

FlexiSpot

2023



Your friend from the future

Hi, this is FlexiSpot. We're here to help you get unstuck, and guide you into a more comfortable, more productive, more flexible future. We're also here to show you that the future is homier than you might expect, with a familiar, welcoming warmth. So settle in, then change it up. We'll help you meet your full potential by showing you a better way, and helping you reach each new height. We encourage everyone to think outside the four corners of their desk, with paradoxical, thought-provoking phrases. And with playful, creative ways to describe our products and mission, we invite everyone to imagine what life could look like if it was more kinetic.

Company Introduction

FlexiSpot is a company committed to creating innovative home and office life with the core of linear drive of machine, electricity and soft integration, providing global users with healthy, comfortable, safe and efficient overall intelligent solutions for a healthier and better life.



Products Introduction:

Height Adjustable Desk

(Build on your own, lifestyle, fuctional)



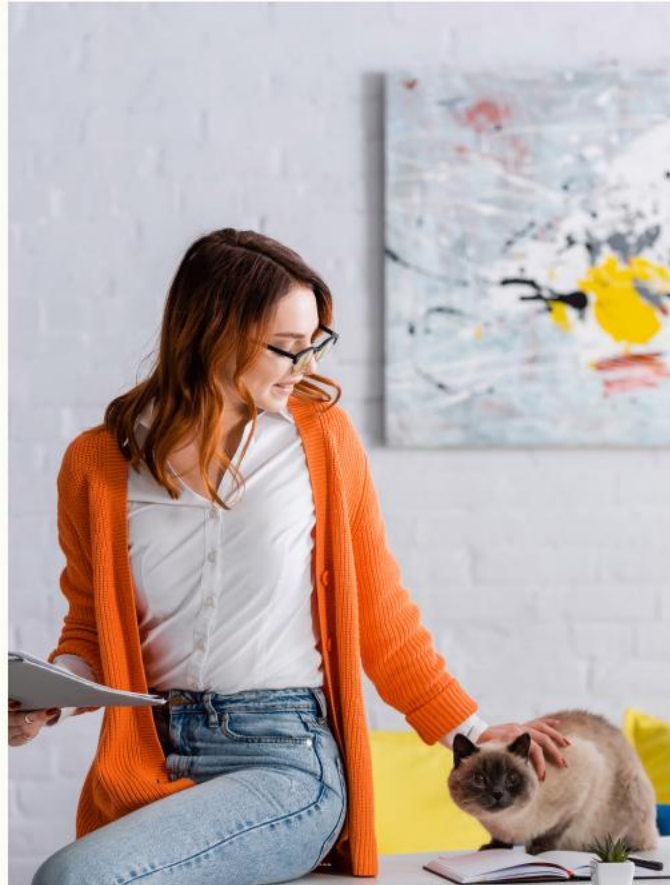
Chairs

Ergonomic Chair,
Fitness Chair

Flexispot

Our Slogan

Work like new



Brand Vision

Made-to-move furniture that welcomes in the realities of work-life at home.

FlexiSpot - NO.1 selling standing desk in North America



techradar

Best Standing Desk for WFH
2021,2022,2023

GEAR PATROL

Best customizable standing
desk

**BUSINESS
INSIDER**

Budget-friendly standing desk

GAME RANT

Best Height Adjustable Gaming
Desk

SPY

Best in Comfort: Adjustable
Standing Desk

CB CREATIVE BLOQ

The best standing desk overall.

**Innovative and
ergonomic FlexiSpot are
always in the limelight.
FlexiSpot enjoys media
attention and praise
from all around. See
what the press says
about us here.**

IGN

Best Standing Desk: Impressive
standing desk capability

WSJ

Best lower-price standing desk


GQ


Best overall standing desk:
Flexispot Pro Series E7

NBC NEWS

Best Pick: FlexiSpot Comhar All-in-
One Standign Desk


FlexiSpot Creator Cases


 **Linus Tech Tips** ✓
15.5M subscribers



Building a \$100,000 PC for Minecraft


Linus Tech Tips ✓
4.6M views • 2 months ago


 **Basically Homeless** ✓
1.81M subscribers



I Built the World's First Invisible PC Setup


Basically Homeless ✓
3M views • 2 months ago


 **Blacktail Studio** ✓
2.41M subscribers



Woodworking Fraud


Blacktail Studio ✓
4M views • 11 months ago


 **Hacksmith Industries** ✓
14M subscribers




We made a REAL HOLOGRAM Desk like Tony...

