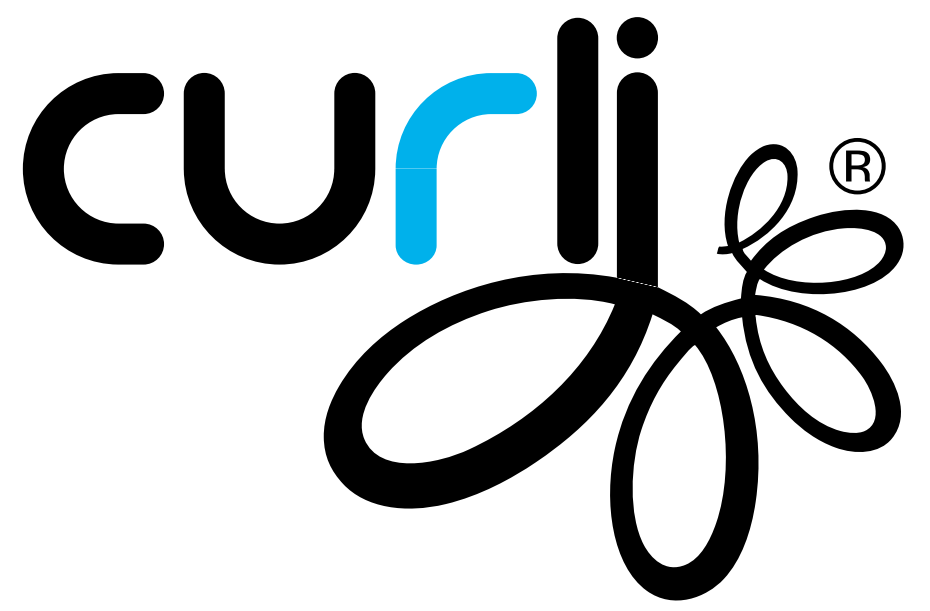




# curli Brand Ambassador Program

CATALOG OF CRITERIA





## Dear curli Fans!

We are pleased that you are convinced of curli and would like to represent curli on your social media channels as an official Brand Ambassador. We are looking forward to your application!

For admission to the curli Brand Ambassador program, image quality, type and scope of community and brand fit are evaluated. A minimum of 5 out of 6 possible points must be achieved. Fair evaluation is very important to us.

Therefore, identical criteria apply to all applications.

**Please understand that we cannot consider applications with an audience below 800 followers.**

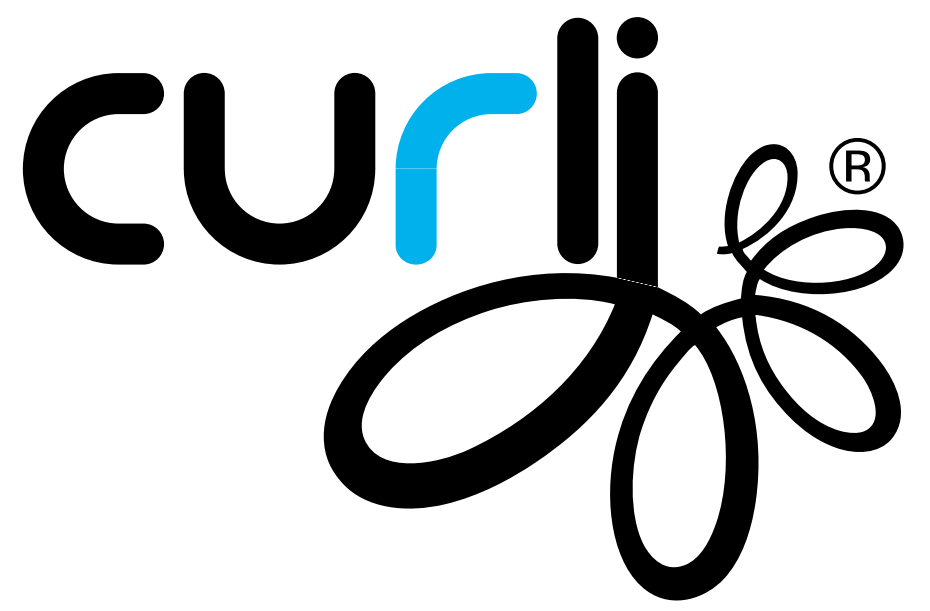
We reserve the right to reject applications without giving further reasons.

Please read the criteria and conditions of participation on the following pages carefully before applying.

You don't have enough followers yet or would like to expand your feed with photos of your four-legged darling in curli harness so that we can see how much you love the brand?

No hurry. We look forward to your application when you're ready.

