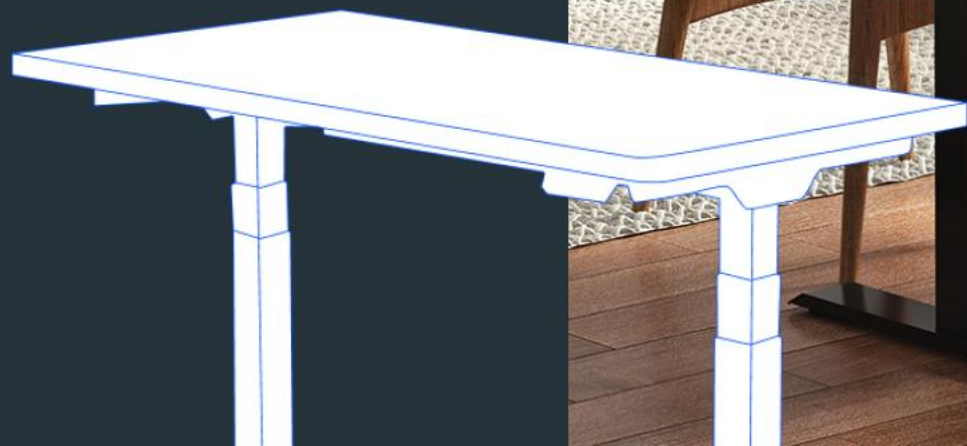


FlexiSpot

2023



## 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)



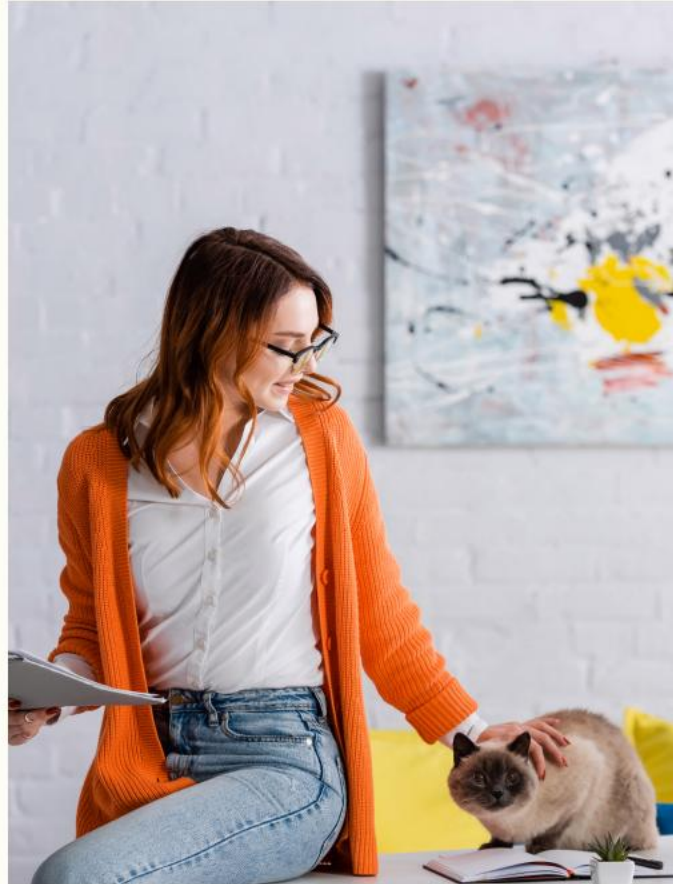
### Chairs

Ergonomic Chair,  
Fitness Chair

# Flexispot

## Our Slogan

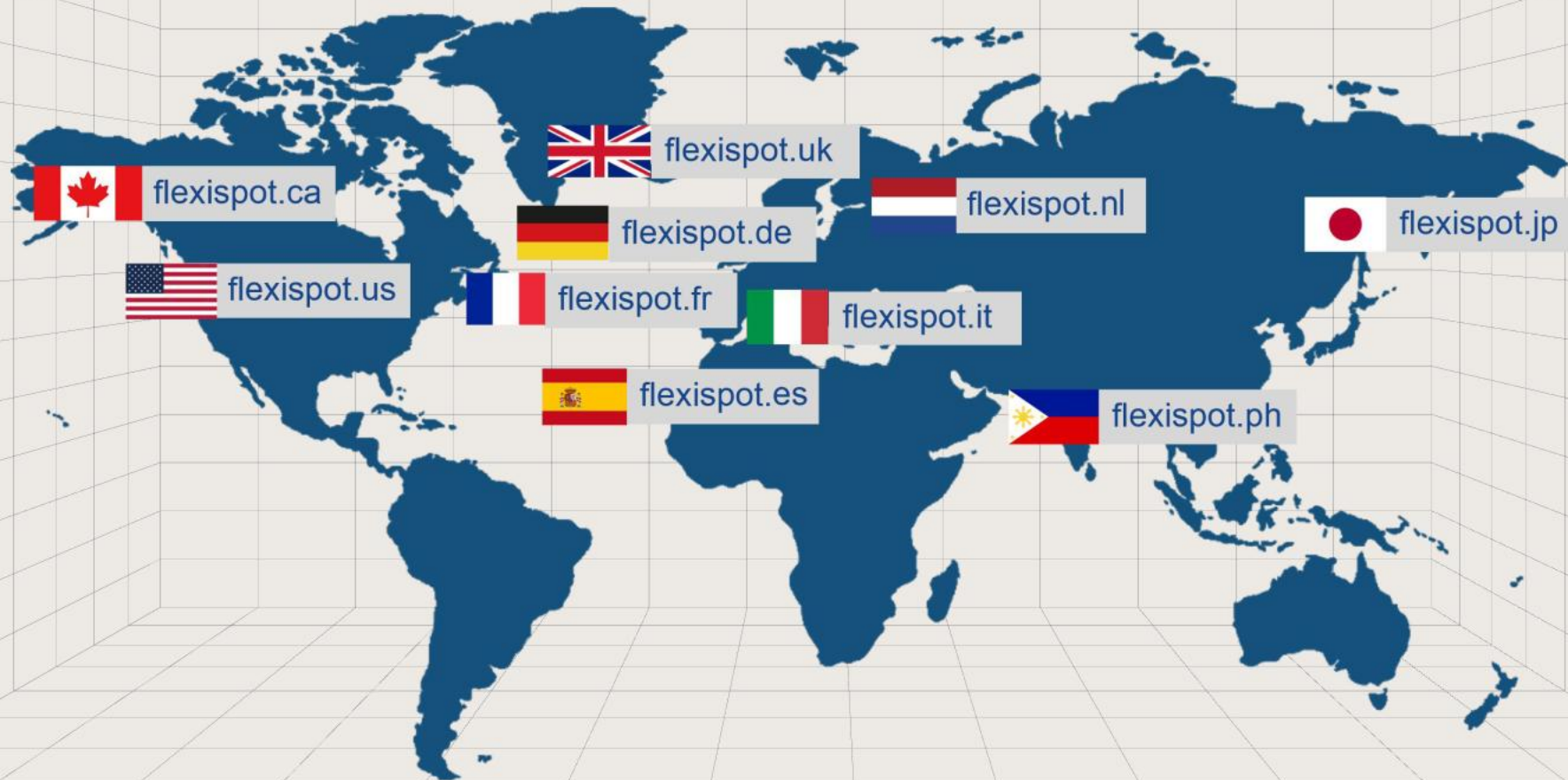
Work Like New



## Brand Vision

FlexiSpot creates best-in-class ergonomic products that help consumers adapt to a world in motion.

# 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

**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

**GAMERANT**

Best Height Adjustable Gaming  
Desk

**GO**

Best overall standing desk:  
Flexispot Pro Series E7

**SPY**

Best in Comfort: Adjustable  
Standing Desk

**NBC NEWS**


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


**CB CREATIVE BLOQ**

The best standing desk overall.

