



HERITAGE

DURABLE LUXURY SINCE 1931



# DULUX HERITAGE INFLUENCER PARTNER UGC GUIDE

## THE BOOT ROOM EDIT





# THE BRIEF

The boot room is often one of the hardest-working spaces in the house, especially after muddy dog walks, so we're keen to showcase how Dulux Heritage Eggshell and Dulux Heritage Velvet Matt, is durable enough to handle real life, while still looking effortlessly stylish.

As we're all about the 'feeling' our colours and paints can bring to a home, we'd love you to highlight how this boot room transformation has elevated the space, whether that's creating a sense of calm and organisation in a busy, high-traffic area, or turning it into a more welcoming, practical, and considered part of your home.

## What to feature:

- Highlight how the boot room is a busy, high-traffic space, especially after dog walks, so it needs a durable, long-lasting, and washable finish that can withstand everyday wear and tear.
- Demonstrate how the colours can elevate a functional space and add real impact.
- Capture the before and after, bringing to life the feeling this transformation has created, showing how the space has become more organised, inviting, and fit for modern living (bonus points for featuring your dog in the finished space, if you have one).

## Brand & Product Name :

- **Dulux Heritage Eggshell** – our high quality, water-based eggshell for wood and metal offering a stunningly smooth, low sheen finish. Durable and hardwearing it protects wood and metal throughout busy homes ensuring it remains beautiful for years to come.



# THE BRIEF

- **Dulux Heritage Velvet Matt** - A luxury washable matt emulsion formulated with premium quality pigments to guarantee excellent depth of colour and with specially blended clays for effortless application, and an irresistible soft to touch finish. There's a range of expertly selected colours, inspired by some of the most beautiful periods in British design history.
- Product must be applied with the correct prep and application tools – please see website for details: [Paint Finishes - Eggshell & Primer Paint | Heritage](#), and [Velvet Matt](#)
- **Campaign Target Audience:**
- Home and Interiors, Lifestyle, dog parents

## Post by date:

- May/ June

**IMPORTANT NOTE:** As this content will be UGC hosted on Dulux Heritage channels, you are not required to post it on your personal account; however, you may do so once the content has been approved by Dulux Heritage. Ahead of **ALL** content going live, content must be shared with Dulux Heritage for review, and Dulux Heritage are entitled to x1 round of feedback.



# THE BRIEF

We'll be sharing the content on our side, but if you'd also like to share it once approved, please use the tags/handles below:

Instagram: @duluxheritage

TikTok: @Duluxuk1

**#DuluxHeritage**

**# (chosen Heritage colours)**

## Tips for creating content:

- Show before & after transformations if possible.
- Highlight durability, hardwearing, and the aesthetic of the Dulux Heritage products.
- Use text or voiceover to mention the colour names used in your video
- Keep the tone warm and relatable

Please see this link for product advice for the surface you are painting:

- [Dulux Heritage Eggshell](#)
- [Dulux Heritage Velvet Matt](#)



# DELIVERABLES

1 x £200 voucher for the Dulux Heritage website to be used for full sized cans - must be used in one transaction.

- 1x before image and 1x after image
- 1x reel with royalty free music up to 30s \*
- 1x reel with no text and no music up to 30s \*

*\*This can be the same piece of content*

We will also be able to offer you a fee to compensate you for your time, effort, and usage rights, which will be discussed if your application is successful.



# T&C'S

- If you have received paint as part of this opportunity and the content requirements are not fulfilled, you will be liable to reimburse the value of the product to the brand.
- Dulux Heritage is hereby granted the right to use any images, photos, videos or digital media (this includes rights to use talent content for social media and other marketing purposes across their channels) obtained from the Talent or the Talent's content posted across their owned channels in all territories, with the Talent's knowledge. The Talent grants the rights for use throughout the Territory of Dulux Heritage indefinitely on a non-exclusive basis.
- You will retain legal ownership of any rights you own (including copyright) in any photo you upload. However, you grant to Imperial Chemical Industries Limited (trading as ICI Paints AkzoNobel), The Akzo Nobel Building, Wexham Road, Slough, Berks SL2 5DS Registered number 21801 and its affiliates (Dulux) a non-exclusive, perpetual, irrevocable, worldwide, royalty-free, assignable, sub-licensable licence to use the photo in the manner set out below.
- We may use your photo/videos on our social media (organic & paid), email marketing, through our press office for journalists, webpages, product pages, colour pages, and for our Dulux Heritage retailers to use on their organic social, website & email.
- You also grant Dulux Heritage the right to use your social media username, image, likeness, caption, or other identifying information in connection with the use of your photo. Dulux Heritage will choose and publish uploaded photos/videos at its absolute discretion. For the avoidance of doubt, Dulux Heritage is under no obligation to use any of the photos or videos provided.
- You will receive full credit to your social media handle wherever the image is used on a Dulux Heritage owned channel or platform.
- You warrant and represent that (i) you own all rights (including copyright) in the photo uploaded or, if the photo is subject to third-party rights, you have all required licenses, rights, consents and/or permissions to publish the photo and grant the licence described above to Dulux Heritage, and (ii) you are over 18 years of age.



# CONTACT INFORMATION

If this is of interest, please contact [group.dulux-consumer-social@ciracle.com](mailto:group.dulux-consumer-social@ciracle.com) with the subject line The Boot Room and include your social handle.

Please do let us know the colour (s), finishes, and products you'd want to use and timelines for creating the content.

The team will get back to you as soon as possible to discuss your application.

We're so excited that you want to partner with us and really appreciate your application and enthusiasm.

Thanks!