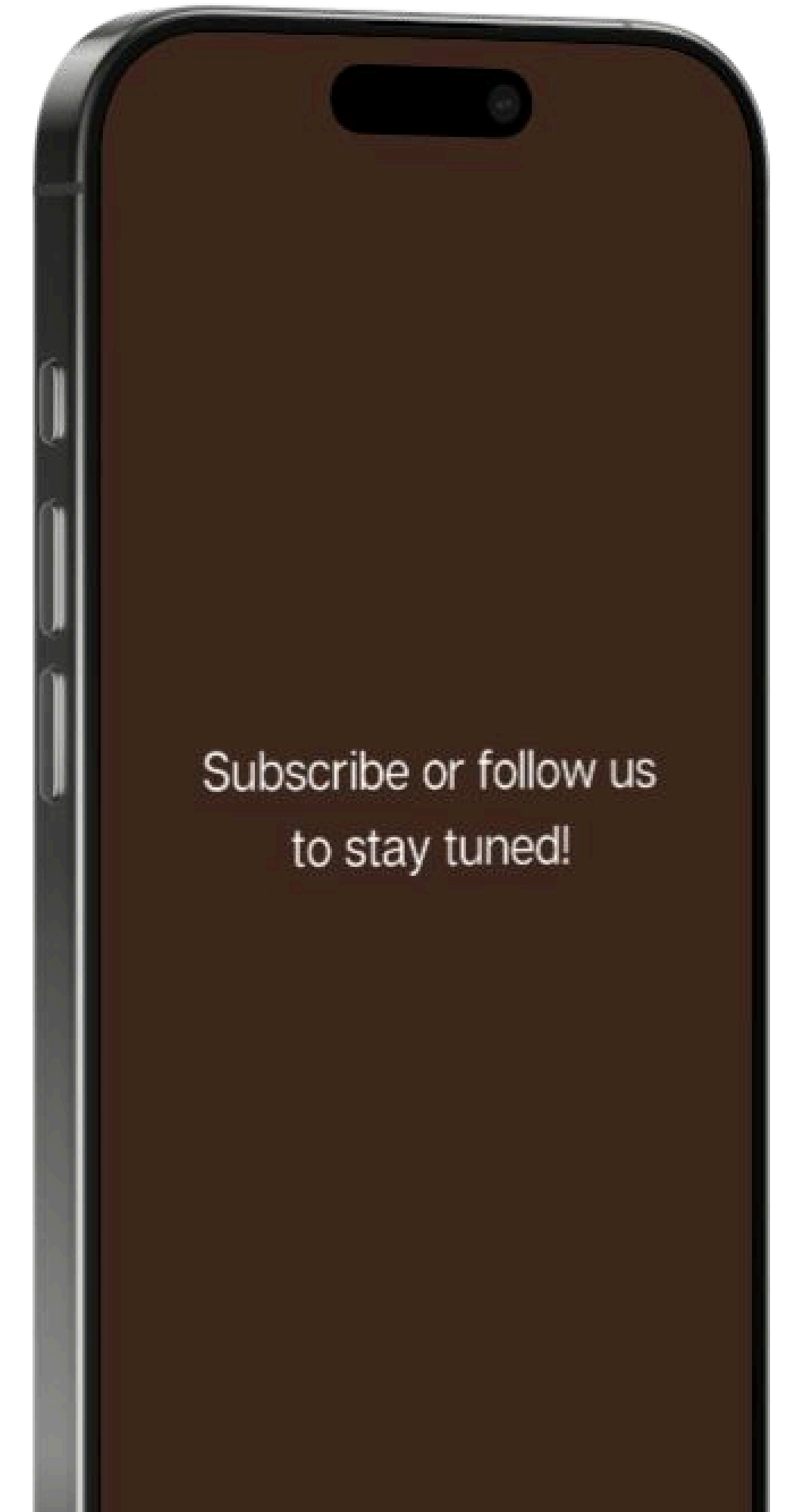
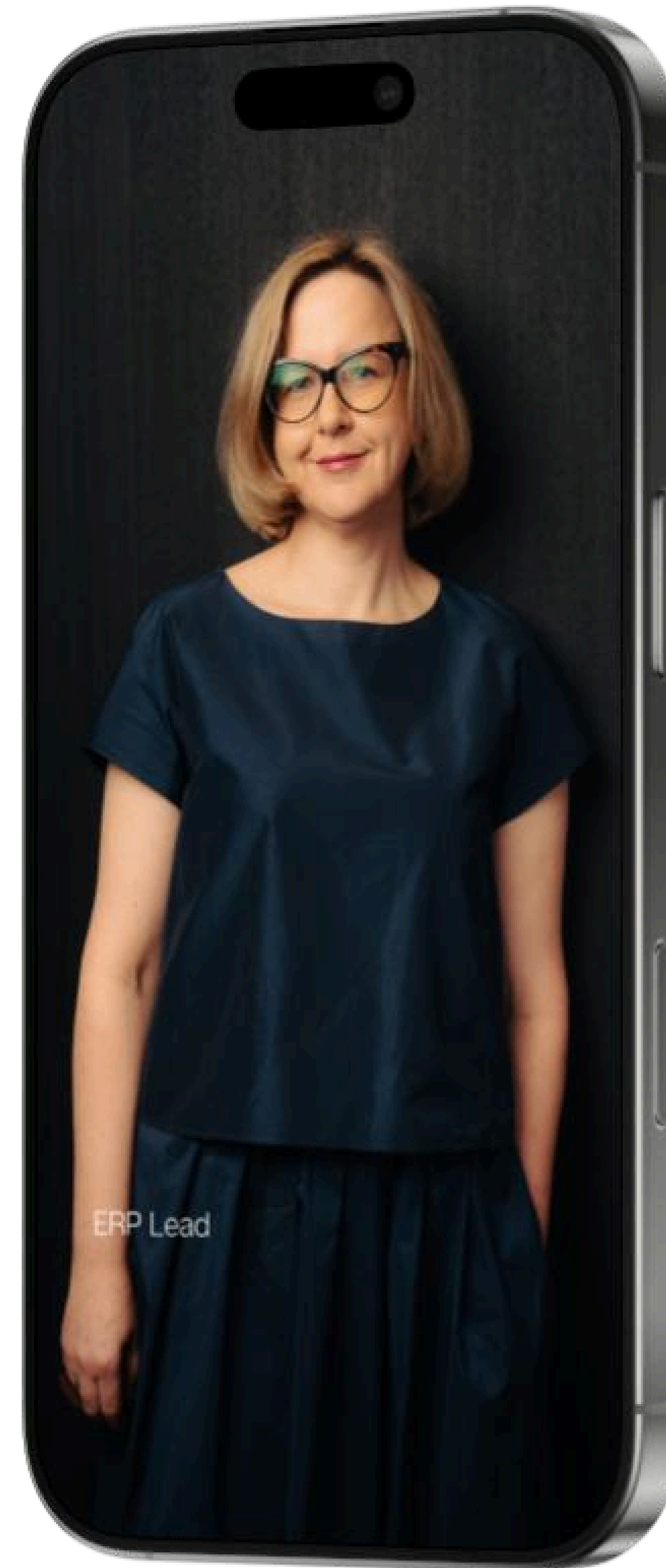
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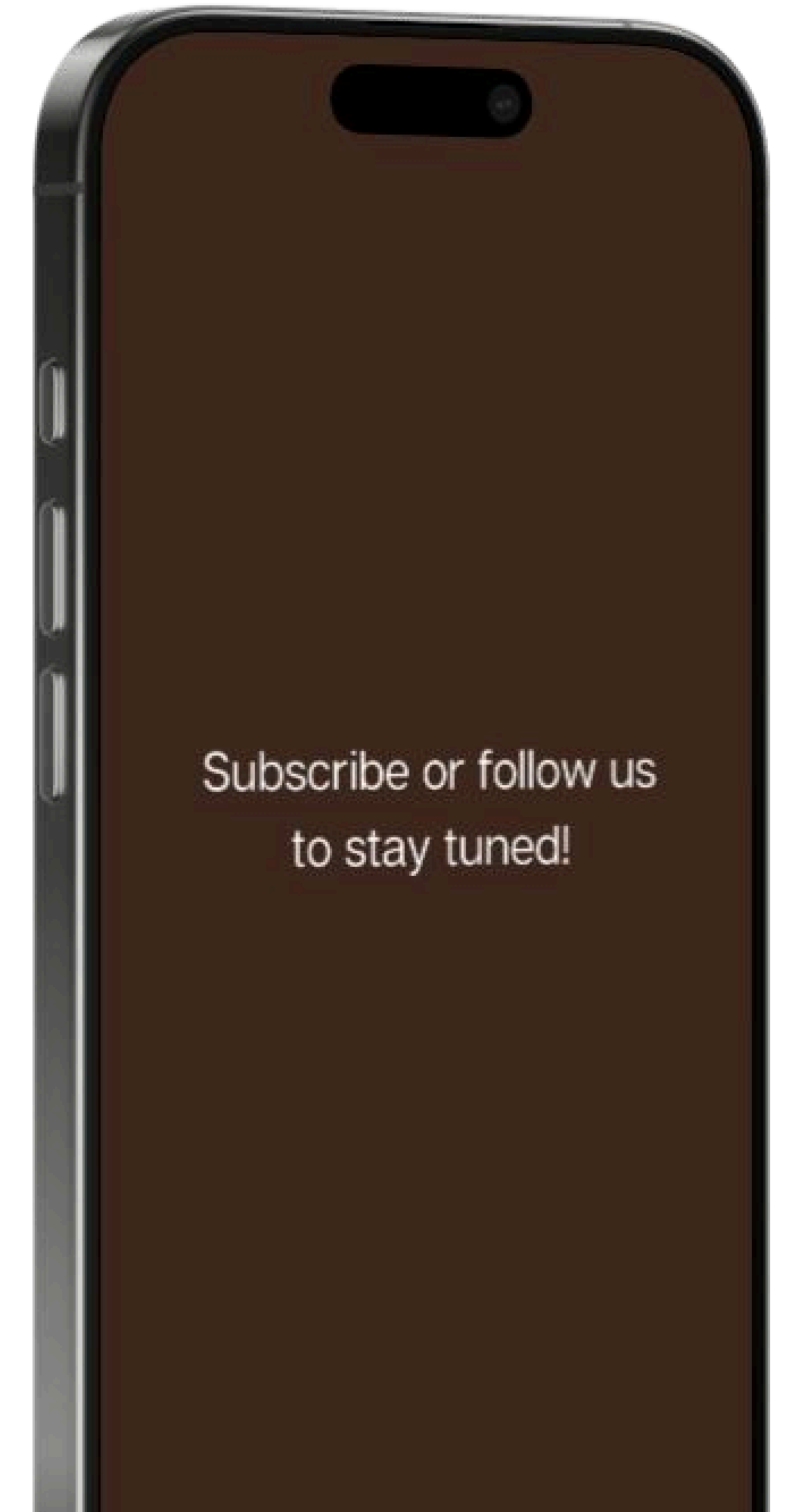
