30 WRITERS · 6 ROOMS · 6 DAYS · 6 RECORDS

NOVEMBER 5, 2026 — TEAM REVIEW

CAROUSEL — 5 SLIDES
ADS — 2 SIZES
TEAM — 2 FRAMES

Forest Camp 2026 Social creative review

Five carousel slides, two ad sizes, and the team set — all on the current brief.

What's in the kit

Three sets, one system. Every file is 1080px wide, JPEG, sRGB, ready to upload.

01

Carousel

Five slides at 1080 × 1350. A hook, three people, and the apply ask. The swipe order is already numbered on the files.

5 SLIDES · 1080 × 1350

02

Feed ads

Two sizes: 4:5 for feed and Reels covers, 1:1 for square placements. Same promise and stat row, rebuilt so nothing crops.

2 SIZES · 4:5 AND 1:1

03

Team set

A cover plus a member template where the red bar becomes a category chip, so crew and advisers are never framed as producers.

2 FRAMES · ROSTER PENDING

The copy is locked to the current brief: 30 writers, 6 rooms, 6 days, 6 records.

The carousel, in order

Hook first, proof next, ask last. Each person slide carries its slot number in the top right.



01 — HOOK
Meet the producers

02 — 04 / 10
Jason Koko Bridges

03 — 08 / 10
Zachary Jablow

04 — ADVISER
Mike Lynn

05 — ASK
Claim one of 30

Slides 02 to 04 share one template. Names of different lengths resize the headline, but the grid, portrait frame and divider never move.

Seven producer slots are still open — 01 to 03, 05 to 07 and 09 to 10 — and drop straight into the same frame once photos and credits arrive.

One slide, six anchors

Every person gets the same six slots in the same places. Only the content swaps.



01 **Name**

Anton, all caps, 106 to 112px. Long names wrap to a second line instead of shrinking.

02 **Role line**

Affiliation and city, split by a thin vertical bar — the line that says where they come from.

03 **Red chip**

A skewed badge with one job: say what this person does at camp, in five words or fewer.

04 **Credits**

Two to four bullets, kept under about 48 characters so they never reach the portrait.

05 **Portrait**

Red 4px frame at 420 × 356. Faces were re-cut from the original posters, so none clip.

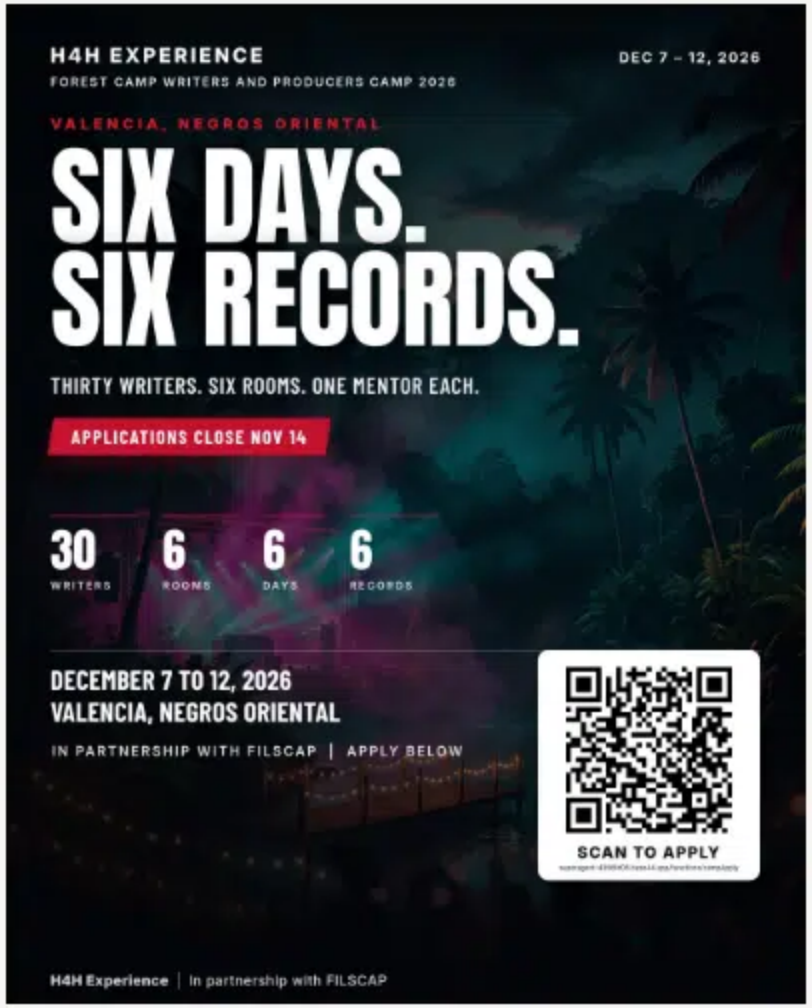
06 **Band and code**

Date line, deadline block and the apply QR hold their coordinates on every single slide.

