

MISSION:

AGENT HEADER

Your mission, should you choose to accept it, is to put together an on-brand post for our customer. Use the **Agent Header** to find clues and solve the mystery.



Let's check out
the **Account Info** tab to
get to know our customer.

ACCOUNT INFO



Are they on post approvals?



POSTING NOTES

Search for clues in **Posting Notes** to see how the customer would like their post to sound or look.



ADD RELEVANT HASHTAGS

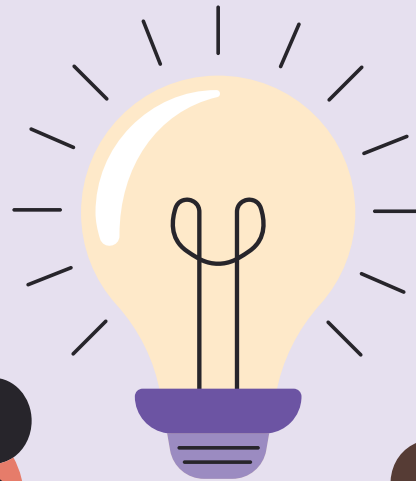


CONTENT GUIDELINES

What clues can you find in the **guidelines** that should be added to the post?

Let's find out!
I bet we do.

Do we need
hashtags?



? Don't add any
hashtags on Google



BRAND

Consult the Brand Guide in the **Brand** tab before you start designing the post.

BRAND GUIDE

Sans serif font
Bold style
Confident

COLOR #1

COLOR #2

COLOR #3

COLOR #4



ELEGANT VISUAL STYLE

SOLVE THE MYSTERY

Put together all the clues you've gathered to solve the mystery, and create an on-brand post



CASE FILE

OPERATION: AGENT HEADER



ASSIGNMENT: CREATE AN ON-BRAND POST

BASTILLE BRASSERIE AND BAR

REQUIREMENTS:

Be sure to create captions for each platform

ON-BRAND COPY

BRAND COLORS

ON-BRAND FONTS

- Customer's brand attributes?
- ALWAYS add #_____
- No _____ photos.

**FOR YOUR
EYES ONLY**