



Boost Box

Unboxing mental health

Pitch Deck

Get to know the team!



Angelina Eden

Graphic Designer/ Art Director, project manager

“In my free time I love to go to the beach and be creative (painting, digital design, motion graphics)”



Brooke Steele

Copywriter, project manager

“I enjoy working on event planning and on social media projects. I spend most of time downtown with friends.”



Baylee

Project manager, designer

“You can usually find me out around Tampa with my golden retriever or trying new local restaurants”



Maria Sulbaran

Graphic designer, project manager

“I love writing, singing, and creating digital art. I became a published author in 2021”

Basic Company Info

We are BoostBox, a subscription based company that wants to help people improve their mental health through personalized self care products. These products are tailored to our clients based on a free quiz they take before starting our subscription service. Our website, [Boostbox.com](https://www.Boostbox.com), has our quiz, photos and testimonials from our clients, some of the products currently being sent out, and a customer service tab where you can go to get in contact with our team.



The Problem

As a company, we recognize the importance of taking care of and prioritizing mental health. Obtaining proper mental health treatment is costly and at times people do not know where to go to discover the multitude of options available to boost their mental well being. According to a study at the Mayo Clinic, one in three college students live with anxiety and depression.



The statistics found here are from the College Stats Organization.

Our Solution

At BoostBox we recognize the rising number of college age students dealing with debilitating anxiety, depression, and other mental health issues. Our subscription box that makes receiving help easier than ever.

When you enter the Boostbox website, you will see a quiz that assists you in creating a personalized box. The personalization feature of our box guarantees that every product the customer receives will be useful and fit their specific needs. We also offer a customized list of therapists in their area and helpful reading material. Our goal is to be accessible online and at Universities all over the United States to help as many students as we can.

Business Model

Subscription Business Model

- Recurring revenue model where customers pay a monthly fee
- Allows us to create a steady stream of income
- Customers have the convenience of automatically purchasing our box with products we know they want and need
- Allows us to retain business through a fixed price and recurring basis

The competitive landscape our company is a part of

- Our main competitor is the TheraBox Self-Care Subscription box. This company has a similar product to ours. However, the process varies, making them different from one another. Where TheraBox sends the same box out to everyone every month, our company curates a different lineup of products based on their habits, needs, and mental health struggles.
- The market we are targeting is college aged students.

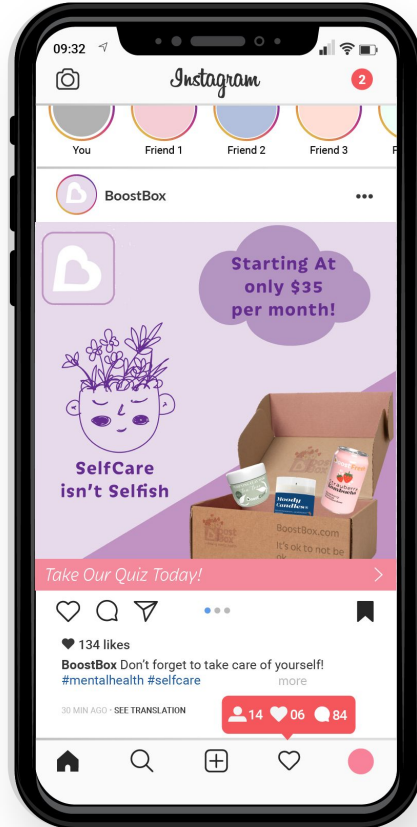
Service Specs

- Boostbox is a subscription box
- Our personalized quiz ensures that the products being sent in our box are beneficial and useful for anyone that struggles with mental health.
- Our audience should purchase it to ease the anxieties and stresses of school, work, or everyday life.
- Helping consumers in their mental health journey is our main priority

Marketing Plan: Key Strategic Elements

- Our key goal was to raise awareness of our product, letting the market know we are part of their product/service options.
- Campaign will run for 3 months
- We will be using social media, print ads, out of home advertising, a website and an app to support our marketing endeavours.

