



CLIPSAL[®]

ELECTRIC HOME DESIGN

Digital Promo Launch Kit

Life Is On

Schneider
Electric

We are excited to share "Set up for life"

A campaign designed to ignite Australian homeowners' knowledge, love and desire for "Electric Home Design".

Launching in April 2022, Clipsal's new consumer campaign will reveal life improvements (big and small) that a home built with "Electric Design" can provide.

And as homeowners' lives evolve, we will inspire them with a vision of their future home – [Set up for life.](#)

We wanted to share this with you early, so that you and your business could prepare as you are an integral part of this journey for the customer.

- This is phase one of the Digital Asset Kit launch
- Phase two will be coming in a few weeks and will contain additional assets including the launch videos.



Digital Promo Kit Contents

- 1 Electric Home Design Consumer Images
- 2 Electric Home Design Product Images
- 3 Social Media Posts
- 5 Featured Blogs & Case Studies
- 6 Digital Ads ***NEW***
- 7 Homeowner Support Materials & Tools
- 6 Follow Us

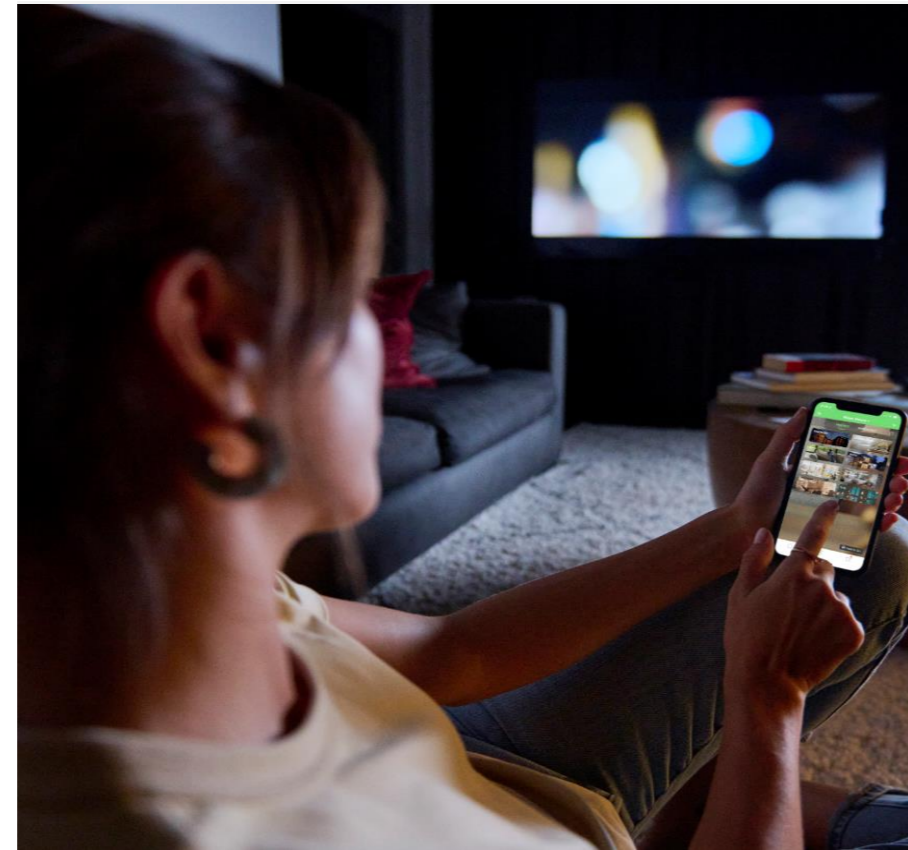


Consumer Images

IN THE BOX LINK PROVIDED ACCOMPANYING THIS DOCUMENT YOU WILL FIND IMAGES FOR THE BELOW.

[LINK HERE](#)

Images are for digital use for 12 months only.

