



***RANGE FINDER SHOE LAUNCH 2024  
CONTENT PACKAGE***



***IMAGE + FILM  
OVERVIEW***



# IMAGE + FILM OVERVIEW

## IMAGES



1



2



3



4



5

## FILM



TEASERS 6s



HERO 10s



CUTDOWN 6s

# KEY MESSAGING

## TEASER / COMING SOON

6 sec

### Key message

NEW GOLF SHOES LAUNCHING  
SOON

A New Take on Golf Sneakers

Coming Soon: the Range Finder sneaker – blending high-performance functionality with contemporary style.

## HERO / LAUNCH

10 sec

### Key message

DISCOVER THE NEW RANGE  
FINDER SNEAKER

New Arrival: Range Finder Sneakers

Crafted to perform, this lightweight golf sneaker is equipped with high-performance features, ensuring comfort and durability with every step.

## CUTDOWN

6 sec

### Key message

DISCOVER OUR LATEST  
ARRIVAL/ SHOP OUR NEW GOLF  
SNEAKERS

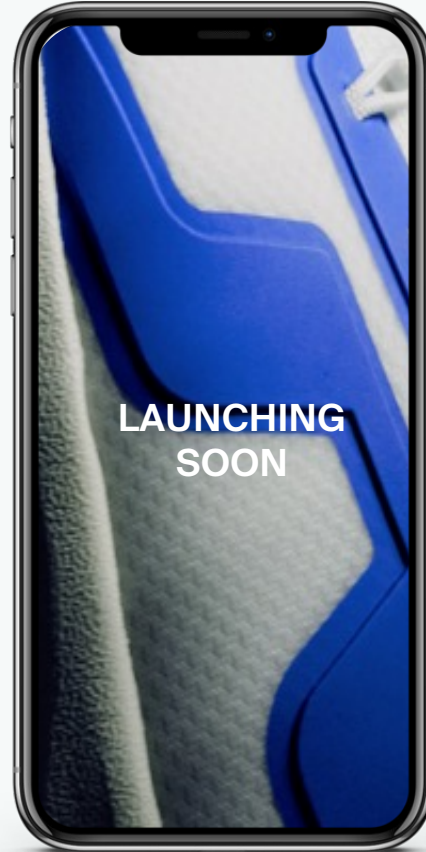
New Arrival: Range Finder Sneakers

Experience unmatched style and performance both on and off the golf course with our lightweight Range Finder Golf Sneaker.

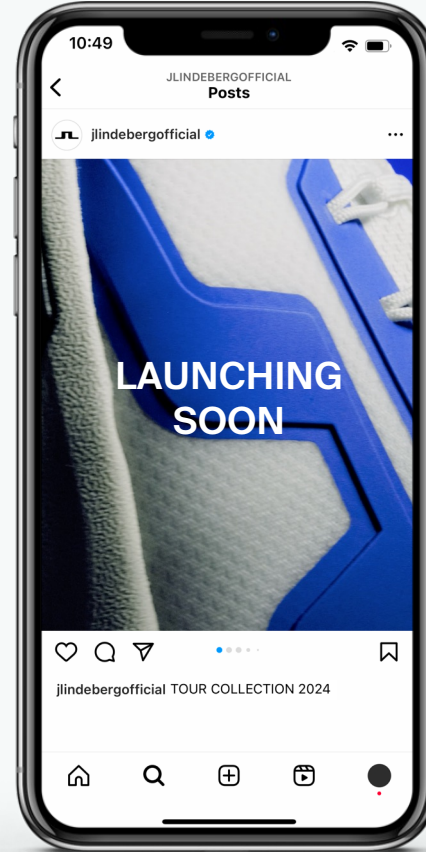


***SOCIAL***

# SOCIAL TEASER / COMING SOON



STORY



POST/REEL

6 sec

**Key message**  
NEW GOLF SHOES LAUNCHING  
SOON

A New Take on Golf Sneakers

Coming Soon: the Range Finder  
sneaker – blending high-  
performance functionality with  
contemporary style.

# SOCIAL LAUNCH - FILM



STORY



POST/REEL

10 sec

**Key message**  
DISCOVER THE NEW RANGE  
FINDER SNEAKER

New Arrival: Range Finder Sneakers

Crafted to perform, this lightweight golf sneaker is equipped with high-performance features, ensuring comfort and durability with every step.



