



The Happy Box

Gift happiness and support Canadian small businesses.

A curated box of small business finds designed to make people smile, delivered to your door or someone else's.

Winter & Holiday Collection '23



WHO YOU'RE WORKING WITH

Hi! We're Ribat & Sana

The Happy Box began as a project during the first COVID lockdown, to support small businesses and share happiness. Two weeks turned into three years, and we still hear things like "something about you stands out."

We believe it's because we didn't set out to start a 'gifting company.' Our goal has always been to bring a smile to peoples faces by bundling thoughtful items to tell a story - this happens to make amazing gifts.

As you flip through, we hope you notice the subtle differences that make us The Happy Box. We can't wait to work with you!

- Ribat & Sana

ABOUT THE HAPPY BOX

Supercharge your relationships with gifts that make an impact.

Fun themed gifts packed with unique finds from small businesses. Always designed and packaged to WOW.

- Champions small businesses
- Curated to tell a story and highlight the message you want to deliver.
- Helps you stand out by creating an authentic and unique experience.

250
SMALL BUSINESS PARTNERS

30,000+
HAPPY BOXES SHIPPED

\$3.5M
IMPACT DRIVEN TO SMALL BUSINESSES



Eco-Friendly

Champions Small business

Women Owned

Inclusive of diverse and minority backgrounds

CUSTOM BRANDING

Your Brand Gets Centre Stage



Happy Box Sleeve + Complimentary Branded Card

Happy Boxes come wrapped in show-stopping sleeve designed by a Canadian artist.

All corporate boxes include a complimentary branded note card for you to add a personal message.



Fully Branded Experience

Upgrade to a specially designed sleeve with your logo and theme to bring your brand front and centre. See examples to your right.

A one time design fee of \$299 applies.



JOIN THE LEAGUE OF HAPPIEST GIFTERS



HEAR IT FROM THEM

"The Happy Box is now an annual tradition and our team really looks forward to the Winter Market Box each year."

- Andressa, Synex Inc.

"The quarterly winners have been emailing us all day to let us know that they've received the boxes and to tell us how much they love them!"

- Katherine A., TD Bank

"Not only a great gift, but also amazing customer service."

- Massih B., Sick Kids Hospital



Winter & Holiday Collection 23'



Ways to Gift

Pre-Curated Collection

Choose from unique themes that are pre-curated and ready to ship

Page 7

Fully Customized

We work with you to tailor-make a box to fit your budget, theme, values and goals

Page 11

Gift of Choice

Take the thinking out of gifting! We'll create a branded portal for your recipient to pick their favourite gift!