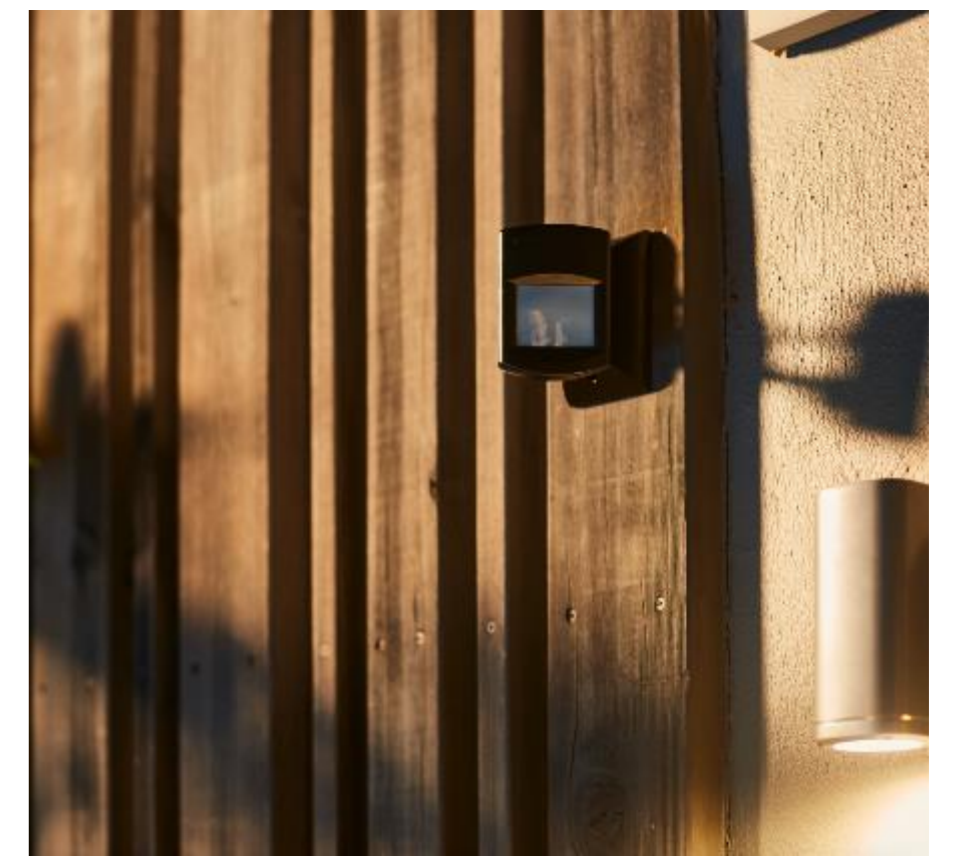
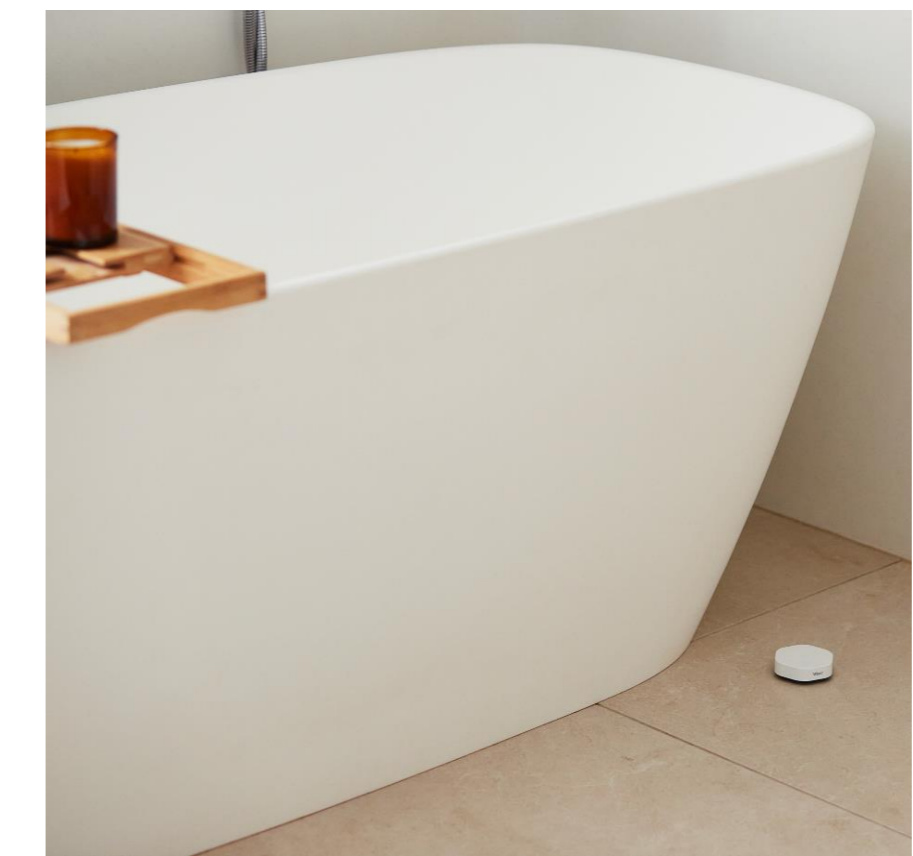