Because the anchors are fixed, any slide can move to any position in the carousel without a redesign.

The feed ads

One promise, two crops — 4:5 for feed and Reels covers, 1:1 rebuilt so square placements lose nothing.



1080 × 1350 — feed and Reels cover



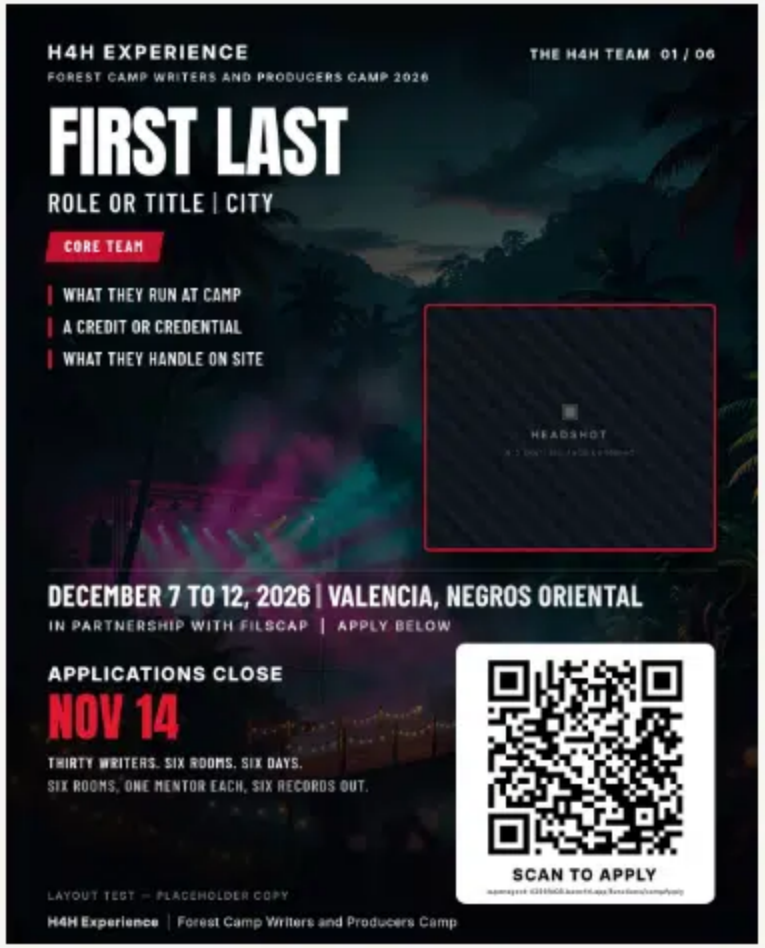
1080 × 1080 — square placements

The team set

Same grid, different vocabulary — the red bar becomes a category chip instead of a producer credit.



Team cover — four categories named up front



Member template — chip and portrait slot

Chip options on the table: CORE TEAM · PRODUCERS · FACILITATORS · CREW · PARTNERS.

What changed this round

Three corrections landed after the first pass. All of them are now applied across every asset.

Change	Before	Now
Record promise	One record out	**Six records out** — one per room
Cohort unit	Six groups	**Six rooms**, one mentor each
Mike Lynn	Labelled a producer	**Adviser** — unnumbered, outside the ten

Why the record count matters

It is the promise the ads actually sell, so it has to be exact in all four places it appears: the ad headline, the stat row, the slide body and the CTA fact table.

Why ten still works

Three producers are announced and seven are still to come. The cover carries the full ten; the numbering on each slide fills in as they land.

Nine files re-exported at 1080px wide, JPEG, sRGB — the carousel, both ads and the team set.

Decisions and next steps

Three calls to make in the room, three things already queued behind them.

OPEN FOR THE ROOM

01 Where does Mike Lynn sit?

Slide 4 of the producers carousel, or the team set once that roster exists. Either works; they read differently.

02 Is “rooms” the right word?

Six writing rooms, or six studios at the venue? One word to confirm before anything goes to print.

03 One drop or a rolling series?

The cover sells a November 14 deadline. A weekly announcement version needs a different hook.

QUEUED NEXT

01 Seven more producers

Slots 01 to 03, 05 to 07 and 09 to 10, filled as soon as photos and credits land.

02 A 9:16 Stories cut

The 4:5 leaves bars in a full-screen placement, so a vertical cut is the next asset.

03 A second ad hook

Test “Six rooms, six records” against the current lead line on the same budget.

Everything behind this deck is layered source, so a decision here is a ten-minute change, not a re-shoot.