



At Hey! Box Canada, we connect brands with awesome Canadian Content creators.

We are a Canadian social marketing box subscription with the purpose of reaching diverse Canadian consumers, via a selected group of local Content Creators generating interest and buzz in an honest and collaborative way.



+ Hey! Box Canada Social Marketing activation
presented by MWKS Creative Inc.

How Hey! Box Canada works.



1

Subscribe your Product/s / Brand to Hey! Box Canada

When subscribing to one of Hey! box Canada Social Marketing boxes, your product will be shipped to our participant Canadian Content Creators.

- The maximum of products per Brand is 2 pieces of the same product*. Your Brand will ship or prepare for pick up 140 pcs -200 pcs each time your Brand is participating in Hey! box.

Every content creator will receive 2 of the same product per Brand, in order to create their review or UGC piece.

2

Hey! Box Canada prepares and ships the boxes to the CC's

Your Brand will be able to include a short printed message (included in the box) communicating any specifics about your product, hashtags, links and social profiles to tag.

- There are only 5 spots for Brands to participate in the Box each round. No categories are duplicated, in order to ensure prompt UGC from all content creators.

We track and communicate with every CC to ensure on time delivery.



3

Hey! Box Canada posts ,tags , tracking and reports

The content creators participating in Hey! box have the choice of choosing a minimum of 3 Brands/products, so they will do UGC + tagging and mentioning all the participating Brands in one post or story (or a combination of both).

- With this initiative we give the content creators the freedom of choice for the UGC's participating, as their content is not a paid or sponsored content. Via giveaway initiatives from Hey! box we are certain that most of the content creators will do UGC with the whole brands in each box.

A report to all the brands participating will be send including screenshots of UGC, interaction and impression numbers among other data.



Hey! Box Canada doesn't charge any fee to the Content Creators for the reception of the box and the contents inside. Their participation in this social marketing experience is part of their desire to generate new and interesting content with the participating Brands.

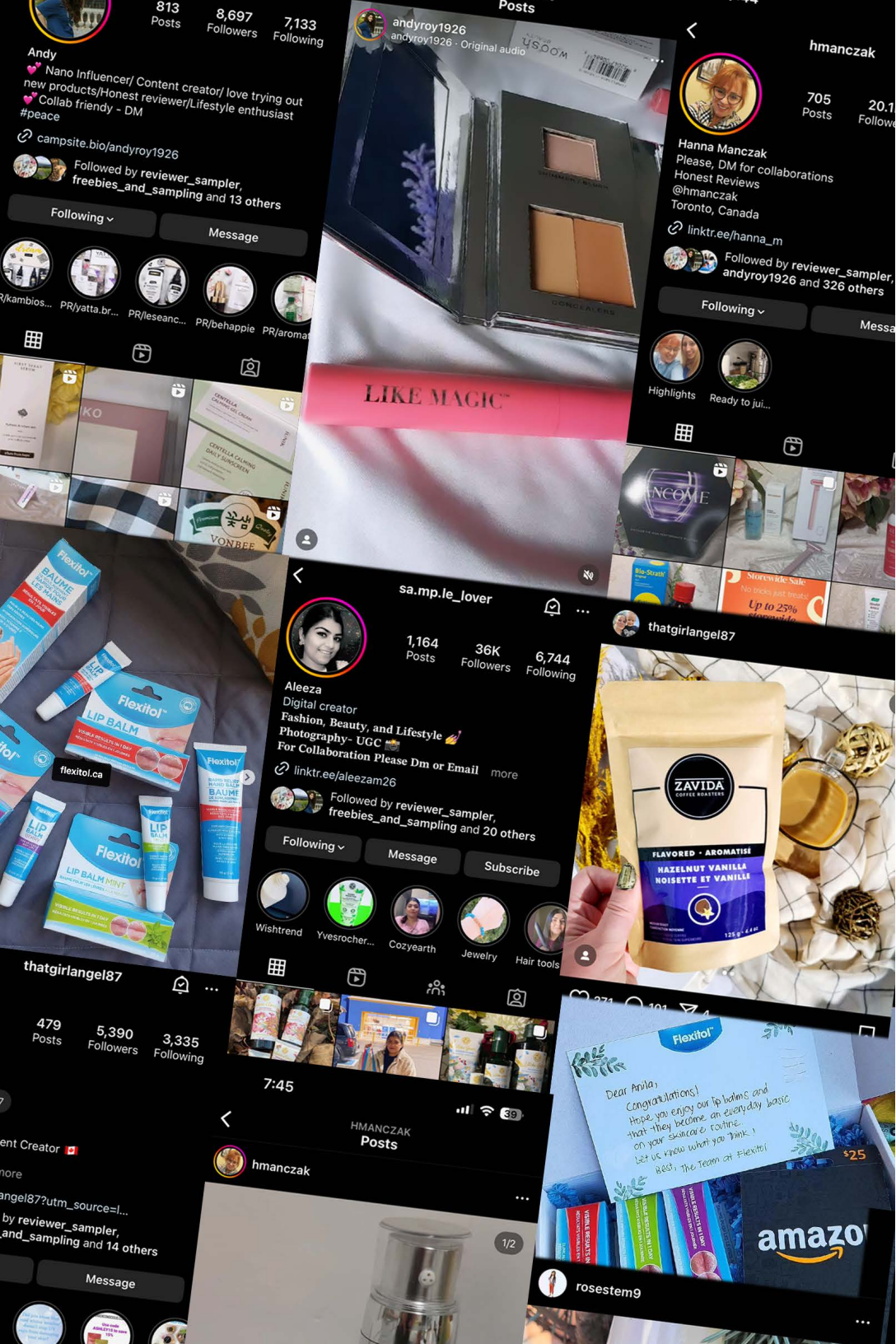
We incentivate UGC with giveaways, special rewards, sponsored discounts, and additional goodies. Encourage our CCs to provide honest opinions, quality and engaging content to increase the likelihood of future participations with Brands that like their content.