Product Images

IN THE BOX LINK PROVIDED ACCOMPANYING THIS DOCUMENT YOU WILL FIND IMAGES FOR THE BELOW.

[LINK HERE](#)

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Social Media

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Post #1

INTRODUCING ELECTRIC HOME DESIGN

Life happens. It's unexpected and constantly changing. Tonight's homework discussion hub might be the morning breakfast hustle location.

Create a new world of possibilities for your home design, powered by electric. It's a concept we call: Clipsal Electric Home Design.

Discover how you can unlock the possibilities today visit: <https://www.clipsal.com/home-renovation>

@Clipsalhome
#ElectricHomeDesign
#Clipsal
#Renovation
#Building
#Inspiration
#homedesign



Social Media



Post #2

POWER BROKERS

Kids - got to love them. They would play all day on their games if you let them. And sometimes you have to make the call to get them outside to enjoy the fresh air.

A Clipsal smart power point can help make that easy, by putting the power in your hands – literally. Fun fact: you can even set the TV or gaming console on a timer too. #LifeHacks #ParentingHacks

Discover the possibilities for your home here: <https://www.clipsal.com/home-renovation>

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#Inspiration

Social Media



Post #3

DESIGN DEVOTEE-ERS | DINING

Home design inspiration. It comes in many forms and from many different places - magazines, TV shows, our friend's houses. Yet often we miss a key piece of the puzzle, an important ingredient to the perfect combination of style and functionality that can make your home truly align to your vision of what home could be. Keen to unlock your home's potential and be better set up for what life brings?

Discover Electric Home Design by Clipsal here:
<https://www.clipsal.com/home-renovation>

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#design
#inspiration
#interiordesign

Social Media



Post #4

FOR THE BUSY BEE-ERS | KITCHEN

The glorious hustle and bustle of family life. Those gorgeous unexpected moments, which you wish you could cement in your memory forever.

Just as our family and life grows and changes, so do our needs and vision for our home. When planned correctly your home can work seamlessly to make living easier. This is Electric Home Design by Clipsal.

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#Clipsal
#Renovation
#Building
#Inspiration
#family
#life
#design

Social Media



Post #5

FOR THE SOAKERS | BATHROOM

Your bathroom, your haven. Where every design detail has been perfectly selected to bring together a calm and harmonious space so you can truly relax and unwind. From elegant taps that complement beautifully with your rounded edge metallic textured switch, to the dimmable downlights which create the perfect ambiance.

Discover the possibilities for your home with Electric Home Design by Clipsal here: <https://www.clipsal.com/home-renovation>

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Social Media



Post #6

FOR THAT BEAUTIFUL MESS | FAMILY

It is the calm at the end of another busy day. Their favourite toys are scattered all over the floor, a tower they spent hours building is precariously balancing, and being saved for the next day.

