



**CREATIVE CAMPAIGN r.1
CYCLE 1**

CAMPAIGN STRUCTURE

1. **Anthem video** to be made and released first to build more awareness and drive traffic to /calendar page
2. **Content series** focusing on various Calendar features to alternate between HEY email posts
3. **Campaign page** for non-HEY customers integrating content about email & calendar
4. **Promotional posts** to sustain awareness and drive content to campaign page

CAMPAIGN THEMES

Demonstrate how HEY improves the calendar experience through relatable, human story angles

BALANCE

Re-focus how you spend your time and prioritize your goals

CONTRAST

Identify common pain points of the typical calendar and how HEY fixes them

BEST OF BOTH

Show how HEY combines the best aspects of a physical & digital calendar

BALANCE

Anthem - idea 1

NEW DAWN

We open on a burnt out worker at home with an overflowing inbox, triple-booked calendar, and post-it notes of birthday reminders, pictures of his family, dream vacations and hobbies, etc. Meanwhile, life is happening around him. Day transitions to night, kids and wife trying to get his attention, friends visiting - all in fast, timelapse, blurred motion while he is miserable in real time on his computer and phone. Then cut to product sequences and vignettes showing his life in harmony as the sun rises.

VO: 4,000 weeks. That's all we have. A third of that time sleeping, a third being productive, and a third for you and those you love. It sounds easy, but most of the time you don't have the time. It's time to reset.

HEY reimagined the calendar so you can be more intentional about how you spend your time, what you work on, when you'll reach those goals, and who you'll celebrate with.

Try HEY. A calendar built around you.

[icon] Try it free at HEY.com/calendar



Anthem - idea 2

YOU AGAIN

A short monologue match cut to Chad in different outfits in different scenes. Product graphics animate over footage.

Chad in a sunlit studio with workout clothes on..

Chad: I used to chase the illusive, “work-life balance”. But it’s all just life balance, isn’t it? With HEY Calendar, I can make time for the things that matter. Zoom out to reveal he’s balancing in a yoga class. [habits]

So I can do yoga again. <shh!> zoom back in. He whispers, **Sorry!**

Chad in the office: **I finish projects on-time again** [circle deadline]

Chad at kid’s soccer game: **I – ARE YOU BLIND?? THAT WAS A FOUL!! – again** [soccer image on game day]

Chad at bar w friends, pretending to read a book: **I read again** bartender places beer in front of him [happy hour notification]

Chad in kitchen: **I even cook again.** [7pm entry dinner/recipe] Pulls burnt food from oven. Wife fanning smoke. **With HEY Calendar, I’m me again.**

Time is on your side, again. HEY.com/calendar



Content Series

GOALS

A series of videos demonstrating how to plan a life goal using HEY Calendar

Fitness

Create a weekly workout plan each morning with different workouts to focus on cardio and different muscle groups. Include Running routes and how-to videos

Personal Finance

Knock out debt and increase savings and investments by adding calendar milestones for student loans, credit cards, and add savings goals for that big vacation, the new house, retirement and investment contributions.

Grad School

Get spring semester on track with different project deadlines, study and research time, midterms and finals.

Wedding

Mark the big day, add a countdown and all the items leading up to it including check-ins with the planner,, booking vendors & venue, travel, bachelorette party, and of course the honeymoon.

Nutrition

Map out a healthy and delicious meal plan for you and the family including recipes and cooking videos.

Big Move

Moving takes months longer than people think. Schedule time to research neighborhoods and schools, viewing new homes, purging all of that old stuff, packing, handing utilities, and all the other details up to moving out and moving in.

Promo posts - idea 1

HEY-A-DAY

When your calendar is in sync with your life, there is more time for that new skill or hobby you want to pick up. We'll make a series of content featuring people in the company to show how to learn something using HEY Calendar to carve out a little time each day for a month.

Each video post will include a calendar link to subscribe to for a month of daily tips.

Photography - Farah makes a quick video of different techniques to try out

Cooking - Someone in their kitchen shows off their latest dish and shares a calendar of different recipes to try out.

Podcasting - Kimberly promotes a set of podcasting and interview techniques

Video Production - Chad takes you through a set of direction, production and editing tips

The series continues with blogging, learning a new language, coding, and more

Promo posts - idea 2

NEW BALANCE

HEY Calendar give your life a renewed sense of balance, so we'll stage a fake sneaker collab with New Balance.

The faux product launch will be a chance to poke fun at the ongoing stream of AI art while promoting HEY Calendar as a way to achieve new balance in your day.



CONTRAST

Anthem

TIME MACHINE

This is a montage comparing Apple, Google, Teams calendars to new features in HEY with light stock footage incorporated to break up all the product shots.

