

ARB BASE RACK SOCIAL MEDIA PACK

Thank you for downloading ARB's social collateral pack for BASE Rack.

The product will go live on social media at the following times, please **DO NOT** post to social channels until after the product has been released on ARB's official respective social channel.

Tuesday 21th July:

Please note: If you're not sure if you should be releasing the product yet, please go to ARB's official social channels & check if the product has been released there. If nothing has been posted, please wait until it has or wait until the following day.

12PM (AEST) - IGTV ARB BASE Rack video launch

12PM (AEST) - YouTube ARB BASE Rack video launch

12PM (AEST) - Facebook ARB BASE Rack video launch

All stores who have set-up a cross posting relationship with ARB 4x4 Accessories on Facebook will have the launch video available to post at 12:05PM.

If you are yet to set-up a crossposting relationship with ARB from your store or stockist page on Facebook, please contact zhenya@arb.com.au ASAP.

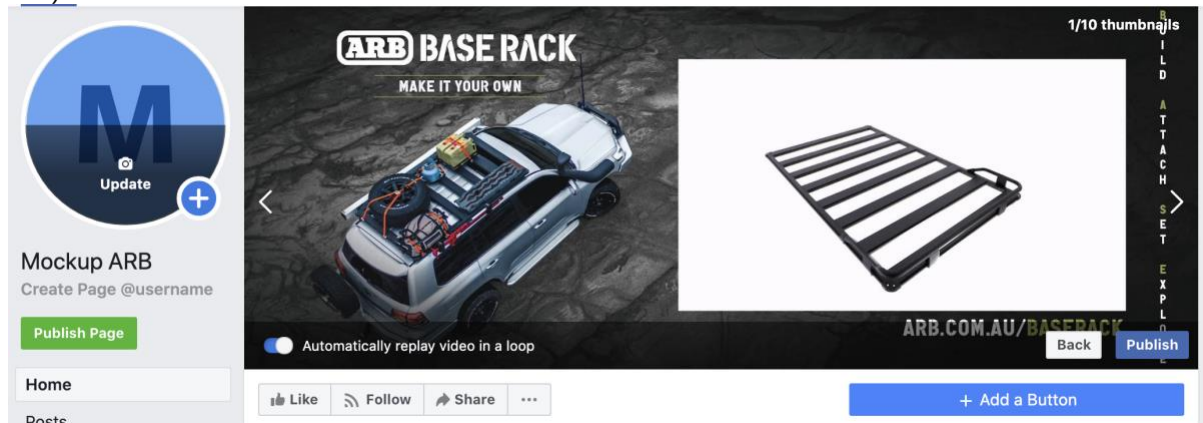
WHAT IS AVAILABLE & WHERE TO USE IT

Please link every social post to www.arb.com.au/baserack and change your Instagram bio to this URL also for the week of the launch.

BASERack_Carousel: Please use this in a multi-image post on Facebook or Instagram.

BASERack_SingleImage: Please use this on Facebook or Instagram.

BASERack_CoverPhotoVideo: Please upload onto your store's Facebook page on Tuesday the 21st of July, 2020. Change the description of this video to the URL provided above. Make sure the video is uploaded on Desktop, so you can adjust it to sit in the centre for desktop view, as the full image displays on mobile, and sides are cut off on mobile. It should frame as pictured below (Build Attach Set Explore should just fit on the right-hand side):



BaseRack_CoverPhoto_static: If your page does not allow you to upload videos, or you're unable to get the video to work, please upload this static image, and then contact zhenya@arb.com.au.

BASERack_SocialStory: Please post this story at least once every 24 hours from Wednesday the 22nd of July on your Facebook & Instagram if possible. If you have over 10,000 followers, you will be able to link this story, if you don't leave as is.

BASERack_YouTube_Thumbnail: This is available just in case you require it, however, if your store has a YouTube page, please simply add the original video from ARB 4x4 on YouTube to a playlist, rather than downloading the video and reposting it. You have the ability to cross post the video over Facebook and if you require the launch video for any other reason, please contact ARB Marketing.

Lastly, once you have used up all of the social collateral available to you in this pack, please feel free to download lifestyle and studio images of the product (which have been made available to you over Dealer Dashboard) to continue the discussion around the product over social media for the coming months.

Nationwide advertising has been set-up across Google, YouTube & Facebook which will launch on the night of Tuesday the 21st of July. If you are thinking of setting up your own advertising, please consult with Zhenya & Mark in Marketing.

Copy examples you can use, or feel free to have a go at crafting your own:

Option A:

🔗 If you're looking for a lightweight, versatile, low profile roof rack that takes accessories and cargo loading to a whole new level of simplicity, BASE Rack is your all-in-one solution and the last rack you'll ever need!

Check out how BASE Rack's unique design and construction provides unmatched simplicity, flexibility and personalisation to your roof rack set-up by clicking the link 🔗.

Option B:

Introducing the next phase in roof rack evolution; **ARB BASE Rack**.

🔗 **CONSTRUCTION**

Boasting a low-profile and lightweight design, BASE Rack sets a new benchmark in strength and vehicle integration. Its fully welded, single-piece construction exerts no flex under load and doesn't require a supporting subframe allowing for close to the roofline mounting. Conceal your electric cables with easy channel access thanks to removable end caps.

🔗 **ACCESSORIES**

ARB's revolutionary dovetail mounting system and horizontal beams make attaching and removing loads and accessories easier & faster while keeping them secure. With 16 BASE Rack compatible accessories including a T-Slot adaptor to accommodate a range of accessories from other manufacturers, you can truly make it your own!

🔗 **INTERCHANGEABLE GUARD RAILS**

Transform your flat rack into a touring or trade rack with four interchangeable guard rail systems which attach quickly and easily to the dovetail extrusion around the rack's perimeter.

BASE Rack is an all-in-one solution and the last rack you'll ever need. Click the link below to learn more!