After reading their favourite story three times, you gently kissed them goodnight, and carefully navigate your way through the beautiful mess of toys, with the help of the "magic" night light that "keeps" the dragons away.

And as you walk through the door, you quietly reflect on how perfect these moments are. It's the moments you just won't forget.

Keen to find out how Clipsal can help to guide you to more exciting possibilities for your home? Visit here:

<https://www.clipsal.com/products/bedroom>

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#ElectricHomeDesign
#Clipsal
#family
#inspiration

Featured Blogs & Case Studies

ACCESS TO MORE CONTENT IS AVAILABLE
ON THE CLIPSAL WEBSITE
[HERE](#)



Design is in the details

[VIEW THE FULL CASE STUDY HERE](#)



Dream homes do come true

[VIEW THE FULL CASE STUDY HERE](#)



How to design the perfect home office

[VIEW THE FULL BLOG POST HERE](#)

Clipsal Video Links



ELECTRIC HOME DESIGN VIDEO

Long Video Link

<https://schneider-electric.box.com/s/an7ig60kog3iduzso6s0x20gouc1fco3>

Short Video Link

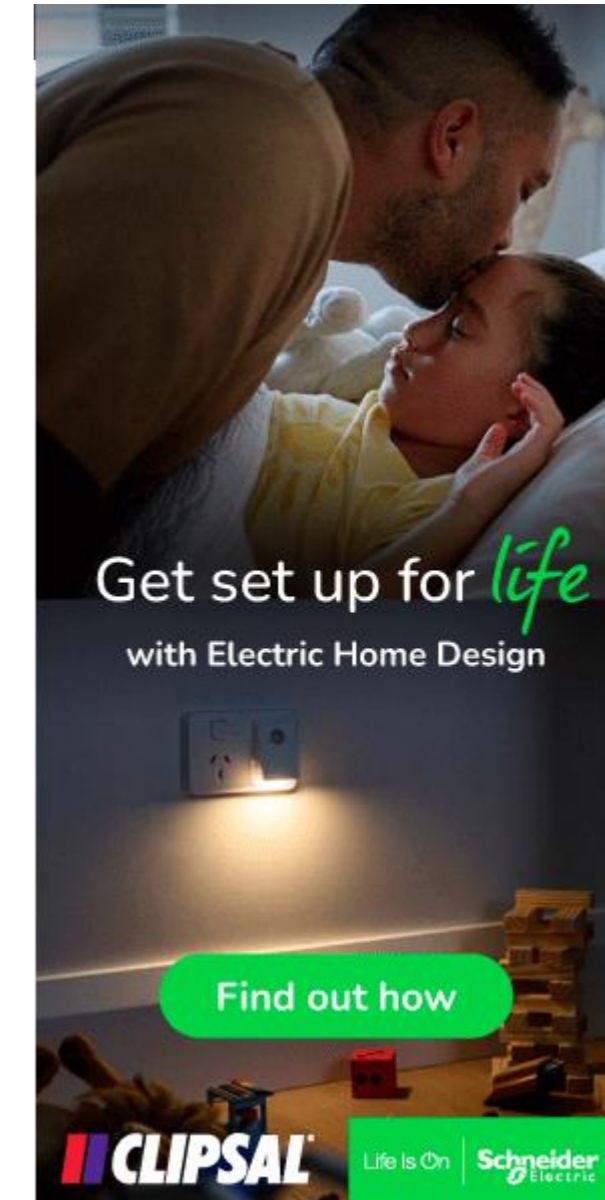
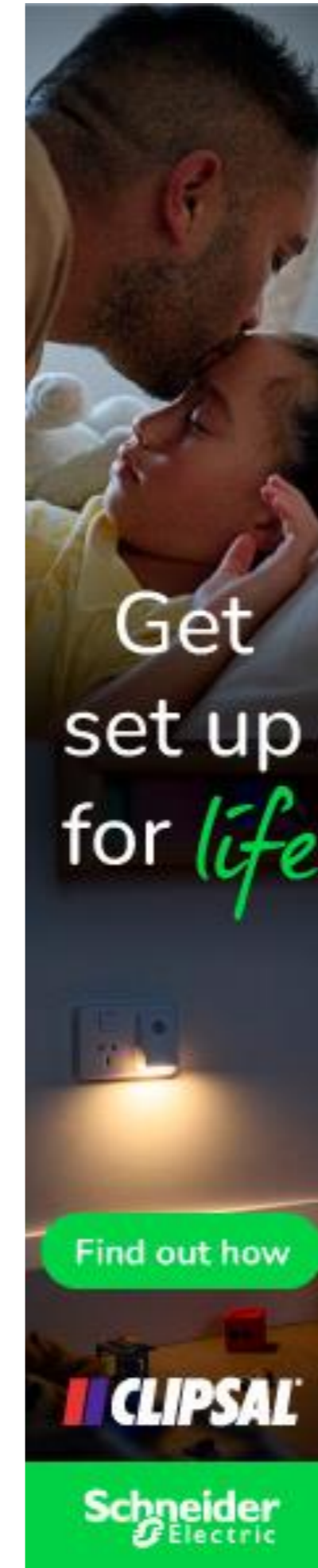
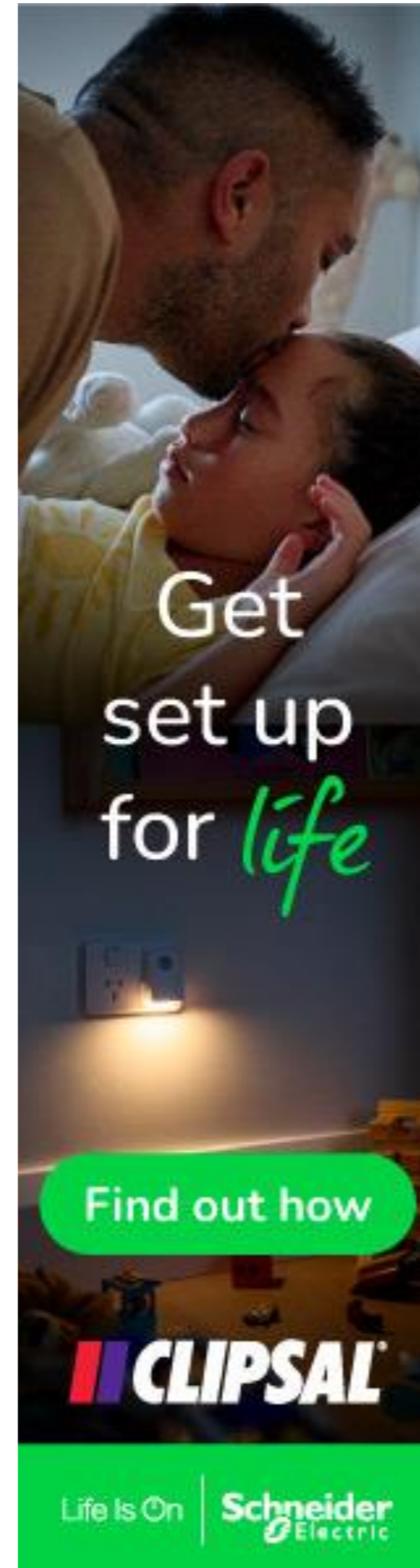
<https://schneider-electric.box.com/s/lzbf3wryz8yijz6dinmel131xt0bny>

Clipsal Digital Ads

IN THE BOX LINK PROVIDED ACCOMPANYING THIS DOCUMENT YOU WILL FIND IMAGES FOR THE BELOW.

[LINK HERE](#)

Images are for digital use for 6 months only.



Homeowner Support Materials

Find links below to resources to support conversations with homeowners.

