

IMPACKD

COVID-19 Initiative

Important messages delivered
into the home of millions





What if

We could partner up and help spread
important COVID-19 related messages

into the home of millions of people



Collaboration



COVID-19 Campaigns

INTERNATIONAL DELIVERY

We have the following non-profit campaigns ready to launch internationally

For this we are looking for webshops, that can offer advertising space on the outside of their parcels.


#CALLFORCARE

Do you need help or know anyone that does? I can help! Message me on:

.....
Social Media Platform:

.....
Username/Account:

Fill in the social media account where people can message you (see side of box)
And post a picture of this box with the hashtag to let people know you can help.

**Thank
you
care
takers**



Express your gratitude!
thankyoucaretakers.com

COVID-19 Campaigns

NATIONAL DELIVERY

We have the following non-profit campaigns ready to launch nationally

For this we are looking for webshops, that can offer advertising space on the outside of their parcels with the ability to ship parcels to The Netherlands only



**IK DOE MEE,
JIJ OOK?**

#HELPDEHORECA

#DASLIEF

SIRE

Added Value

POSITIVE PR / BRANDING

FULL TRANSPARENCY

NO INVESTMENT

GIVING BACK



Exposure & Positive Brand Perception:

- Consumer will associate your brand with a good cause
- Artwork will show 'Powered by IMPACKD, [Webshop] & [Packaging Supplier]'

PR & Branding

- IMPACKD will mention webshop in publications and online posts
- Webshop has a great story to tell through their own PR and social media

Added Value

POSITIVE PR / BRANDING

FULL TRANSPARENCY

NO INVESTMENT

GIVING BACK



COLLECTIVE DECISION
ON WHAT CAMPAIGN TO
ACCEPT OR DENY



Added Value

POSITIVE PR / BRANDING

FULL TRANSPARENCY

NO INVESTMENT

GIVING BACK



No Costs

- IMPACKD invests in creation and execution of artwork
- Packaging supplier invests in extra print of artwork
- Webshop puts outside of parcel available

Minimal Effort

- IMPACKD coördinates campaign directly with webshop's packaging supplier
- Webshop gives GO or NO-GO on presented artwork on parcel

Added Value

POSITIVE PR / BRANDING

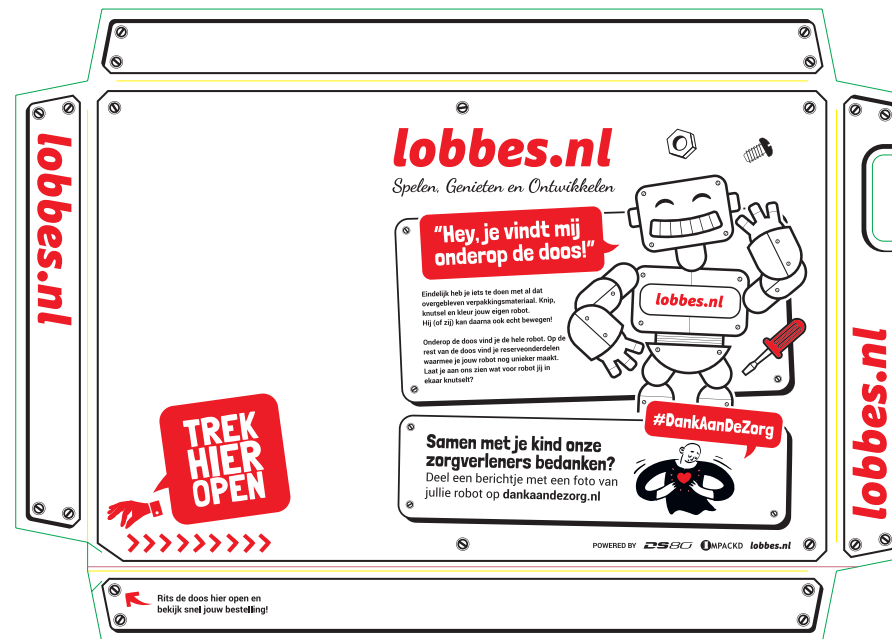
FULL TRANSPARENCY

NO INVESTMENT

GIVING BACK

Let's give back

With nobody leaving their house, home-delivered parcels are the ultimate source to help spread important Corona related messages.



BEZORGERS DIE PAKKETJES
BLIJVEN RONDBRENGEN
IN MOEILIJKE TIJDEN.

#DASLIEF

ZIE JIJ EEN MOOI INITIATIEF, DEEL HET VIA #DASLIEF

MediaMarkt

POWERED BY MPACKD

Why IMPACKD

Network of Agencies
Creative Team
Advertising Experience



What we normally do

(for Webshops)

WEBSHOP



Substantial Discounts per Sponsored Box (15-20%)



Contribute to Social Cause with no extra Costs or Effort



Free Brand Exposure on the Box 'Powered by [Webshop]'

A network of advertisers that allow webshops to capitalise on unused box space, generating substantial packaging cost reduction



NO CHANGE IN PACKAGING PARTNER



SAME SUPPLY CHAIN PROCESS



SAME DELIVERY PROCESS



NO COMPLICATIONS

What we normally do

(for Advertisers)

ADVERTISER



Mass Reach



In-Home Marketing



Long Exposure Moments



Opportunity to post box



State of Excitement



100% Visibility

Turn home-delivered boxes into prime advertising space that reaches Millions of People in their homes



EASY/FAST EXECUTION



FULL COLOUR ADS



NO COMPLICATIONS



ENVIRONMENTAL FRIENDLY

IMPACKD

Let's collaborate

Bas Bunge (Founder IMPACKD)

+31 6 11 64 48 34