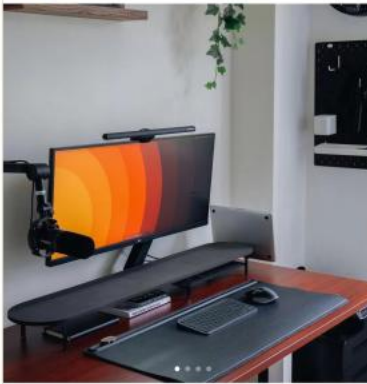
Hacksmith Industries ✓
4.2M views • 2 months ago

 ph4journey



2,840 likes
My new desk is an all-in-one standing desk

 thejunglebadger



71k likes
Wfh and workout at the same time!

 developersdam



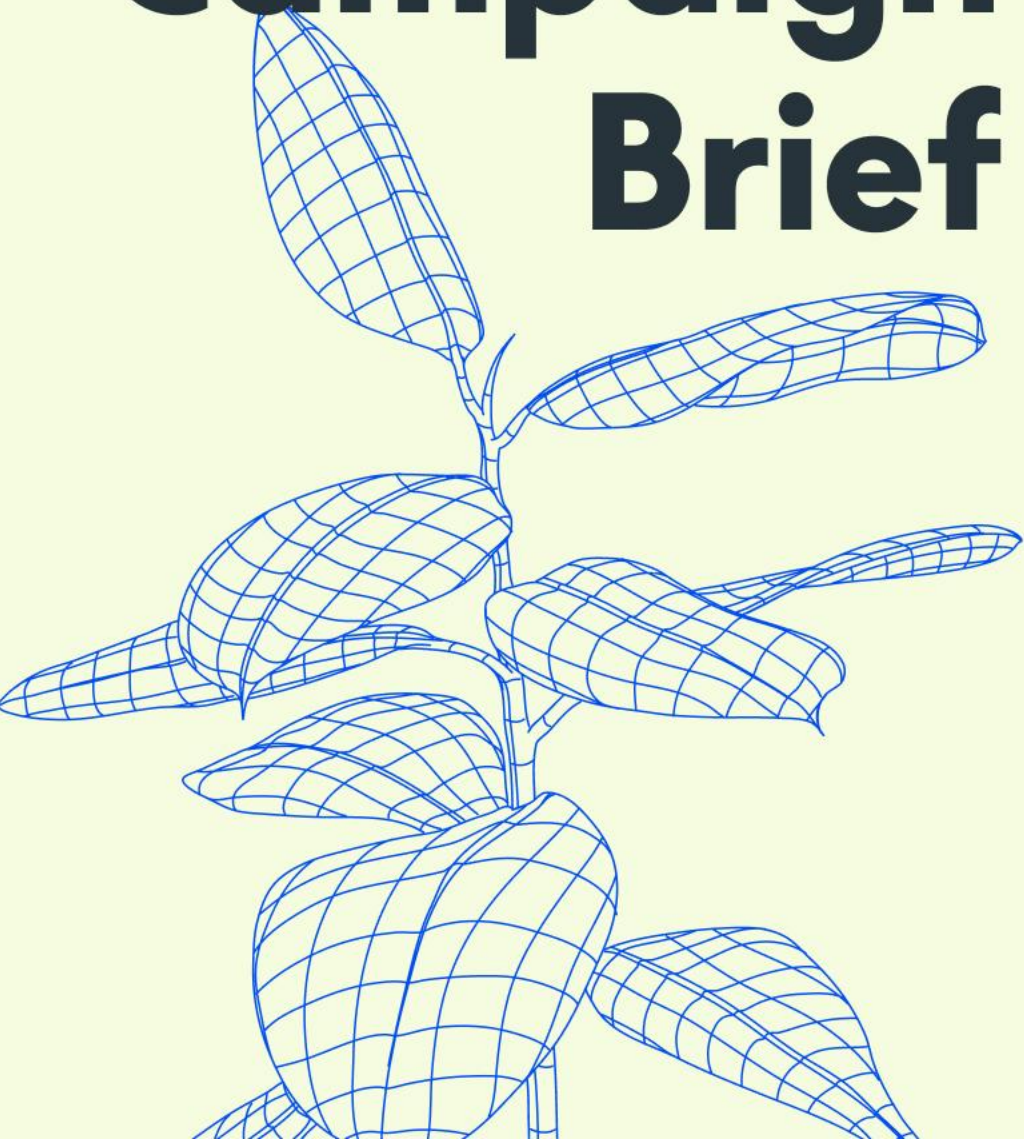
4,025 likes
Absolutely love how smooth and quiet my desk is when I raise it to stand!