Page 12

1

Pre-Curated Collection

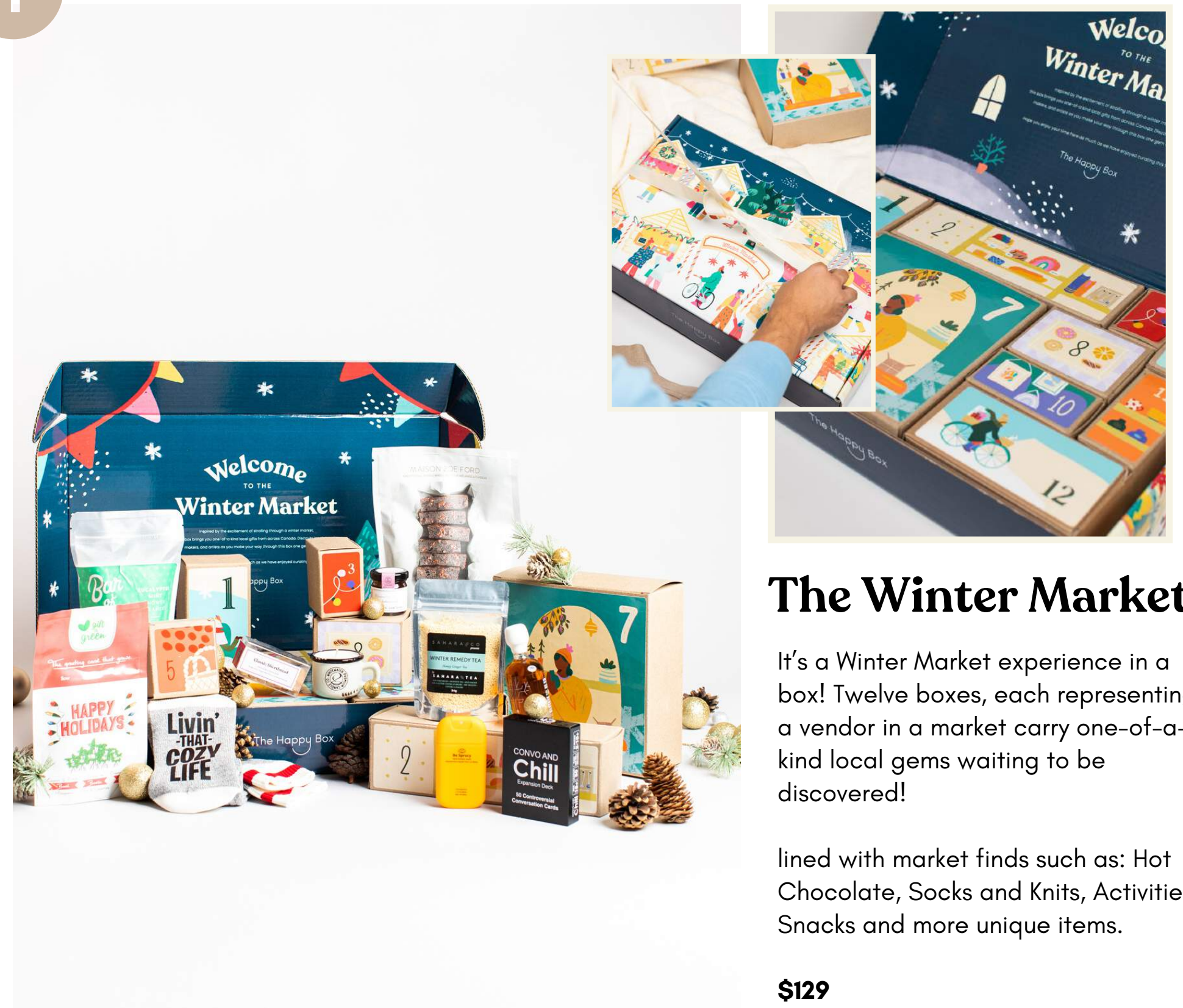
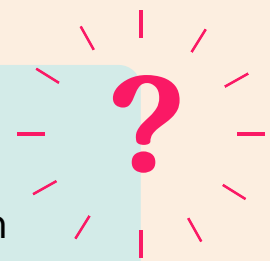
9 Limited Collection. Unlimited Possibilities.
Nine powerful curations to fit every holiday vibe and message. All our boxes are designed to be neutral and inclusive of all winter festivities.

Most boxes can be customized to fit a budget of **\$75 to \$169.**

Free shipping in Canada included from \$99. US & International shipping available.

How it works

- Pick one of the themes or mix and match
- Confirm your budget
- We'll personalize your curation to match and get them ready for delivery.



The Winter Market

It's a Winter Market experience in a box! Twelve boxes, each representing a vendor in a market carry one-of-a-kind local gems waiting to be discovered!

lined with market finds such as: Hot Chocolate, Socks and Knits, Activities, Snacks and more unique items.

\$129

Pre-Curated Collection

Can be curated from **\$75 to \$169 / Free Shipping** in Canada \$99 & above / US & International shipping available.

2



Winterlicious - Brunch & Munch

A brunch lover’s dream! In here you’ll find items such as:

Brunch Cook Book, Coffee, Pancake Mix, Maple Syrup, Tea Towel, Coffee, Mocktail Mimosa Cubes, Muffin Mix, Granola, Jams, Everything bagel Seasoning etc.

3



Celebration & Cheer

Packed with celebration vibes! In here you’ll find items such as:

Handpainted Cheese Board, Shortbread Crackers, Jams, Chocolate Bar, Cocktail/Mocktail kit, Chocolate Pudding Mix, Conversation Card Game.

4



Eco-Home Box

Sustainability meets chic home favourites! In here you’ll find items such as:

Pom Pom Basket, Eco-swaps for around the house Natural Soy Candle, Pancake Mix, Maple Syrup, Cocktail/Mocktail Mix, Turkish Towel, Home Decor.

Pre-Curated Collection

Can be curated from **\$75 to \$169 / Free Shipping** in Canada \$99 & above / US & International shipping available.

5



Comfort & Joy - Her

Filled with self-care luxuries, handcrafted treats and cozy comforts. In here there are items such as:
Alpaca Scarf, Face Mist, Travel Jewellery Case, Tea Scrunchie, Candle, Popcorn, chocolate, conversation cards and more.

