

NAIL KNACKS BOX

Shamella Anderson
 Business Development Manager
 sanderson@allured.com
 630-344-6030
 www.Nailpro.com



Put your products in the hands of nail professional influencers and on social!

How It Works

This seeding campaign generates buzz and raises awareness around the featured products and brands. By leveraging the influence and reach of the 50 participating nail professionals, the campaign encourages their followers and the *Nailpro* audience to make more informed choices when it comes to their products. The influencers are encouraged to share their experiences with the Nail Knack Boxes on their social media platforms, providing honest reviews, showcasing product features and highlighting their favorite products to generate authentic, relatable content that sparks conversations around the featured brands and products.



Box Theme	Closing Date	Materials Due	Box Ship Week
Winter (February)	December 8th	January 5th	Week of February 12th
Spring (May)	March 15th	April 12th	Week of May 13th
Summer (August)	June 14th	July 12th	Week of August 12th
Fall (November)	September 13th	October 11th	Week of November 11th

Packages*

Gold Box Program	Silver Box Program	Bronze Box Program
<ul style="list-style-type: none"> • Inclusion in the box • Full page ad in matching issue • Product listing on Nail Knacks page • Instagram Story • Partner Solutions E-Blast 	<ul style="list-style-type: none"> • Inclusion in the box • Full page ad in matching issue • Product listing on Nail Knacks page 	<ul style="list-style-type: none"> • Inclusion in the box • Product listing on Nail Knacks page
\$10,500	\$6,300	\$4,500

*Each box will be limited to no more than 8 offerings and will be presented in the same dimensions to simplify production. Material guidelines will be sent after purchase.