

# VELUX TRANSFORMATIONS

Instagram activation

**VELUX®**



# POST YOUR before/after makeovers

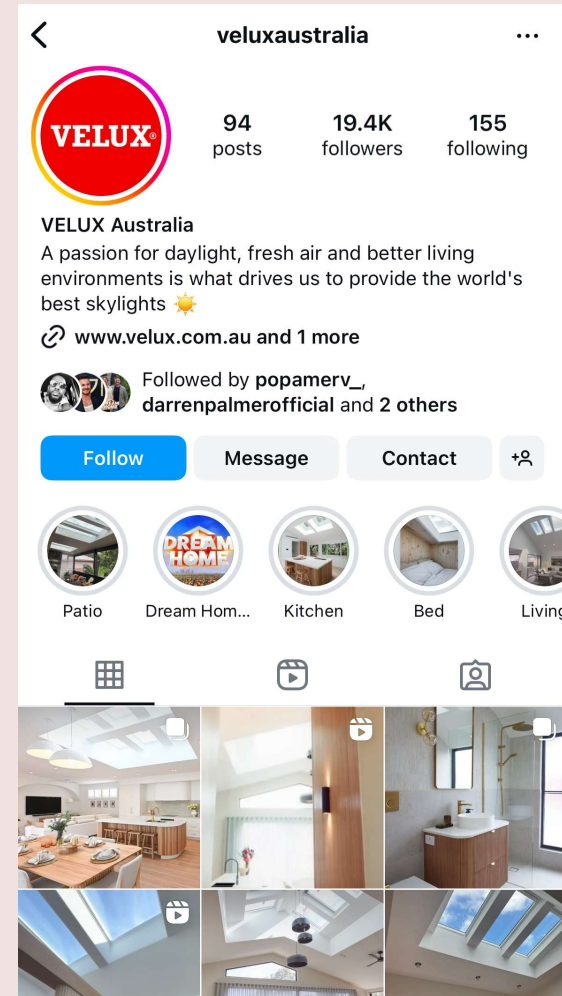
Create and post a **Video (Reels)** or **Photo Set (Carousel)** on Instagram showcasing the space before and after you transformed it.





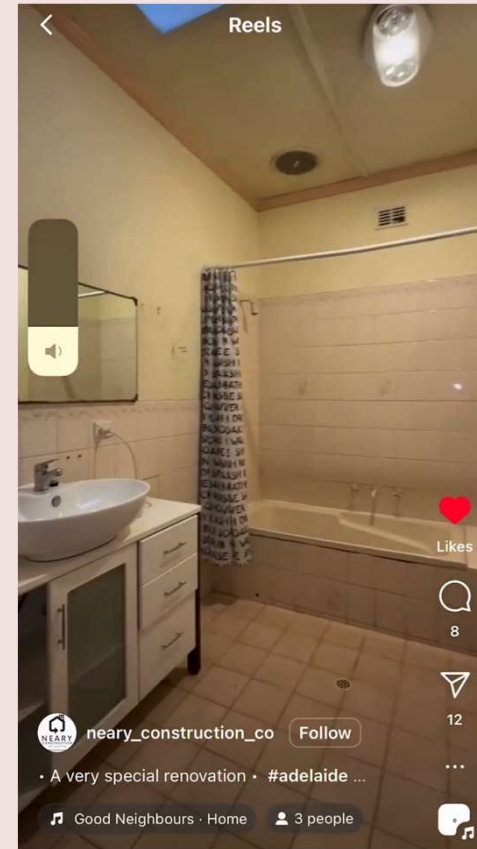
Tag **@VELUXAUSTRALIA**

and use the hashtag  
**#VELUXTRANSFORMATIONS**

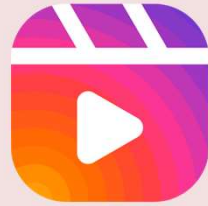


# Examples

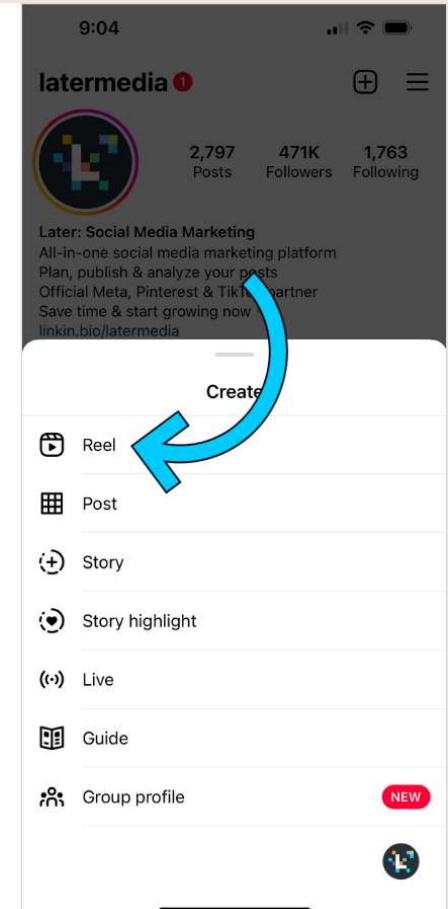
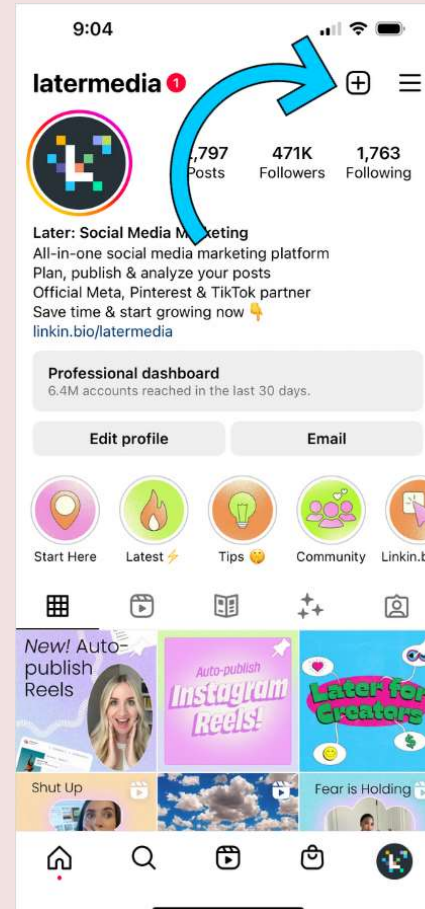
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# Content Guide



