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## Subscription Box Companies on the Rise

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unwrap these exclusive  
subscription box  
opportunities today.

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# We're Hooked: Subscription Boxes



Nearly a decade old, the subscription box industry now has over 2000 service offerings and continues to grow. In 2018, McKinsey research found that 15% of online shoppers had signed up for one or more subscriptions to receive products on a recurring basis- mostly through a monthly plan. With the combination of value, convenience and the simple joy of uncovering new goodies every month, it's easy to see why consumers have become wedded to this service offering.

# Capitalizing On The Craze



What started with mostly start-ups offering boxes in broad categories - such as clothing, cosmetics, and food - has branched out to more specialized and niche services offered by emerging and established brands alike, even major retailers. As the category has grown, so have the marketing and media opportunities it represents. Virtually every demographic has a box geared toward them, and marketers are paying a premium to partners who can help get those boxes into the hands of target consumers- whether through advertising, agency work, product placement, influencer marketing or otherwise.

We have rounded up 10 subscription box companies whose budgets we predict will rise this year, with specific opportunity analysis so you can wrap your outreach up in a bow.

# BOXYCHARM

01.



## ABOUT

Boxy Charm is a beauty goods subscription box company that charges a monthly fee in exchange for full-sized cosmetic products.

## KEY CONTACT:

**KATHY MAYOR,**  
Chief Marketing Officer



## OPPORTUNITY

In October, Boxy Charm hired Kathy Mayor as its CMO. We predict an agency review - particularly PR - could occur in the coming months. Since current marketing spend is low, look for PR and earned media opportunities as the company increases brand awareness in high ROI channels.

[View Boxy Charm Profile in Winmo](#)

[Read Full WinmoEdge Article](#)

# Terra's KITCHEN

02.



## ABOUT

Terra's Kitchen is a healthy meal kit delivery service that provides consumers with ingredients in eco-friendly reusable containers.

## KEY CONTACT:

**ANTHONY PITTS**  
Senior Vice President,  
Marketing



## OPPORTUNITY

To drive growth strategy and upcoming digital shifts, Terra's Kitchen named Anthony Pitts as its new marketing SVP. He joins as TK continues to grow its marketing team, so agency readers should be on the lookout for possible reviews. TK operates in the heavily-saturated meal kit sub-category, so agencies & sellers that can help differentiate the brand will have an advantage securing revenue. Given TK's focus on eco-friendly & healthy offerings, millennials and Gen-Z are its target demographic.

[View Terra's Kitchen Profile in Winmo](#)

[Read Full WinmoEdge Article](#)

# MONTI KIDS.

03.



## ABOUT

Monti Kids is an education subscription service that provides Montessori toy and curriculums and online classes for kids A0-3.

## KEY CONTACT:

**PAULA LARSEN MOORE,**  
Director, Brand Marketing



## OPPORTUNITY

Monti Kids recently hired Child's Play Communications as its PR AOR to fuel brand awareness and handle media outreach. Sellers targeting parents - especially millennial moms - should reach out for potential revenue. Even though spend is low, expect it to increase after a recent appearance on Shark Tank that landed MK a deal with investor Kevin O'Leary. Agency readers - PR hires usually precede creative and/or media hires, so look for MK to fill out its agency roster in the coming year as awareness grows.

[View Monti Kids Profile In Winmo](#)

[Read Full WinmoEdge Article](#)

# fabfitfun™

04.



## ABOUT

Boasting more than 1 million members, FabFitFun is a subscription service that delivers full-sized beauty and lifestyle products to its customers 4x per year.

## KEY CONTACT:

**LESLIE EMMONS  
BURTHEY,**

Vice President, Marketing



## OPPORTUNITY

FabFitFun raised \$80 million in a Series A funding round led by Kleiner Perkins. FFF plans to use the money to expand beyond lifestyle products and become a content platform. With expansion plans, new decision-maker hires and funding, the company could look to outside agency partners to support these expansion plans, so agencies and sellers able to appeal to millennial and Gen-Z women should reach out for revenue.

[View FabFitFun Profile In Winmo](#)

[Read Full WinmoEdge Article](#)

# FRESHLY®

## 05.



## ABOUT

Freshly is a meal kit service that delivers gourmet, ready-made meals to customers' doorsteps.