# FlexiSpot


## 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** ...



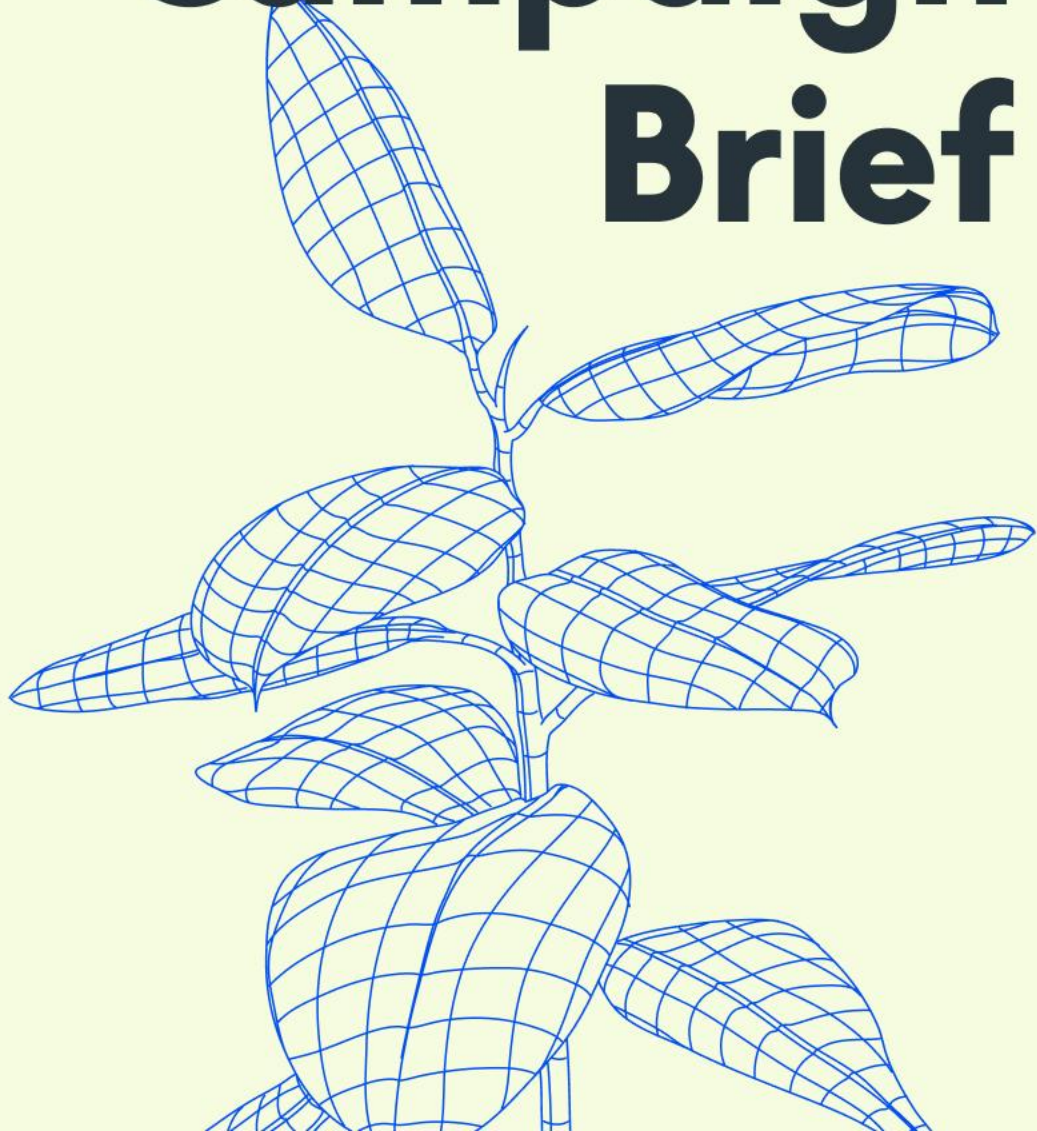
4,025 likes  
Absolutely love how smooth and quiet my desk is when I raise it to stand!