J.LINDEBERG



# SOCIAL LAUNCH – INSTAGRAM POST



IMAGE 1



IMAGE 2



IMAGE 3

Image 4



J.LINDEBERG

# SOCIAL LAUNCH - INSTAGRAM STORY

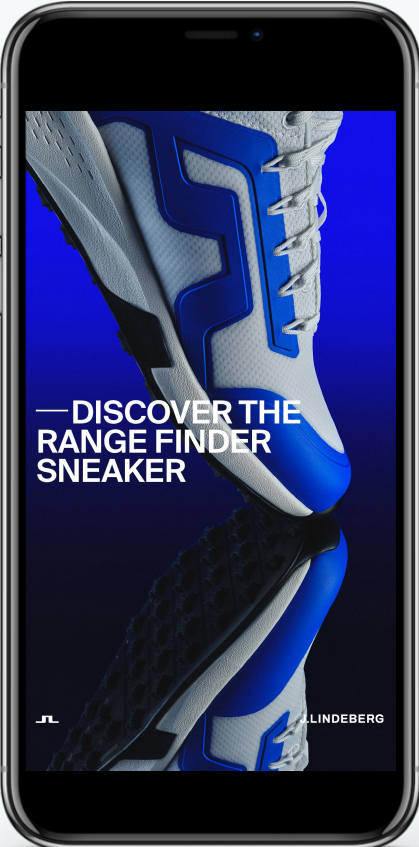


IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5 + LINK

***ECOM***



# J.LINDEBERG



NEW IN HERR DAM GOLF MODE SKI SPORT SALE

LOOKS COLLECTIONS EXPLORE

Q SÖK SV/SEK   



**BANNER**

# J.LINDEBERG



NEW IN HERR DAM GOLF MODE SKI SPORT SALE

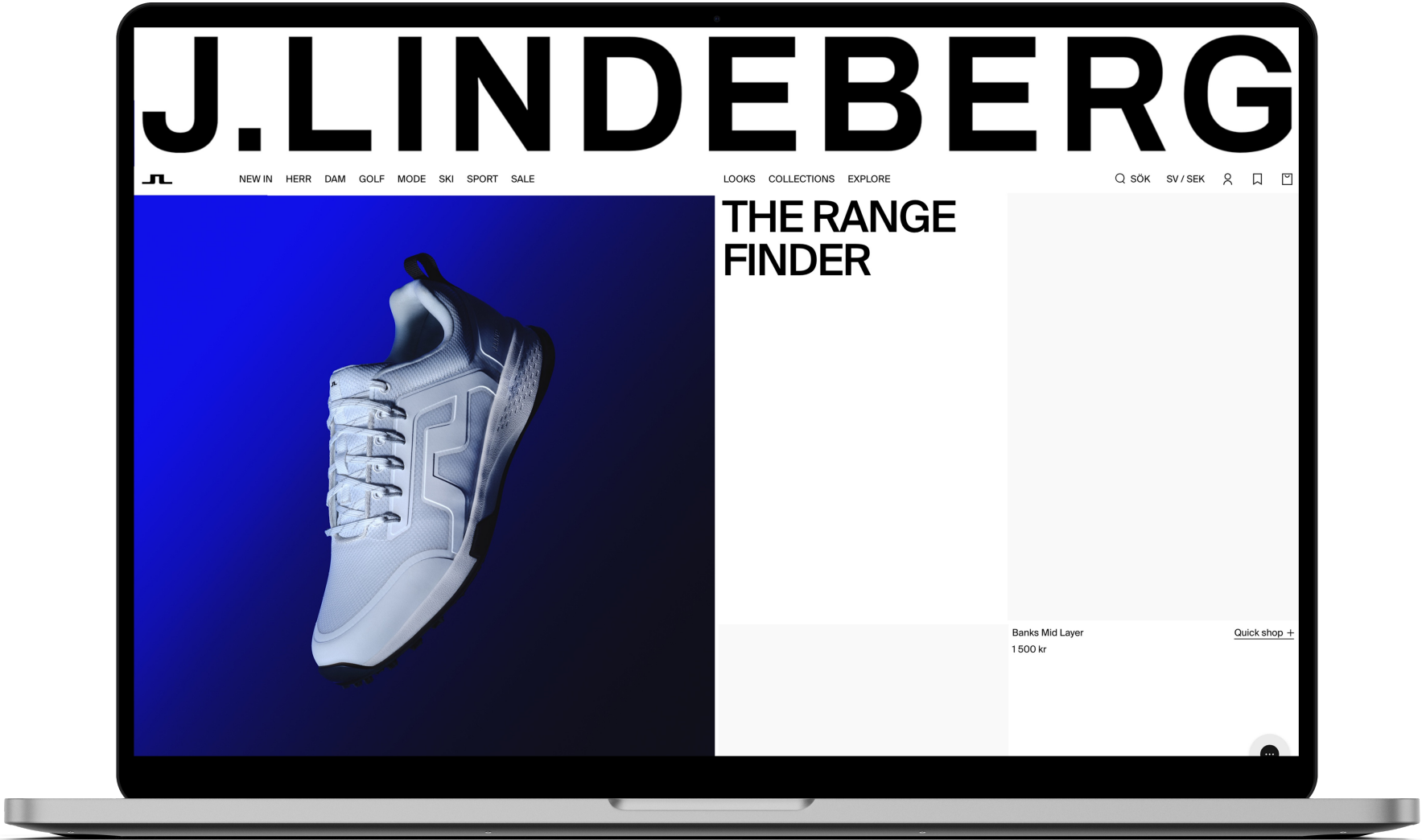
LOOKS COLLECTIONS EXPLORE

Q SÖK SV/SEK   



**J.LINDEBERG**

SHOP THE LOOK



J.LINDEBERG



***DOWNLOAD ASSETS***  
***(LINK)***

# *THANK YOU*



SARA RADJAIAN  
PROJECT MANAGER  
[sara.radjaian@jlindeberg.com](mailto:sara.radjaian@jlindeberg.com)

ASTRID ASKERT  
CONTENT DESIGNER  
[astrid.askert@jlindeberg.com](mailto:astrid.askert@jlindeberg.com)