

TREND LAMINATES

Copy/Content Writer Assignment — Coffee & Creative

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A Note Before You Read This

These are my own ideas and personal take on the brand. I thought less about laminates as a product and more about why someone picks one finish over another. That's where both routes come from.

A. CAMPAIGN DEVELOPMENT

Route 1 — "Surfaces of Self"

Every space says something about you. Make sure it's saying the right thing.

The thought

Nobody decorates for guests anymore. Most people I know spend more hours inside their own four walls than they ever did before, and somewhere in that shift, home stopped being a stage and started being a mirror. "Surfaces of Self" runs with that — the idea that a laminate finish isn't background material, it's the closest thing to handwriting a room has. You don't notice a wall until it's telling you something true about the person who chose it.

Where it comes from

Ask any interior designer what briefs sound like now and you'll hear less "make it look expensive" and more "make it feel like me." That's the shift this campaign is built on — clients have started treating their homes as self-portraits, not showrooms.

Why laminate specifically

Because it's the one surface nobody thinks of as expressive. Paint gets credit for mood, furniture gets credit for style — laminate just sits there doing the actual work of covering every wardrobe, wall, and counter in a home. That's exactly why it's underused as a design story. Whoever claims "the finish is the personality" first, owns the idea.

What it makes people feel

Recognition, mostly. That small hit of pride when you walk into your own space and think, this is unmistakably mine — not aspirational Pinterest-mine, but actually mine.

Why Trend Laminates should run with this

- It moves the brand out of the spec sheet and into the same conversation as paint, art, and furniture — the stuff people already treat as personal.
- Gives dealers and architects an actual story to sell alongside the sample book, instead of just gloss levels and grain codes.
- Renews itself with every new finish — a new laminate isn't a product on the shelf, it's a new way to say something.

How it should look

Shot close, almost uncomfortably close — a hand on a countertop, light catching the grain at an angle, the kind of photography that makes you want to touch the page. Paired against these: real, slightly unposed human moments in the same frame, so the texture and the person share the shot instead of the texture being a swatch on its own. Palette stays warm and restrained — walnut, charcoal, a thread of soft gold —

nothing neon, nothing that screams. Type does the opposite of shouting too: a confident serif for headlines, quiet sans-serif underneath, the kind of pairing you'd expect from a design magazine, not a laminate catalogue. Every layout gives the surface room to breathe — one texture per frame, no clutter competing for attention.

Route 2 — "Design in Slow Motion"

Some spaces are built to impress. Ours are built to make you stay.

The thought

Everyone's home is competing with their phone for attention, and losing. This route bets on the opposite instinct — instead of a louder room, build a slower one. Trend Laminates becomes the material reason a space feels calm enough that you actually put the phone down: a matte finish that doesn't reflect a single notification, a wood grain warm enough to make you want to sit a while longer.

Where it comes from

Look at what's trending in interiors right now — matte over gloss, texture over shine, warm over stark. That's not a style trend, it's a tiredness. People are visibly reaching for stillness in their homes because they don't get it anywhere else.

Why laminate specifically

Because finish controls feeling more than any other design decision in a room, and almost nobody says that out loud. A gloss surface bounces light and energy back at you; a matte one absorbs it. That's not a technical detail, that's the entire emotional temperature of a room, and it's decided at the laminate stage, not the styling stage.

What it makes people feel

Exhale. The particular relief of a room that isn't asking anything of you.

Why Trend Laminates should run with this

- Turns the brand's most technical language — finish, texture, sheen — into its most emotional selling point.
- Sidesteps the durability-and-shine conversation every competitor is already having, and owns something nobody else is saying.
- Built to become an ongoing content franchise — slow-living features, texture-focused films, architect interviews on designing for calm.

How it should look

Unhurried, almost still. A single chair against a laminated wall, morning light crawling across a wood-grain finish over several frames instead of one. Shallow focus keeps the texture sharp while everything else in the room softens out of attention. Any video work leans on slow pans and held shots rather than quick cuts — the pacing of the film should match the pacing the brand is selling. Typography goes quiet too: lowercase, roomy line spacing, letting the image do the convincing instead of the words.

B. SOCIAL MEDIA CONTENT — Route 1: "Surfaces of Self"

Picking Route 1 for this section because it scales more naturally into quick, punchy social formats — the "mirror" idea gives every post a built-in tension (what your space says vs. what you meant it to say) that's easy to write fresh copy against, post after post.

Post 1

Visual Headline	This isn't a wall. It's a mood you chose.
Primary Copy	Every finish, every grain, every shade is a decision about who you want to be at home.
Caption	Your home doesn't need to impress anyone. It needs to sound like you. From matte to high-gloss, wood to stone — find the surface that actually says it.
CTA	Find your surface — link in bio.

Post 2

Visual Headline	Minimal on the outside. Personal on the inside.
Primary Copy	The best interiors don't shout. They reveal — slowly, in texture, tone, and light.
Caption	Design isn't about filling a room, it's about editing it down until only 'you' is left in it. Let the finish do that editing.
CTA	Explore the collection.

Post 3

Visual Headline	Same house. Different you.
Primary Copy	Change the surface, change the story. That's the quiet power of good design.
Caption	A laminate isn't just a finish — it's a decision your space makes every time someone walks in. Which story is yours telling right now?
CTA	Build your story with Trend Laminates.

C. REEL CONCEPT — Route 1: "Surfaces of Self"

18 seconds

Hook (0–2s)

A hand moving fast across three very different laminate textures — wood grain, matte stone, high-gloss — cut tight to a sharp sound on every touch. No context yet, just texture and rhythm.

Line

"You didn't just pick a laminate. You picked a personality for your room."

Screen by screen

- 0–2s — texture close-ups, fast cuts, sound doing the talking, no voiceover yet.

- 3–6s — pull back to a finished room; voiceover starts: "You didn't just pick a laminate..."
- 7–12s — three spaces flash by, each with a distinct finish — a bold home office, a calm bedroom, a warm kitchen; voiceover finishes: "...bold. Calm. Warm. Sharp."
- 13–16s — clean frame, text only: "Every surface has a personality. What's yours?"
- 17–18s — logo, tagline: "Trend Laminates — Surfaces of Self."

Caption

Your walls are talking. Are they saying the right thing? #TrendLaminates #SurfacesOfSelf
#InteriorDesign

CTA

Tap to find your surface personality — link in bio.