



2022 Holiday Collection

UGC & Ambassador Campaign



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You're invited to experience our new holiday collection!

We love your social media and think you're the perfect fit for our 2022 Holiday UGC + Ambassador Campaign! This campaign features rich green and burgundy colors, tartan patterns, nostalgic flavors and scents, and all the joy of the holiday season.

Campaign details

While static posts are acceptable, we are prioritizing video content this year (Instagram Reels, TikToks, IG stories). We would like to see your creativity and personal touch as you showcase the limited edition collection. Here are a few guidelines:

- Please film vertically, keep videos under 60 seconds, and save the .mp4 file.
- Please post the content to your social media page(s) and leave it up for at least 60 days.
- Tag @spoonfulofcomfort in the content add the hashtag #spoonfulpartner to disclose our partnership.





Content Ideas (Not exclusive—you know your audience best!)

Unboxing - Showcase your favorite holiday items: how they taste, how they feel, what makes them memorable.

Gift list - Share the concept of Spoonful of Comfort with your audience and who you think the care package would be perfect for.

Products in action - Have movie night with your partner or gather the kids around the holiday fleece blanket. We love seeing the gifts in action!