

Hyphen: Paying it forward to make the world a better place.



How Hyphen embraced Holiday gifting as an opportunity to help the planet.

AT A GLANCE



100%
social impact



High response rate
via Thank You form



92% gift
claim rate

IMPACT

- \$1,400 donated to Environmental Defence

CAMPAIGN GIFT CHOICES

Ending Plastic Pollution
Protecting Ontario's Environment
Safeguarding Canada's Freshwater
Kicking out Toxic Chemicals
Ending Climate Change
Hands off the Greenbelt!

"Our team was excited to partner with Unwrapit for the 2022 holiday season to make donations on our clients' behalf to Environmental Defence as part of our membership in 1% for the Planet. The Unwrapit team made the process of setting up and launching our holiday campaign seamless and stress free."

Tamar Bresler

Marketing Operations,
Hyphen

OBJECTIVES

With the goal of using creativity as a force for good, Hyphen approached Holiday Gifting differently in 2022.

They used Unwrapit to run a Hyphen-branded 100% charitable campaign to thank their clients for being part of the Hyphen community. Hyphen's key objectives were to show appreciation to their clients and involve them in Hyphen's efforts to pay it forward.

SOLUTIONS

Hyphen's chosen charity was Environmental Defence, a leading Canadian environmental advocacy organization. Hyphen leveraged Unwrapit's ability to include a 'thank you' form and segment recipients with a \$40 stream and \$70 stream.

RESULTS

Hyphen's campaign included personalized To/From cards with unique Hyphen branding and a custom holiday image. Recipients were given the choice of 6 Environmental Defence causes.

The campaign's 'Thank You' form generated great engagement by posing two questions: 'What is your favourite holiday food or drink?' and 'What do you enjoy most about collaborating with Hyphen?' This fun addition led to recipient interaction and actionable insights for the Hyphen team.

The Unwrapping experience generated excellent engagement, with 92% of recipients selecting a cause to support. This is a fantastic example of how charitable campaigns can be incredibly successful and impactful.



Sophia Test

Happy Holidays from Hyphen!

You've claimed
Environmental Defence -
Hands Off The
Greenbelt!

HYPHEN



100% CHARITABLE

The holiday season is a time for spreading joy, and for our team at Hyphen, this means making the world around us a better place for all.

This year, we've decided to try a new approach to holiday gift giving that aligns with our goal of using creative as a force for good.

To do this, we're channeling our gift budget to helping the planet via Environmental Defence, a non-profit committed to defending clean water, a safe climate, and healthy communities across Canada.

Ready to spread some joy with us?

Click on the "Claim your gift now" button to proceed.

Happy Holidays from Hyphen!
You've claimed
Environmental Defence -
Hands Off The
Greenbelt!

UNWRAP IT