

Monsoon Magic 2026 Campaign Guidelines

Theme: Create. Share. Earn Rewards.

Campaign Objective

Drive user engagement through monsoon-themed shopping and influencer content while increasing platform activity and conversions.

Visual Style

Use premium blue, teal, and emerald green. Incorporate rain, lush leaves, water droplets, soft gradients, and modern minimal compositions.

Creative Assets

Banner (16:9), square posts (1:1), stories/reels (9:16), email headers, dashboard banners, notification images.

Content Guidelines

Highlight monsoon savings, creator rewards, limited-time offers, and community participation. Maintain optimistic, fresh, premium messaging.

Influencer Guidelines

Create authentic rainy-season content. Showcase products naturally. Mention campaign hashtag and CTA. Avoid misleading claims.

Reward Structure

Points for content creation, engagement milestones, referrals, and verified purchases.

Do's

Use high-quality visuals, readable typography, accessible contrast, concise CTAs, mobile-first layouts.

Don'ts

No excessive text, no brand logo misuse, no cluttered compositions, no copyrighted third-party assets without permission.

Suggested CTA

Join the Monsoon Magic Challenge • Shop • Create • Share • Earn Rewards

Asset	Recommended Size
Dashboard Banner	1200 × 675 px (16:9)

Instagram Post	1080 × 1080 px
Story/Reel Cover	1080 × 1920 px
Email Header	1200 × 400 px