



## Techfluence Campaign Brief for LumiCharge II Smart LED Lamp



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**Product Description:** LumiCharge II is the stylish solution to illuminate & declutter your space. This multifunctional yet elegant LED desk lamp houses our patented Universal Phone Charging Dock & also includes Qi fast wireless charger, calendar display, motion-sensing nightlight and much more!

**Product Webpage:** <https://thelumicharge.com/collections/home-page/products/lumicharge-ii-prelaunch>

**Campaign Objectives:** 1) Sales 2) Awareness

**Video Type:** Client prefers “lifestyle” videos that explain the features of the product but is open to suggestions from participating YouTubers.

**Compensation:** Available but limited.

**Product Compensation:** Products do not need to be returned.

**Affiliate Marketing Available:** YES

**Giveaways Available:** YES – US and Canada only.

**Timeline:** Videos should be posted in time for the Valentine’s Day shopping period.

**Campaign Hashtags:** #LumiCharge2 #Techfluence

**Disclosure Required:** YES