Hey! Box Canada does not represent or collect any fees in the name of content creators. Copyright of their UGC is sole property of the creators.

Terms and Conditions for Brand participation.

- 5 Product Brands per box + 2 OTC HV Promo codes and instructions. One category product brand per box.
- Brands can't repeat participation in consecutive Boxes unless they have a different Category of products to participate with.
- Hey! Box Canada shares the brief provided by the Brand, but will not limit/control the Content creator's opinions. Hate speech or damaging content will not be allowed to protect the Brands.
- 2 Physical full size products per Brand, same category. Ex. Same product, different flavour or presentation accepted.
- Product Categories accepted in Hey! Box include: Skin Care, Foot Care, Sports and Nutrition, Digestive Health, Baby, Health and Wellness, Family Planning, Lip Care, Household, Health & Beauty, Pet Care among others.

(For DIN (Drug Identification Number), NPN (Natural Product Number) or DIN-HM (Drug Identification Number – Homeopathic Medicine) products please read about our Hey! OTC VP sampling program)



About our Canadian Content Creators

Hey! box Canada works with a growing database of diverse Nano and Micro Content Creators, based in Canada and with +70% Canadian following in a diversity of Categories and audiences, a range of +3.0% engagement rate is needed to participate in our box FREE subscription.

We encourage the collaboration of the participant content creators with giveaways and free goodies promoted by our initiatives and partnerships with local venues, restaurants and stores.

The content creators that participate, see the value of generating creative and interesting content to grow their following and bring potential collaborations with the participating brands, so rest assure your brand and products are in good hands!

REACH AT LEAST **+300K** CANADIANS ONLINE



Hey! BOX

At Hey ! Box we care about content creators, because they are more than numbers, they are people that share their views and that's priceless!

That's why we encourage a wide diversity of backgrounds from the participant CCS.

Canada's future prosperity depends on its people, including an increasing number of visible minorities. **Canada's visible minority population is projected to increase much faster than the rest of the population.**

According to demographic projections by Statistics Canada, the ethnocultural diversity of Canada's population will increase greatly by 2031.*

About Canada's 2023 Advertising stats, Did you know?

- 65% of the net advertising volume is spent on digital media advertising. According to the Content Marketing Institute, for 67% of companies, having a small team is the main reason for not developing a content marketing strategy.

*Source: <https://madeinca.ca/>



ONLINE

DIVERSITY
DIVERSITY

NATIONALITY. RACE. AGE. GENDER. PROFESSION. TENDENCIES. INTEREST. LOCATION, ENDLESS POSSIBILITIES!

Sources: <https://www.canada.ca/en/canadian-heritage/> / <https://www.conferenceboard.ca/>

How can your Brand take advantage of Hey! Box Canada activation?

- **Brand Sampling and Reviews.**

Generating honest reviews and creative content is key for any digital marketing plan, sampling is a great way to get fresh reviews and user generated content for your brand.

- **Save time and Logistic chaos.**

Reaching content creators, managing contact info, collecting products, boxing, shipping fees etc can be expensive and time consuming, at Hey! Box we take care of everything for you!

