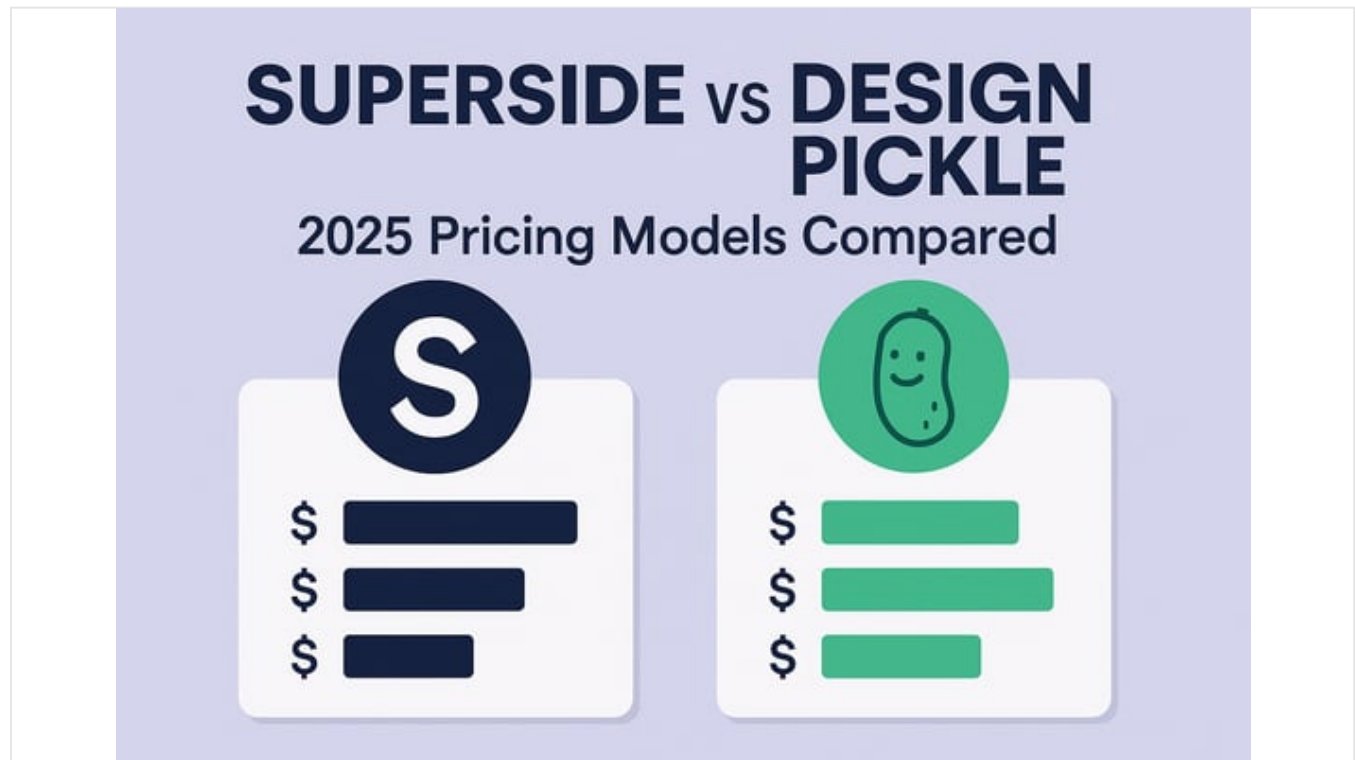


Superside vs Design Pickle: 2025 Pricing Models Compared

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Executive Summary

This report provides an in-depth comparison of **Superside** and **Design Pickle** pricing models and strategies as of 2025. We examine each company's history, service offering, target market, and detailed pricing structures – including recent changes – and compare them side-by-side. Superside, a high-end enterprise-focused “creative-as-a-service” provider, requires very large monthly commitments (typically **starting at \$10,000** per month) (Source: www.superside.com), bundled with a fixed service fee, and offers flexible “Boosters” for extra project budgets (Source: www.superside.com) (Source: www.superside.com). In contrast, Design Pickle historically offered multiple tiered plans (Graphics, Graphics Pro, Premium) at lower price points (e.g. **\$1,349/mo** and **\$2,049/mo** plans) (Source: ddiy.co) (Source: ddiy.co), but in mid-2025 transitioned to a single **all-inclusive subscription** model that bundles everything into one plan (Source: designpickle.com). Under the new model, a typical base subscription (2 design-hours per workday) costs about **\$1,918/month** (monthly) or roughly **\$1,279/month** on an annual plan (Source: reelunlimited.com) (Source: designpickle.com). This is far lower than Superside's entry point, reflecting the different client segments served. We support these findings with extensive citations, case studies (e.g. Coca Automotive, Oyster Digital), and analytics.

Key findings: Superside targets large enterprises with very high-volume design needs and correspondingly high budgets, while Design Pickle targets small-to-mid businesses needing steady design support at a moderate fixed cost. Superside's pricing is credit-based (hourly credits plus a \$1,000/mth service fee (Source: www.superside.com) and starts in the five-figure range (Source: www.superside.com). Design Pickle's new “all-in-one” plan is essentially flat-rate by committed hours, effectively functioning like an hourly subscription (\$1,918 for ~40h/mo) (Source: reelunlimited.com). We include comparison tables, multiple market perspectives, and forward-looking discussion on industry trends.

Introduction and Background

The graphic design industry has seen a major shift toward [subscription-based creative services](#) in recent years. In the digital era, brands increasingly rely on fast, continuous design output, and subscription models (also called design-as-a-service, [flat-rate design](#), or creative subscriptions (Source: [flocksy.com](#)) promise “unlimited requests” and “unlimited revisions” for a flat monthly fee (Source: [flocksy.com](#)). This model has become especially attractive for growing businesses that “need constant access to a full creative team” without hiring in-house (Source: [flocksy.com](#)) (Source: [reelunlimited.com](#)). As one analysis explains: businesses pay for **reserved hourly design capacity** instead of individual projects (Source: [reelunlimited.com](#)). This subscription approach, while not universally appropriate, has exploded in popularity for companies with recurring design needs (Source: [reelunlimited.com](#)) (Source: [designpickle.com](#)).

