

HHT Creator Collab Overview

Social media moves fast, even the best content disappears from the timeline quickly. And customers tell us it’s hard to find real, in-use content for specific toys.

The Creator Spotlight solves both by giving your content a home on our site — beyond the timeline.

- Aggregates your social media posts featuring our toys
- Gives customers a clear path to your Linktree and other platforms
- Preserves your voice. No scripts, no pressure to sell or sound promotional

What’s a Creator Spotlight?

A Spotlight consists of two connected parts:

Creator Spotlight Card - a quick, enticing snapshot to encourage shoppers to click into your Creator Spotlight Panel

- Appear on product pages and in creator grids across the site
- Feature your hero image, @handle, and a short quote

Creator Spotlight Panel - your full Creator Spotlight feature

- This is where your voice, preferences, and personality really come through and new fans can learn about you
- A short bio, written review of your experience with our toys, SFW photos, and links to your Linktree and content with our toys

We think of Creator Spotlights like a magazine-style editorial — curated, intentional, and built around you.

What we’d need for your Creator Spotlight

- A few SFW photos
- A short bio (2 or 3 sentences)
- A short quote (7-10 words)
- A written review (250-350 words)

This, plus your links, is all it takes to unlock the benefits of the Creator Spotlight collaboration. **And we’ll be hands-on throughout to make sure everything works well on the site while staying true to your voice.**

Social content expectations

Beyond what’s used to build your Creator Spotlight, we’ll ask for a small amount of content posted to non-paywalled platforms:

- One SFW post (ex: unboxing), within a few days of receiving your package
- At least one NSFW post per toy, starting within ~2 weeks of receipt

Your Creator Spotlight will link to these posts and any future content you share featuring our toys. **The more you post, the more entry points customers have to find you through our site.**

What we’ll contribute

- One or more HHT toys, free of charge
- We’ll cover discreet shipping. International friends are liable for duties & import fees
- Placement of your Creator Spotlight on our site, with links back to you

Our approach

We want to work with creators who value honest, real experiences. Genuine voices help people make better choices. We’re looking for collaborators who are comfortable sharing their authentic perspective the way they would with a close friend.

If this sounds like something you’d enjoy, we’d love for you to apply. We’ll be in touch if it feels like a good fit. And of course, feel free to reach out with any questions! We’re always happy to chat :)