



Disney



GIRLS CREW

CONTENT CREATIVE BRIEF



MISSION STATEMENT

Girls Crew's team of creators and innovators work endlessly to create original designs that set us apart from the rest! Creating playful, colorful, and intricate designs is our specialty. You are always getting an original design when you shop with us.

Disney

GIRLS CREW

PRINCESS COLLECTION

WEEK 1



CINDERELLA



SNOW WHITE



AURORA



ARIEL

WEEK 2



BELLE



BE OUR GUEST



POCAHONTAS



MULAN



JASMINE

WEEK 3



RAPUNZEL



MERIDA



MOANA



TIANA

CONTENT TIPS

Tags:

- Instagram: @shopgirlscrew @disney
- TikTok: @shopgirlscrew @disney

Hashtags:

- #disneyxgirlscrew

Music:

- Please use royalty free music if possible

Caption:

- Share a review of the pieces and your favorite ways you style them!

Dos

- Family friendly focused content
- Natural lighting
- Flat lay images and styled images/videos



CONTENT MOOD BOARD





Disney



GIRLS CREW



THE GIRLS CREW TEAM CAN'T WAIT TO
SEE YOUR CONTENT AND THOUGHTS
ON THE COLLABORATION. THANK YOU
FOR YOUR SUPPORT!