## KEY CONTACT:

**MAYUR GUPTA**  
Chief Marketing Officer



## OPPORTUNITY

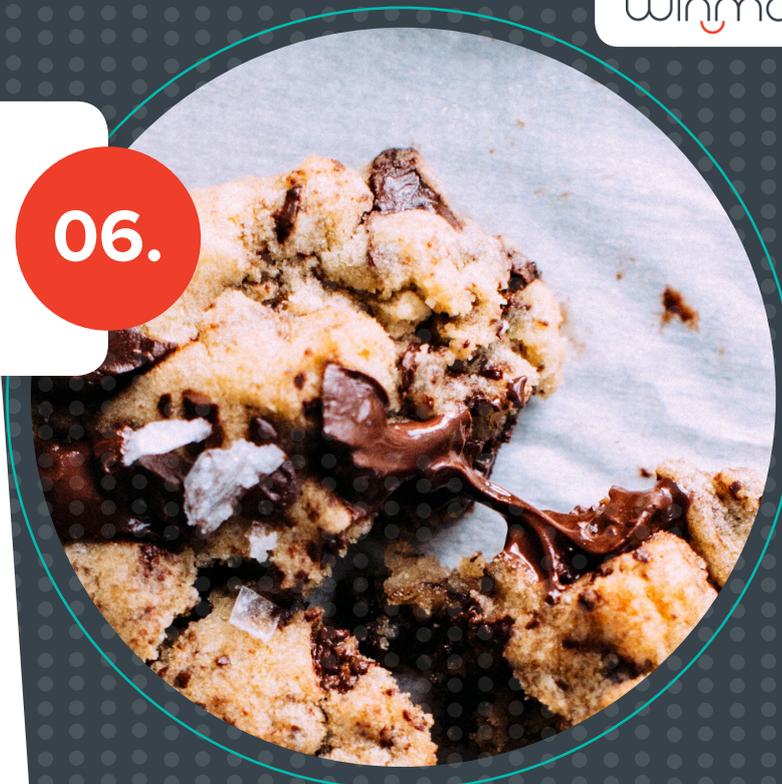
Following several marketing team hires, Freshly named Mayur Gupta as CMO, effective January. Freshly currently serves 28 states, but hopes to serve 48 by the year's end; look for spending to increase to support these plans. Gupta's goal is to redefine CPG companies, differentiate Freshly from the competition and continue brand building initiatives. Digital sellers will have an advantage securing revenue here, but should keep in mind that Freshly began TV advertising late last year. With a new CMO in place, agencies who can assist with brand differentiation & appeal to millennials should get pitches ready.

[View Freshly Profile In Winmo](#)

[Read Full WinmoEdge Article](#)

## MOUTH

06.



## ABOUT

Mouth Foods is an online subscription service that features products from makers around the United States. Mouth Foods "curate these products into unique and distinctive gifts for every occasion and monthly subscription boxes."

## KEY CONTACT:

**VALERIE BURNS**  
Director, Marketing



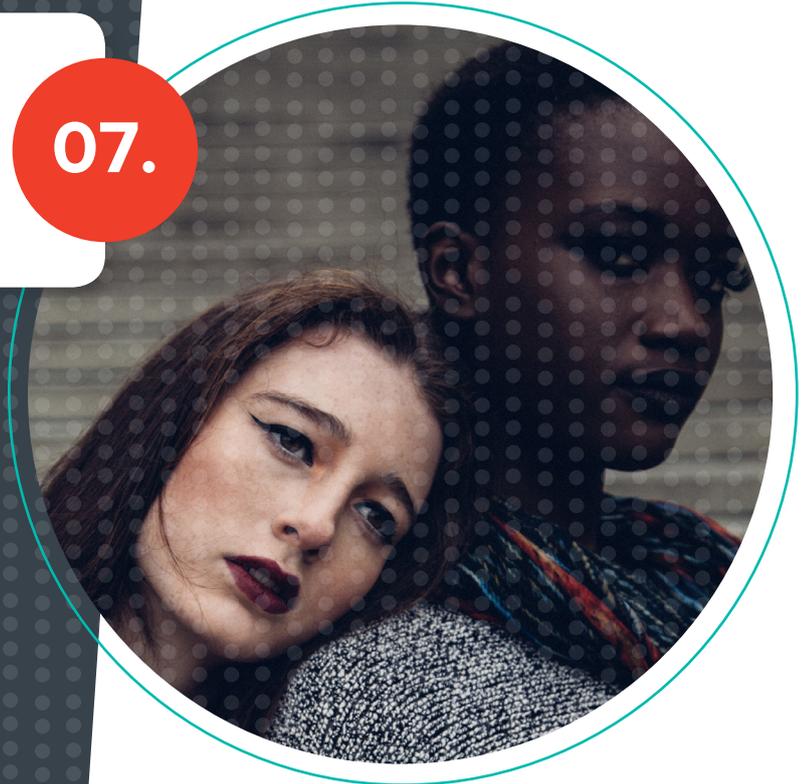
## OPPORTUNITY

Specialty food retailer Mouth launched two new subscription boxes. Jerky Every Month will reportedly capitalize on the growing jerky market, while Cookie Every Month appeals to the "cookie fanatic in all of us." Mouth will likely promote the new offerings heavily (especially to keep top-of-mind amid competitors like Graze, NatureBox and SnackNation), so sellers should reach out for revenue. Then, keep an eye on revenue tied to Q4 since Mouth is a seasonal brand that typically spends the most during the winter holidays. Mouth targets foodies, especially millennials.

[View Ladder Profile In Winmo](#)[Read Full WinmoEdge Article](#)

# hello sunshine

07.