 glzmoeogram



6,523 likes
I can't imagine my setup without one!

Campaign Brief



Campaign Title: FlexiSpot xxx

Campaign Hashtag: FlexiSpot xxx

Campaign Overview: Rebuilding a standing desk with cool functions using Flexispot E7 PRO/Q8 Desk Frame

Campaign Obejectives:

- Raise brand awareness
- Increase engagement
- Promote Pro Series Desk Frame

Campaign Message:

- There are thousands of standing desk in thousands of user' eyes.
- Let us build freely,work easily.

Channels: Youtube/Instaram/TikTok.etc

Timeline: xx/xx/2023

Deliverable: YouTube Dedicated Video

Content review: All content scripts should be reviewed before production

Content release: 2023

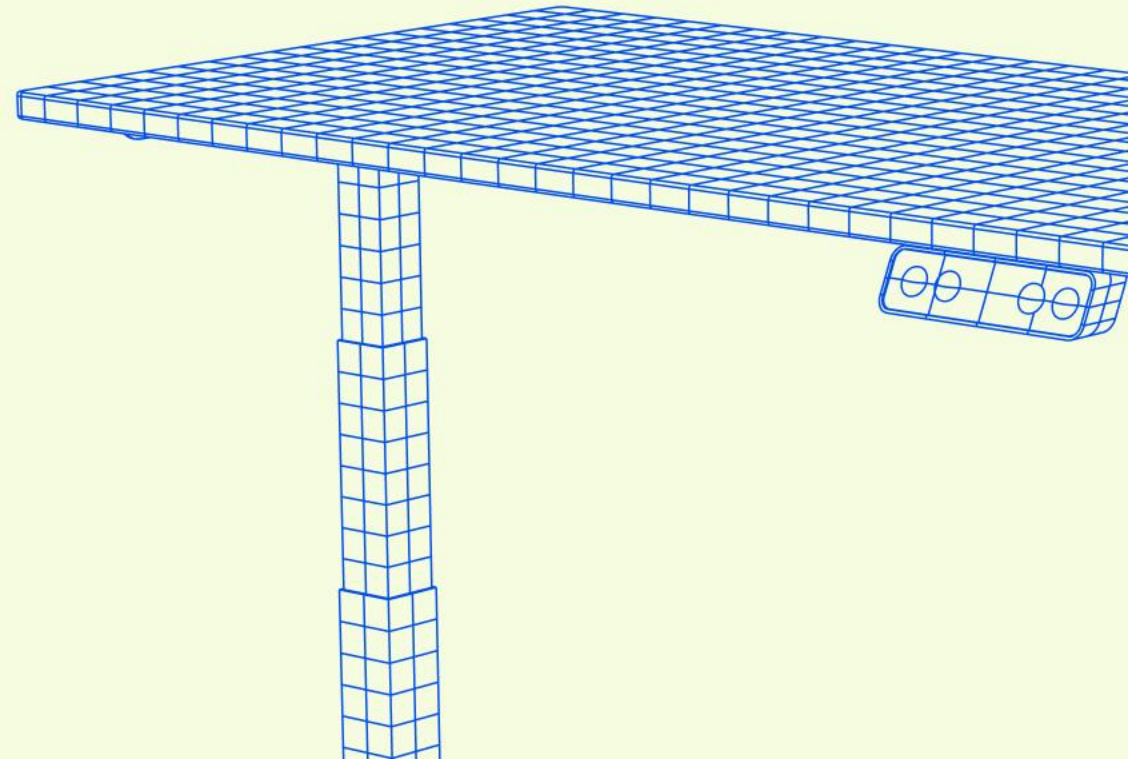
Deliverable description:

- Rebuilding a standing desk with cool functions or creating personalized workstation using provided E7 Desk Frame.
- Introducing the benefits of having standing desks and the advantages of FlexiSpot products.
- Including at least 15 seconds of FlexiSpot desk frame introduction.

Post caption description:

- Campaign hashtag in the description box : #FlexiSpot xxx
- Designated product (standing desk) link in the front lines of the description box

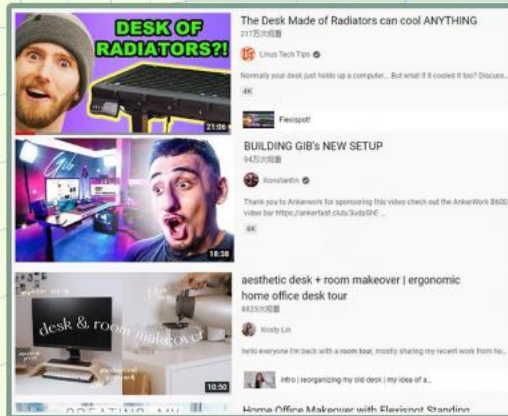
Campaign Deliverables



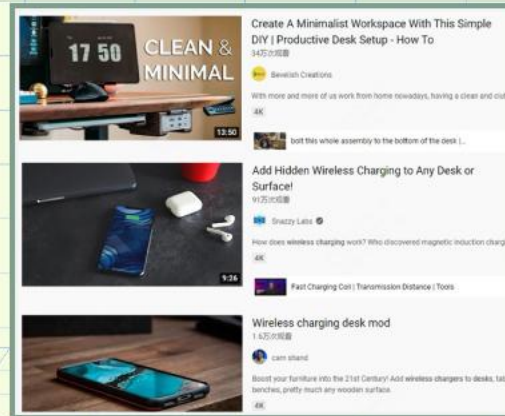
FlexiSpot

Content ideas suggestion

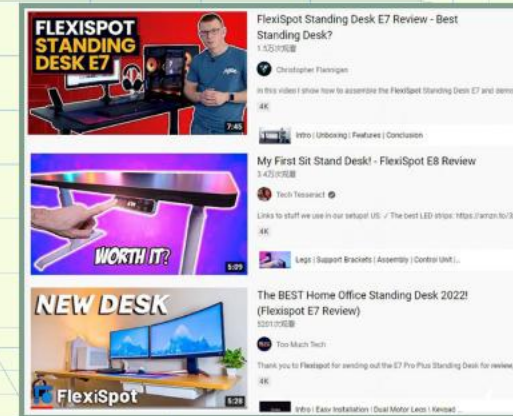
01 DIY with FlexiSpot Desk frame



02 FlexiSpot Standing Desk Review




03 FlexiSpot Standing Desk Setup / Room tour



FlexiSpot Flagship Product


E7 PRO

 15-year warranty and
Extraordinary stability

 Height Range:
25.0"-50.6"


 Dynamic loading
capacity: 440lbs

 Noise level
< 50dB


 Anti-collision system
and cable management




Q8

 10-year warranty and
Extraordinary stability

 Height Range:
23.6"-48.8"

 Dynamic loading
capacity: 220lbs

 Noise level
< 50dB

 Anti-collision system
and cable management



You may want to know

1.

What objectives do we have with the content?

Influencers need to create content that is brand aware and seeks to maximise conversion.

2.

Do we foresee any requests for exclusivity?

Yes. Influencers will not work with brands that are in direct competition with FlexiSpot during the campaign.

3.

Would you require usage of the content?

Yes. Advertisers will retain the copyright of images/videos posted by influencers for six months and have the right to upload them to their own marketing, promotional and social channels.



Contact Us

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