Marketing Plan: Social Media Ads



- Instagram has been one of the fastest growing platforms in the last decade
- Increased Popularity among Gen Z and Millennials
- Instagram's Algorithm gives us the ability to boost posts and increase ad spend with sponsored posts, which in turn will allow us to reach a large majority of our audience and get our brand circulating on social media.

Marketing Plan: Print Ads



Print Ads are still relevant within our target audience and demographics. They will be placed in school magazines available in university bookstores as well as online.

Magazines bring a sense of nostalgia for Millennials and Gen Z audiences.

Marketing Plan: Out of Home Advertising



By using visually appealing billboards and other forms of OOH advertising, we can reach a wider audience for less cost, without demographic or time restrictions. Also, considering that this type of advertising is a key driver of consumer engagement, it will allow us to direct potential clients to our website and social media in order to become more familiar with the brand.

Marketing Plan: Podcast Ad

“Starting college is a new and overwhelming experience. We see your struggles and understand that you don’t always have the time or the funds to take care of yourself as much as you would like.

That’s why we developed BoostBox, a monthly subscription box of carefully selected items based on your needs and likes. Our goal is to boost your mental health and well-being the moment one of our boxes gets delivered to your door.

You can pause or cancel your subscription at any moment, no questions asked. Just visit www.BoostBox.com and complete the quiz. Let us take care of you.”

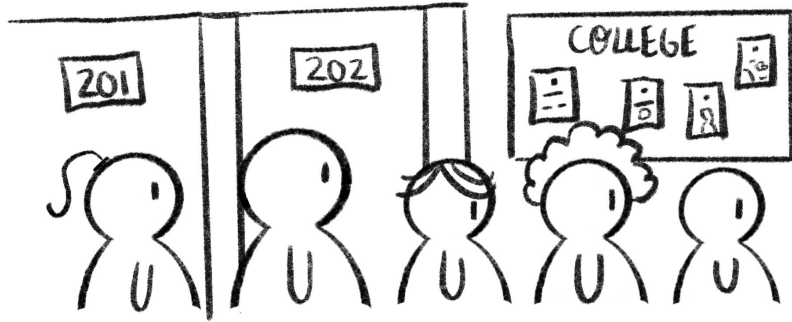
Marketing Plan: TV Ad

Our TV ad will expose the negative psychological effects that a wide number of college students experience, addressing the multiple challenges that they face on a daily basis such as lack of time and money. This will help us to establish the problem that our brand intends to resolve. Subsequently, we will show an individual with the physical characteristics of our target audience obtaining the product and being positively impacted by it, while simultaneously showing the variety of items that our brand offers. Finally, we will demonstrate how to access our website and how to start a subscription. This ad will help BoostBox to connect with potential clients by exposing a relatable issue and creating an environment of understanding and visibility.

TV Ad Script and Storyboard

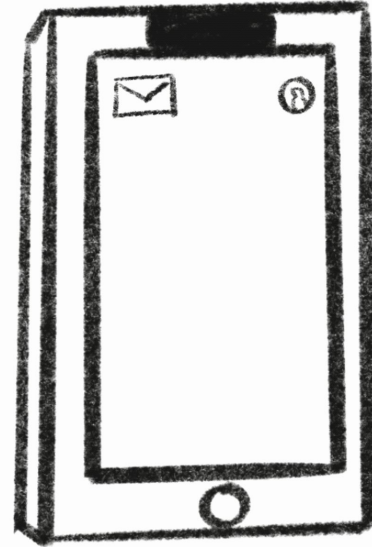
①

*Students walking to class



VO: College students today
face many challenges-

②

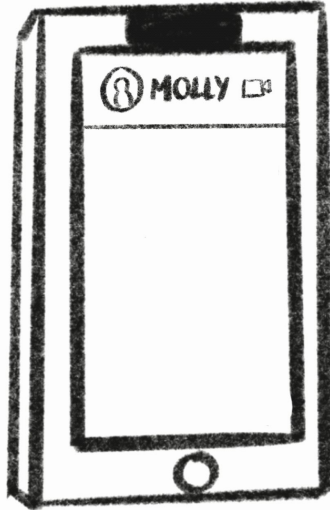


*close-up of
a phone screen
receiving new e-mails
& other notifications

VO: trying to manage
school, work-

TV Ad Script and Storyboard

③



④

* girl seems
upset while
texting her
friend.