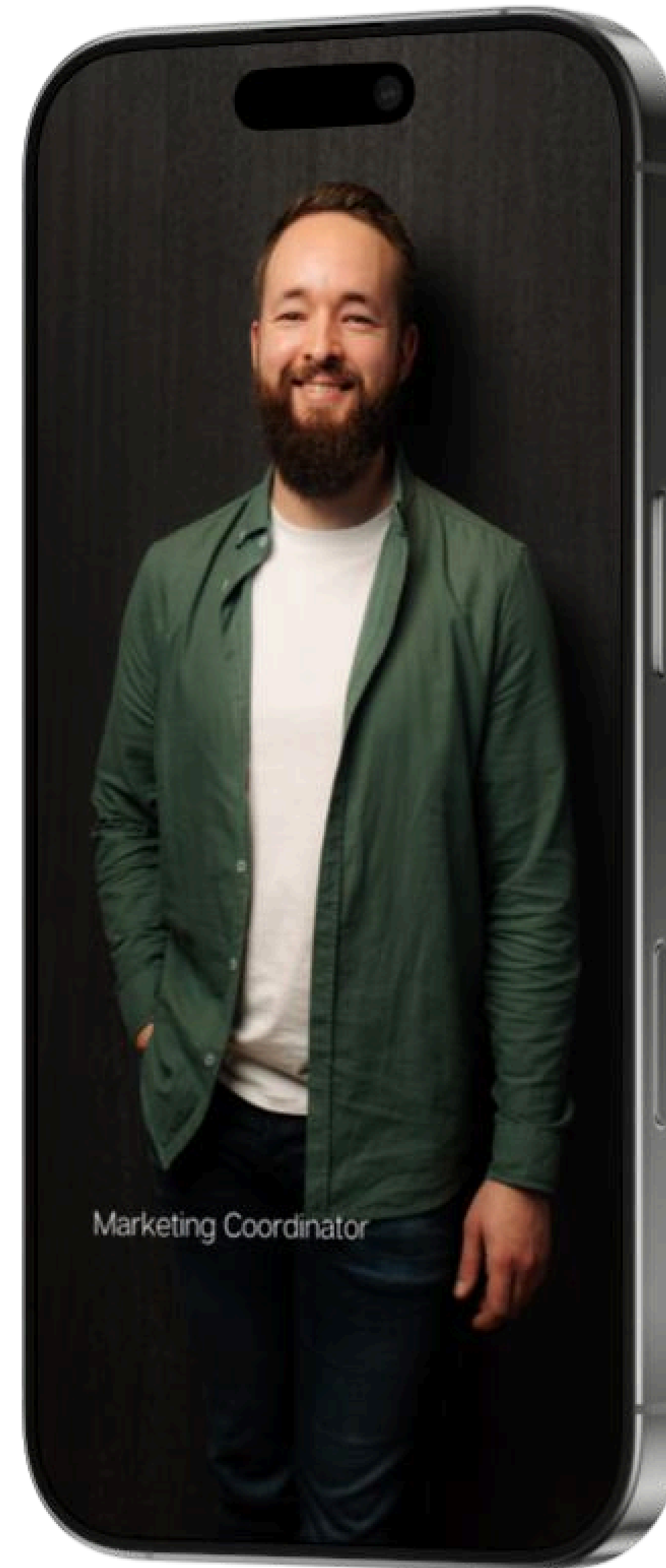
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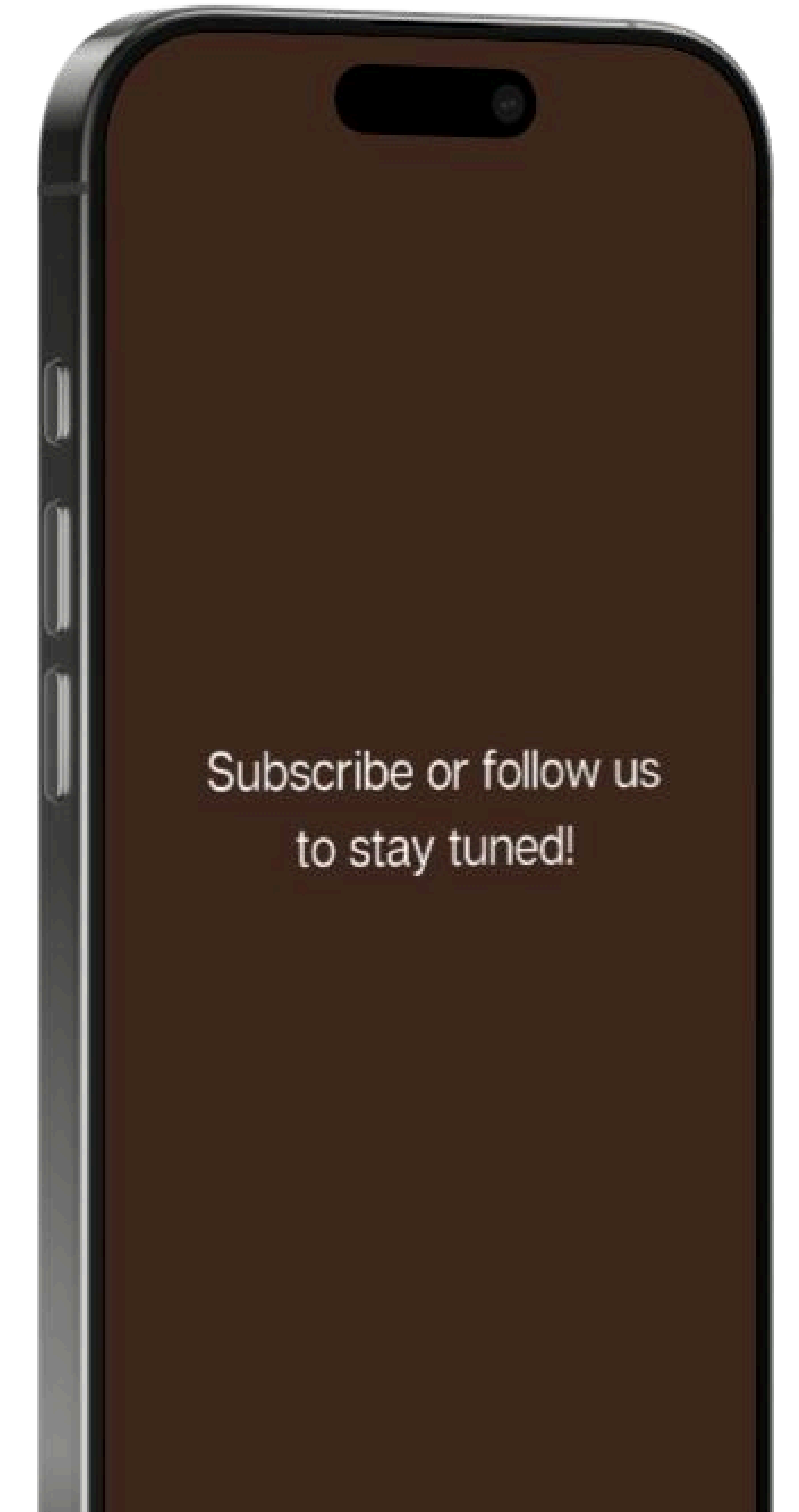
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