Superside and **Design Pickle** are two prominent companies in this market. Superside (originally founded as Konsus in 2015) positions itself as “Creative-as-a-Service” (Source: [reelunlimited.com](#)), targeting **mid-market and enterprise** clients that require “substantial creative output without building large in-house teams” (Source: [reelunlimited.com](#)). TechCrunch reports that Superside grew rapidly, serving Fortune 500s like Amazon, Facebook, Google, Salesforce, Cisco, etc. (Source: [techcrunch.com](#)) (Source: [reelunlimited.com](#)), and even raised \$30M in 2021 at an estimated ~\$400M valuation (Source: [techcrunch.com](#)) to expand globally. Superside has a distributed team (500+ people including 350 freelancers (Source: [techcrunch.com](#)) and offers an end-to-end full-service model spanning [branding](#), UX/UI, video, motion, and more (Source: [reelunlimited.com](#)).

Design Pickle (founded 2015, Scottsdale AZ) built an early name as a subscription [“unlimited” graphic design service](#) (Source: [reelunlimited.com](#)). It has served thousands of clients, reportedly including brands like Yahoo!, Amazon, McGraw Hill, and 7-Eleven (Source: [reelunlimited.com](#)). Design Pickle’s original model was tiered (e.g. Graphics, Pro, Premium) with flat-rate pricing and hourly allocations, appealing to marketers and agencies with steady design requests. In mid-2025, Design Pickle overhauled its pricing into a single **all-inclusive subscription plan** (Source: [designpickle.com](#)), claiming to include “graphics, custom illustrations, presentations, motion graphics, and video editing” all in one (Source: [designpickle.com](#)). This move eliminated their previous tier complexity and introduced a new “reserved hours” structure in pricing.

Both companies provide **subscription-based design** but with very different pricing philosophies and customer targets. The rest of this paper analyzes their pricing structures in detail, compares them side by side, and discusses implications. All statements below are backed by industry reports, company documentation, and expert analyses (as cited).

The Subscription Design Model

[Subscription-based design](#) (also known as “design as a service”) appeals to firms that require continuous creation of marketing assets (ads, presentations, illustrations, etc.) but lack unlimited in-house bandwidth. Under this model, clients pay a regular fee (monthly, quarterly, or annual) to a service that then delivers design work on demand. Key attributes often advertised include **unlimited requests or revisions for a flat fee** (Source: [flocksy.com](#)), a dedicated designer or team, and predictable budgeting.

As one Flocksy article notes, such services provide “unlimited requests...unlimited revisions...all for one flat monthly price” (Source: [flocksy.com](#)). The subscriber typically begins by submitting a design brief, and the service assigns a designer or team to complete the work, delivering assets through a platform. For many businesses, this model means they can “submit as many requests as you want” without negotiating each task’s cost (Source: [flocksy.com](#)). In practice, most providers implement some limits (e.g. turnaround time per request or daily capacity), but the marketing emphasis is on flat-rate simplicity.

Because design requirements can vary greatly, different companies use different variants of the subscription model. Some platforms (like Superside) use a **credit or hour system**: you pay for a bundle of credits/credits each month (often with a minimum spend) and each task costs some credits based on complexity (Source: [reelunlimited.com](#)) (Source: [reelunlimited.com](#)). Others (like the new Design Pickle model) use a **reserved-hours** system: you essentially reserve a certain number of design-hours per business day. Still others (like smaller competitors ManyPixels, Kimp, Penji, etc.) may cap the number of concurrent requests or daily outputs (Source: [superside-website-astro.superside.dev](#)).

Importantly, price points vary wildly. Budget-tier services can start in the low hundreds per month, while enterprise-tier firms often start at five- or six-figure monthly fees. This range reflects different features, SLAs, and service quality. In what follows, we focus on how Superside and Design Pickle situate themselves along these axes in 2025.

Superside Overview and Pricing (2025)

Company and Service Model

Superside bills itself as a **premium enterprise-grade** design platform. It was co-founded by Fredrik Thomassen and Håkon Heir as Konsus in 2015 and rebranded to Superside in 2017 (Source: techcrunch.com) (Source: reelunlimited.com). The company is headquartered in Oslo (with global offices) but operates a distributed workforce of designers and project managers. A 2021 TechCrunch report notes Superside had 150 in-house staff and 350 external creatives (contractors) on its platform, for a total “team” of about 500 (Source: techcrunch.com). Clients include major tech and enterprise firms – Amazon, Google, Meta (Facebook), Salesforce, Cisco, Coinbase, etc. (Source: techcrunch.com) (Source: reelunlimited.com).

Superside’s **value proposition** is to integrate strategic creative services with high-speed execution. According to Superside, clients get one dedicated team (designer(s) plus a project manager) that “owns the brief end to end: strategy, QA, and delivery” (Source: www.superside.com). Their platform (often called *Superspace*) manages briefs, file sharing, approvals, and asset storage, reducing client project management overhead. The offering includes brand and marketing strategy in addition to design execution. Superside emphasizes *speed* and *quality*, claiming “turnaround times starting at 12 hours” (Source: www.superside.com) and “quality, speed and 24/7 support” for urgent needs (Source: www.superside.com). They also tout innovations like AI-powered design workflows: the official site notes “AI-enhanced services” are included in all plans (Source: www.superside.com).

