

**DEPARTMENT  
OF THE  
FUTURE.**

WORD STACK WIREFRAME

dotf.com.au

# THE CLIENT

Sumarise your business or organisation & your goals here. One short paragraph each.

Link to text-based assets + any additional assets.

# KEY MESSAGES

Choose 6 key messages - including a Call to Action - and reference where in the assets they're found.

**MESSAGE 1**

**(ASSET REFERENCE)**

**MESSAGE 4**

**(ASSET REFERENCE)**

**MESSAGE 2**

**(ASSET REFERENCE)**

**MESSAGE 5**

**(ASSET REFERENCE)**

**MESSAGE 3**

**(ASSET REFERENCE)**

**MESSAGE 6 - CALL TO ACTION**

**(ASSET REFERENCE)**

# THE BASIC WORD STACK

## **1 x carousel**

Based on key messaging from your assets, a carousel will feature 6 slides with images and text for distribution on Instagram, LinkedIn and Facebook, as part of organic posting planning or paid promotions.

## **6 x socials graphics + post copy**

Individual images, similar to the carousel content including supporting post copy for each image. These can be used for socials posts or digital advertising .

## **1 x 30 second video (16:9)**

Combining footage from your existing video assets, licensed footage from our extensive libraries with fresh voiceover and simple animation, the 30s second video will focus on messaging identified in the carousel and socials graphics stages to create new video content. This content can be distributed across socials, YouTube, your website, EDMs and more.

## **1 x 15 second video (9:16)**

This video will be cutdown from the 30 second video, and focus on two key messages. It is output at a vertical ratio, making it perfect for Instagram stories and pre-roll content.

# THE MEDIUM WORD STACK

The Medium Word Stack builds on the Basic Word Stack, in include additional assets for a broader reach. A Medium Word Stack also offers the option to swap content out for other content options from our menu. You can mix and match additional key messaging and menu items to create your own stack.

**1 x carousel**

**6 x socials graphics + post copy**

**1 x 30 second video (16:9)**

**1 x 15 second video (9:16)**

+

**1 x 6 second video (9:16)**

This video will be cutdown from the 30 second video, and focus on one existing key message. It is output at a vertical ratio, making it perfect for Instagram stories, TikTok and pre-roll content.

+

**1 x socials GIF + Copy**

A GIF for socials posting + copy to emphasise a key message or to cover an additional message.

*Keep the Medium Stack as recommended or swap out content for other options.*

**KEEP**

**SWAP**

# WORD STACK A LA CARTE

DOTF offers other recommendations for content created from your assets that we think will support your marketing and communication goals. These can be swapped out for like items in the Medium Word Stack package - ie videos of the same length, carousels, etc, or can be purchased as additional content.

*Note: number of swaps must match number of swaps in Medium Stack*

*Keep or Swap out content for other options.*

TYPE OF CONTENT	QUANTITY	KEY MESSAGES	SWAP
30s video	_____	_____	<input type="checkbox"/>
15 video	_____	_____	<input type="checkbox"/>
6s video	_____	_____	<input type="checkbox"/>
Still Image + copy	_____	_____	<input type="checkbox"/>
GIF + copy	_____	_____	<input type="checkbox"/>
Facebook banner	_____	_____	<input type="checkbox"/>
Blog	_____	_____	<input type="checkbox"/>

# ADDITIONAL KEY MESSAGES

Add any extra key messages for Medium Stack or A La Carte here.

**MESSAGE 7**

**(ASSET REFERENCE)**

**MESSAGE 10**

**(ASSET REFERENCE)**

**MESSAGE 8**

**(ASSET REFERENCE)**

**MESSAGE 11**

**(ASSET REFERENCE)**

**MESSAGE 9**

**(ASSET REFERENCE)**

**MESSAGE 12**

**(ASSET REFERENCE)**

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WHERE CONTENT  
MEETS CONTEXT.