

Thanks for collaborating with Afterpay on our Holiday campaign. We all know holiday shopping can get carried away and slightly chaotic - especially when your list keeps growing! During a season of stressful spending, Afterpay helps to ensure your payments are just as thoughtful as your purchases by giving you time, flexibility, and confidence. Those are some great gifts. We'd love for you to share your authentic Holiday shopping experience using Afterpay. How'd you go about it? How did flexible payments help you cover your wishlist? Creative freedom is yours! Just keep it real and weave in our core value benefits in your natural voice - like your chatting with a friend over coffee.

Core Value Proposition

All messaging must feature the partnering brand + Afterpay and include a supporting value prop. Choose an option below that works best for you:

Pay it in 4

Pay it in 4* interest-free payments.

Shop [merchant] and pay it in 4.*

Pay Monthly

Pay up to 24 months.*

Shop [merchant] and pay monthly.

Pay over time

Shop [merchant] and pay over time.

Thought starters:

While we're keeping this just as flexible as our payment options (no scripts), here are some messaging vibes that hit a clear **call to action** and emphasize the **value propositions**. Feel free to use these as inspiration and make them your own in first person. Your authentic take on this is what matters most.

- Something special for them. Something smart for me. Shop [merchant] and **pay it in 4 with Afterpay** at checkout.
- Find the perfect gifts for them and the perfect terms for you. Shop [merchant] and **pay monthly with Afterpay**.
- Tis' the season for thoughtful gifts and thoughtful payments. Shop [merchant] and **pay it in 4 easy payments with Afterpay**.
- Shop the holidays without the stress. Get the right gifts with flexibility. Shop [merchant] and **pay over time with Afterpay**.

Hashtags

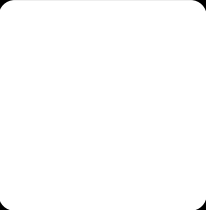
Include #AfterpayIt (when posting on TikTok) along side your own.

Caption

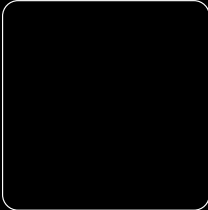
The caption must include the following disclaimer "see @afterpayterms and @cashapp for complete terms"

Visual Guide

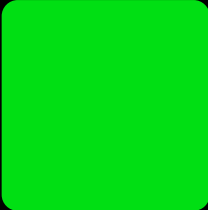
Colors



Copy
White
FFFFFF



Background
Black
000000



Background
Cash Green
00E013

Font Hierarchy

Headline
Exact Block
110-120% Leading

Fashion for them.
Flexibility for you.

Body
Cash Sans Regular
110% Leading

Gift your way. Pay over time.

Legal
Cash Sans Regular

*Late fees may apply. Eligibility criteria apply. See <http://www.afterpay.com> for more details.
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Logo

