

# LARK M2S COLLAB BRIEF

## — Lifestyle

Experience incredibly discreet and comfortable wear with the pearl-sized, 7g LARK M2S Mic, offering seamless audio capture without compromising on style or comfort. Let's generate buzz for its launch.

## Timeline



## Product Details

The LARK M2S is available in three variations: Combo, Mini Combo, and USB-C Plug. For this campaign, the focus is on promoting the **Combo version**. Be sure to also mention the **Mini Combo**, and optionally, you can reference the USB-C Plug to show the range of options available.



LARK M2S Combo



LARK M2S Mini Combo



LARK M2S with USB-C Plug

# Creative Discussion

## 1. Key Features to Promote

<div><input type="checkbox"/> <b>Hidden and Secure</b></div> <p>Weighing just 7 grams, the LARK M2S Mic sets a new industry standard with its unique design, featuring a <b>pearl-sized mic head</b> that provides a sleek, discreet look and sits elegantly outside your clothing. Its <b>innovative titanium alloy clip-on</b> design ensures a super-secure fit, keeping the mic firmly in place—even during high-speed cycling or intense movement.</p>	<div><input type="checkbox"/> <b>High-Fidelity Audio</b></div> <p>Capture every nuance with 24-bit depth for true-to-life vocals and crystal-clear sound. With a 70dB signal-to-noise ratio (SNR) and a maximum sound pressure level (SPL) of 115dB, the custom-built driver works to produce sound with ultra-low distortion across the entire audible range.</p>	<div><input type="checkbox"/> <b>Powerful Noise Cancellation</b></div> <p>LARK M2S adopts advanced Environmental Noise Cancellation (ENC) technology to achieve crystal-clear audio by automatically eliminating low-frequency noise and enhance your audio quality effortlessly for a more polished and professional sound.</p>
<div><input type="checkbox"/> <b>984 ft. (300m) Range</b></div> <p>LARK M2S delivers incredibly stable audio with a range of up to 300m in open, unobstructed environments without interference. Engineered with a unique RF interference-resistant circuit, it provides pure and pristine sound quality even in office buildings, event venues, city streets and other signal-dense environments.</p>	<div><input type="checkbox"/> <b>24-Hour Battery Life</b></div> <p>Each TX and RX has at least 8-hour working time (with noise cancellation off), and the combo version can be extended to a generous 24 hours with the charging case, say goodbye to battery anxiety. Additionally, when connected to a smartphone, the receiver's USB-C port can connect to a charging cable to charge both the phone and receiver.</p>	<div><input type="checkbox"/> <b>All in One Box</b></div> <p>Simplify your recording setup with our all-in-one storage solution, keeping both mobile and camera RX safe and secure to minimize the risk of loss. Each package includes essential accessories like a furry windshield, cable adapter, charging cable, and a compact charging case—perfect for creators on the go!</p>

## 2. Video Types for Reference



## Review

- Highlighting key features: **recommending innovative titanium alloy clip-on / invisible (no logo) / lightweight / stable / sound quality**
- Sound quality test
- Distance test



## Unboxing

- Music-synchronized unboxing
- Stop-motion animation unboxing
- ASMR unboxing



## Comparison

- Compare with mics in the same price range
- Compare with wired lavalier mics
- Compare with the LARK M2 regarding product style (**not parameters and performance**)



## Others

- Other funny video formats in your own style

### 3. Video Ideas for Reference



## Product Comparison: LARK M2S Wired Lavalier Mic



### Discreet Design

The LARK M2S features a compact, **pearl-sized** design without any visible logos, making it as discreet as traditional wired microphones. Highlight how it seamlessly blends into any setting, allowing for professional, unobtrusive use.



### Convenient Usage

Wired mics can often become tangled and cumbersome, requiring you to manage cables while recording. In contrast, the LARK M2S is completely wireless and ready to use right out of the box. Highlight how its hassle-free setup allows you to focus on your content rather than dealing with tangled wires.



### Superior Sound Quality

The LARK M2S incorporates advanced **ENC (Environmental Noise Cancellation)** technology, delivering exceptional audio clarity by minimizing background noise. Emphasize how this feature ensures that your voice is captured with stunning precision, making your content sound professional.





## No Logo Feature

- **Emphasize Professional Look:** Share stories or common issues of using branded mics in professional settings, such as misunderstandings about product placement or situations where clients request no visible logos.
- **Highlight the LARK M2S Advantage:** The LARK M2S's logo-free design makes it ideal for business environments, allowing users to maintain a clean, professional appearance without risking unwanted branding or misunderstandings.



## Demonstrating Stability



### #1 Shaking Challenge

Create a “Shaking Challenge” (shake sticky notes or the mics) to demonstrate the stability of the LARK M2S. Use slow-motion shots to highlight how, even during intense movement, the LARK M2S stays securely in place. Mention its **innovative titanium alloy clip-on design** for added stability.



### #2 Outdoor Running Test

Perform a running or active movement test to emphasize the stability and long-range connectivity of the LARK M2S, showcasing that it stays in place and maintains a strong connection even during vigorous movement.



# Video Requirements

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- ① Include the essential hashtags:  
#Hollyland #HollylandMic #LARKM2S #MissionInvisible
- ② Include the provided call-to-action link from Hollyland. Encourage your audience to experience the LARK M2S.
- ③ Please keep all product-related information about the LARK M2S strictly confidential until its official launch. Do not release or publish any video content featuring the product until the official product release announcement.



## Audience and Target Demographic

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Filmmaker, live streamer, content creator, podcaster, broadcaster, interviewer, videographer, wedding videographer, online educator, influencer, etc.