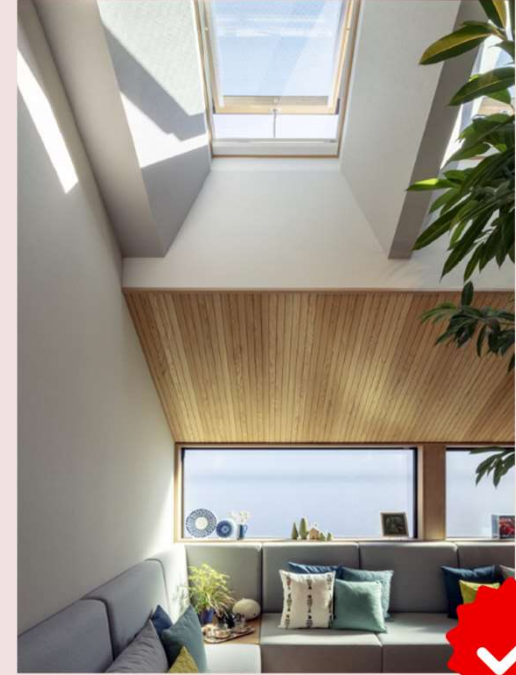
- Videos (reels) are the most effective form of content on Instagram
- They can be up to 90 seconds (general rule to stick to 15-30 sec)
- The shorter, the better. Short form videos attract more engagement
- Shoot videos in portrait mode (9:16 aspect ratio)



# What makes great content?



- 25%+ of the image shows skylights (Preferably multiples)
- The blue sky is visible in the shot
- Show the whole room for context



# What doesn't make great content?

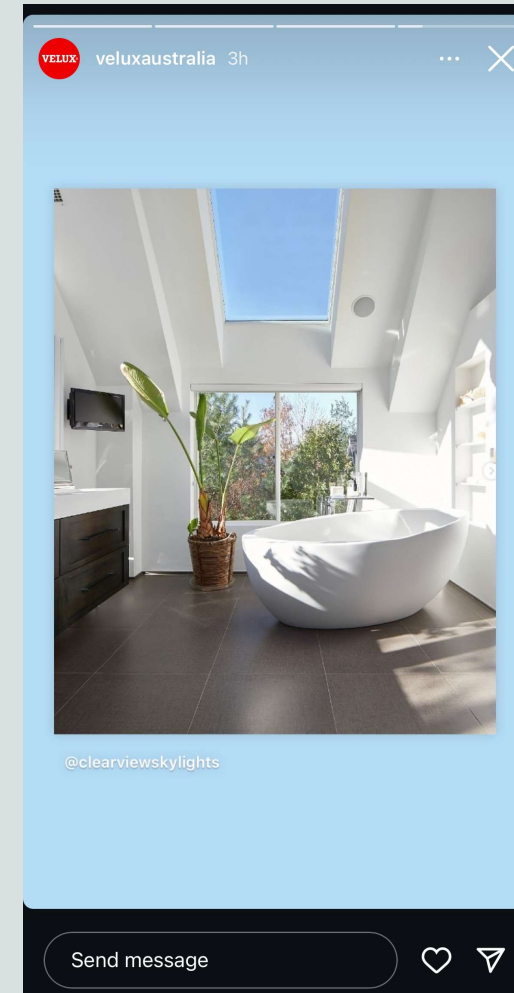


- Unfinished construction site (unless part of the before and after photos)
- Posts that only show roof shots (include as part of a set of photos also showing internal shots)
- Skylights are not the focal point of the photo or video



## What's in it for you?

1. Weekly Shoutouts on VELUX Instagram stories of our favourite transformations.
2. Our 2 favourite transformations between 12 August – 30 November 2024 will receive \$2,500 RRP of VELUX product each (winner of business Instagram page)
3. Homeowner of winning homes receives \$500 cash





## “VELUX PROMOTION” TERMS & CONDITIONS

Terms and Conditions apply, see [velux.com.au/insta-comp-tc](https://velux.com.au/insta-comp-tc)  
Open to registered AU businesses authorised/licensed to install VELUX products.

Ends: 11:59pm AEDST on 30/11/24. Install must be during the promotional period. Entry must be on businesses Instagram page. Must obtain property owner’s permission & advise property owner that by installing Velux, the business is eligible for this promotion.