 **glzmoegram** ...



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

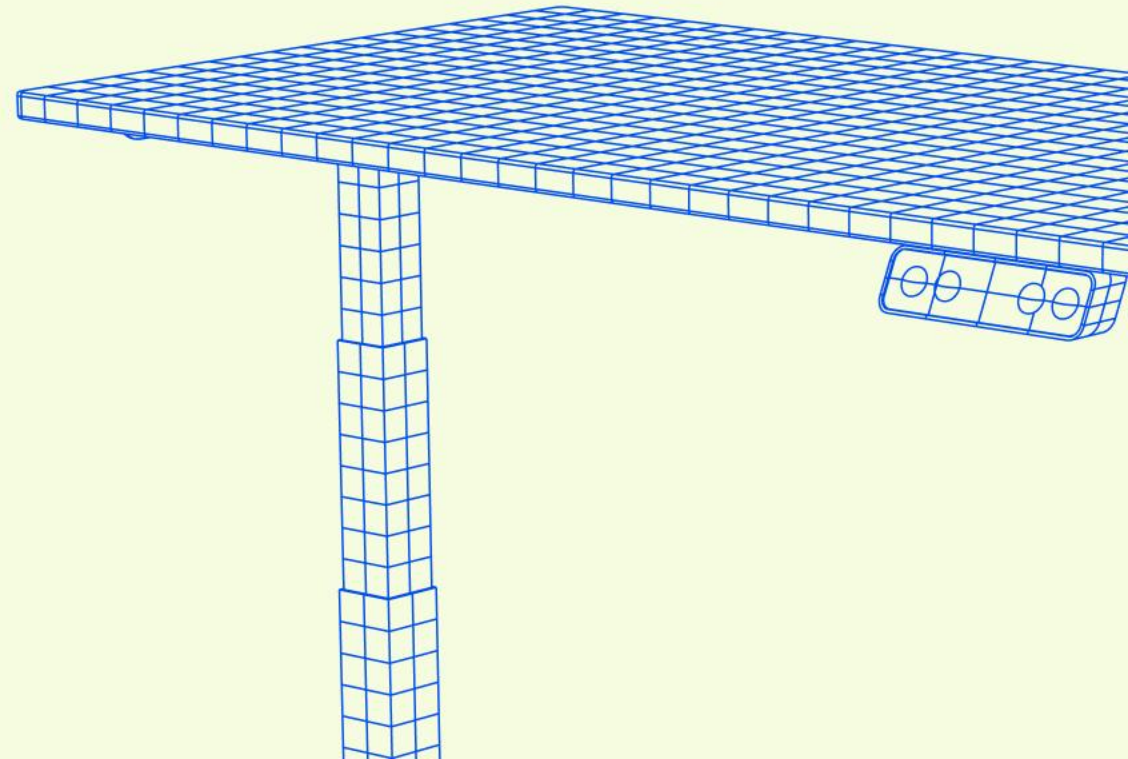
**Deliverable description:**

- 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

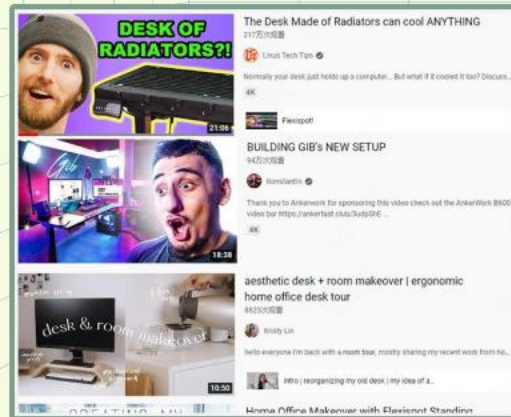




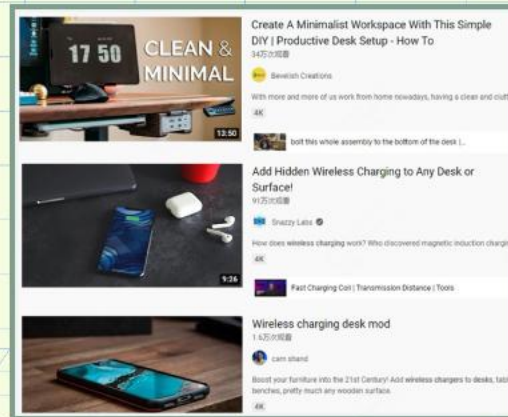
# FlexiSpot

# Content ideas suggestion

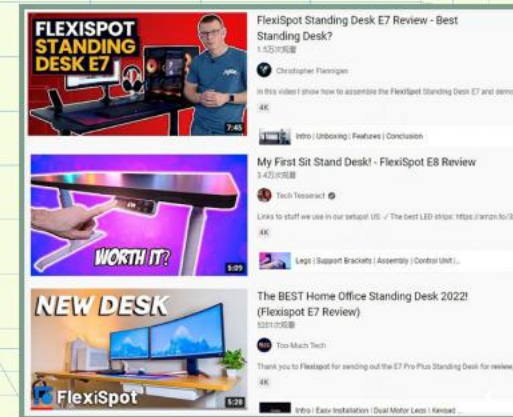
## 01 DIY with FlexiSpot Desk frame



## 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

Contact: Joey CHEN

Email: [Joey@flexispot.com](mailto:Joey@flexispot.com)

