Your Name

Instructor Name

Course Number

Date

Slime Lovers’ Subscription Box

## **Context**

The subscription box offered, in the given source, has been positioned as "the First and Original monthly subscription box for Slime Lovers." A subscription box is an effective marketing tool that offers niche products to selected customers repeatedly during the given period as mentioned in the offer. Some people love slime and to play games with it. To target these people, the provider has made an offer of a subscription box claiming that it is the first and original that the slime lovers would appreciate.

**Subject**

The subscription box of slime is meant for satisfying the needs of slime lovers. These are people who have aesthetical tastes as well as artistic minds. The subscription box is designed to meet their aesthetical and artistic needs. The slime lovers demand diversity and variety of the offer. Therefore, the subscription box will have a varied set of related items.

**Method**

There are interesting headings that attract the reader. The words in the marketing copy sound fascinating to the reader. There is a picture of the slime box displaying its colorful contents. A video has been attached, which briefs about the experience of a customer who is satisfied with the product (*Cratejoy Subscription Box Marketplace*).

**Appraisal**

The video details the offer when the customer opens the subscription box and shows contents to the viewer. The customer who has been shown in the video makes comments in favor of the offer. She engages also in playing with the slime. All these factors persuade the visitor of this source to have a positive opinion about the product and its source.

**Use Value**

The subscription box offered in the source shows variety and ease of access. This offer will serve as a marketing tool through which the company wants to engage the customer. After certain intervals, the customers will experience different, new products (samples), which will ultimately motivate the customer to buy the regular offer.

References

"Slime." *Cratejoy Subscription Box Marketplace*. N. p., 2019. Web. Retrieved from <https://www.cratejoy.com/subscription-box/sliime/>