- **Honest and Creative content advantage**

One the biggest problems we hear from content creators is to find a balance between sponsored/ advertising content and creative, unique and honest content. 80% of their followers don't like when their content is only sponsored and their commitment is always to the same brands.



The image displays three overlapping social media post mockups. The top post, in a pink frame, shows a woman with long red hair holding a phone, with a timestamp of "50 MINUTES AGO". The middle post, in a blue frame, shows a man with glasses and a black beanie smiling while talking on a phone, with a timestamp of "8 MINUTES AGO". The bottom post, in a light blue frame, shows a woman with pink hair and a pink jacket performing a high kick, with a timestamp of "14 MINUTES AGO".

Performance metrics are listed on the right side:

- ENGAGEMENT RATE OF **+3.0%**
- MINIMUM FOLLOWERS **+2.5K**
- CANADIAN FOLLOWERS **+70%** (accompanied by a red maple leaf icon)

At the bottom right, there are icons for Instagram, TikTok, and Facebook.



- **Cost Effective**

For less than 50% of the cost of 1 sponsored UGC piece. Your products and brand will get tagged, shared, mentioned and sampled multiple times, generating more visibility and traffic. Harness the power of organic, original UGC created by Canadian trending Micro and Nano influencers, with no monthly fees or minimum campaign commitment.

- **Discover what our content creators can do for your products and brand!**

No more marketing research for authentic, creative and trendy content creators in Canada. If you like the UGC created by any subscriber to Hey! Box, you can reach out to them and include them in your marketing campaigns, they are open and ready!

- **Report and Analytics**

As part of the Hey! box activation, you will receive a report with screenshots and data collected from the participant Canadian content creators. (30-40 days after box reception)

*Cost based in 70 boxes, that is the minimum to participate in Hey!

Hey!
BOX

COST PER PRODUCT BOX PARTICIPATION



(Bi-monthly box) First box will be shipped
January 2024 to ONTARIO AND QUEBEC CC'S.

\$3,500 cads or \$2,550 usd

Includes 70 boxes to Canadian Content Creators:

- One time participation in a bi-monthly box activation, 2 products per box same category.
- Logistics and Shipping included
- Printed and/or Digital communication to CC'S per activation





OTC VP Sampling Program

We know how difficult it is to use Social Media for OTC products in Canada, Ad Standard regulations leave no space for people to try your products and generate brand awareness.

DIN (Drug Identification Number),
NPN (Natural Product Number) or
DIN-HM (Drug Identification Number –
Homeopathic Medicine)

Our OTC VP Sampling Program works with diverse Nano and Micro influencers connected to Hey! Box to help with their UGC in a more organic way to avoid Health Canada regulation issues.

In this Special Program:

- **Avoid Paid Collaboration logistic chaos**
To avoid Health Canada regulation issues, we manage the collaboration with content creators in a more organic way, we keep close communication to ensure the product is found, purchased and UGC





Hey!
BOX

OTC VP
Sampling
Program

is created ,NOT mentioning a paid collab. The CC's will be purchasing the product on their own and will be reimbursed, a percentage of your fee will be transferred as a TIP to the CC's participating, this program is open only to CC's participating in Hey!Box activations

- **Honest and Creative content advantage**

Collabs with Brands selling DIN , NPN & DIN-HM products can be tricky. However, there are many ways to create honest and very organic UGC that will enhance the online consumer decisions.

Examples of suggested UGC :

- Retail visits “search and found”
- Usage Review “Results and before and after comments. Among other ideas that will be discussed with the participants.

*No suggestion or recommendation of OTC products can be done by creators.

- **Organic UGC**

Hey! box Canada only allow 2 OTC VP program

Brands per box to enhance credibility.

The creators post in a 30-40 day term.

- **Only Paid Collab on Hey! Box**

Creators participating in this program receive a monetary reimbursement of the product price and a percentage of the fee TIP that the Brands pay to participate in the program.