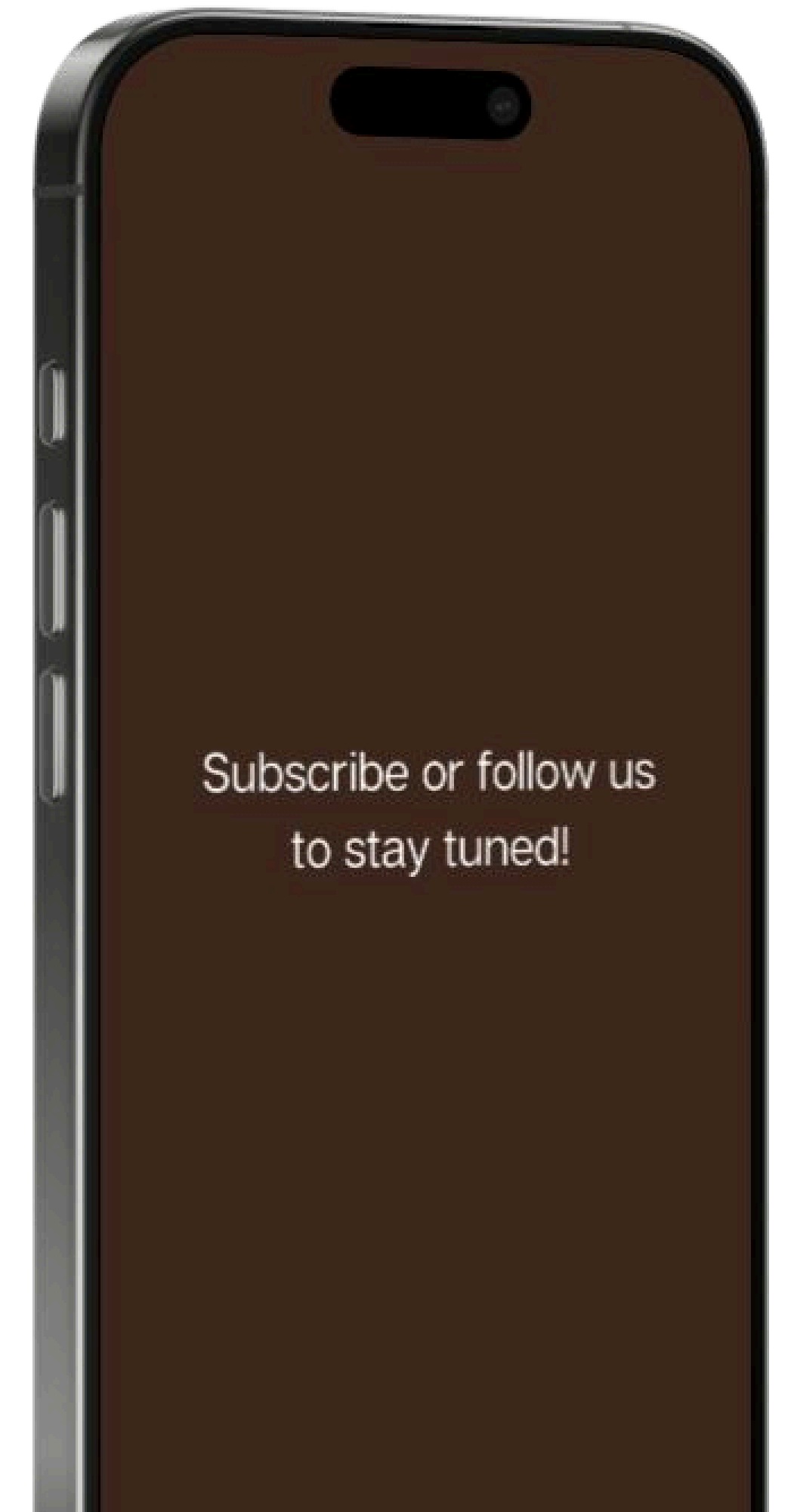
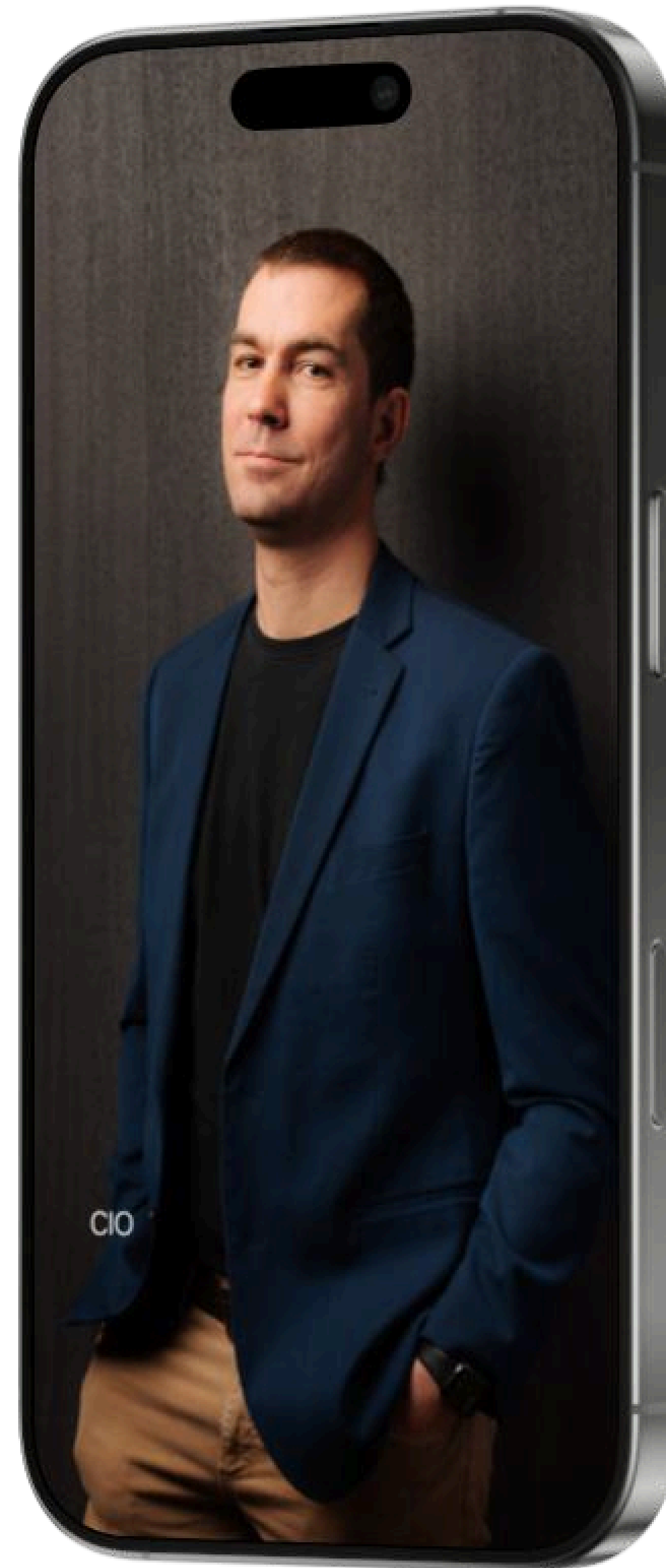
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NUXE WEEK LEFT

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WHAT'S NEXT?

UPCOMING CONTENT KITS

Here's what you can expect:

Content kit 02:

- Official release posts Nuxe collection
- Educational posts about the history of walnut

Content kit 03:

- Educational posts about the best practices of the Nuxe collection
- Educational posts about the characteristics of the tree translated to the Nuxe collection.

We're curious about the effects on both our social media and content channels! Good luck.

DECOSPAN[®]

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