VO: Time is not a spreadsheet. It's linear, like a filmstrip. [day view]

Not every moment is created equally. Some times are more important than others. [circle]

Goals aren't scheduled once. They are achieved with time and consistency. [habits]

We're bad at estimating time. And even worse at tracking it. [time tracking].

Life is not a template. We need time to improvise [some day this week] , **to anticipate** [countdown], **and to celebrate** [label a day/image].

It's not another calendar. It's a time machine. Try it free at Hey.com

[Hey Calendar icon / URL]

VERSUS

This series is similar to HEY email's Workarounds vs. Workflows.

Habits - If you use Google, you might add items like going to the gym or walking the dog to a recurring task list. The problem with that is they fall into the shuffle of your other tasks for the day, making it more likely that you skip them for work stuff. With HEY, you can add these habits as icons above each day so they don't get lost in the mix.

Sometime this week - If you use Apple' Calendar, there's a chance you start each week with a big chunk of notes on Sunday that include things you need to get to during the week. When you find time, you might copy these over to their own time blocks, and by Friday you move the unfinished things over to next Sun. But with HEY, you can keep each of these items in their own pile, and easily drag them into a day. And any unfinished things automatically move with you into next week.

Image, Circle & Maybe - It's hard to evoke emotion with digital calendars the way physical calendars do. You might use emojis or all caps something you're excited about, and add a question mark to something you're not sure about. HEY's Calendar is much more customizable. You can add an image to a day, circle those important things, and use maybe to for those things... you're not so sure about.

The series will also include labeling a day, countdown clock, and time tracking

Promo posts

TRACKING

A series of videos and carousel image posts, each featuring a different way to use time tracking and Habits.

Running

A person jogging early in the morning. Habits pops on screen and shows Running with a 12 day streak.

Surfing

A morning surf sequence ending with the guy getting out of the water, opens his phone to tap the water drop Habit.

No Screens

A short montage of a dad making breakfast, reading to kids, and some time at the park. When they get home, he pulls out his phone to stop recording time and files it under NO SCREENS. We see that he's set a record this week.

Language

Chad speaking to camera: "Hola. Yo estudio Español para diez dias con HEY Calendar". And it's easy to track with Habits.



BEST OF BOTH

Anthem

LIFE CANVAS

A set of fast moving clips of a family as a well-oiled machine, going back and forth from HEY Calendar and life's moments in-between. It's mainly voiceover with audio from live action cut in.

VO: It's Tuesday. Your turn to do drop off, she's got that presentation [circled event]. **You've got a proposal to write, but an appointment with the trainer first.** [habit] **She makes lunch. You make revisions. Just in time for laundry to finish** [notification: karate] **so Charlie can get to karate the same time Sarah has tumbling. You squeeze a chapter in. Ten-day streak** [habit], **before running to the store.** [notification: pick up cake!] **Ali finishes client call** [finish time track] **while making dinner, and brings home Julian from just in time to celebrate.** Birthday celebration at dinner table, transition to picture of Julian in HEY Calendar. Day labeled: Julian's 5th Birthday! Dad says, **"Ok. Dinner, cake, then homework."**

A canvas for your life's masterpiece.

HEY Calendar icon / URL



HEY CAN DO THAT

We'll take common things people use physical & digital calendars for and show how HEY level's things up in these bite-sized videos.

Countdown

You've got a big birthday coming up, so you decorate the whiteboard calendar and stick a photo to it. Well with HEY, you can do that *and* add a countdown clock. Now you can count down the days to that *Magic Mike* show. Hey, we're not judging.

Date Night

Digital calendars are so... office-y. That date night you've been looking forward to just looks like another meeting. With HEY, you can label the day [4th Anniversary , circle that dinner reservation, and even add a photo [add an embarrassing photo]. (Says under breath), Maybe a better photo.

Tracking

So, you have a lot of clients you bill by the hour and a huge paper calendar where you have an... intricate system of jotting down time you spend with each of them. With HEY, just click the time tracking button. When you're done, hit stop and add a note about it. And all the tracked time is in one place. That's... a whole lot of time with Amanda.

Promo content

CONTEXTUAL CREATIVE

We'll make posts on certain days in the calendar that creatively tie back to HEY Calendar. These are rough examples.

Dry January

Are you taking a break during Dry January? If so, you can mark each day with this Habit icon.

Elvis's birthday

Happy Birthday to the King. You can add a picture of your hound dog by clicking the top corner of a day.

National Circle Day

What's Circle Day? We don't know either, but you can circle it in HEY Calendar with just two clicks

This day in history

64 years ago, Dr. Seuss made "Green Eggs & Ham", you can countdown to important days like that upcoming trip to Amsterdam.