INSPIRATION MAGAZINE & BROCHURES



Clipsal at Home Magazine [LINK](#)

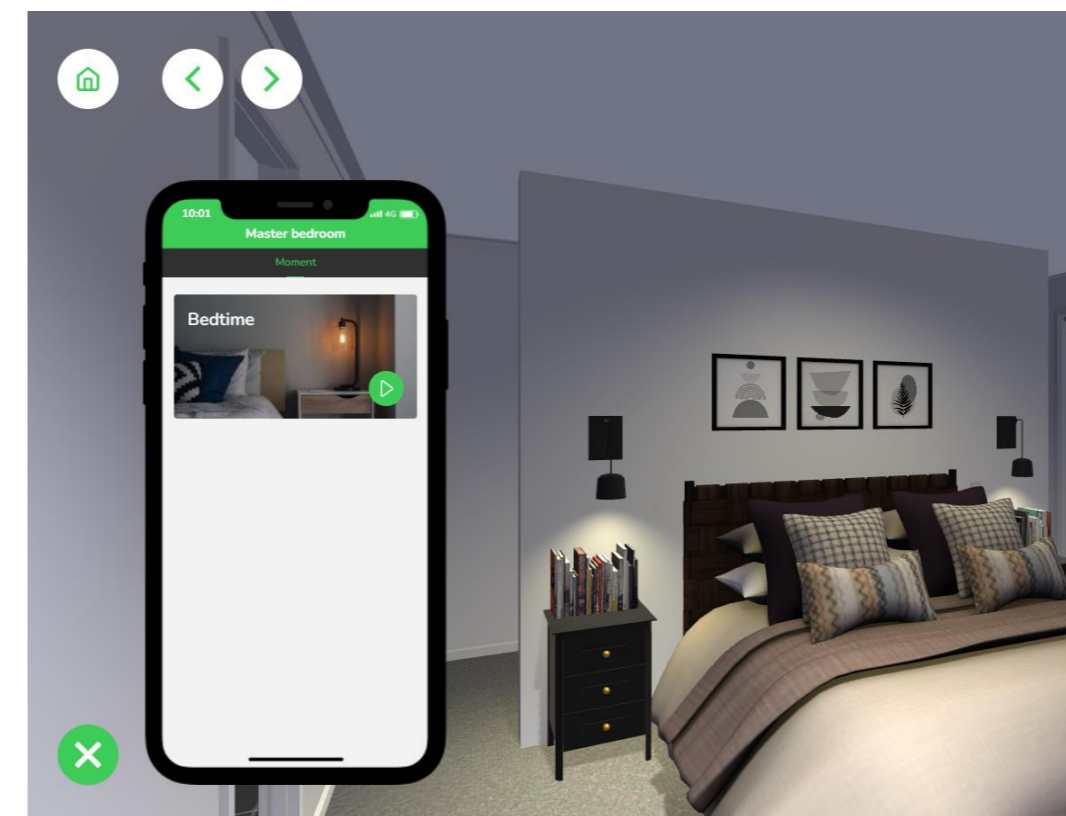


Iconic Range Brochure [LINK](#)

