

MOBILFOX 4.0 - the New Mobilfox  
New vision - Be Fearless  
8 new products  
New website  
New designs

**We are game-changers. We are strong. We are self-made.**

**This is why we believe in those who are like us.**

**Everything we do is led by the mission to empower those who dare to choose the road not taken, who dare to show the world their most authentic self, and dare to go beyond their limits without compromises.**

**Be You. Be Strong. Be Fearless.**

We encourage you to be yourself and create all the contents in the most authentic style. You know your audience and what goes best, we trust you with this. Feel free to embrace creative freedom in all the contents, as long as the necessary communication points are covered.

#### **Goal of the campaign**

Our goal is to reach 200k followers on our NEW GLOBAL INSTAGRAM ACCOUNT with the hype generated by You!

ONLY when we reach 200k followers on IG, we will launch our NEW WEBSITE, THE NEW PRODUCTS AND THE NEW DESIGNS as part of THE NEW FEARLESS Mobilfox 4.0.

#### **July 10 : 1 set of stories**

Aim is to get to 200k on our new global insta account, @mobilfox\_official. Hype up your followers to go and follow it - **the website with Mobilfox 4.0 will only open once we reach 200k followers there so we should all make an effort to reach that number as soon as possible!**

- Mobilfox is doing a complete rebrand
- lots of new products, designs, a new website are launching soon
- Show the special suitcase you got with all the goodies, which you can only open once we hit 200k, create hype with the suitcase as well
- if they wanna be up-to-date with Mobilfox they should follow the global instagram account since local accounts will be closed.

Make your audience follow our new account: @mobilfox\_official

#### **July 14-15 (or once we reach 200k), 5pm: 1 haul story set**

We reached our 200k goal, so the new Mobilfox website is finally open, now's the time to reveal the secret and open the package we have been waiting for.

-> Take out the key from the envelope and open the suitcase, revealing all the new products we are launching now. Make a haul story set showcasing the different types of products.

- **Show all the designs and products in your package in haul style to your followers**
- **Tell your followers about the products you chose**
- **Tell them why you chose these specific types, design colors, why you like them, which one is your favorite.**
- **The new website has launched, everyone should check it out and surf among the new collections and wide range of new products!**
- Your followers can get 30% off during the launch period with your personal coupon code. They should be among the first ones who get these new products!

#### NEW PRODUCTS:

- FS 3.0
  - NEW FEATURES COMPARED TO FS2.0:
    - 5 amazing trendy colors
    - Fully transparent cases are available with the new UV protection technology which does not allow the case to turn yellowish
    - Available with magsafe
    - Microdot pattern on the back so it won't stick to the back of the phone
    - Slim design
    - Non slippery materials
  - 3.5 drop resistance
  - Lifted edges yet smooth swiping experience
  - Slim design
  - Glow in the dark camera ring
- FS 3.0 soft touch
  - NEW FEATURES COMPARED TO FS2.0
    - Super soft touch backplate and frame, 100% non slippery material
    - Magsafe version also available!
    - Black and powder colors
  - 3.5 drop resistance
  - Lifted edges yet smooth swiping experience
  - Glow in the dark camera ring
- FS 2.0
  - NEW COLORS:
    - Burgundy, anthracite, lavender, bubble gum
    - Fully transparent cases are available made from non slippery material
  - 3.5 drop resistance
  - Lifted edges yet smooth swiping experience
  - Glow in the dark camera ring

- Crossbody
  - Compatible with all phone cases
  - Easy to apply and to adjust
  - 7 trendy colors
- Lazystrap
  - Compatible with all cases
  - Easy to apply
- Pro Shock
  - NEW COLORS:
    - Black, shark gray, dark green, stratos blue, lavender, red, corral, baby blue
    - Magsafe version available
  - 5 meter drop resistance due to Drop X2 technology
  - “Claw design’ with the raised corners
  - Changeable bumpers and buttons
  - 7 new colors
- New website
  - 20 new collection
  - You can write your own text on the case
  - New website design
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