VO: social life

* words show in the screen
as VO speaks

Upward of 44% of
college students
report having some
form of

TV Ad Script and Storyboard

⑥

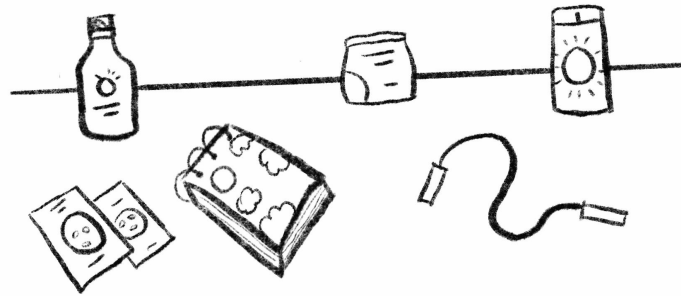
affects their day-to-day
LIFE



VO: Let BoostBox help support
your mental health journey

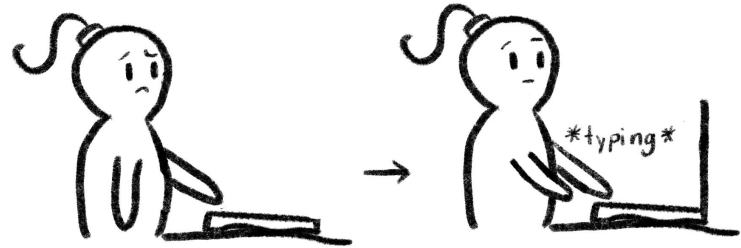
TV Ad Script and Storyboard

*products are displayed in a surface, & they change every second to show a variety of different products



VO: with products that are catered to your individual needs.

girl opens a laptop & starts typing

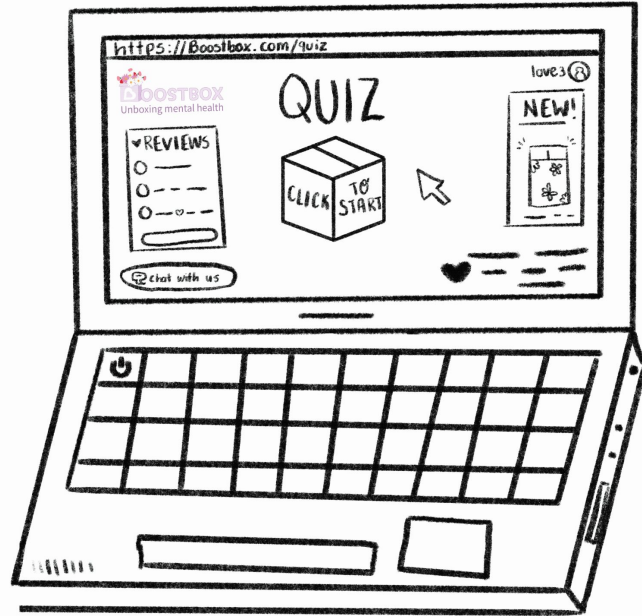


her expression goes from distressed to slightly interested

VO: check out BoostBox website-

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TV Ad Script and Storyboard

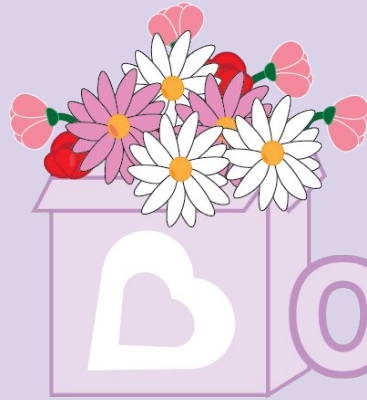


VO: to take a short quiz and
begin designing your box today.

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Thank you for taking the time to listen to our pitch!



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