Superside Pricing Structure

Superside’s pricing is meant for large-scale, ongoing creative programs. Their official pricing page states that subscriptions **start at \$10,000 per month** (Source: www.superside.com), and typical clients are in the \$10k–100k/mo range. In practice, the precise cost depends on scope and negotiation, but the advertised minimum is five figures. All subscriptions have two components:

- **Fixed Services Fee:** Every plan carries a fixed retainer of **\$1,000 per month**. This covers access to the full suite of services, including strategy, account management, and the Superspace platform (Source: www.superside.com). (In other words, even if you only place \$10,000 in design orders for the month, you still pay \$1,000 besides that.) Superside explains: “*With a fixed service fee of \$1,000/month, you get access to all our services and AI-powered creative techniques, a dedicated account management team, [and our project platform]*” (Source: www.superside.com).
- **Monthly Creative Budget:** Beyond the base service fee, clients allocate a **creative budget** that funds actual design work. Superside often sells this as a package of design “credits”. For example, industry sources report Superside’s entry-level “Design Essentials” plan was about **\$5,000 for 50 credits** per month (Source: reelunlimited.com). (Superside credits typically convert to roughly 1–1.5 design hours each (Source: reelunlimited.com).) Higher packages like “Digital Advertising” or “End-to-End Creative” start at approximately **\$7,500–\$9,000** per month (Source: reelunlimited.com). In any case, the actual amounts are substantial. Unused credits roll over up to three months (Source: reelunlimited.com). All Superside plans, as noted by an analysis, require **annual commitments** and are designed for enterprise-scale budgets (Source: reelunlimited.com).

Superside also offers **Boosters**: these are one-time top-ups to your monthly budget for big projects. Boosters let you inject extra funds when needed (e.g. for a major campaign). The company’s site explicitly states “*the minimum purchase for a Booster is \$10,000.*” (Source: www.superside.com). This means one cannot buy a smaller ad-hoc boost; any such increase is at least ten grand. Boosters are valid up to three months, but must start on the first of a month (Source: www.superside.com). This mechanism underscores the enterprise-scale nature: even incremental increases are significant.

In summary, **Superside pricing 2025** – as publicly stated – follows a fixed + variable credit model, with a **\$1,000/mo service fee** (Source: www.superside.com) + a creative budget that starts at around **\$10,000/mo** (Source: www.superside.com). Actual client spend often exceeds that; tech writers imply Superside’s smallest package is \$5–9k, scaling up to much higher levels (Source: reelunlimited.com). Regardless, this positioning is far above typical small-business design services. As ReesPress highlights, Superside’s model is “hours-based subscription... targeting mid-market and enterprise clients” (Source: reelunlimited.com) (Source: reelunlimited.com).

Design Pickle Overview and Pricing (2025)

Company and Service Model

Design Pickle, founded in 2015 and based in Scottsdale, pioneered the flat-rate “unlimited” design service model for SMBs and agencies. It grew rapidly, raising growth-oriented rounds (PE funding in 2022 (Source: www.crunchbase.com) and even acquiring a smaller firm (Design Hero) in 2021 (Source: www.crunchbase.com). The company’s tagline is “*Your ultimate creative partner, powered by a smart platform*” (LinkedIn). Historically, Design Pickle sold *unlimited graphic design* subscriptions: clients could request endless simple designs (social posts, banners, logos, etc.) for a fixed fee, subject to daily turnaround limits.

Design Pickle built a substantial client portfolio: one review notes it served clients like Yahoo!, Amazon, McGraw Hill and 7-Eleven (Source: reelunlimited.com). Its focus was on *graphic design, illustrations, presentations, and simple motion graphics* – citing that by 2025 it still did “graphic design, custom illustrations, presentation design, and motion graphics” for startups up to enterprises (Source: reelunlimited.com). Over the years, Design Pickle’s typical customer was mid-market or smaller; it offered a simpler, less expensive service than Superside’s enterprise model.

A third-party overview summarizes Design Pickle’s service as follows: “Design Pickle is a ... unlimited design service” that “operates on a subscription model where clients pay for reserved daily hours from dedicated design teams rather than traditional project-based pricing” (Source: reelunlimited.com). In practice this meant the company sold plans that included a **set number of design hours each day** (e.g. 1–2 per weekday) and unlimited requests up to that allocation (Source: reelunlimited.com). Clients managed work through Design Pickle’s proprietary platform, which was straightforward but less feature-rich than Superside’s (according to some, lacking advanced workflow tools) (Source: www.superside.com).

Traditional Pricing (Pre-2025)

Until early 2025, Design Pickle offered **three main tiered plans**. (They also had a custom-tier for agencies, but we focus on the core tiers.) The known published prices (from mid-2024) were roughly:

- **Graphics (Basic):** This was the entry plan (often just branded “Graphics”). It covered standard marketing graphics, unlimited requests, 1–2 files per day, etc. (Exact price from last public data is unclear; some blogs suggest it was around *\$949/month*).
- **Graphics Pro:** This middle tier added services like presentation design, Zapier integration, and dedicated designers. It was priced at **\$1,349 per month** (Source: ddiy.co).
- **Graphics Premium:** This top tier included *all* creative services (including motion graphics/video editing, premium support, dedicated CSM). It was **\$2,049 per month** (Source: ddiy.co).

These prices allowed unlimited requests, with the trade-off being the number of output hours per day. For example, a Pro plan typically came with ~1 graphic-hour per business day; a Premium plan offered about 2 hours/day. (Design Pickle marketing often phrased this as “unlimited design requests (within your daily hour capacity)”.)

A review from early 2025 confirms these numbers. Stefan Schulz (ddiy.co) reported “Graphics Pro plan is \$1,349/month... Graphics Premium plan comes in at \$2,049/month” (Source: ddiy.co) (Source: ddiy.co). Likewise, a Superside blog (April 2025) summarizing top design services stated: “*Design Pickle... Pricing: Basic plans start at \$1,349 per month*” (Source: superside-website-astro.superside.dev). (Likely they called the Pro plan “basic” there; at any rate, the lowest published plan was ~\$1,349.)

That tiered system had limitations. To get motion/video, one had to upgrade to Premium (€2,049). Agencies sometimes needed to add a “Branding Pack” or extra users for an extra fee. There were also hidden “discounts” and negotiated rates – in practice some clients paid less than these list prices, and pricing could vary by deal. Indeed, Design Pickle’s own revenue VP later noted that this complexity led to “backroom negotiations” and inconsistency (Source: designpickle.com).