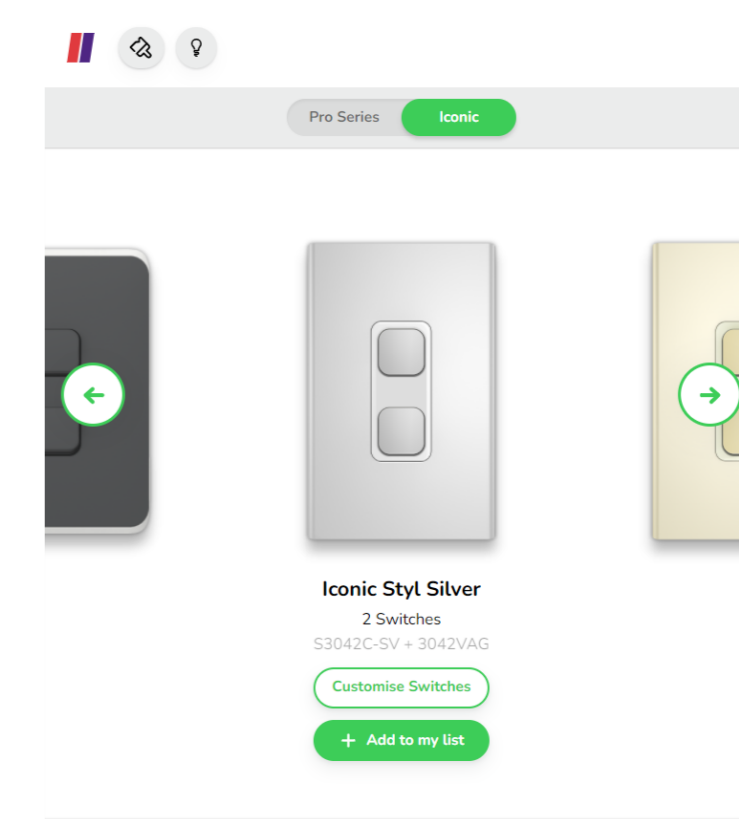


Wiser Smart Home Brochure [LINK](#)

HOMEOWNER DIGITAL TOOLS



Wiser Smart Home Virtual Tour [LINK](#)



Iconic Builder Tool [LINK](#)



Iconic Range Sample Decals Request [LINK](#)

Each pack contains 10 electrostatic stickers which includes a variety of switches and power points across the Iconic Styl and Essence ranges and is the perfect tool to test which of the Iconic styles work best with your space.

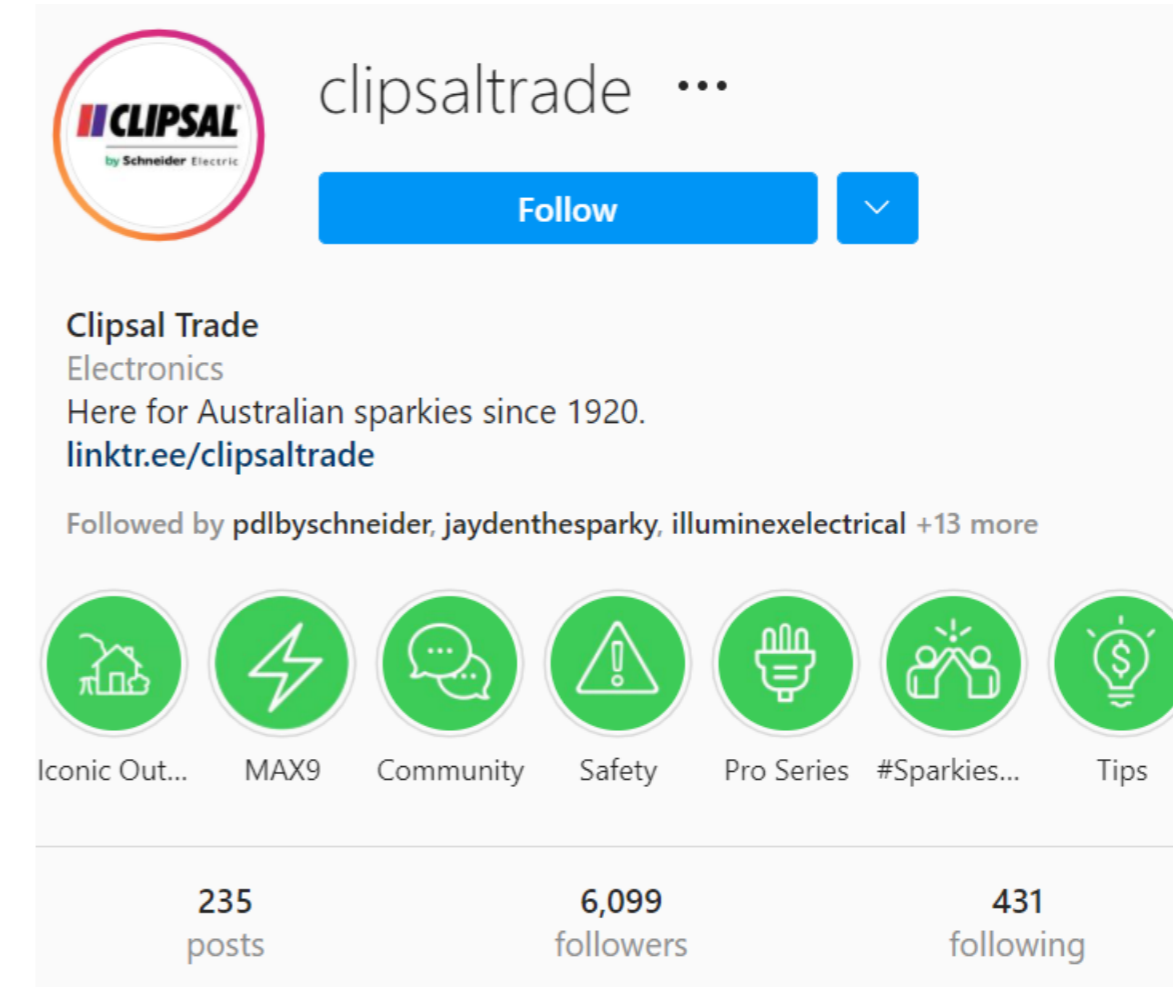
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Here for Australian sparkies since 1920.
linktr.ee/clipsaltrade