## ABOUT

Hello Sunshine, Reese Witherspoon's female-oriented media company, may launch a subscription box service in order to drive brand growth. The service would reportedly operate out of Reese's Book Club, a book recommendation club driving Amazon sales, and it would hopefully turn the book club into a revenue-generating business.

## KEY CONTACT:

**AMANDA FARRAND**

Vice President,  
Brand Partnerships



## OPPORTUNITY

Agency and martech readers are encouraged to reach out to stay top of mind as this brand expands. Keep in mind that emerging companies typically seek outside PR help to drive brand awareness before reviewing creative and/or media work. Focus pitches on differentiating Hello Sunshine from competitors like Birchbox, Ipsy and Rocksbox.

[View Hello Sunshine Profile in Winmo](#)

[Read Full WinmoEdge Article](#)



# AMERICAN EAGLE STYLE DROP

08.



## ABOUT

Style Drop is the newly-launched apparel subscription box from retailer American Eagle.

## KEY CONTACT:

**KYLE ANDREW,**  
Executive Vice President &  
Chief Marketing Officer



## OPPORTUNITY

Style Drop is currently in beta and only offers women's apparel, but American Eagle hopes to expand its reach to compete with subscription services from competitors such as Express and Ann Taylor, as well as capitalize on the growing subscription box trend.

Focus on helping AE further increase engagement among Gen-Z, particularly in digital & social channels. Agency readers should keep an eye out for potential PR and communications work as AE looks to increase awareness of the brand.

[View Style Drop Profile In Winmo](#)[Read Full WinmoEdge Article](#)

# mullybox

09.



## ABOUT

Mullybox, formerly known as IGC, is a golf subscription box that sends customers a themed box of golf essentials every month.

## KEY CONTACT:

**GINNY JACOBS,**  
Chief Marketing Officer



[View Mullybox Profile In Winmo](#)

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## OPPORTUNITY

Since launching a year ago, Mullybox has named Ginny Jacobs as CMO. Jacobs will likely strategize ways to get Mullybox on golfers' radars, and that may include the hire of an outside agency. Of course, since they are a start-up, it is likely only project-based work will be available. PR agencies with the ability to generate awareness will have the advantage. You will also want to differentiate Mullybox from other golf subscription boxes like Short Part 4, High Side Golf, Birdie Box and Swinger Box.

Since a majority of golfers are men, sellers who can get the company in front of well-off Boomers should be looking for revenue here. In general, golf has been trying to age-down its main audience, so don't leave millennials and Gen-Z out of your strategy.



CIGARCLUB.COM

10.



## ABOUT

CigarClub.com is a subscription service that selects cigars “using a unique algorithm that analyzes food and beverage preferences to pair the perfect cigars to the member’s palate.”

## KEY CONTACT:

**SHANDA LEE,**  
Chief Marketing Officer



## OPPORTUNITY

Cigarclub.com selected Shanda Lee as its new CMO, effective September. Since it was founded in 2016, CC has relied heavily on social media engagement, but the appointment of a new CMO should signal media mix changes. Sellers with high male engagement should have the advantage securing revenue. As always, a new CMO is likely to review agency relationships, so look for PR work to drive brand awareness.

[View Cigar Club Profile in Winmo](#)

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COMPANY	OPPORTUNITY	MORE OPPORTUNITY DETAILS
<b>Stitch Fix</b>	Stitch Fix to continue brand marketing after successful campaigns	<a href="#">Read Full WinmoEdge Article</a>
<b>Fair</b>	Car subscription startup Fair launches review under newly-hired CMO	<a href="#">Read Full WinmoEdge Article</a>
<b>MeUndies</b>	MeUndies launches first TV spot since 2015.	<a href="#">Read Full WinmoEdge Article</a>
<b>Wantable</b>	Wantable selects first CMO amid digital display spend increase	<a href="#">Read Full WinmoEdge Article</a>
<b>Yumble</b>	Kid's meal subscription startup Yumble lands \$7M Series A funding round	<a href="#">Read Full WinmoEdge Article</a>
<b>Gwynnie Bee</b>	Fashion rental service Gwynnie Bee taps PR AOR amid rapid growth, digital shift	<a href="#">Read Full WinmoEdge Article</a>
<b>WineSociety</b>	WineSociety subscription co taps first CMO	<a href="#">Read Full WinmoEdge Article</a>
<b>DropCar</b>	DropCar considers advertising amid expansion	<a href="#">Read Full WinmoEdge Article</a>
<b>Chick-fil-A</b>	Chick-fil-A testing meal kits, increasing spend amid expansion	<a href="#">Read Full WinmoEdge Article</a>
<b>Scentbird</b>	Perfume subscription service Scentbird secures Series A funding	<a href="#">Read Full WinmoEdge Article</a>

# Helping You Identify Emerging Market Opportunities

Our team is committed to making your job easier. We know identifying pockets of opportunity in up-and-coming markets can be time consuming. Stay tuned as we distribute monthly emerging reports that help you identify the right decision-makers, on the right accounts, at the right time!

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