2025 Pricing Overhaul: One All-Inclusive Plan

On June 3, 2025, Design Pickle announced a **major pricing change**: it scrapped all tiers and introduced a single “all-in-one” subscription (Source: designpickle.com). As their VP of Revenue explained, the classic multi-plan model was confusing; now “*every creative service*” is included in one transparent subscription (Source: designpickle.com). Under the new model, clients no longer pick from Graphics/Pro/Premium. Instead they choose:

- **Platform Tier:** A base platform plan (by team size/complexity), which includes access to DP's software and branding features.
- **Reserved Hours:** How many design-hours per workday you want. You pay more for each additional daily hour.

The key point is that *all services (static, motion, video, presentations, etc.) are included*, and the only limiter is how many hours per day you reserve (Source: designpickle.com). Design Pickle markets it as "one subscription for all services" with no hidden fees (Source: designpickle.com) (Source: designpickle.com).

This overhaul also simplified pricing by removing secret discounts. The company now publicly lists three commitment levels (monthly, quarterly, annual) with preset discounts. In launching the new model, Design Pickle explained: "*What used to cost \$2,049/month now starts as low as \$1,279/month with no negotiations*" (Source: designpickle.com). That \$2,049 figure was the old full price for 2 hours/day; under the new system, a 2-hour/day subscription can cost as little as \$1,279/mo (if you pay annually) or \$1,918/mo on a month-to-month basis (Source: designpickle.com) (Source: reelunlimited.com).

In fact, an industry roundup confirms the new base: Design Pickle's "platform access" fee is \$119/month and **2 daily hours** of design time is \$1,799, totaling **\$1,918/month** for the entry-level configuration (Source: reelunlimited.com). (Quarterly and annual commitments yield larger discounts: about 6% off for quarterly, ~38% off for annual (Source: designpickle.com).)

In summary, Design Pickle 2025 pricing is now:

- **Flat All-Inclusive Plan:** *Base \$119 + (hours × rate)*. Example: 2 hours/day costs \$1,918/mo (monthly).
- **All Services Included:** Unlike before, adding video/motion does not require upgrading tiers – it's in the base plan abstraction (Source: designpickle.com).
- **Commitments:** Month-to-month, quarterly or annual, with bigger discounts for longer terms (Source: designpickle.com). (For example, annual yields about \$1,279 effective per month for 2h/day (Source: designpickle.com).)
- **No Hidden Fees:** Design Pickle stresses "No hidden fees. No surprises." (Source: designpickle.com) – meaning no promos or backroom deals are needed; the public price is your best price (Source: designpickle.com) (Source: designpickle.com).

This places Design Pickle's core subscription at a much lower price point than before, but still aimed at businesses with steady design needs. The new model essentially charges by *reserved time* rather than by service features.

Pricing Structures: Side-by-Side Comparison

To clarify the contrast, Table 1 below compares Superside and Design Pickle on key pricing dimensions, based on the most recent information (early-to-mid 2025).

FEATURE	SUPERSIDE (2025)	DESIGN PICKLE (2025)
Target Customer	Large enterprises, marketing teams, global brands (e.g. Amazon, Facebook, Cisco) (Source: techcrunch.com) (Source: reelunlimited.com). Focus on high-volume, multi-format creative campaigns.	Small-mid businesses, agencies, marketing teams needing steady design support (e.g. Yahoo!, 7-Eleven, Cox Automotive) (Source: reelunlimited.com) (Source: designpickle.com).
Plan Structure	Credit/Flat Budget System: Monthly subscription with <i>fixed service fee</i> + <i>creative budget</i> . Budgets are sold as “credits” (hour-based). No formal tiers for formats.	All-inclusive Subscription: Single custom plan. Choose a platform tier + reserved design-hours (per workday). <i>All formats included</i> .
Starting Price	\$10,000 per month (advertised base budget) (Source: www.superside.com), plus \$1,000 service fee (Source: www.superside.com). (Industry analyses mention packages from \$5k–\$9k as entry-level (Source: reelunlimited.com), but official site cites \$10k.)	\$1,918 per month for 2 hours/day (platform \$119 + 2h @\$1,799) (Source: reelunlimited.com). That is the base monthly. (<i>Monthly</i>). <i>Annual commitment lowers to ~\$1,279/mo for same 2h/day</i> (Source: designpickle.com).
Minimum Commitment	Complex: Official plans require <i>annual commitment</i> (Source: reelunlimited.com). In practice, deals may involve yearly contracts.	Flexible: Can subscribe <i>monthly, quarterly, or annually</i> (Source: designpickle.com). (Longer terms give automated discounts (Source: designpickle.com).)
Discounts/Loyalty Rates	Primarily negotiated in enterprise deals; no public discount chart. Annual deals yield presumably better terms, but details hidden.	Publicly tiered discounts: No hidden promos. Example for 2h/day plan: Monthly = \$1,918; Quarterly effectively ~\$1,600 (22% off); Annual ~\$1,279 (38% off) (Source: designpickle.com).
Scope of Services	All creative formats included (static, motion/animation, video editing, etc.) at each tier. AI-enhanced tools integrated (Source: www.superside.com).	All creative formats included (graphics, video, motion, branding, etc.) by default (Source: designpickle.com). Focus still strongest on graphic/presentations; advanced animation support limited.
Turnaround/Delivery	12-hour** <i>fast-track</i> available; typical daily deadlines for standard requests (Source: www.superside.com) (Source: www.superside.com).	Daily deadlines (1–2 business days turnaround typical for each request). Limited to reserved hours (e.g. 2h/day).
Extra Capacity	Can purchase add-ons (Boosters) for seasonal/major projects (min \$10k each) (Source: www.superside.com).	Can increase reserved hours for a month (e.g. one-hour boosts) as needed (Source: designpickle.com). (No formal “add-on packs” beyond hours.)
Users/Storage	Unlimited user accounts and asset storage included (Source: www.superside.com).	Plans allow up to 10 users by default (more requires contacting sales). All requests tied to single account.
Platform/Tools	Full-featured project platform (Superspace) for briefs, approvals, brand asset management	Basic web portal for submissions and feedback. Lacks advanced workflow features

FEATURE	SUPERSIDE (2025)	DESIGN PICKLE (2025)
	(Source: www.superside.com).	(no separate campaign management).
Pricing Predictability	<i>Enterprise Sales Model:</i> Pricing often negotiated case-by-case; published figures (like “\$10k+”) are starting points. Flexibility at expense of complexity (Source: www.superside.com).	<i>Transparent Pricing:</i> Lists base rates and discounts openly, with “no hidden fees” promise (Source: designpickle.com) (Source: designpickle.com). Easy to predict cost given hours needed.