COST PER Hey! OTC VP sampling program

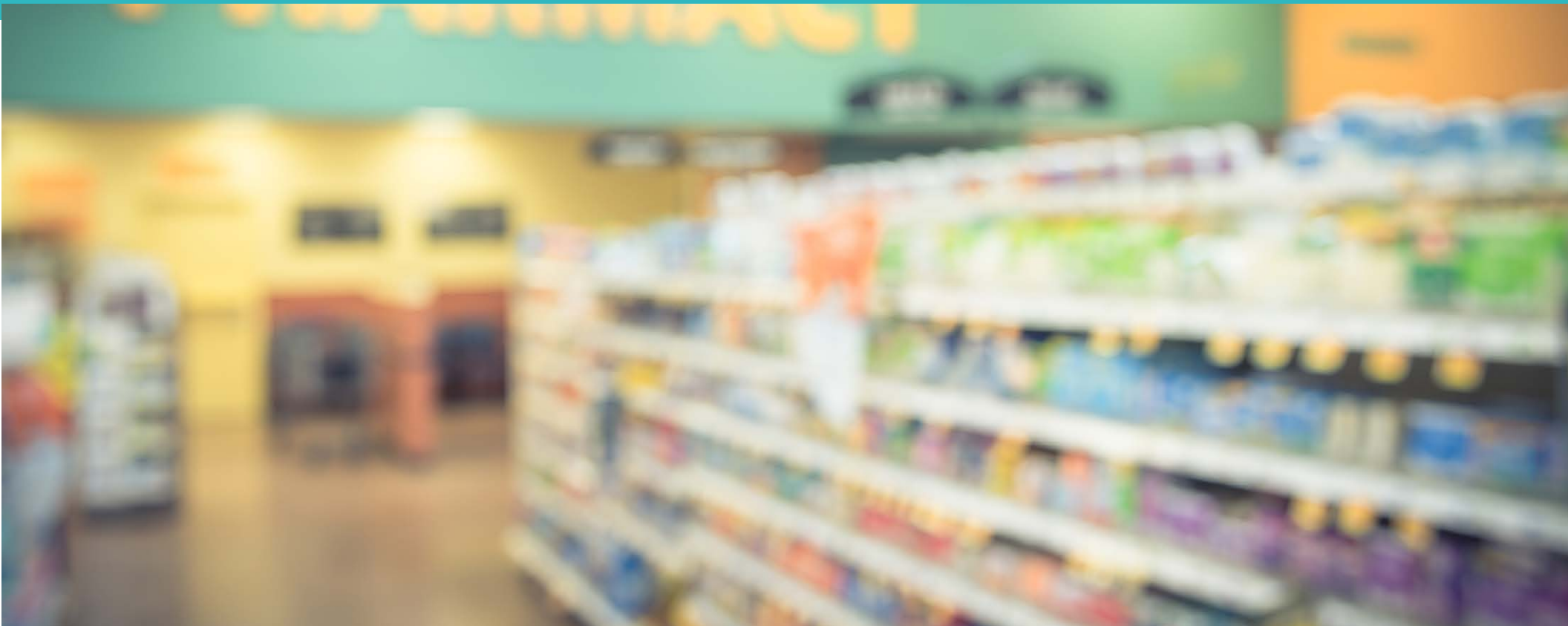


(Bi-monthly box) First box will be shipped
January 2024 to ONTARIO AND QUEBEC CC'S.

\$3,800 cads or \$2,760 usd

Includes 20 activations with Canadian Content Creators per box + :

- One time participation in a bi-monthly box activation via our **Hey! OTC VP sampling program**
- Product reimbursement, logistics and communication.
- Report including interactions, mentions, tags and impressions*





If you are interested in participating in Hey! box activation our first box due date is January 15th 2024, for the February 2024 Box.

Thanks for your attention and hope to hear from you soon.

Sincerely

Daniel Miranda
Creative Director

Let's work together!



For any Design and Marketing solution directed to Canadians.



What we do:

We specialize in connecting Brands to customers. We work side by side with an in-house marketing team or act as your marketing team (White label services)

Who we are:

Mwks Creative is a digital marketing and boutique design studio based in **Toronto, Canada**. Our focus is to create outstanding visual marketing strategies for the Canadian & global market using traditional and new media platforms.

Some of our services:

Strategy

- Ideation.
- Consulting.
- Project management.
- Digital strategy.
- Marketing Plans
- Digital and Traditional media

Design & Advertising

- Art and Creative direction.
- Packaging
- User experience design.
- Website development

Digital advertising & Social Media Management

- Content creation.
- Content Creators management (Influencers marketing)
- Sponsored Campaign management.
- Social media marketing strategy.
- Analytics and reports

Apparel, headwear & accessories development

- Retail level creative development.
- Consulting.
- Programs design & sourcing
- Assets Design and production
- Sales Marketing strategy.

Let's work together!



We collaborate with great brands and people.



A strategically-motivated approach in projects for big, small, local and international companies and brands. We'd love to build something great together. Contact us.

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