HOS content ideas

* HOS around town- showcasing the product in the setting you want consumers to use it, so they can see the product in their lives, e.g. around different parts of London or commute to work for businessmen
* Pack/unpack my… - packing or unpacking different products to highlight what items can fit in the bags or sleeves, this can be done for work and travel
* Product handling- e.g. different shots of someone unzipping or placing something in a bag to show the different functions of the product
* Customer testimonials - can be put into visualised graphics to gain trust from potential customers from active customers
* The making of… - behind the scenes footage of products being made, consumers can understand the process and craftsmanship put into each product
* Style your… - look book style visuals of outfit inspiration with the product
* Get ready with me- video style content of concept above with affiliates creating more personal and induvial videos of their routine as they incorporate product in a more casual way
* Unboxing videos- highlighting the overall look and feel of the product, either be aesthetic content or more personal with affiliate unboxings talking through their first impressions
* Educational- highlight more about the materials used, how they are made, the brands sustainable efforts e.g through a sustainable series on TikTok or quote style images rather than just talking about this information in the captions of pictures
* Reasons why- highlight features of product to giving consumers reasons why they should buy into the brand
* On the go- video content of the typical HOS customer on his day-to-day routine incorporation product, relatable and authentic content
* Office essentials – share the must have products for the office, explain how they enhance productivity and style
* After care- using the tips provided on the website on leather care, create short videos or graphics on this information
* Lifestyle flat lays- Image version of what would pack in certain products, layouts of outfits with products
* Sustainability facts- in video style or graphic images state facts paired with what the brand is doing to help/overcome this
* Leather trivia- interactive content with fun leather- related questions consumers regular ask/ facts in order to engage with followers to participate and learn more about the leather, craftmanship and sustainably of the brand
* Tech tips – enhance the importance of the tech features and products through a tech series with videos content using voice overs or image content
* Monthly favourites- create monthly favourite videos of most brought products that month
* Pick your favourite…- encourage consumer to engage with the brand with pick your favourite item from carousel style content
* Gift ideas- around Christmas, valentines, and for birthdays ‘’the perfect gift for him\her’’
* A leather journey- a mini docuseries that explores the stories/ experience of the people involved in the creating of the product, providing a deeper understanding of the craftsmanship with their contributions to the process of the product and behind the scenes of the brand for consumers to feel connected to the brand on a more personal level