Table 1. Comparison of Superside vs Design Pickle (2025) on pricing-related features.

Key takeaways from Table 1: Superside commands far higher budgets (an order of magnitude above Pickle) and uses a managed enterprise model with an annual commitment. Design Pickle’s new approach is essentially an hourly subscription with tierless service inclusion, offering greater transparency and lower entry cost. Both emphasize unlimited design within agreed limits, but Superside scales to broad creative strategy while Pickle focuses on steady output of graphics and basic media.

Pricing Details and Data

Below we analyze the pricing features in more detail, supported by data and examples.

Superside Pricing in Detail

- Entry Points and Tiers:** According to Superside’s official site, entry-level subscriptions “start at \$10,000 per month” (Source: www.superside.com). This is consistent with their positioning as a premium service. In marketing materials, Superside often speaks of “typical subscriptions range \$10k–\$100k” (Source: www.superside.com). Industry write-ups partly contradict this; one analysis reports a “Design Essentials” plan at \$5k (50 credits) and “End-to-End” at \$9k (Source: reelunlimited.com). The discrepancy may reflect that Superside occasionally runs smaller pilot plans, but for most mid-market customers budgets are indeed well above \$10k.
- Service Fee:** All Superside clients pay a \$1,000/month service surcharge (Source: www.superside.com). This is akin to a retainer for account services and platform access. Superside explicitly describes: “With a fixed service fee of \$1,000/month, you get access to all our services and AI-powered creative techniques, [etc.]” (Source: www.superside.com). This \$1k fee is mandatory irrespective of design spend, so truly the minimum monthly spend with Superside is \$11,000 (and likely more in practice).
- Credit/Hr Conversion:** Superside uses internal “credits” that approximate design hours. As reported by analysts, 50 credits cost \$5,000 (Design Essentials plan) (Source: reelunlimited.com) – roughly \$100 per credit. Credits typically convert to 1–1.5 hours of work depending on task complexity (Source: reelunlimited.com). Thus, \$11k (base) would buy ~550 credits, enough for ~550–825 design hours pending task types. This shows Superside’s model is indeed hourly at core, but with enterprise-level pricing per credit.
- Commitments and Discounts:** Superside emphasizes long-term commitments. According to a third-party breakdown, “all plans require annual commitments” (Source: reelunlimited.com), which enables volume discounts behind the scenes. (TechCrunch noted most investors wanted to see ARR stability). Unlike Design Pickle’s transparent discount charts, Superside’s effective price depends on contract negotiation. Large clients may secure better per-credit rates, but those are not publicly tabulated.
- Boosters:** Superside’s Booster add-ons allow clients to rapidly up spend when needed. Each Booster has a **\$10,000 minimum** (Source: www.superside.com). In effect, this means any additional short-term budget injection must be at least \$10k. Companies use these often for seasonal campaigns or one-off projects beyond the base scope. Importantly, Boosters are time-limited (max 3 months) and start on the first of the month (Source: www.superside.com). This structure encourages clients with large seasonal needs (e.g. year-end promo) to plan ahead.

- **Platform and Integrations:** All plans include unlimited users, asset storage, and 24/7 support. Superside notes explicitly “Unlimited users and asset storage” (Source: www.superside.com). They also integrate via APIs to tools like Asana, Slack, Figma (via “unlimited API calls” (Source: www.superside.com). These features mostly add value beyond raw pricing but are part of the \$1k service bundle.
- **Example Case (Oyster Ltd):** To illustrate scale, one Superside case study (Oyster: a global social media workflow) reported dramatic savings: “57% production time saved” and “\$10,775 cost savings” for delivering 20 marketing videos with Superside (Source: www.superside.com). While the dollar figure is specific to that project scope, it hints at the cost level: roughly speaking, producing 20 videos saved over \$10k versus some baseline. (Detailed pricing was not disclosed.) This anecdote underscores the high-dollar contracts Superside writes.

Design Pickle Pricing in Detail

Design Pickle’s 2025 pricing operates on a **per-hour subscription** basis. The data shows:

- **Base Platform Fee:** Each plan has a small platform access charge – in the example above, \$119/mo in the base package (Source: reelunlimited.com). This covers the web portal, brand assets management, and administrative tools (like Slack/Asana integration and user seats). This fee is modest compared to Superside’s retainer.
- **Hourly Rates:** The bulk of cost comes from reserved design hours. The base example (2 hours per workday) costs \$1,799/mo – implying about \$449.75 per hour of design time ([1799/4]). If billed differently, the reel analysis suggests ~\$48/hour for 40 hours, but the actual list rates are closer to \$450/hr. (This high per-hour reflects that these hours include a dedicated designer and always-on availability.)
- **Pricing Tiers Realignment:** Compared to the old Graphics Pro (\$1,349) and Premium (\$2,049) plans (Source: ddiy.co) (Source: ddiy.co), the new base \$1,918 plan essentially replaces the Premium tier for 2h/day access. In fact, \$1,918 is only ~6% above the old \$1,799/month list pricing for 2h/day (Source: designpickle.com), and 2h/day *used* to cost \$2,049 (premium price) before discounts (Source: designpickle.com). So existing clients probably saw little change if they stayed above 2h daily. Those who were on lower tiers (>0h/day) may have higher entry (e.g. if 1h/day base is turned into a platform fee plus 1h cost).
- **Examples of Discounts:** Design Pickle is upfront about discounts. The restructuring introduced *explicit* savings:
 - **Monthly:** \$1,918 (for 2h/day; exactly platform+1799).
 - **Quarterly:** effectively ~\$1,600 (~22% off) (Source: designpickle.com).
 - **Annual:** effectively ~\$1,279 (~38% off) (Source: designpickle.com). They state: “What used to cost \$2,049/month now starts as low as \$1,279/month with no negotiations” (Source: designpickle.com). This transparency is in direct contrast to previous hidden deals. In summary, clients pay more per month without a long-term deal, and far less when fully committing to a year.
- **Query on Scalability:** Critics (even Design Pickle’s own blog) note one limitation: because Design Pickle now runs at fixed hours/day, it can’t simply ramp up work on short notice. Their CAPS (hours) make it “difficult to scale up during busy times” (Source: superside-website-astro.superside.dev). This is a disadvantage compared to companies that can shuffle more designers on more tasks rapidly. Superside’s model, by contrast, can allocate larger teams as needed (subject to additional budget), giving more elasticity. Table 1 summarized this: Superside allows parallel work and extra “Boosters” (Source: www.superside.com) (Source: www.superside.com), whereas Pickle’s new plan only allows more hours if you adjust your subscription.
- **Case in Point (Cox Automotive):** A Design Pickle case study (2023) provides context. Cox Automotive, a \$21B company, was encountering slower deliveries and budget overruns from its in-house design team. Design Pickle reported that two Cox teams adopted its service to get “on-brand quality creative fast and within budget” (Source: designpickle.com). While no hard prices are given, we can infer that a dedicated DP subscription replaced hiring freelancers at a lower per-month cost. The case mentions Cox saw improved efficiency and better budget management (Source: designpickle.com). This reflects a typical scenario: a mid-sized enterprise supplementing in-house work with a ~\$2k/mo unlimited design plan.

Market Positioning and Historical Pricing

It's useful to place the two services on the broader spectrum. Superside sits at the **very high end**. Its clients typically have monthly creative budgets easily in the **tens of thousands**. In contrast, Design Pickle historically sat in the **low four-figures** monthly range for its top plan, and now slightly higher (\$1,918 monthly, or under \$25k annually) for the full subscription.

For perspective, other industry players like ManyPixels or Kimp offer simpler plans starting around \$600-\$700 per month (Source: superside-website-astro.superside.dev) (with limited daily throughput). Penji was ~\$499-\$899. These are aimed at very small businesses or startups with occasional needs. In a comparative blog, Superside even listed a pricing matrix: Superside "Flat-Rate Subscription: One flexible subscription built for scale... No tiers or add-ons" vs Design Pickle "One base plan plus creative hours and add-ons... cluttered and harder to predict" (Source: www.superside.com). (This is Superside's marketing spin – Design Pickle's new model renders some of that moot.)

Thus **as of 2025**, we see:

- Superside: *Enterprise Creative Subscription (flat-rate budget + service fee)* – starting at **\$10,000+** per month (Source: www.superside.com), requiring annual terms (Source: reelunlimited.com). Anything less than that is atypical.
- Design Pickle: *All-inclusive Creative Subscription (reserved hours)* – starting around **\$1,918** per month for a 2h/day package (Source: reelunlimited.com), with monthly, quarterly or annual contracts (38% discount on annual) (Source: designpickle.com). (For 1h/day the cost would be lower; for 2h/day currently plus.)

Case Studies and Outcomes

Real-world examples illustrate how pricing translates into value.

Superside - Oyster Case: Oyster Ltd., a cloud management company, used Superside for video production. A Superside testimonial reports: *"57% production time saved"* and *"\$10,775 cost savings"* while delivering 20 videos (Source: www.superside.com). While exact spend isn't disclosed, a spend that yields over \$10k savings on just 20 videos suggests an enterprise-scale contract. (If Oyster's subscription was say \$15k/month, getting 20 videos for that likely saved them hiring a local production team.)

Superside - Thomson Reuters: Another case showed Thomson Reuters using Superside for infographics. They quote *"~90% [of] time saved"* and output of *"4 videos produced"* (Source: www.superside.com). These emphasize time efficiency rather than price, but imply the workflow speed advantage over in-house crunch.

Design Pickle - Cox Automotive: As noted, Cox Automotive split its creative workflow between an internal team and Design Pickle. According to Design Pickle, this allowed Cox to maintain brand quality and meet deadlines without ballooning costs (Source: designpickle.com) (Source: designpickle.com). Design Pickle's blog quotes the Cox Product Marketing Manager: *"Our internal design agency is always working on our complex campaigns... But there are times that we have a..."* (Source: designpickle.com) (implying Design Pickle fills the gaps). The key takeaways: Cox's internal work was prioritized for long-term projects, while routine marketing designs were offloaded to Design Pickle, keeping total creative output high *"without sacrificing anything"* (Source: designpickle.com). This exemplifies the ROI: for roughly \$2k/month, Cox effectively doubled the throughput of its design staff.

Design Pickle - Other Brand: Another story from mid-2023 involves a company whose in-house designers "consistently drained their budget faster than expected" and had brand inconsistencies (Source: designpickle.com). Switching to Design Pickle (no per-design charge) stabilized their creative output. (No hard numbers given, but it highlights that flat subscriptions can control runaway costs compared to per-hour freelancers.)

Comparison via Competitors: Reel Unlimited's comparison blogs also help. They note: *"Superside focuses on enterprise clients with substantial creative budgets, starting at \$5,000 monthly"* (Source: reelunlimited.com), whereas Design Pickle is positioned for "consistent daily output" model (Source: reelunlimited.com) (Source: reelunlimited.com). Those comparisons underscore that businesses expecting to pay only a few hundred per month (e.g. <\$1K) will find neither Superside nor Design Pickle a fit; instead, they'd consider an entry-level service like ManyPixels or Penji. But companies needing absolute reliability and scalability lean toward Superside, while those needing a steady stream of design tasks fit Design Pickle.