Followed by pdlbyschneider, jaydenthesparky, illuminexelectrical +13 more

Iconic Out... MAX9 Community Safety Pro Series #Sparkies... Tips

235 posts 6,099 followers 431 following

[@clipsaltrade](https://www.instagram.com/clipsaltrade)

Follow Us – Clipsal Home



The image shows the Facebook profile page for Clipsal Home. At the top, there is a cover photo of various Clipsal electrical products, including switches and outlets. The profile name is "Clipsal Home" with the handle "@ClipsalHome · Electronics". Below the name, there are navigation tabs for Home, About, Photos, Videos, and More. The About section is expanded, showing 37,252 likes and 42,494 followers. A pinned post is visible, which is a text-based announcement regarding a voluntary recall of Clipsal Caloundra Ceiling Sweep Fans. The post text reads: "We want to let you know that we have issued a voluntary recall on our Clipsal Caloundra Ceiling Sweep Fans manufactured and supplied between 1 November 2019 and 1 May 2021. Clipsal will meet all reasonable costs involved in removing and replacing these products. Anyone who has purchased these fans should contact our Customer Care on 13 73 28 or via customercare.au@schneider-electric.com. More info can be found here: https://www.clipsal.com/clipsal-caloundra-fans-product..."

@clipsalhome



The image shows the Instagram profile page for Clipsal Home. The profile name is "clipsalhome" with 576 posts, 18.1k followers, and 277 following. The bio states "Clipsal Home Home electrical products & smart home solutions. linktr.ee/clipsalhome". Below the bio, there are icons for various content types: Iconic, Saturn, Since 1920, Home is..., Safety, Smart home, and The Block. The main content area shows a grid of posts. The first post is a text-based announcement about a voluntary fan recall, with a green banner that says "VOLUNTARY FAN RECALL". Other posts in the grid include images of modern interiors, a woman working at a desk, a man and a child, a woman using a blender, a wine glass, and a man and a woman in a modern setting.

@clipsalhome

A man and a woman are lying in bed in a dimly lit room, watching television. The man is on the left, wearing a light blue striped shirt, and the woman is on the right, wearing a dark top and blue jeans. They are both looking towards the right side of the frame. A large bowl of popcorn sits on the floor in the foreground. The overall atmosphere is cozy and relaxed.

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clipsal.com/homebodies

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