

Subscription Box Creation

Make your new year's resolution last all year by getting awesome stuff in the mail!



Thanks to the rising popularity of online subscription services, you can get almost anything delivered straight to your door. Subscription boxes are great for personal use and also make fantastic gifts. Instead of one moment of surprise after opening on box, subscription boxes continues to delight when they arrive month after month. There are many different type of boxes you can subscribe to, but check out [this link](#) for examples of 13 healthy subscription boxes.

For this assignment, you are going to create a subscription box relating to nutrition and wellness. Remember, nutrition and wellness is a well-rounded content; you could create a box about exercise, mental health, creating healthy meals, healthy snacks, preparing for a marathon, etc. You will provide a name, theme, and eight (8) items for your box, with explanations for why these items will promote health and wellness. While these subscription boxes are usually sent monthly, you will create an example for one box (one month). You will submit three components for this work, and in this order:

- (1) brainstorming sheet,
- (2) marketing flyer (created with Canva) with box name, theme, main concepts, four possible items, price point, images, and
- (3) detailed inventory/ explanation list of all eight box items



Subscription Box Brainstorming Guide

Respond to the following prompts to guide your subscription box creation. When finished, have a mini conference to discuss ideas before moving to next step of assignment.

Decide on a theme for your subscription box. Consider pursuing a business venture you are passionate about. What will this box provide the person receiving it?

Identify your perfect customer(s). Who will buy your product? Age? Gender? Socioeconomic status? Geographic location? For gift-giving or self-giving?

Possible items to include. You have to include eight (8) different items. Brainstorm below. How do they relate to your health and wellness theme. Remember to provide variety to the consumer. Depending on your theme, items could be food, exercise plans, beauty products, a dvd, access to an online program, etc.

Set your price. You will need to look up the items that you are including. What are their prices? Are you including a sample? Full size? Certain brand? Template?

Create an effective marketing strategy. Many subscription box companies advertise through inexpensive marketing strategies. This often includes pop up websites, youtube box openings, social media ads, etc. For the purpose of this assignment, you will create a poster via Canva (the second part of this assignment). Below, jot down notes for creating your poster. Title of box? What health information will be included? A stat to support your box? Easy? Convenient? Color Scheme? Images to include?

What directions/ information will the consumer need with these eight items? The third and final aspect of your assignment will be including an inventory/ information sheet with your monthly box. This will include details about each of the eight items, how they will help improve your health/wellness, and any directions or extra information needed. You will complete this on another form that is visually appealing, but start thinking about these needs below:

Item	Relation to health	Directions/ Information

Subscription Box Marketing

You will create a marketing visual via Canva. You have freedom with your design, as it should reflect your box theme and passion you are sharing. At the same time, there are some minimum requirements needed to ensure a high quality, informative marketing visual is created.

Include	Above and Beyond 5 pts	Minimum Requirements 3-4 pts	Good Start 1-2 pts	Missing Entirely 0 pts
Create a POSTER on Canva Use only free features. When finished, save as a PDF.				
Subscription Box name present, clear, appealing				
Sell your theme to the consumer: Why should someone buy this box? How will it benefit them?				
Include the pricing: List the price per month; either give price + shipping fee, or list price to include shipping				
List example items: List at least four items that a consumer might expect to receive				
Images for example items: Provide images for at least four items a consumer might expect to receive				
Visually appealing: Colors, texts, images, sizing Optional stat/research about health benefits related to your box				
Professional: Language, layout, organized, grammar, spelling				

Comments:

_____/40 pts

Subscription Box Inventory/ Info Sheet

Your customer has received their subscription box! When they open it, they should find their eight items related to the box theme AND an inventory/information sheet. This sheet should list the eight items, identify the benefits/ how they relate to the health theme, and any instructions for use or pairing.

It needs to be professional, organized, informative, and visually appealing. You may select the program used to create this component. Examples include Google Drawings, Slides, Docs; Canva; Piktochart; others you are comfortable with. Use the rubric to guide your work. Feel free to search for examples. An example of the BarkBox inventory sheet is on the next page.

Include	Above and Beyond 5 pts	Minimum Requirements 3-4 pts	Good Start 1-2 pts	Missing Entirely 0 pts
Create an inventory/ info sheet You must be able to upload it to Canvas				
Organization of document Good choice of media, info is present, clear, appealing				
Include the health details: How does this relate to the theme/health goal of the subscription box?				
List all eight items You may choose to include brand, sizes, number of each (ex: package of five).				
List eight items and health benefit Does this help with weight loss? Provide protein? Detox?				

Comments:

_____/25 pts

Example Inventory Sheet

Inside this month's BarkBox



Feelgood Treat Company

Turkey Trail Blazin' Bitz are crunchy treats that are handmade from all natural and organic ingredients. They're also wheat, gluten and preservative-free! The dog will be doing flips for these treats.

feelgoodtreatco.com

Lollycadoodle

This 100% wool toy is handmade by trained artisans in Nepal. Each toy is unique, fun and colorful, and if your pup is anything like ours, they'll love this fun and durable toy!

lollycadoodle.com

Honest Discounts

Did you know that most of Fido's medications are available at your local drugstore? With this pre-activated discount card, you'll save between 10-75% on prescriptions at over 54,000 participating locations!

honestdiscounts.com

Moody Pet

For the pup that needs to go indognito or needs a dogsguise, the Humunga Stache is the perfect toy. It's a ball and a mustache in one! Moody Pet has a whole line of whacky dog products that have us cracking up.

moodypet.com

Tropiclean

If you have a finicky Fido who doesn't like getting their teeth brushed, than the Clean Teeth Gel by Tropiclean is the perfect product for you! It's all natural, keeps breath fresh and helps to reduce tartar and plaque.

tropiclean.net

Metro Paws

Your pup will be the most fashionable dog on the block with these well-designed Poopy Packs by Metro Paws. Check out all of the trendy designs on their website!

metropaws.com