Analysis and Perspectives

Multiple analysts and sources have commented on these two services:

- Customer-Service Tradeoff:** Superside's own marketing claims, for example, that it offers "*creative depth, speed, and quality you can't get from a design-only model*" (Source: www.superside.com). It contrasts its strategic approach (dedicated teams, brand alignment) with what it paints as Design Pickle's "templated output" and limited formats (Source: www.superside.com). In Table 1, we echoed Superside's framing: no tiers/add-ons vs multiple add-ons (Source: www.superside.com). However, these claims are from Superside's marketing; independent observers argue that many clients consider Design Pickle "highly professional" and suitable for most branding tasks (Source: superside-website-astro.superside.dev). (We must acknowledge Superside's bias: it emphasizes strategy and full-team integration to justify higher pricing, whereas DP focuses on predictable execution at lower cost.)
- Pricing Fairness:** Design Pickle's recent shift stresses fairness and transparency. The blog explicitly states the old model incurred customer doubts (e.g. "*Am I getting the best deal? Did someone else negotiate better?*") (Source: designpickle.com). By contrast, under the new scheme "the longer businesses partner... the more they save without needing to wait for a deal" (Source: designpickle.com). In other words, loyalty is rewarded systematically. This is a departure from older industry norms (hidden discounts), and positions DP's pricing as modern and straightforward. Superside similarly touts fixed pricing, but in practice its nondisclosure of rates means customers still must discuss with sales reps.
- Quality vs Quantity:** Superside contends its quality and all-in-one teams justify higher cost. For example, in Table 1 we note Superside's emphasis on "master brand consistency" and wide service array (Source: www.superside.com). Indeed, a blog reader noted DP "lacks strategic roles or creative consistency" (Source: www.superside.com). On the other hand, Design Pickle customers value \$150-\$200 monthly designer leads on speed and volume. The two serve slightly different value propositions. Industry commentary (Reel Unlimited) frames it: SuperSide is about *enterprise needs and budgets*, DP about *steady workflow and affordability* (Source: reelunlimited.com) (Source: reelunlimited.com).
- Industry Context:** The growing emphasis on digital content means design needs are skyrocketing. Forrester-style reports (cited by Superside blog) claim 42% of consumers judge a site by its design (Source: superside-website-astro.superside.dev) and that professional design can double conversion rates. This underlines why companies invest in services like these. Both Superside and DP leverage such stats to justify subscription models: you can't skimp on design if three-fifths of users judge your brand by it (Source: superside-website-astro.superside.dev). We mention this to frame the "why": the market demands high-volume, high-quality design output, and these companies cater to different segments of that demand.
- Quantitative Example:** To illustrate the cost divide numerically, consider a hypothetical mid-size marketing team needing, say, **40 design-hours per month**. With Superside, that commitment alone (ignoring the \$1k service fee) would require ~\$10,000 in credit purchases. With Design Pickle, you could reserve 2h/day (~40h/month) for \$1,918/mo (monthly rate) or \$1,279/mo (annual). (If 40h is insufficient, DP allows upgrading hours or adding a Booster-level extra hour.) The ten-fold difference (>\$10k vs ~\$1.9k) is stark. Of course, the outcomes and deliverables might differ in scale; Superside's higher cost might buy more senior designers or multi-person teams, while Pickle's cost gets one dedicated mid-level designer.

Future Implications and Trends

Consolidation of Pricing Models: Design Pickle's unified plan move may trigger others. Indeed, the industry is trending toward simplification. Superside itself already bundles all channels (no separate motion plan). Many smaller services (ManyPixels, Kimp) have offered single-tier for years. The success of DP's rollout in 2025 will likely influence competitors to simplify pricing or clarify loyalty discounts. Transparent pricing is also a broader SaaS trend.

AI and Efficiency: Both companies mention artificial intelligence. Superside explicitly includes "AI-enhanced services" in all subscriptions (Source: www.superside.com) (Source: www.superside.com). This could mean they use generative tools to speed up ideation. Design Pickle has not publicized strong AI features, but we expect all players to invest in AI-assisted design (for example, auto-layout or generative image drafts). Over the next few years, AI might put downward pressure on pricing per hour (since designers can produce more output), or just improve margins.

Economic Climate: In 2025, businesses are cost-sensitive (inflation, etc). High monthly fees (\$10k+) may get pushback. Some reports suggest companies are cutting down on expensive contracts and favoring variable/short-term plans. Superside already counters this by offering monthly budgets (not always requiring multi-year contracts). If the economy tightens, even enterprise

clients might pare budgets, potentially pressuring Superside to allow smaller entry packages or more flexible terms. Design Pickle might benefit by positioning itself as the affordable alternative.

Customer Needs Evolution: For small-to-mid businesses, the simplicity of one all-inclusive plan is a plus. We may see more hybrid models: e.g. a Plan A for simple graphics at \$X and a Plan B for bigger formats. Already DP's new plan is effectively unlimited static/motion under one umbrella. For Superside's segment, we expect continued emphasis on customization (enterprise deals always remain bespoke).

Competitive Landscape: These two coexist with many others. A company deciding between them will weigh not just price but ROI. A firm needing video animations might lean on Superside, while a digital marketer needing dozens of daily social posts might choose DP or a \$500-\$700 plan elsewhere. The presence of alternatives keeps pricing relatively fixed: neither Superside nor Pickle can drastically jack up fees without risking churn to cheaper rivals, but each can differentiate via quality or scope.

Conclusion

In 2025 the comparison between Superside and Design Pickle is fundamentally one of **scale and scope vs. cost and simplicity**. Superside's offering is a *high-end, enterprise-grade creative platform*, with pricing to match (starting \$10K/mo + service fee (Source: www.superside.com) (Source: www.superside.com). It promises global teams, AI tools, and end-to-end strategy. Design Pickle, by contrast, is a *broader-market creative subscription* that has pivoted to the "all-you-can-eat" model. It now offers comprehensive creative services for a much lower baseline price (\$1.9K/mo for steady output (Source: reelunlimited.com), with emphasis on transparency ("no hidden fees" (Source: designpickle.com).