6



Comfort & Joy - Him

Comfort meets practicality! In here there are items such as:
Toque, Shower Steamers, Daily Journal, Wooden Wireless Charger, Coffee, Pancake Mix, Snacks, Lip balm, Hand Cream and more.

7



Rest, Relax and Rejoice

Unwind, relax and get ready for the new year with this! In here there are items such as:
Cozy Socks, Winter Tea, Gratitude Journal, Chocolate, Essential Oil Diffuser Kit, Hand Cream, Shower Steamers and more.

Pre-Curated Collection

Can be curated from \$75 to \$169 / Free Shipping in Canada \$99 & above / US & International shipping available.

8



Around The Fireplace

Designed to capture the feeling of warmth around the soft crackling of logs. In here there are items such as: Throw, Puzzle, Hot Chocolate, Cozy Socks, Snacks, Candle, S'mores

9



Around The Fireplace Family Box

\$199

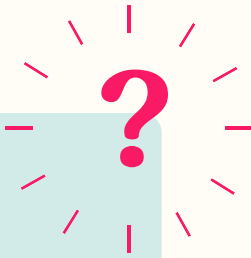
An upsized version, this box includes a focus on making memories with friends and family. In here there are items such as:

Family Conversation and Story Cards, Gourmet Foods, Alpaca Throw, Puzzle, Hot Chocolate, Snacks, Candle, S'mores and more



Fully Customized Boxes

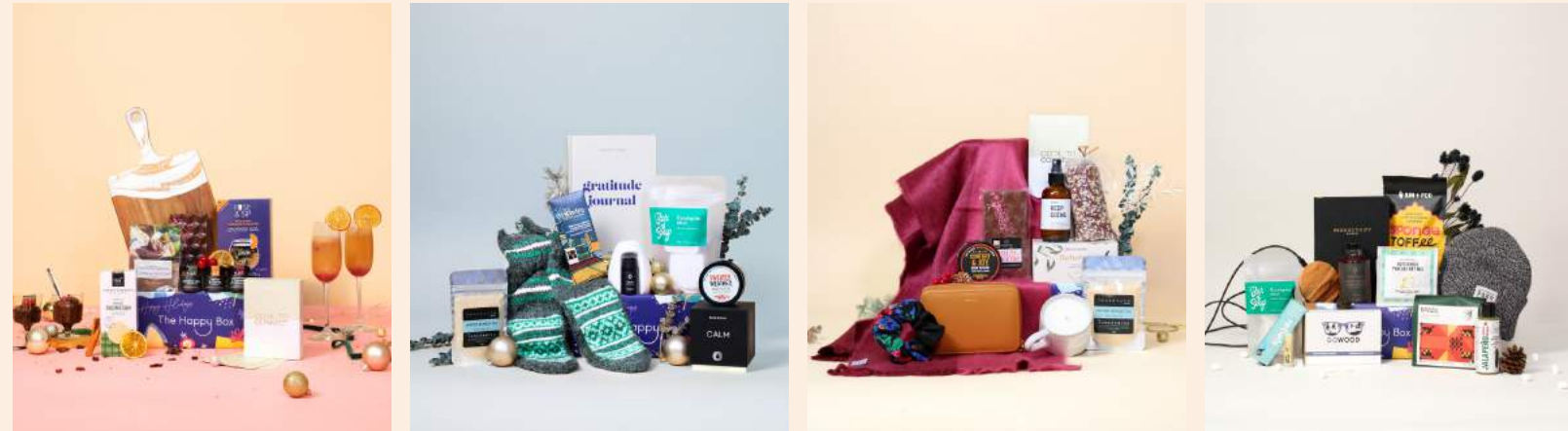
We start from scratch to bring your vision to life. If you're looking for something different from the pre-curated themes we'll create gifts to match your budget, brand, and theme.