Your curli Team



## IMAGE CONTENT AND QUALITY

### Visual language that does not match the brand

- Non-professional shots or cropped images
- Unnatural, artificial or aggressive representation of the dog

0 points

### Authentic visual language that fits the brand

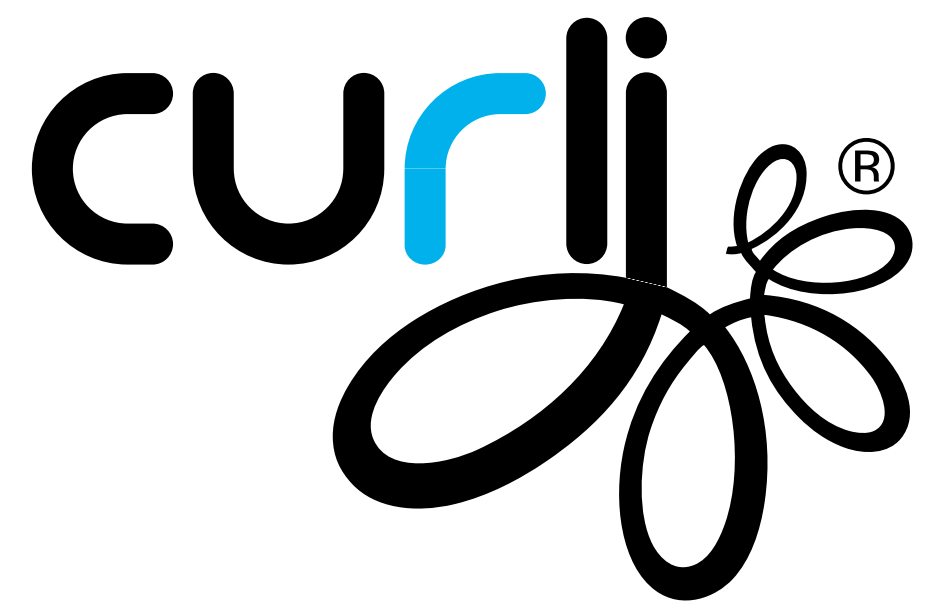
- Positive visual language that matches the curli brand identity
- Natural, authentic portrayal of the dog and the owners

1 point

### Professional visual language that matches the brand

- Particularly high-quality visual language that expresses and illustrates the curli brand messages, shows dog and owner as well as added value of curli products
- Attractive, appealing depiction of the dog and its living environment in line with curli values

2 points



## TYPE AND SIZE OF YOUR COMMUNITY

### Low performance

- Less than 800 follower
- Content does not address the interests of the curli target groups or only to a limited extent
- Country or region is already strongly represented
- Low activity or interaction rate

0 points

### Medium performance

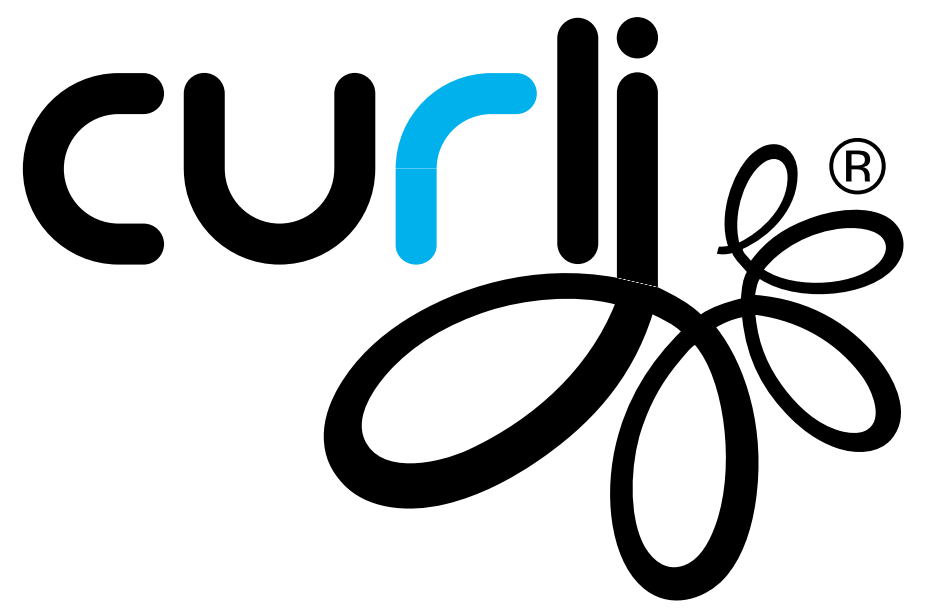
- More than 800 follower
- Content addresses the interests of the curli target groups
- Country or region is not overly represented
- Solid activity or interaction rate

1 point

### High performance

- More than 2000 follower
- Content addresses the curli audience interests and content creator is a community guide
- Country or region is poorly represented
- High activity or interaction rate

2 points



## BRAND FIT

### Low identification

- Other harnesses or mainly collars are also shown
- No convincing identification with curli as a brand is recognizable
- Cooperation is requested only out of personal interest (favorable purchase)

0 points

### Convincing identification

- Only curli harnesses are shown
- The content creator is visibly convinced of curli and identifies with the brand
- The content concept of the account offers potential and fits the curli brand identity

1 point

### High identification

- Only curli harnesses and various curli designs are shown
- The content creator is a brand enthusiast and represents curli as a brand particularly convincingly
- The content concept of the account has a particularly high potential or benefit

2 points





## BRAND AMBASSADOR BENEFITS

- ✓ Exclusive login to the curli B2B online store with access to all curli products
- ✓ 60% discount on purchases in the curli B2B online shop
- ✓ Two competitions per year for your audience with curli products as prizes
- ✓ First-hand news and brand insights





## YOUR COMMITMENTS AS BRAND AMBASSADOR

- ✓ At least 3 to 4 posts per month tagged with @curli showing the dog in a curli harness.
- ✓ Since you are representing the curli brand as a curli Brand Ambassador, no other harnesses than curli harnesses may be shown