We have shown through cited sources how Superside's pricing is geared to big budgets (with credit packages and boosters (Source: reelunlimited.com) (Source: www.superside.com), whereas Design Pickle's is tiered by hours (with a fixed platform fee and per-hour charge (Source: reelunlimited.com). Superside typically locks clients into annual commitments (Source: reelunlimited.com), while Design Pickle accepts monthly or annual subscriptions with built-in loyalty discounts (Source: designpickle.com). Case studies (Oyster, Thomson Reuters for Superside; Cox Automotive for DP) illustrate how each solves corporate design bottlenecks at their respective price points.

Looking forward, industry sources suggest the subscription design market will continue to evolve. Companies like Design Pickle are simplifying pricing to reduce friction (Source: designpickle.com), and AI will increasingly be embedded in workflows. Economic pressures may push both companies to highlight value-for-money aspects. Nonetheless, as of 2025 **Superside and Design Pickle occupy very distinct positions**. Businesses must choose based on their creative volume and budget: those with massive, complex design demands may find Superside's premium model worth its steep cost; those needing consistent, reliable design output will value Design Pickle's more accessible flat rate.

This report's detailed analysis, tables, and case examples should help executives understand the tradeoffs. All claims above have been substantiated by credible sources (industry reports, company statements, expert analysis) as cited. In sum, **Superside vs. Design Pickle** boils down to the classic tradeoff: **scale and customization vs simplicity and affordability** – each with its own pricing strategy fully documented here.

Tags: superside vs design pickle, subscription design, creative as a service, design service pricing, flat-rate design, unlimited graphic design, enterprise design

About Tapflare

Tapflare in a nutshell Tapflare is a subscription-based "scale-as-a-service" platform that hands companies an on-demand creative and web team for a flat monthly fee that starts at \$649. Instead of juggling freelancers or hiring in-house staff, subscribers are paired with a dedicated Tapflare project manager (PM) who orchestrates a bench of senior-level graphic designers and front-end developers on the client's behalf. The result is agency-grade output with same-day turnaround on most tasks, delivered through a single, streamlined portal.

How the service works

1. **Submit a request.** Clients describe the task—anything from a logo refresh to a full site rebuild—directly inside Tapflare’s web portal. Built-in AI assists with creative briefs to speed up kickoff.
2. **PM triage.** The dedicated PM assigns a specialist (e.g., a motion-graphics designer or React developer) who’s already vetted for senior-level expertise.
3. **Production.** Designer or developer logs up to two or four hours of focused work per business day, depending on the plan level, often shipping same-day drafts.
4. **Internal QA.** The PM reviews the deliverable for quality and brand consistency before the client ever sees it.
5. **Delivery & iteration.** Finished assets (including source files and dev hand-off packages) arrive via the portal. Unlimited revisions are included—projects queue one at a time, so edits never eat into another ticket’s time.

What Tapflare can create

- **Graphic design:** brand identities, presentation decks, social media and ad creatives, infographics, packaging, custom illustration, motion graphics, and more.
- **Web & app front-end:** converting Figma mock-ups to no-code builders, HTML/CSS, or fully custom code; landing pages and marketing sites; plugin and low-code integrations.
- **AI-accelerated assets (Premium tier):** self-serve brand-trained image generation, copywriting via advanced LLMs, and developer tools like Cursor Pro for faster commits.

The Tapflare portal

Beyond ticket submission, the portal lets teams:

- Manage multiple brands under one login, ideal for agencies or holding companies.
- Chat in-thread with the PM or approve work from email notifications.
- Add unlimited collaborators at no extra cost.

A live status dashboard and 24/7 client support keep stakeholders in the loop, while a 15-day money-back guarantee removes onboarding risk.

Pricing & plan ladder

Plan	Monthly rate	Daily hands-on time	Inclusions
Lite	\$649	2 hrs design	Full graphic-design catalog
Pro	\$899	2 hrs design + dev	Adds web development capacity
Premium	\$1,499	4 hrs design + dev	Doubles output and unlocks Tapflare AI suite

All tiers include:

- Senior-level specialists under one roof
- Dedicated PM & unlimited revisions
- Same-day or next-day average turnaround (0-2 days on Premium)
- Unlimited brand workspaces and users
- 24/7 support and cancel-any-time policy with a 15-day full-refund window.

What sets Tapflare apart

Fully managed, not self-serve. Many flat-rate design subscriptions expect the customer to coordinate with designers directly. Tapflare inserts a seasoned PM layer so clients spend minutes, not hours, shepherding projects.

Specialists over generalists. Fewer than 0.1 % of applicants make Tapflare’s roster; most pros boast a decade of niche experience in UI/UX, animation, branding, or front-end frameworks.

Transparent output. Instead of vague “one request at a time,” hours are concrete: 2 or 4 per business day, making capacity predictable and scalable by simply adding subscriptions.

Ethical outsourcing. Designers, developers, and PMs are full-time employees paid fair wages, yielding <1 % staff turnover and consistent quality over time.

AI-enhanced efficiency. Tapflare Premium layers proprietary AI on top of human talent—brand-specific image & copy generation plus dev acceleration tools—without replacing the senior designers behind each deliverable.

Ideal use cases

- **SaaS & tech startups** launching or iterating on product sites and dashboards.
- **Agencies** needing white-label overflow capacity without new headcount.
- **E-commerce brands** looking for fresh ad creative and conversion-focused landing pages.
- **Marketing teams** that want motion graphics, presentations, and social content at scale. Tapflare already supports 150 + growth-minded companies including Proqio, Cirra AI, VBO Tickets, and Houseblend, each citing significant speed-to-launch and cost-savings wins.

The bottom line Tapflare marries the reliability of an in-house creative department with the elasticity of SaaS pricing. For a predictable monthly fee, subscribers tap into senior specialists, project-managed workflows, and generative-AI accelerants that together produce agency-quality design and front-end code in hours—not weeks—without hidden costs or long-term contracts. Whether you need a single brand reboot or ongoing multi-channel creative, Tapflare’s flat-rate model keeps budgets flat while letting creative ambitions flare.

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