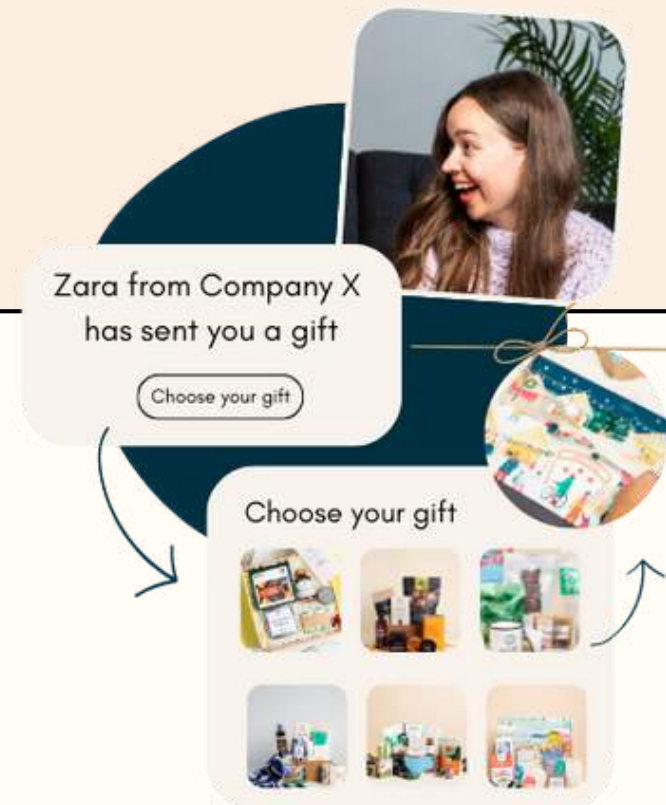
How it works

- We chat to gather all your notes
- We'll circle back with custom options and designs
- Add your message and have it ready for delivery

Choose your favourite gift?



Enter your shipping address:



Gift of Choice

Let your recipient pick their own gift from a curated collection of themes.

Includes:

- **Branded Portal:** A customized and branded portal with your messaging.
- **No address required** – Recipients can select their preferred gift theme and enter their delivery address.
- **Convenience:** Can easily accommodate for allergies and preferences, ensuring a personalized gift experience.

How it works

- Pick the themes and set budget.
- We'll create a branded portal for you within minutes, ready to share with your recipients.
- We manage all the other details and send you tracking.



Next Steps

1

An Intro call

Let's chat budget, branding, timeline and if you're picking from Custom, Pre-Curated or Gift of Choice.

2

Next, we circle back with tailored curations

In 24-72 hours we'll circle back with your tailored option to review! Unlimited revisions included.

3

Finishing Touches

Custom card and addresses are confirmed. If you don't have shipping details, all we need is an email address.



That's it! Delivered and Tracked

Enjoy happy faces all around while we take care of delivering your hand-packed gifts to their doorstep. You'll stay in the loop with real-time tracking.



Get In Touch

Whether you're looking for 5 or 5000 gifts, a dedicated gifting concierge will work with you to bring your vision to life.

Call: +1 416 937 7345

Text: +1 416-937-7345

Email: hello@thehappybox.ca

www.thehappybox.ca

We typically respond within a few minutes.



Case Studies: Happy Box in Action

PRE-CURATED THEME

Synex has made The Happy Box an annual Holiday tradition!

CAMPAIGN GOAL

Gift employees something that is unique and creates a lasting conversation.

WHAT THE HAPPY BOX CREATED

A Winter Market experience in a box! Twelve boxes, each representing a vendor in a market carrying one-of-a-kind local gems waiting to be discovered!

OUTCOME

The Winter Market Box is has become an annual tradition ay Synex with new items and vendors featured each year.



GIFT OF CHOICE

9,000 Happy Boxes delivered to Unity Health Staff in less than 4 weeks.

CAMPAIGN GOAL AND BRIEF

Show hospital staff they are cared for. Create a gift that would match they needed the most.

WHAT THE HAPPY BOX CREATED

3 carefully curated themes were designed (Comfort and Wellness, Foodie Favourites and Family Time). Through a branded portal each recipient picked their favourite and added their delivery address.

Hand-packed with Thank You notes in a branded box each recipient received their chosen gift.

OUTCOME

An influx of messages from staff saying this was the best gift they got at a time they needed it the most. The Happy Box is now an ongoing Unity Health partner for staff engagement throughout the year.



"The Happy Box has provided a ray of sunshine at a time when it was needed the most."

CUSTOM CURATION

Wattpad closes new clients with The Happy Box

CAMPAIGN GOAL AND BRIEF

For a new Wattpad feature, The Happy Box was tasked with creating Hollywood Director themed boxes to close new movie deals.

WHAT THE HAPPY BOX CREATED

From custom designed director coasters to movie trivia and popcorn to walk of fame chocolate bonbons this box was all about bringing a theme to life!

OUTCOME

The Wattpad team reengaged silent conversations and closed new deals through this gift. On some occasions the ROI was 2000%.

We continue to work with Wattpad on client and team gifting activating events and themes throughout the year.

