

From: [Bruce Cooper](#)
To: [Tammy Tracey](#); [Rob Watters](#)
Subject: Influencer Opportunity
Date: July 24, 2026 1:38:47 PM
Attachments: [img-f5339898-297a-48d6-a477-57c230b6352d.png](#)
[ESPRO Student Creator Brief StartProperly.docx](#)

[External Email]

Hello Tammy,

I have a very different request from the normal job postings but it is something that might appeal to a current third or fourth year student that is looking for some work over the summer.

We are looking for a couple of social media influencers who can create some back to school content for us. I have attached the brief. We would provide the product and we would need someone to create 4 videos over the next month for one of our products.

If there are any students interested they can reach out to me directly.



DKK Brands

liiton.com

espro.com

shopviva.com

Bruce Cooper

Product Development Manager

2102 Queen Street East

Toronto, ON M4E 1E2

416-684-7470

This email contains links to content or websites. Always be cautious when opening external links or attachments.

Please visit <https://carleton.ca/its/help-centre/report-phishing/> for information on reporting phishing messages.

When in doubt, the ITS Service Desk can provide assistance. <https://carleton.ca/its/chat>

Espro

Influencer Launch — “Start Properly”

Back to School 2026 · 4 videos · TikTok + Instagram · August flight

The Idea

You have taste, and a dorm shouldn’t mean settling. The campus café is mediocre and the line is long. With the ESPRO P3 French Press, you make a genuinely better cup of coffee — or properly steeped loose-leaf tea — right in your room, no outlet needed. This series is about starting every day properly: your press, your desk, your ritual.

The vibe is capable and low-key confident. The product is the hero; you’re the hands and the taste behind it. Think satisfying, ASMR-led morning content — not a talking-head vlog.

The Deal at a Glance

Deliverables	4 short-form videos (15–30s, 9:16 vertical), posted to BOTH your TikTok and your Instagram Reels
Creation starts	August 4, 2026 (P3 samples arrive before this date)
Posting cadence	One video per week through August — target weeks of Aug 10, 17, 24, 31
Approval	Every video is approved by the ESPRO team before it goes live
Fee	\$200 USD total — \$100 on signing, \$100 after the 4th approved video is live on both platforms
Product	ESPRO P3 French Press samples provided — yours to keep
Content rights	ESPRO / DKK Brands owns the final content and may reuse it across our channels and ads
Disclosure	Paid partnership — use the platform branded-content label and #ad on every post

The 4 Videos

Each video follows the same beat structure (below). Suggested angles — we’ll refine together at approval:

- Video 1 — Skip the line.** The campus café cup / the line vs. your first proper morning brew at your desk. Sets up the series.
- Video 2 — The dorm essential.** Where the P3 lives in your setup: small desk, books, laptop, morning light. It earns its spot.
- Video 3 — One press, two rituals.** Morning coffee, evening loose-leaf tea under the study lamp. Same press, both done properly.
- Video 4 — Why it’s better.** The engineering close-up: press once, filter twice, clean grit-free pour. Close on “start the semester properly.”

Structure Every Video Follows

- **0–2s hook:** the mediocre café cup or the line — the contrast moment.
- **2–4s shift:** your room, your press. Product visible by 3 seconds — mandatory.
- **4–10s demo:** the brew — press action, clean pour, steam. Slow, tactile, satisfying.
- **10–15s resolution:** the cup on the desk, first sip, on-screen line + CTA (we'll provide your link).
- **Sound:** ASMR-led — grind, press, pour, steep, sip. Music supports, never leads.

Must-Haves (across the series)

- Product clearly visible by 3 seconds in every video.
- Show BOTH coffee and loose-leaf tea at least once across the 4 videos (Video 3 covers this).
- Call out that it's non-electric / dorm-safe — just add hot water, no outlet, no machine.
- Real setting: your actual dorm or apartment. Natural light where possible. Considered, not staged-perfect.
- Urgency stays evergreen: “before school starts” — never use calendar dates in captions or on screen.
- Tag @espro and use the caption copy / link we provide. Branded-content label + #ad on every post.

What to Say (approved claims only)

- Better coffee — and proper loose-leaf tea — than the campus café, made in your room.
- Press once, filter twice: the patented double micro-filter means a clean, grit-free cup.
- Non-electric and dorm-safe — works anywhere you have hot water.

Please don't improvise other product or spec claims (numbers, awards, comparisons) — if you want to say something extra, run it by us first.

What This Is NOT

- Not a talking-to-camera lifestyle vlog — the product and the ritual lead.
- Not a budget / “cheap student hack” pitch — this is the good gear. Lead with quality, not price.
- Not discount-led — if a code is included, it sits quietly in the caption, never the headline.
- Not sentimental “off to college” content, and no dorm clichés — no string-light overload, no “adulting” memes.

Process & Timeline

- **By Aug 1:** agreement signed, first \$100 paid, samples delivered.
- **Aug 4:** content creation begins. Shoot Video 1 first.
- **Approval:** send each draft at least 3 days before its posting date.
- **Posting:** one approved video per week, same video to TikTok and IG Reels within 24 hours of each other.

- **Wrap:** final \$100 paid within 7 days of the 4th video going live on both platforms. Keep posts live for at least 90 days.

Rights & Usage

Final content is owned by DKK Brands (ESPRO). We may edit, repost, and use it across our organic channels, website, Amazon listing, and paid advertising (including Spark Ads / branded-content ads from your handle). The fee covers all of the above; samples are yours to keep either way.

Questions or ideas? We want your voice in this — pitch us your spin on any of the 4 concepts at approval. Contact: Bruce Cooper · bruce@dkkbrands.com · ESPRO, a DKK Brands company